Abstract

Tobing, Anastasia Maria Lumban. Speech Convergence Features Used by a Madurese Seller towards the Javanese Buyers at Pacar Keling Traditional Market. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Humanities, Airlangga University, 2013.

Speech convergence, an attempt to make our speech similar towards the interlocutors (Holmes, 2001), is regarded as an effective communication strategy for people who come from different ethnic group. This communication strategy is used especially by people from a different ethnic group who aim to settle in a new area mostly occupied by the natives of a particular ethnic group. This study aims to analyze the use of speech convergence features by a Madurese seller towards the Javanese buyers at her store in Pacar Keling Traditional Market and explain the motives of using those features. The data are in the form of conversations and were obtained from a 120 minute audio recording. From 81 natural conversations recorded, 10 data were chosen as the samples to be further analyzed. In order to analyze speech convergence features, Communication Accommodation Theory (CAT) by Giles, Coupland, and Coupland (1991) is applied. Results indicate that language, accent, and dialect are the three most frequently used features by the Madurese seller as they help her to sound like a native herself. The use of Javanese language and dialect has motives to gain economic advantages and social rewards by getting loyal customers. Furthermore, accent has motives to show the trustworthy towards the Javanese buyers. Sounding like a native is important to gain social acceptance of the Javanese buyers which helps her to get economic advantage. Furthermore, the use of the other features, such as jokes, self disclosure, pause, speech rate, and vocal intensity is important for the relationship building between the Madurese seller and the Javanese buyers.

Keywords:

Javanese, Madurese, speech convergence, traditional market.

CHAPTER I

INTRODUCTION

SPEECH CONVERGENCE FEATURES... ANASTASIA MARIA LUMBAN TOBING