

ILLOCUTIONARY SPEECH ACT AS A MARKETING STRATEGY FOR TRADERS IN PANAM MORNING MARKET

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Abstract. The market is a place where interaction between sellers and buyers occurs. In the process of interaction, someone in expressing an opinion should be a speaker expressing in a language that can be understood together. Language is a sign system of arbitrary, free or arbitrary sounds that community members use to cooperate, interact and identify themselves. The purpose of this study is to explore and elaborate the form of directive speech acts of panam morning market traders. This type of research is qualitative descriptive research. The commissive speech acts used by traders in peddling their wares were found to be two types of commissive speech acts, namely promising, and offering. After using unique and varied speech, the influence caused by the speech of traders in the Panam morning market was able to attract buyers. The study of directive speech acts and commissive speech acts in interaction speech events in traders in the Panam morning market produced varied findings about the types of directive speech acts and types of commissive speech acts.

Keywords: marketing, panam morning market, speech allocation

I. INTRODUCTION

Language has an important role in everyday life to communicate to others. This is what distinguishes us from other created beings because it is inseparable from the human need to interact with others. In the process of interaction, someone in expressing an opinion should be a speaker expressing in a language that can be understood together. Language is a sign system of arbitrary, free or arbitrary sounds that community members use to cooperate, interact and identify themselves [1]. In the use of language, we will find in all aspects of life and differ also in terms of its use as well as the use of language used in the process of buying and selling interactions in the market [2]. The market is a place where interaction between sellers and buyers occurs. Wiryomartono argues that pasar is a noun, synonymous with peken, and the verb is mapeken, which means to gather, a gathering place for buying and selling. (Wiryomartono, 2000 in Aliyah [3]). The market is where buying and selling takes place between buyers and sellers. sellers and buyers, when they communicate, actually sellers in delivering speech, the word spoken arises because in speech the speaker not only says the word, but has a purpose in the word. Speech is a sentence spoken by a speaker with the intention of communicating with the interlocutor [4]. As part of the marketing and sales relationship. Sellers in speech use the same strategy used by buyers to gain profits in commerce and commerce, i.e. customers are satisfied with what is bought and sellers get more customers [5].

The use of appropriate speech and context in trade relations will make the situation better. Comprehension of speech acts is important in communication because people often face different problems in their lives [6]. The role of the

seller includes two-way communication, namely face-to-face and attachment with customers that usually occurs in Pasar Panam Pekanbaru. Panam Market Pekanbaru is a market that sells a variety of basic necessities, from daily staples to household needs, one of which is in the field of marketing including the establishment of various stalls selling various customer goods. All members are looking here, from young people, adults, and retail sellers who want to sell to other customers [7]. Interactions in the marketing process can be analyzed with the help of a pragmatic study, one of which is related to illocutionary speech acts. Illocutionary speech acts are divided into five types, namely directive speech acts, commissive speech acts, assertive speech acts, expressive speech acts and declarative speech acts [8]. In short, directive illocutionary speech acts are speech delivered intending to do something, commissive speech acts are speech acts that bind the speaker, assertive speech acts are speech that should be in accordance with facts and can be proven, expressive speech acts are expressions as a form of manifestation of the speaker's feelings, and declarative speech acts are speech intended to create new circumstances. In this study, only two data sources will be studied, namely illocutionary speech acts, directives and commissives [9]. This is because the dominant data source occurs between sellers and customers in Panam Pekanbaru Morning Market. Talk about the act of offering and convincing customers to buy the product or service offered. The language, pronunciation strategies, and use of directive speech acts and commissive speech acts in the words spoken by customers at Pasar Pagi Panam Pekanbaru were used as research study materials. In this case, the study will investigate the use of directive speech acts and commissive speech acts carried out by sellers with customers at Panam

Pekanbaru Morning Market. The marketing techniques used by merchants vary greatly. From these various variations, it is certainly a more point for a trader in attracting customers and making profits.

Speech 1

Context: This speech occurred on Sunday, February 19, 2023 at the Panam morning market. At that time, a man was seen looking at sellers of kitchen spice ingredients such as chilies, onions, garlic and other ingredients. Because the seller sees the potential for his merchandise to be sold, the merchant calls the buyer to see his merchandise.

Seller: "What are you looking for, bro? Look here first, the ingredients are all new. (1)"

Buyer: "How much do these onions, Buk, cost?"

Seller: "You can mix, how much do you want to buy?"

Buyer: "The onion is a quarter and the garlic is also a quarter."

The statement above is included in the speech act of request directive. This is because traders speak to get potential buyers to come in and see the contents of their wares. Apart from intending to get buyers to come into his stall, the seller also says that the materials being sold are in new condition so buyers are interested in his merchandise. The statement in question is "Look first, all the ingredients are new here."

Speech 2

Context: This speech occurred on Sunday, February 19, 2023 at the Panam morning market. This speech happened precisely at one of the stalls selling socks. When the buyer asks for a price, the seller offers a price agreement for each quantity of goods to be purchased.

