

CHAPTER I

INTRODUCTION

A. RESEARCH BACKGROUND

Language as means of communication has an important role in our daily life. People can interact one to another in society using language. Having communication, they can get more information and knowledge. Moreover, they can express their ideas, thoughts, and feelings.

Communication is a process of delivering information, knowledge, thoughts, and feelings from one person to another. Effendy (1990) states that communication is a process of transferring messages from one person to another. Gamble and Gamble (1989) also define that communication involves people who send and receive messages, sometimes simultaneously. This means that the process of communication involves people who play roles as a sender and a receiver, and sometimes they play both roles to make the effective communication.

People communicate with each other both directly and indirectly. It depends on the situation that they have to face in different direction. They use different utterances in saying words in different situations. The different utterances come also when they face a situation in which they have to perform refusal.

Refusal is a speech act performed when a speaker does not intend to accept an action. A speaker may express it explicitly or implicitly. As a response to an offer, a refusal carries a high risk of insulting the interlocutor. Refusal may have a

potential negative impact on the future interaction, therefore, great care is taken to follow implicit rules of appropriate behavior that shows respect for each person's role in interaction.

The directness or indirectness in saying *no* is also influenced by the norms of the society. Different cultural system in different language communities results in different refusal expression. In American culture, it is common to say *no* to refuse something directly. While in Indonesia, it is considered rude to say *no* without elaborating the reason (Kartomiharjdo in Amerien, 1985:98). The people commonly avoid to use a clear refusal, and prefer to use fictitious reason when they refuse something, mentioning a third party as reason, giving a suggestion, choice, etc. All of the reasons concerning with the politeness and the proper conduct based on the norms in their society.

A refusal expression may be accepted as a polite expression in one speech community, but, in other speech community, it is probably regarded as an impolite one. Therefore, when we analyze refusal expression in one speech community, we should consider the proper strategy based on the cultural system used in the community. In this research, the researcher will analyze the refusal expressions employed by Javanese sellers and buyers in *Klewer* market. Hence, in order to evade misinterpretation, the researcher uses Suseno Kartomihardjo's research of refusal in Malang. Suseno in *Penggunaan Bahasa Dalam Masyarakat Bentuk Bahasa Penolakan* (1993) divides the refusal expression of Javanese speaking people in Malang into seven types as follows:

1. Refusal which uses "ora" (*no*) or other similar words.
2. Refusal which uses reason.

3. Refusal which uses concession and condition.
4. Refusal which uses suggestion or choice.
5. Refusal which uses “thanking expression”.
6. Refusal which uses comment.
7. Refusal which uses non-verbal expression, such as gesture, mimics, body movement.

To clarify the research background, the example is included as follows:

Setting: *Klewer* market, December 20, 2005, 12.50 p.m.

Participants : Seller (S) and Buyer (B)

B: Niki pinten?

“How much is this?”

S: Tigang ewu

“Three thousands”

B: **Setunggalewu mawon, wong alit-alit ngeten**

(69)

“What about one thousand, that’s very small”

S: Mbak mbak, di nggo kulak wae isih tombok.

Yen ngenyang ojo banget-banget mbak.

“*Mbak, mbak*, it’s not enough to cover my cost, don’t bargain to low *mbak*?”

In the example above, the participants are the seller and the buyer, the seller is a late thirty year old mother wearing a *kebaya* and a *jarik* and the buyer is a young girl twenty year old wearing a shirt and a jeans. The conversation took place in fruit stall on Tuesday 12.50 p.m.. The buyer was interested to buy orange. Then, she asked the seller to know the price. Then it was responded by the seller by stating three thousands for one kilogram of orange. The buyer thought that the price was very expensive. She refused it by saying “*Setunggalewu mawon, wong alit-alit ngeten*” as the comment. This refusal is classified into the sixth type of refusal by Suseno Kartomiharjdo. The price the buyer bargained points out that

the buyer did not have any knowledge on norm of interaction between buyer and seller. It is said like this because the buyer has to bargain half of the price first before going through the lowest price. That is the norm in bargaining something. Because the absence of norm in bargaining, the seller was in anger. It was seen when she said the response in *ngoko*, high pitch on *mbak! mbak!*, offended facial expression in *Yen ngenyang ojo banget-banget mbak*.

