

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1 Background of the Study**

Buyer and seller should have a relationship or link to elaborate in exchange that is called communication. Communication between buyers and sellers occurs continuously and could be pillars of people's economics worldwide (Kranton & Mineheart, 2001). For communication to be meaningful, buyers and sellers need to follow commonly known principles of messages that can be exchanged at any point in the conversation. These principles must be defined in publicly verifiable terms and must allow the flexible composition of communication (Kranton & Mineheart, 2001). Only when buyers and sellers communicate appropriately, does the trade run smoothly. In short, communication is very essential for traders. Both parties of traders are involved in a unique system of communication. This system makes them bargain one each other.

Bargaining is the most important action when buyers and sellers are communicating. In general, people may use the terms bargaining and negotiating in similar way. However, the word bargaining is actually more specific. Bargaining is communication designed to promote a satisfactory exchange. (Lebow, 1996). Buyers and sellers try to bargain in order to set a deal. Sellers will get financial benefit while the buyers will get product and service benefits. To be more specific, the process of bargaining aims to set fixed price based on buyers and sellers' agreement. At this point, the bargaining has achieved successful agreement point between buyers and sellers.

In the process of bargaining, the buyers request information of products from the sellers. They will do request until both parties of buyers and sellers feel satisfy with the price. The action of asking for information is an application of request. Buyer and seller are requesting one another during their bargaining. Based on Lebow (1996), there are two main goals in the bargaining process. The first is applying the information in response to claims involving the buyer to pay. The second is to engage the buyer's request for specific information relating to the claims of bargaining. Thus, in the bargaining activity buyers and sellers are connected in a network that makes them request each other to achieve the best agreement.

People do not easily make request about something that he or she has done to the others because people should be really careful in requesting to keep the relation between the speaker and the hearer. In requesting, people should be polite in order to maintain the hearer's reaction. Requesting has an important role in the social practice of politeness. According to Watts (2003) linguistic politeness may be realized by means of both formulaic and semi-formulaic utterances. Requesting is one of the commonly used linguistic and formulaic expressions which carry out appropriate speech acts on the politic behavior of a social situation. A speech act reflects utterances of people. In delivering their messages, speaker use different forms of communication strategies. This speech act is later transformed into actions where people could really understand the meaning of the utterances (Yule, 1997). By the time the buyers and sellers bargain, they apply request which is a part of speech acts.

Requests are part of speech act field that consists of three types that inter-related one another. These types are locutionary acts, illocutionary acts, and perlocutionary acts. Between these three, illocutionary act seems to be the most important. In addition, the illocutionary act has five communication strategies including declarative, representative, expressive, directive, and commissive. Among these five kinds of speech act, presentation of buyers-traders do request as speech act is classified as directive speech act. An attempt to get hearer to do an act which speaker wants hearer to do, and which it is not obvious that hearer will do in normal course of events or of hearer's accord (Searle, 1969, p. 66).

People do the request in different ways. People can select different types of languages and different expression means according to different communicative purposes and communicative occasions. Sometimes people utter the request in an implicit way. Short conversation probably occur explicit expression or implicit expression (Brown & Levinson, 1978). People directly say the request word such as "give me your notes", but sometimes people do not acknowledge the offer that they have done. Moreover requests are addressed by buyers and sellers are not exactly imposing acts, but consist of encoding offers. It also includes the making of requests.

Based on the phenomenon, in this study the writer tries to analyze request strategy used by buyers and seller at Pusat Grosir Surabaya. Pusat Grosir Surabaya or better known as PGS is the best place that portrays ideal setting of bargaining. PGS is the most ideal place. Because PGS represents items from low and middle quality, bargaining of price is essential ("Surabaya", 2010). Unlike sellers at malls that apply fixed price, PGS' sellers let the bargaining occur.

Furthermore, PGS is the center of wholesales product at affordable price facilitating buyers and sellers from local area of Surabaya, East Java Province, as well as eastern part of Indonesia (“Lamicitra”, 2009). The writer assumes that there are basically top three kinds of stores that represent popular stores at PGS, including a store of bag, accessories, and clothes.

In addition, the uniqueness of Pusat Grosir Surabaya is the diversity of its visitors. Because PGS is a wholesale center in eastern Java, visitors come from many regions. The visitors who came from many regions derived from many different tribes and ethnics, so that it has some variation. There are some tribes and ethnics such as Javanese, Madurish, Chinese, Minangkabau, Bugis, etc. Madura, Chinese, Javanese are the most dominant in the PGS. Every tribe gives their own style in communication. Diversity arises from multiple requests are varied. Language diversity is incorporated in Bahasa Indonesia in doing trade activities. The writer chooses to analyze request strategies because the writer wants to know what types of request strategies that occur in the conversation among the buyers and the sellers at PGS. The writer realizes that request is an important aspect in conversation in maintaining the relationship between the buyers and the sellers. The writer also realizes that in having offered with the others sometimes occur in bargaining activity.

In doing this study, the writer uses Blum Kulka, House and Kasper’s theory (1989) of request strategies. Based on their research, there are three types of request strategy comprising direct level, conventional indirect level, and non-conventional indirect level. From three types of request strategy, Blum Kulka, House and Kasper (1989) divide them into nine sub-request strategy including

mood derivable, performatives, hedged-performatives, obligation statements, want statements, suggestory formulae, query-preparatory, strong hints, and mild hints. The supporting theory proposed by Hassall (1999). Hassall divided asking as requests into three, direct asking, conventionally indirect asking, and non-conventionally indirect asking. From that phenomenon, the writer is interested to conduct a request strategy study that brings benefits for people's life.

## **1.2. Statements of the Problem**

In this study, the writer tries to analyze request speech acts done by buyers and sellers at Pusat Grosir Surabaya or PGS. Thus, this study attempts to answer the following questions:

1. What types of request strategies are used by buyers and sellers at Pusat Grosir Surabaya during their bargaining?
2. What types of request strategies that mostly occur in the conversation between buyers and sellers at Pusat Grosir Surabaya during their bargaining?

## **1.3 Objectives of the Study**

In this study, the writer tries to identify types of request strategies that are used by buyers and sellers at Pusat Grosir Surabaya during their bargaining. The writer also tries to identify what type of request strategies that mostly occurred during bargaining.

#### 1.4 Significance of the Study

Theoretically, the writer hopes that this study may be a reference for the readers to gain the knowledge about request strategies. The writer also hopes that this study can be a reference for other researchers who are interested in conducting deeper research about request strategies. Practically, the writer also wants to contribute this study to help people who want to make trading activity. This study gives information how to use correct form of requests as well as to avoid mistakes in bargaining. By doing so, buyers and sellers will be able to perform a trade which is beneficial for both parties.

#### 1.5 Definition of Key Term

To avoid misunderstanding in the study, there should be same point of view in comprehending basic terms that are going to be used in this thesis. Those key terms involve the following words:

- Request : a part of speech act field that is occurred of the way the speaker order what they want via utterance to the hearer (Searle, 1969)
- Request strategies : strategies used to ask for something or other people to do something. The speaker attempts to make the world fit the words via the hearer (Yule, 1997).
- Pusat Grosir Surabaya : semi-modern market in Surabaya. The center of wholesales various product with affordable price (“Surabaya”, 2010)