Buyer: "How much is this pony?"

Seller: "Ten bro"

Buyer: "Ah, it's expensive, bro."

Seller: "That's the only one, bro, but if you take two, the price is fifteen thousand." (1)

Buyer: "Yes, bro, just two"

Speech 2 is included in the commissive speech act of promising. The reason is, the seller promises buyers that if they buy two pairs of socks they will get a discount of five thousand from the normal price. The statement in question was "That one, bro, but if you take two it's worth fifteen thousand." Based on the explanation above, researchers are interested in studying the speech used by traders. This is interesting to research because sellers can attract buyers to be interested in buying their products. And the languages used by sellers are very diverse. The goal, of course, is to attract a variety of potential buyers.

Apart from these things, the relationship between buying and selling is easy to find. The languages used at the Panam Pekanbaru Morning Market also vary, so this study does not only focus on one language. However, in the data processing process, data in regional languages will be translated into Indonesian. So that this research is focused and does not deviate from the main problem and objectives to be achieved in this research, the researcher limits the scope of the problem regarding the use of "illocutionary speech acts as a marketing strategy for Panam Pagi Market Traders". This research aims to explore and elaborate on the forms of directive speech acts of morning market traders and the

benefit of this research is that it can contribute knowledge and insight related to pragmatic, illocutionary, speech act theories.

II. RESEARCH METHODS

This type of research is qualitative descriptive research (Salim and syahrums [2]). This study will describe expressions that indicate commissive speech acts and directive speech acts used in speech conversations between sellers and prospective buyers in the Pekanbaru Panam Morning market. Data Collection Techniques of this research by means of Observation Techniques, Recording Techniques and Listening Techniques Involved Cakap.

Data Analysis Techniques

The data analysis technique carried out is by using qualitative descriptive analysis to determine the commissive speech acts and directive speech acts used on traders in the Panam Pekanbaru Morning Market, then the researchers take the following steps:

1. Data transcription, after the author gets data on the speech of traders in Panam Morning Market obtained from the recordings, then the researcher transfers the data that has been obtained by writing or typing back from all the speech results taught by traders or buyers.
2. Classification is carried out at the time of grouping types of commissive and directive forms of speech.
3. The description stage, then at this stage, the researcher describes all forms of speech acts based on the results of qualitative data [12].

III. RESULTS AND DISCUSSION

Form of Directive Speech Act

a. Request Directive Speech Act

1. Context: this story happened at the Panam morning market on Saturday 18 March 2023. This story happened right at one of the stalls selling clothes. When buyers pass by while looking at the stall, the trader takes the initiative to ask the buyer to come in and see the other types and motifs that the trader is selling.

Trader: "Cari apo Bang?, lihatlah ke dalam."

("What are you looking for, Bro? Look inside first.")

Buyer: "Yang ko bara Kak?"

("How much does this one cost, sis?")

Trader: "Ko ampek puluh bang"

("This one costs forty thousand rupiah, bro")

Buyer: "Lihat dulu ya kak"

("Take a look first, Sis")

The speech act above is classified as a request directive speech act. The reason is, the trader asked one of his customers to come in to see what goods were being sold. This is evidenced by the words "Look within".

2. This story happened at the Panam morning market on Wednesday 4 October 2023. This story happened right at one of the stalls selling fruit. A buyer was seen who was unsure about the taste of the rambutan fruit he wanted to

buy. To convince potential customers, the trader asks buyers to taste one rambutan fruit.

Buyer: "Buk rambutannya manis?"

(Is this rambutan sweet, Mom?)

Trader: "Oo iya, manis-manis ni Dek. Coba dulu ni satu"

("Oo sure, the rambutan here tastes sweet, try one, little one")

Buyer: "Yes, ma'am, I'll try it.

Analysis: the speech above is included in the request directive speech. Traders ask buyers to taste one rambutan to prove that the rambutan they are selling has a sweet taste. This statement is proven by the sentence "Try it first."

3. This story happened at the Panam morning market on Wednesday 4 October 2023. This story happened right at one of the stalls selling kitchen utensils. A trader was seen looking at various types of kitchen knives. The trader takes the initiative to choose one of the knives that according to the knife trader is sharp and suitable. Traders ask buyers to try the quality of the sharpness of the knife themselves to convince potential buyers.

Buyer: "Untuk motong ayam bagusnya yang mana ya Bang?"

("Which knife is good for cutting chicken, bro?")

Seller: "Mending ini, cocok untuk motong-motong daging"

("This one is better because it is suitable for cutting meat")

Buyer: "Tajam tak ni Bang?"

("Is this knife sharp, bro?")

Trader: "Ini coba tes dulu"

("Try this knife first")

Analysis: this speech is included in the directive speech act of request. Traders ask buyers to test the sharpness of the knives they sell for themselves. This is done so that potential buyers are more confident in the goods they want to buy. This utterance is marked by the sentence "Here's the knife, try it first".

