Abstract

The study attempts to investigate performance of request strategies and request sub-strategies done by buyers and sellers at Pusat Grosir Surabaya (PGS). The study uses Blum-Bulka, House & Kasper's theory as mentioned by Hassall (1999). The study was done in three stores representing similar stores in PGS. Each store consisted of five conversations in different sub-stores. The data were taken from the conversation in natural setting. Thus, descriptive qualitative research method is used in the study. The data were collected by means of recording the conversation, transcribing the conversation, grouping the conversation, and eliminating unimportant parts. Next step was crosschecking with the theory, analyzing the data, counting the number of requests, and finally interpreting the result of the study. There are 15 conversations observed and result in 271 data of request. The study of request strategies of buyers and sellers at Pusat Grosir Surabaya concludes that 8 types of request strategies based on CCSARP taxonomy exist. Therefore, Mood Derivable, Performative, Obligation Statements, Want Statements, Suggestory Formulae, Query-Preparatory, Strong Hints and Mild Hints. Hedged Performative is the only absent strategy in requesting. All of these requests are in forms of imperative sentences. Direct Strategy becomes the most dominant strategies 53, 7 % (87/162), Non-Conventionally Indirect becomes the second rank 34,6% (56/162). Conventionally Indirect ranked the last with only 11, 7 % or (9/162). The result of Asking as request shows details that Direct asking is 83, 5 % (91/109), Conventionally Asking is 1, 8 % (2/109), and Hints Asking is 14, 7 % (16/109). Overall, imperative request is more dominant than request by asking. The proportion is 59, 7 % (162/2/71): 40, 22 % (109/271).

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Key words: *Request, Request strategies, and Request Sub-Strategies*