

**AN ANALYSIS OF POLITENESS STRATEGY USED BY SELLER  
AND BUYER AT TRADITIONAL MARKET PASA LAMO  
LUBUK SIKAPING**

*Submitted as a partial fulfillment of the requirements to obtain Strata One (S1)  
Degree in English Department*

**PAPER**



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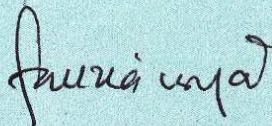
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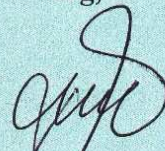
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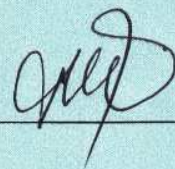
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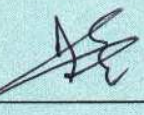
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## ABSTRAK

**Ardila, Prima. 2014.** “An Analysis of Politeness Strategy Used by Seller and Buyer in Traditional Market Pasa Lamo Lubuk Sikaping”. *Makalah*. Padang. Jurusan Bahasa dan Sastra Inggris .Fakultas Bahasa dan Seni.Universitas Negeri Padang.

Makalah ini dibuat bertujuan untuk mengetahui strategi kesantunan yang digunakan oleh penjual dan pembeli di Pasa Lamo Lubuk Sikaping. Sumber data diperoleh dari percakapan penjual dan pembeli yang kemudian dianalisa secara pragmatis menggunakan teori *politeness strategy* yang dikemukakan oleh Brown dan Levinson yang terdiri dari empat strategi yaitu: *positive politeness*, *negative politeness*, *bald-on record* dan *off-record*. Dari analisa yang dilakukan, penulis menemukan strategi kesantunan yang digunakan penjual adalah sebagai berikut: strategi kesantunan positif (70.5%), strategi bald on record dan off record ditemukan dalam jumlah persentase yang sama (11.8%) , dan yang terakhir ditemukan strategi kesantunan negatif sebagai strategi yang paling jarang digunakan (5.9%). Sementara itu, hasil analisa strategi kesantunan yang digunakan oleh pembeli yaitu, strategi kesantunan positif(40%), bald on record (32%), off record (20%) dan strategi kesantunan negatif (8%).

**Key words :** *politeness strategy, positive politeness, negative politeness, bald on record and off record.*

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## **CHAPTER I INTRODUCTION**

### **1.1 Background of the Problem**

Absolutely all of the social interactions among human being need language to communicate in every process. Language is the most important element used by everyone to interact each other. Human being use language to convey their intention. Finegan (2004: 294) stated that principally people use language as a tool to do things: request a favor, make a promise, report a piece of news, give directions, offer a greeting, seek information, invite someone to dinner, and perform hundreds of other ordinary verbal actions of everyday.

Selling and buying process is a kind of human being interaction in social life. The process of selling and buying or we can say as trading need language in order to reach the intention for the both of seller and buyer. A good interaction and communication are needed during the process. The seller is required to be able to use communicative language in order to sell their product. It appears frequently that the seller and buyer find such kind of the problems, for example; in promoting the product, convince the buyer, or make a deal with the price agreement in bargaining.

The seller should be more persuasive in communicating as well to convince the buyer about the product. Sometimes the buyers are too pushing down the price while bargaining. In this case, the buyer should have the strategy to deal with the price agreement. As a tool of communication and in order to make

a good interaction to deliver the message, of course language has so many aspects to be consider, one of them is a politeness strategy.

Politeness strategy is the strategy which is used by the speaker in order to get expecting responses from the target. According to Brown and Levinson (1987), Politeness strategy defined as a basic production of social order. As a universal principle of human interaction politeness are reflected in language and it may differ from group to group, individual to individual, or situation to situation. Being polite is the key point to make a good communication between speaker and herarer, as the result both of parties will get expecting responses each other or get the main intention.