4. This story happened at the Panam morning market on Wednesday 4 October 2023. This story happened right at one of the stalls selling perfume. Buyers are tempted by large bottles of perfume containing 50% alcohol and 50% pure seeds. However, the trader asked him to try spraying perfume containing 100% pure seeds. This is done so that buyers want to buy small bottles of perfume containing 100% pure seeds.

Buyer: "Yang campur harganya berapa kak?"

("How much does perfume mixed with alcohol cost, bro?")

Trader: "100 ribu bang"

("The price for a mixture is 100 thousand bro")

Buyer: "kalo yang murni?"

("If the perfume contains 100% pure seeds, how much does it cost?")

Trader: "Sama Bang, tapi botolnya kecil. Tapi bang, kalo yang bibit murni wanginya awet, lebih natural. Coba dulu Abang semprot keduanya abis tu badingkan."

("The price is the same, bro. But pure seed perfume uses a small bottle. If it's pure seed, the aroma lasts longer and feels more natural. Try it first, brother, spray both perfumes first and then compare.")

Analysis: the speech above is included in the request directive speech. Sellers try to convince buyers to buy pure perfume. The way traders try to convince buyers is to ask buyers to spray both types of perfume and then compare them. This utterance is marked with the sentence "Try spraying first, brother."

b. Directive Speech Act of Granting Permission

1. Context: this story happened at the Panam morning market on Saturday 18 March 2023. This story happened right at one of the stalls selling clothes. The buyer seems unsure about the size of the clothes he wants to buy. Therefore, the merchant took the initiative to give permission to use the curtains provided to try on the clothes they wanted to buy.

Buyer: "Ukuran L Bang ada?"

("Is this one size L, bro?")

Trader: "Ado"

(There is)

Buyer: "Can I try it first, bro?"

Trader: "Bisa, Cubo situ Bang.Tu ado tirai"

("You can try it first, bro. There's a curtain")

Buyer: "ini L kan bang?"

("This one is size L, right, bro?")

Trader: iya, takut gak cocok kak")

("Yeah, afraid that the size won't fit when you use it.")

2. Context: this story happened at the Panam morning market on Saturday 18 March 2023. This story happened right at one of the stalls selling clothes. When a buyer is interested in one of the clothes on display, the buyer wants to look closely and check the material used in the clothes. The seller permits the buyer to see and touch the clothes on display so that the buyer is confident and interested in buying the merchandise.

Buyer: "Berapa itu Bang?"

("How much does that one cost, bro?")

Trader: "Ko?"

("This one?")

Buyer: " Iya Bang, bisa lihat?"

("Yes Bro, can you take a look first?")

Trader: "Oh, boleh bang, ini liat bang dulu"

("Oh okay bro, here bro, let's take a look first")

The utterances listed in data (1) and (2) are classified as directives for granting permission. This is because the seller gives trust to the buyer and gives the buyer permission for what he wants. Permission is given to lure buyers to buy the goods that have been provided. Providing this permission also has a positive impact on both parties, because it can build trust between them. This is proven by the words "You can try first" and "You can".

3. This story happened at the Panam morning market on Wednesday 4 October 2023. This story happened right at one of the stalls selling fruit. A buyer was seen busy wrapping the fruit he had purchased. Because there are various kinds of fruit, buyers want to ask for more plastic so that one type of fruit doesn't mix with another type of fruit.

Buyer: " Bang ini kan buah nya ada macam-macam"

("Bro, there are various types of fruit that I bought")

Trader: " Ya tu kak?"

:(("Yes, then sis?")

Buyer: " Boleh minta plastik lebih?, satu macam satu plastik."

("Can I ask for more plastic? I want one type for one plastic.")

Trader: " Oo iya boleh silahkan Kak."

("That's fine, just go ahead, sis")

Analysis: This utterance is a directive speech act of giving permission. This is because traders are permitted to use more plastic. This is done so that buyers feel satisfied after shopping at the kiosk. This speech is marked with the sentence "It's okay, please go ahead, Sis.")

4. This story happened at the Panam morning market on Thursday 5 October 2023. This story happened right at one of the stalls selling fruit. A buyer was seen choosing the mangoes he wanted to buy. The buyer seemed unsure about the mango he was selling. Buyers ask traders for testers to prove the taste. To satisfy their customers, traders allow them to taste the mangoes that have been provided as testers.

Buyer: " Bang manis mangganya?"

("Bro, are the mangoes sold here sweet?")

Trader: " Bang manis mangganya "

("The mangoes sold here are all ripe, bro")

Buyer: " Ada Abang testernya? Mau nyicip dikit?"

("Do you provide a tester? I want to try it a little.")

Trader: " iya silahkan Bang, coba aja kebetulan masih ada"

("Yes, go ahead, Bro, Coa just happens to still be there.")

