

ABSTRACT

Kurniawan, Marisa. 2019. A Comparison of Violation of Cooperative Principle between Seller and Buyer in Traditional Market of Pasar Raya Padang and Lubuk Alung. Thesis. Faculty of Languages and Art. Universitas Negeri Padang.

The study deals with violating maxims of cooperative principle by the sellers and the buyers in traditional markets of Pasar Raya and Lubuk Alung. The objectives of the study are to find out how sellers and buyers do violation maxims in their transactions in traditional market of Pasar Raya Padang and Lubuk Alung and to identify the differences and similarities of violation of maxims between traditional market Pasar Raya Padang and Lubuk Alung. This research was conducted by using descriptive method. The data were the utterances between sellers and buyers from 21 conversations each traditional market. The data were collected by recording the conversations. There result showed that there were 120 utterances that violated the maxims used by sellers and buyers traditional market Pasar Raya while in traditional market Lubuk Alung there were 123 utterances that violated maxims used by sellers and buyers. There were 72 violation maxim of quantity in Pasar Raya while 80 violation maxim of quantity in Lubuk Alung market. Then, there were 10 violation maxim of quality in Pasar Raya market while 4 violation in Lubuk Alung market. The last type that found is maxim of relevance. There were 38 violation in Pasar Raya market while 39 violation in Lubuk Alung market. The implications of violating maxims that used by sellers and buyers were to show closeness and become the part of their purpose how they do transaction each other, how they attract the customers, and how they get a deal in bargaining transaction.

Key words: Cooperative Principle, Violating Maxims, Sellers and Buyers in Traditional market Pasar Raya and Lubuk Alung

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Penelitian ini tentang pelanggaran maxim dari prinsip kerja sama antara penjual dan pembeli di pasar tradisional Pasar Raya Padang dan pasar Lubuk Alung. Objek dari penelitian ini adalah untuk menemukan bagaimana penjual dan pembeli melakukan pelanggaran maxim pada transaksi yang sedang berlangsung di pasar tradisional Pasar Raya Padang dan pasar Lubuk Alung dan untuk mengidentifikasi perbedaan dan persamaan pelanggaran maxim antara kedua pasar. Penelitian ini dianalisa melalui metode deskripsi. Data dari penelitian ini adalah ujaran ujaran dari penjual dan pembeli dari 21 percakapan setiap pasar tradisional. Data yang diperoleh melalui rekaman dari percakapan. Hasil dari penelitian ini menunjukkan terdapat 120 ujaran yang melanggar maxim antara penjual dan pembeli di pasar tradisional Pasar Raya Padang sedangkan terdapat 123 ujaran yang melanggar maxim antara penjual dan pembeli di pasar tradisional Lubuk Alung. Terdapat 72 pelanggaran maxim quantity, 38 maxim relevance dan 10 maxim quality di pasar tradisional Pasar Raya. Sedangkan di pasar tradisional Lubuk Alung terdapat 80 pelanggaran maxim quantity, 39 maxim relevance dan 4 maxim quality. Maksud dari pelanggaran maxim yang digunakan oleh penjual dan pembeli adalah untuk menunjukkan kedekatan satu sama lain dan menjadi bagian dari tujuan bagaimana mereka melakukan transaksi satu sama lain, bagaimana mereka menarik pelanggan dan mendapatkan persetujuan dalam transaksi tawar menawar.

Kata kunci : Prinsip Kerja Sama, Pelanggaran Maxim, Penjual dan Pembeli di Pasar Tradisional Pasar Raya dan Lubuk Alung