In this conversation, the buyer refused the offer price from the seller by using *krama* language. She used *krama* language to show his respect to the seller that was older than him. The buyer refused indirectly by saying the refusal as politely as possible in order not to insult the seller's feeling in case his bargain was too low. The *krama* language was used since they did not have a close relationship. The using of *krama* language keeps the distance between the seller and the buyer in order to show the politeness. But, the seller's un competency in bargaining made the seller angry. The proper strategy in bargaining should be employed by the buyer in order not to hurt the seller's feeling.

Moreover, the use of refusal by Javanese people seems to be influenced by social dimension such as the relationship between the speaker, status, power, situation, and norms. This research is expected to describe the various refusal performed by Javanese sellers and buyers in *Klewer* market especially in selling-buying transaction.

Based on the research background above, the researcher encourages to conduct a research entitled **“THE ANALYSIS OF REFUSAL EXPRESSIONS IN BARGAINING BETWEEN JAVANESE SELLERS AND BUYERS IN KLEWER MARKET”**.

B. PROBLEM STATEMENT

This research is conducted to cover several problems as follows:

1. What types of refusal are used by Javanese sellers and buyers in *Klewer* market?
2. How are the types of refusal performed by Javanese sellers and buyers in *Klewer* market?
3. Why are the types of refusal applied by Javanese sellers and buyers in *Klewer* market?

C. RESEARCH OBJECTIVES

The aims of the study are mentioned below:

1. To identify the types of refusal used by Javanese sellers and buyers in *Klewer* market.
2. To describe how the types of refusal are performed by Javanese sellers and buyers in *Klewer* market.
3. To reveal why certain types of refusal are applied by Javanese sellers and buyers in *Klewer* market.

D. RESEARCH LIMITATION

The research is focused on the use of refusal by Javanese sellers and buyers in *Klewer* market. The limitation of the research comes from the absence of the analysis toward the seventh refusal type which is the non-verbal refusal. Consequently, the analysis of the refusal in this research will be under the head of the analysis of verbal refusal.

E. RESEARCH BENEFITS

The research is expected to give such benefits as follows:

1. English Department Students

The result of this research can be used as a reference to improve the ability of English Department students in understanding more about the verbal refusal said by Javanese sellers and buyers in market domain.

2. Other researcher

To give additional information for other researcher who wants to conduct further research on the related field.

F. RESEARCH METHODOLOGY

This research employs descriptive qualitative method. Descriptive method is a research that collects the data, classifies the data, and analyzes the data, and interprets the data (Surakhmad, 1994). Meanwhile, qualitative research is research that presents the descriptive data in the form of words, spoken or written, of people and analyzed attitude (Moleong, 1990:3).

In a research, source of data refers to the subject from which the data are obtained. Data are materials which are used in some researches (Sudaryanto, 1988). The source of data in this research are all utterances of the Javanese sellers and buyers in *Klewer* market. Meanwhile, the data are the utterances of refusal expressions of the Javanese sellers and buyers in *Klewer* market. This research is aimed to describe the surface form of refusal expressions employed by Javanese sellers and buyers in *Klewer* market.

G. THESIS ORGANIZATION

The thesis organization are arranged as follows:

CHAPTER I : INTRODUCTION, consists of Research background, Problem Statements, Research Objectives, Research Limitation, Research Benefits, Research Methodology, and Thesis Organization.

CHAPTER II : REVIEW OF RELATED THEORY, consists of Definition of Sociolinguistics, Communicative Competence, Ethnography of Communication, Refusal, Social Dimension, Domain of Language Use, Javanese Speech Level, and Review of Related Study.

CHAPTER III : RESEARCH METHODOLOGY, consists of Research Method, Research Location, Data and Source of Data, Sample and Sampling Technique, Research Procedure, Instrument of Research, Technique of collecting Data, Data Coding, and Technique of Analyzing Data.

CHAPTER IV : ANALYSIS

CHAPTER V : CONCLUSION AND RECOMMENDATION