Analysis: the speech above is included in the directive speech act of giving permission. Traders allow buyers who want to taste the mango fruit before the buyer buys it. This is done to convince buyers that the mangoes being sold have a sweet taste. The speech was marked with the sentence "Yes, please, Bro, just try it, it just happens to be still there.

c. Directive Speech Acts Questions

1. Context: this story happened at the Panam morning market on Sunday 19 March 2023. This story happened right at one of the stalls selling shoes. It can be seen that buyers are looking for shoes that fit their foot size. The seller takes the initiative to ask the size of shoes the buyer usually wears to immediately find the desired size and reach an agreement with the buyer.

Buyer: " Ini ukuran berapa Bang?"

("What size is this one, bro?")

Trader: " Ini ukuran berapa Bang?"

("What size do you usually wear?")

Buyer: " Ukuran biasa 41 "

("I usually wear size 41 Bang")

Trader: " Ooh yang ini maksudnya Bang?"

("Oh, you mean this one, bro")

Analysis: the speech in the data above is a question that requires an answer. The seller expresses the buyer's desire or need to provide feedback. Questions are marked with the sentence "What size do you usually have?"

d. Command directive speech acts

1. Context: this story happened at the Panam morning market on Sunday 19 March 2023. This story happened right at one of the stalls selling kitchen spices. Buyers want to choose the onions they want to buy according to what the buyer wants. To satisfy customers, traders order buyers to choose and put them themselves in the plastic bags provided.

Buyer: " Kak pilih-pilih bawangnya bisa?"

(Sis, can you choose the onions?)

Trader: " Ya, masukkan saja ke dalam plastik "

(Yes, just put it in plastic if you have it)

Buyer: " Iya kak"

("Yes, sis)

2. Context: this story happened at the Panam morning market on Sunday 19 March 2023. This story happened right at one of the stalls selling kitchen spices. The buyer wants to fill in his purchase receipt to match the shopping list that the buyer has made. The trader ordered me to take a pen and fill in the note in the space provided.

Buyer: " Kak minta notanya ya, tapi saya isi "

("May I have notes? but let me fill them in myself")

Trader: " ini, isi saja disana, ini pulpenya "

("Here, just fill it in there, and here's the pen.")

Buyer: " Oke Kak "

("Okay Sis")

Analysis: The speech above is classified as a directive command speech act. This utterance means that the interlocutor does what is instructed by the speaker. The speaker's orders in data (1) and (2) show the buyer's desire to do as instructed. The statement in data (1) "Yes, just put it in plastic" means that the trader tells the buyer to put the selected onions in the plastic that has been provided. The statement in data (2) "Just fill it in there" means that the seller tells the buyer to write down the note that has been provided by the trader himself.

e. Advice directive speech acts

1. Context: this story happened at the Panam morning market on Sunday 20 March 2023. This story happened right in one of the stalls selling clothes. It can be seen that buyers seem confused about the choice of jacket between brown and black. Traders advise buyers on color choices that suit the buyer's skin color. This is done as a form of service between traders and buyers.

Buyer: " Bang bagus yang hitam atau coklat "

("Is it better to be black or brown bangs?)

Trader: " yang hitam itu Bang, soalnya lebih masuk ke kulit Abang "

("It's better to have black, because it suits my skin better")

Buyer: " Ya juga ya "

("That's right huh")

Analysis: The speech in the data above is classified as a directive speech act of advice. The speech provided is aimed at providing customer comfort. This is done by traders so that buyers feel satisfied and comfortable with the merchandise they have purchased. In utterance (1) "yang hitam itu Bang" this utterance is intended to encourage buyers to choose black.

By choosing black, customers look more suited to wearing it, because the color matches the buyer's skin color.

2. This story happened at the Panam morning market on Friday 6 October 2023. This story happened right at one of the stalls selling footwear. A buyer is seen looking for sandals that are suitable for him to wear. Buyers do not understand the materials used in making sandals. Buyers ask traders for advice to explain and at the same time tell them which sandals use durable and long-lasting materials.

Buyer: " Bang yang ini tahan?"

("Bro, are these sandals made from durable material?")

Trader: " Ini kurang bagus, talinya tipis, cepat lepas nanti "

("This one isn't good, the strap material is too thin, I'm afraid it will come off quickly later.")

Buyer: " Jadi yang mana Bang yang bahannya bagus?"

("So, in your opinion, which sandals are made from the best?")

Trader: " Yang ini aja, bahannya karet, dan juga di sisi-sisi sampingnya sudah dijait biar tak mengangak alas bawahnya tu.

("Just this one, the material is made of rubber, and the sides have also been sewn so that the bottom base doesn't open easily.")

Buyer: "Oo gitu Bang. Kalo yang karet tu berapa Bang?"

("Oh, I see, bro. How much do those rubber sandals cost, bro?")

Trader: " Emang agak mahal dikit, 120 pasnya.

("Those made from rubber are a bit more expensive. The exact price is 120 thousand.")

Analysis: the speech in the data above is included in the directive speech act of advice. This is because when buyers do not understand the type of material used in sandals, traders are happy to provide directions and explanations regarding the materials used in sandals. This is done solely to satisfy customers. Speech is marked with the sentence "Just this one"

3. This story happened at the Panam morning market on Friday 6 October 2023. This story happened right at one of the stalls selling clothes. A buyer is seen choosing between a collared t-shirt or a shirt. Buyers seem confused about choosing between the two because they have the same price. Traders advise buyers to choose collared t-shirts, as they are optional. Which means it can be used in a variety of conditions.

