

**REFUSAL STRATEGIES USED BY SELLERS IN PASAR RAYA
PADANG**

PAPER

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Degree*



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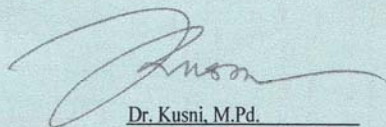
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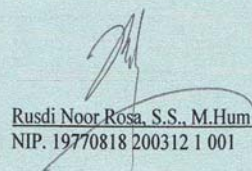
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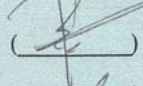
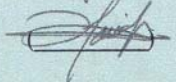
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ABSTRAK

Enrizal, Fira. 2011. "Refusal Strategies Used by sellers in Pasar Raya Padang." *Makalah*. Jurusan Bahasa Inggris. FBS. UNP Padang.

Makalah ini membahas tentang strategi-strategi penolakan yang digunakan oleh pedagang di Pasar Raya Padang. Adapun yang menjadi focus penelitian makalah ini adalah untuk mengetahui jenis strategi yang digunakan oleh pedagang dalam menyampaikan penolakan. Objek dari penelitian ini adalah ujaran penolakan yang digunakan oleh pedagang Pasar Raya Padang. Sedangkan tujuan dari penelitian tak lain adalah untuk menemukan strategi yang digunakan oleh pedagang dalam melakukan penolakan. Untuk tercapainya penelitian makalah ini, penulis menggunakan teknik observasi agar memudahkan penulis menentukan strategi-strategi penolakan yang digunakan oleh pedagang Pasar Raya Padang. Diakhir penelitian, peneliti menemukan strategi-strategi penolakan yang digunakan oleh pedagang di Pasar Raya diantaranya: reason or explanation, promise of future acceptance, direct refusal, token agreement or acceptance, criticism, mitigated refusal and expression of regret or sorrow.

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Finally, the writer realizes that this paper is far from being perfect. Therefore, the writer welcomes any constructive criticism and advices from the readers for the improvement this paper. Then the writer also hopes that this paper will give contribution to the linguistic field.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Problems

Communications are always applied in all places, including market. A market is one of the places where communication takes place. In this case, the communication happens between sellers and buyers. The sellers usually offer their products to the buyers. They will do anything in order to attract the buyers' interest to buy the products. Likewise, the buyers will attempt to buy the products as cheaply as possible. To get satisfactory price, the buyers will bargain the price offered by the sellers.

In one case, there is a stuck condition when the buyer's bargain is too low and the sellers think he/she will not get the profit. It is usual that some of the customers press the price much lower than normal. The sellers have their own trick to face them. Sometimes they try to persuade or make them believe that the products have good quality.

In such event, the sellers are targets of requests for the buyers. The buyers will keep requesting to the sellers until they get reasonable price, and the sellers will also keep persuading the buyers. If they can reach the agreement about the price, the buyers can take the products home. In contrast, if the sellers do not agree with the buyers' request, they will refuse it.

The sellers may have different ways in expressing their refusal. It can be indirect or direct refusal. In indirect refusal, the sellers do not give a clear

statement. It means that they do not want to hurt their customers' feelings. They try to be as polite as possible.

Besides, many other sellers tend to refuse the buyers' request by giving a clear statement. It means that the sellers directly utter their refusal. But, they keep trying to persuade the buyers to buy by giving emphasis on specialties of the products or explanation. The ways they use in refusing the buyers' requests are known as refusal strategies.

One of the places where this kind of interaction takes place is a traditional market, such as Pasar Raya Padang. Pasar Raya is a central market in Padang where all of citizen's needs can be found. Most of the products sold there have no fixed price, so the buyers have a chance to do bargaining with the sellers. Some of their bargainings are accepted but some are refused.

The sellers' refusals lead to some bad feelings towards the buyers. Some buyers were disappointed because the sellers directly refused their requests only by saying "no". Some of them also said that the sellers wanted to get higher profit by giving various reasons in order to persuade the buyers. Others said that the sellers tried to manipulate the price by offering the buyers' with other similar products with lower quality.

The problems above are very interesting to be studied because there are many strategies that are used by the sellers in order to refuse the buyer's requests. Nevertheless, those refusal strategies are mainly aimed at establishing a good relationship with the buyers because the sellers will always expect more and more buyers to buy their products.

Refusals can be studied from different field of linguistics, including sociolinguistics, discourse analysis, and pragmatics. From sociolinguistics point of view of, refusals can be studied by considering the social status and the social distance of the conversant. From discourse analysis point of view, refusals can be studied from the processes of constructing refusal expressions. From pragmatics point of view, refusals can be studied by analyzing different strategies used by the conversant. This paper focuses the study of refusals based on pragmatics point of view. Specifically, this paper analyzes refusal strategies used by sellers in Pasar Raya Padang.

1.2 Limitation of the Problem

The problem of this paper is limited to refusal strategies used by sellers in Pasar Raya Padang. The object of this matter is refusal utterances that are produced by sellers in Pasar Raya Padang.

1.3 Formulation of the Problem

The formulation of the problems is: “What are the refusal strategies used by sellers in Pasar Raya Padang.”

1.4 The Purpose of the Paper

The purpose of this paper is to analyze the refusal strategies used by sellers in Pasar Raya Padang.

1.5. Techniques of Collecting Data

To get the data, the writer took two steps:

1. The writer come to Pasar Raya and find the sellers were serving the buyer.
2. The writer record the conversations happened between seller and buyer during the bargaining process.
3. Rewrite the conversations that consist of refusal strategies into notebook.

After getting the data, the writer begin to analyze the data.