In connection to this, selling and buying or can be called as commerce or trading process that include in social order process need language as media to interact for both of seller and buyer, and absolutely being polite in communicate each other is needed in order to get successful process. For example, during trading process, there is an action called bargaining done by seller and buyer in order to reach the goal for both parties. The importance of using politeness strategy for seller is to make the seller agree with the price offered. Seller should be more skilful determine the choice of politeness strategy that will be used to the customers, they have to control the situation during the trading process in order to achieve their intention. In other side, buyer also need to use communicative politeness strategy to get lower or lowest price. According to Brown and Levinson (1987), politeness is the concept of face, the concept of face is refers to self image. Brown and Levinson subdivide it into Positive face and negative face.

Positive face is stated as the want of every member that his wants to be desirable to at least some others, while negative face is stated as the want of every competent adult member's that his actions can be unimpeded by others (Brown and Levinson 1987: 62). Yule (2006:119-120) defined Negative face as the need to be independent and free from imposition, and Positive face is defined as the need to be connected, to belong, to be a member of group. Brown and Levinson(1987) stated the four strategies in avoiding FTA ; bald on record, positive politeness, negative politeness, and off record.

In contrast, trading process will not run successfully when there is no politeness strategy that are used by seller and buyer. As stated above, being polite in communication is the key point to get good relationship between speaker and hearer, in this case it refers to seller and buyer. Politeness strategies are needed to make both of speaker and hearer comfortable in delivering their message to achieve the goals. If one of them feels uncomfortable with the interlocutor, the communication will not run well. As the consequence, the seller will probably not successfully sell their product and the buyer cannot get the desired price. Pasa Lamo Lubuk Sikaping is one of traditional market that also deals with this. Sellers at traditional market Pasa Lamo Lubuk Sikaping have various ways in promoting their product especially for the clothing seller, while the buyers also have various criterias in buying a product, like color, size, and style. Therefore, both of seller and buyer should develop their ability in negotiating, that is by using politeness strategy.

For that reason, the writer is interested in getting to know what are the politeness strategies used by the seller and buyer at Traditional Market Pasa Lamo Lubuk Sikaping. As Brown and Levinson (1987) stated that politeness strategy is fundamental in avoiding Face Threatening Acts (FTA). A good communicative politeness strategy will define the achievement of the seller and buyer goals or intentions. Hopefully, this paper will produce an invention of language variation study, especially for politeness, as well for the reader in order to know how to use the right choice of politeness strategy in the selling and buying process.

### **1.2 Limitation of Problem**

The data of this research were analyzed in pragmatic field of study by using descriptive qualitative method. In order to analyze the data, the writer limited the problem into the politeness strategies used by seller and buyer in Traditional Market Pasa Lamo Lubuk Sikaping in clothing trade activities. The writer only focused on the type of politeness strategies according to Brown and Levinson theory; positive politeness, negative politeness, bald on record and off record. This paper would not talk about Don't Do FTA.

### **1.3 Formulation of the Problem**

The problem of the study is formulated as follow; what are the types of politeness strategy that are used by the seller and buyer in Pasa Lamo Lubuk Sikaping?

### **1.4 Purpose of Writing Paper**

The purpose of the paper is to describe the types of politeness strategies used by the sellers and buyers at traditional market Pasa Lamo Lubuk Sikaping.



### **1.5 Technique of Data Collection**

The data in this research were taken through recording of the seller's and buyer's utterances in trading process. The technique of collecting data passed some processes:

1. The writer prepared recording tools.
2. The writer went to the Pasa Lamo Lubuk Sikaping and then recorded the dialogues of sellers and buyers.
3. The writer wrote down the transcription data needed.

### **1.6 Technique of Data Analysis**

The data were analyzed by using descriptive qualitative method. The steps in analyzing the data were :

1. The writer transcribed all the data into written form.
2. The writer identified and classified the data of the utterance that had been selected.
3. The writer put the selected data in the table for the efficiency of classification process.
4. The writer analyzed them by using politeness strategy theory according to Brown and Levinson 1987.
5. The writer concluded the result of research.