Buyer: " Bagus an yang kerah atau kemeja sekalian ya Bang?"

("Bro, should I choose a collared t-shirt or should I just buy a shirt?")

Trader: " Ini untuk keperluan apa dulu?"

("What are the clothes used for?")

Buyer: "maunya tu baju yang fleksibel yang dibawa kemana aja cocok."

("What I want is clothes that are conditional. That can be used on various occasions.")

Trader: " Saran nya bagus an yang kerah sekalian, karena untuk pergi-pergi main bisa, untuk acara kecil-kecilan bisa. Kayak ultah atau yang lain nya juga bisa digunakan."

("My suggestion is that a collared T-shirt is better. Because collared t-shirts can be worn casually, they can also be used for simple events such as birthdays and other events.")

Analysis: the speech above is included in the directive speech act of advice. This is because traders advise on choosing collared t-shirts. Because collared t-shirts themselves can be used in various conditions. Speech is marked with the sentence "My advice"

4. This story happened at the Panam morning market on Friday 6 October 2023. This story happened right at one of the stalls selling broiler chickens. A buyer was seen talking to a trader. The buyer looks confused because he doesn't know exactly how many kilos of chicken the buyer needs to serve. Because traders are used to it and understand the matters involved, traders advise buyers.

Buyer: " Bang kalo untuk acara selamatan pake berapa kilo ya?"

("Brother, how many kilos do I need to hold a celebration event?")

Trader: " Untuk berapa orang dulu?"

("How many guests is this event?")

Buyer: "Tak banyak, untuk orang sekitar rumah aja. Kira-kira 15- 20 orang "

("There are not that many attendees. The range is only 15 to 20 guests")

Trader: " Oo, sarannya kalo gitu pake 7 - 8 kilo"

("My advice is to just use chicken weighing 7 - 8 kilos")

Buyer: " yaa Bang, kalo gitu saya ambil 8 aja"

("Yes, bro, then I'll just buy 8 kilos")

Analysis: This utterance is a directive speech act of advice. This is because traders provide advice to buyers about their problems. Traders advise buyers to use 7-8 kilos to hold a celebration event. This is done by traders so that buyers do not buy too much or too little broiler chicken. The utterance is marked with the sentence "If it is my suggestion"

Based on the data presentation and data analysis of the forms of directive speech acts above, it is concluded that there are five forms of directive speech acts, namely the directive speech act of request, the directive speech act of asking, the directive speech act of ordering, the directive speech act of giving permission. speech acts, and directive speech acts of advice.

Forms of Commissive Speech Acts

a. The Commissive Speech Act of Offering

1. Context: this story happened at the Panam morning market on Monday 20 March 2023. This story happened right at one of the stalls selling fish and other marine animals. Traders can be seen offering to potential buyers who pass by by saying that the fish they are selling is still fresh and new. This is done by traders so that buyers are interested in their merchandise.

Seller: " Ikannya bang, masih segar semua "

("Please buy the fish, bro, everything is still fresh")

Buyer: " Cumi-cuminya ada Bang?"

("Is there squid, bro?")

Seller: " Mau beli berapa Bang?"

(how much do you want to buy?)

2. Context: this story happened at the Panam morning market on Monday 20 March 2023. This story happened right at one of the stalls selling kitchen spices. Traders were seen making offers to prospective buyers who passed by by saying that the kitchen spices they were selling were still fresh and new. This is done by traders so that buyers are interested in their merchandise.

Seller: " Cari apa dek, cabe?, bawang?, masih baru semua ni"
("What are you looking for? Chili?, onions?,

Everything happens to be new")

Buyer: " Kunyiitnya ada?"

("Mother sells turmeric?")

Seller: " Ada Dek"

("There's a turmeric sis")

3. Context: this story happened at the Panam morning market on Monday 20 March 2023. This story happened right at one of the stalls selling clothes. Traders can be seen making offers to potential buyers who pass by by saying that the clothes they sell have good materials and quality. This is done by traders so that buyers are interested in their merchandise.

Seller: " kaosnya bang, celananya bang, bahannya bagus"

(There's a t-shirt, pants too, the fabric is good)

Buyer: " berapa ni kak?"

("What's the average price, sis?")

Seller: " Berbeda-beda, tergantung bahannya Dek "

("Prices vary depending on the type of the material")

Analysis: The utterances in data (1), (2), and (3) are classified as offer commissive speech acts. This speech is spoken to offer the merchandise to potential buyers. In data (1) "Bro, the fish is still all fresh" this statement is intended to offer seafood merchandise that has been obtained to potential buyers. In data (2): "What are you looking for, chilies? onions? These are all new" This statement means offering various kitchen spices that have been harvested to potential buyers. In data (3) "the t-shirt is great, the trousers are great, the material is good" This statement means offering various types of clothing to potential buyers.

b. *The commissive speech act promises*

1. Context: this story happened at the Panam morning market on Monday 20 March 2023. This story happened right at one of the stalls selling socks. It looked like the buyer wanted to buy more than one sock. However, buyers try to persuade traders to give discounts if they buy two. Traders promise to lower the price of goods if buyers want to buy more than one item. This is done by traders so that buyers are interested in the discounts that have been promised.

Buyer: " berapa harga kaos kaki ini?"

("How much is this pair of socks?")

Seller: "10 Bang"

("The price for a pair is 10 thousand Bang")

Buyer: " Nggak kurang Bang? Kalau beli 2?"

("Can the price be reduced, bro? If I buy 2 pairs, how much will it cost?")

Seller: " Kalo 2 ambil 15 "

("If you buy 2 pairs you can get it for 15 thousand")

Analysis: The speech in data (1) is classified as a promising commissive speech act. Speech is spoken to agree with the seller and the buyer. In this transaction, if the buyer agrees to the seller's offer, the seller is obliged to carry out the promise that was made previously.

2. Context: this story happened at the Panam morning market on Friday 6 October 2023. This story happened right at one of the stalls selling fruit. A buyer is seen negotiating with a trader. Buyers negotiate about the price of oranges sold by traders. The buyer asked the trader to negotiate the price because he wanted to take more than one kilo. To reach an agreement, buyers and traders determine the final price for the kilo units to be purchased.

Buyer: " Bang jeruk ni berapa sekilonya?"

("Sir, how much do these oranges cost per kilo?")

Trader: " Dua lima tu perkilonya "

("The price per kilo is twenty-five thousand")

Buyer: "Oh, beli tiga kilo bisalah kan kurang?"

("Oh, if I buy three kilos, can I get a discount?")

Trader: " Aduh dah harga pas tu kak."

("Oh, actually the price is right, it can't be reduced")

Buyer: " Kan ambil banyak Bang ayoklah"

("I want to buy a lot, bro, can you?")

Trader: " Yaudah potong aja 10 ribu kalo ambil 3 kilo "

("Yes, I will cut the price by ten thousand rupiahs if you take three kilos")

Buyer: " Jadi totalnya berapa Bang?"

("So how much is the total price bro?")

Trader: " Enam lima"

("Sixty-five thousand")

Analysis: the speech above is included in the commissive speech act of promising. This is because the trader has said sentences that are sentences. The trader promised to give a discount of ten thousand if the buyer took three kilos of oranges. This is done by traders solely to satisfy their customers. The speech is marked with the sentence "Yes, I will cut the price by ten thousand rupiahs if you take three kilos".

3. Context: this story happened at the Panam morning market on Sunday, October 8, 2023. This story happened right in one of the stalls selling clothes. A buyer was seen negotiating the price with a trader. It was written on the front of the kiosk "3 hundred", tempted by the writing. Buyers intend to buy the clothes displayed at the kiosk. Buyers want to get more discounts because they take large quantities. Hearing that their merchandise will be wholesaled, the trader discusses with the buyer to agree on a price.

Buyer: " Bang, ini tiga seratus ya?"

("Bro, if you buy three it costs one hundred thousand?")

Trader: " Ya Bang, tu ada tulisannya."

("Yes, bro, it's already written")

Buyer " Ya Bang, tu ada tulisannya?"

("Oh, if you take a large quantity, do you get a discount?")

Trader: " Mau ambil berapa tu?"

("How much do you want to take?")

Buyer: " Lima puluh biji, mau di bawa ke kampung buat dijual lagi."

("Fifty pieces, because I will take them to the village to resell.")

Trader: "Kalo ambil borongan bisa di kurangi per pcs nya tiga puluh, itu sudah saya turunkan dari harga sebelumnya tiga-tiga."

("If you take large quantities, the price can be reduced per piece to thirty thousand, I have given you a discount from the previous price of thirty-three thousand.")

Analysis: the speech in the data is included in the directive speech act of promising. The trader promises to reduce the price to thirty thousand for each piece that will be purchased. The sentence spoken by the trader is binding because there is already a sentence that promises the speaker. The statement is marked with the sentence "If you take large quantities, the price can be reduced per piece to thirty thousand, I have given you a discount from the previous price of thirty-three thousand."

4. Context: this story happened at the Panam morning market on Sunday, October 8, 2023. This story happened right at one of the stalls selling kitchen spices. A buyer was seen looking at the spices in the kiosk. Buyers try to negotiate the price of the chilies they want to buy. The trader refused because the buyer only took one kilo. Traders also make other offers so that both parties feel it is mutually beneficial.

Buyer: " Ko bara Buk sekilo?"

("How much does one kilo of chilies cost, Buk?")

Trader: " Tiga limo dek "

("The price is thirty-five thousand a kilo")

Buyer " Tak bisa tiga pulu buk?"

("Can it only cost thirty thousand, mom")

Trader: " Dee, lah hargo pas tu Dek "

("Oh, that's the right price")

Buyer: " Tiga pulu la Buk ya, ni mau beli bahan lain juga sekalian."

("Just thirty thousand, Mom, because I also want to buy other ingredients here")

Trader: " Ambik la tiga pulu, tapi sekalian beli bahan lain kan?"

("Just take thirty thousand but with the condition of buying other materials here too, right?")

Buyer: "Iyoo Buk"

("Yes, Mom")

Analysis: the speech in the data is included in the commissive speech act of promising. This is because the trader said a binding sentence. The trader promises to reduce the price by five thousand as long as the buyer also buys other ingredients. The speech is marked with the sentence "Just take thirty thousand, but with the condition that you also buy other materials here, right?").

5. Context: this story happened at the Panam morning market on Sunday, October 8, 2023. This story happened right at one of the stalls selling seafood. There was a buyer who wanted to buy squid, but the price set by the trader was too high. After holding discussions, the traders

finally wanted to reduce the price of squid with certain conditions.

Buyer: " Bang berapa ni cuminya?"

("Bro, how much is squid?")

Merchant: "Seperempatnya dua lapan"

("The price is a quarter of twenty-eight thousand")

Buyer: " Mahal jugak ya?"

("Expensive too huh")

Trader: " Ya, pasarannya segitu Bang "

("The normal price is that much, bro")

Buyer: " Kurang tak bisa Bang?"

("Can the price be lowered, bro?")

Trader: " Ha, kalo gitu ambil setengah lima puluh aja pas kan, kek mana Bang?"

("Then if you take half a kilo the price will be reduced to fifty thousand. How about it bro?")

Buyer: " Ha, jadi tu Bang "

("That's okay bro")

Analysis: The speech in the data above is included in the commissive speech act of promising. This is because the trader said a binding sentence. The trader will give a discount of 6 thousand rupiah. If the buyer agrees to take half a kilogram of squid. The speech is marked with the sentence "Then if you take half a kilo the price will be made up to fifty thousand. How's it bro?"

6. Context: This speech occurred at the Panam morning market on Sunday, October 8, 2023. This speech occurred right at one of the stalls selling fried food. It looks like someone wants to buy fried food. Traders set the price for each fried food at fifteen hundred rupiah. Buyers negotiate with traders to get discounts on the fried food they buy. The trader finally provides a discount with conditions determined by the trader.

Buyer: " Berapa ni satunya Bang?"

("How much does each fry cost, bro")

Trader: " seribu matus kak "

("The only one is fifteen hundred rupiah, Sis")

Buyer: " Kalo tiga bisa empat ribu Bang?"

("If you take three fried fruit, can the price be four thousand Bang?")

Trader: " Tak bisa Kak Tapi beli empat boleh la lima ribu. "

("You can't, Sis, but if you buy four fried foods, the price could only be five thousand rupiahs")

Buyer: " Ya, beli lima ribu aja Bang "

("Yes, I'll just buy five thousand rupiah, bro")

Analysis: The speech in the data above is included in the commissive speech act of promising. This is because the trader states a binding sentence. The trader will give a discount of one thousand rupiah if the buyer wants to take four of the available fritters. Traders do this simply to satisfy their customers.

7. Context: This speech occurred at the Panam morning market on Monday 9 October 2023. This speech occurred right at one of the stalls selling kitchen utensils. A buyer was seen looking at the kitchen knives displayed by the seller. The buyer wants to buy two knives, one specifically for cutting meat and one for slicing and dicing vegetables. Traders and buyers negotiate to reach

an agreement. Traders put forward certain conditions to be able to give discounts to buyers.

Buyer: "Pisaunya ni berapa satu Bang?"

("How much is this knife, bro?")

Merchant: "Tiga puluh Kak"

("The price is thirty thousand rupiah, Sis")

Buyer: "Oo, kalo yang agak kecil ni?"

("Oh, what about this smaller size?")

Trader: "Tu dua lima Kak "

("That's twenty-five thousand, Sis")

Buyer: "Dua ni lima puluh lah Bang ya?"

("For these two knives, the price is only fifty thousand, bro?")

Trader: "Ya, boleh la, kalo ambil dua bisa lah lima puluh."

("Yes, the price can be fifty thousand if you take two knives")

Analysis: The speech above is a commissive speech act of promising. This is because the trader tells a binding story. The trader promised to reduce the price by five thousand if the buyer would take two knives. The speech is marked with the sentence "Yes, you can, if you take two, you can get fifty."

8. Context: This speech occurred at the Panam morning market on Sunday, October 8 2023. This speech occurred right at one of the stalls selling plastic goods. A customer was seen looking at the plastic cups on display. Because the price of plastic cups is very affordable, buyers want to buy the cups on display. Buyers also want to be given a discount for taking large quantities. To reach an agreement, traders and buyers negotiate regarding prices.

Buyer: "Berapa ni Bang satunya?"

("How much is one glass of this, bro?")

Merchant: "Lapan ribu per gelasnya "

("It costs eight thousand rupiah per glass")

Buyer: "Ambil banyak bisa kurang kan?"

("Buying in large quantities will get a discount, right?")

Merchant: "Bisa, tapi ambil selusin baru bisa diskon "

("Yes, you will get a discount as long as you take glasses by the dozen")

Buyer: "Berapa jadinya tu Bang?"

("So how much is the total price bro?")

Trader: "Kalo tanpa diskon normalnya sembilan enam, tapi karena ambil perlusin, paskan aja sembilan puluh."

("Without discounts, the normal price would be ninety-six thousand, but because you need to take it, the price will be increased to ninety thousand rupiah")

Analysis: The speech in the data above is included in the commissive speech act of promising. This is because the trader said a binding sentence. The merchant promised to give a discount of six thousand if the buyer would take a dozen glasses. The speech is marked with the sentence "Without discounts the normal price would be ninety-six thousand, but because you need to take extras the price will be reduced to ninety thousand rupiah."

Based on the data presentation and data analysis of the forms of commissive speech acts mentioned above, it is concluded that there are two forms of commissive speech acts, namely the commissive speech act of promising and the commissive speech act of offering.

The forms of directive speech acts and commissive speech acts in the speech interactions between traders at the Panam morning market produced varying findings regarding the forms of directive speech acts and the forms of commissive speech acts. Data obtained from the author's observations of illocutionary speech acts among traders at the morning market were analyzed using pragmatic studies. In this analysis process, the author classifies two types of illocutionary speech acts, namely directive speech acts and commissive speech acts. The type of directive speech act is further divided into several parts, namely, 1) request, 2) question, 3) command, 4) prohibition, 5) Giving permission, 6) advice, and 3 types of commissive speech acts, namely, 1) offering, 2) promise, 3) vow. Below we will discuss the forms of directive speech acts found in the speech of traders at the morning market, namely 1) Directive request speech acts used by traders to show that in speaking, the trader asks the buyer to take an action. The merchant expresses the buyer's desire and intention to take action on the merchant's wishes. 2) The directive speech act of asking used by the trader means that the trader is asking the buyer to provide certain information. 3) The order directive speech act of the order action carried out by the trader shows that the trader wants the buyer to carry out that action, at least in part according to his wishes. 4) The directive act of granting permission is an act that shows that the trader wants the buyer to carry out that act. The trader expresses his belief that his remarks in connection with the position of the trader above the buyer, enable the buyer's partner to take action. 5) The directive speech act of advice when the trader says something advises the trader to take action. The buyer expresses the belief that there is a reason for the buyer to take action and the trader expresses the intention for the buyer to take the trader's trust as a reason for him to take action. What the trader expresses is a belief in a good deed for the benefit of the buyer. The buyer expresses the belief that there is a reason for the buyer to take action and the trader expresses the intention for the buyer to take the trader's trust as a reason for him to take action. What the trader expresses is a belief in a good deed for the benefit of the buyer.

The forms of commissive speech acts found in the speech of traders at the Panam morning market are: 1) The commissive speech act of promising is an expression of the trader to the buyer to give something or perform an action to the buyer. The speech act of commissioning promises when spoken by a trader function so that the trader is bound by his promise and must fulfill that promise. 2) Commission speech acts are speeches used by traders to prove the truth of their statements regarding the offer given and function to influence and convince buyers of their offer. Traders in expressing speech do not merely state the speech, but there is a purpose in the speech. The words of traders who can attract potential buyers vary greatly so that potential buyers are interested in buying their wares. Through good communication, the goals

to be achieved in the trading process will be realized. Traders as people who have an important role in interacting always use speech as a medium to convey ideas to buyers. The use of speech by traders as a medium for conveying ideas to buyers is not always loyal to one particular type of speech act.

The use of speech acts in interaction is one form of using various speech acts. Through directive speech acts and commissive speech acts, traders can utilize the types of directive speech acts and commissive speech acts to create good interactions. Each type of directive speech act and commissive speech act has an important function in interaction. Thus, traders can use directive speech acts and commissive speech acts alternately which are adapted to the function of their speech according to the context.

IV. CONCLUSION

Based on the results of research and discussion regarding Illocutionary Speech Acts among Traders at the Panam Morning Market, several things can be concluded as follows. The study of directive speech acts and commissive speech acts in interaction speech events with traders at the morning market produced varied findings regarding the types of directive speech acts and the types of commissive speech acts. Every trader has their way of selling their wares. Each utterance has its uniqueness, these utterances are used to attract buyers. Directive speech acts are used by traders in selling their wares. Of all the forms of directive speech acts, five types of directive speech acts were found which were used by traders at the morning market. The six forms of directive speech acts are classified based on their meaning, namely requests, questions, orders, giving permission, and suggestions. There are two types of commissive speech acts used by traders in selling their wares, namely promising and offering. After using unique and varied speech, the influence caused by the speech of the traders at the Panam morning market was able to attract buyers. The buyer feels relieved and finally buys the merchandise offered.

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