# A Discourse Analysis of Interactional Sociolinguistic at A Market

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*Abstract*

*This research aimed to observe the interactional sociolinguistic analysis at one of traditional market at Singaraja. In the interactional sociolinguistic observed, the researcher describes the types of the interactional sociolinguistic that dominantly occur in the seller and buyer's conversation. The observation has done at Pasar Penarungan in 20 interlocution and described into several subjects; male and female. The result of this research shows that there are two types of interactional sociolinguistic found in the sellers and buyers' interlocution. Those types are contextualization cues and indirectness. The result showed the most dominant type of Interactional Sociolinguistic type found at the market is the indirectness. It can be seen not only from the intention given by both seller and buyer at that situation, but they also used various gestures and expressions that indicates their meaning in those signal.*

**Keywords: Discourse Analysis; Interactional Sociolinguistic; Market**

## INTRODUCTION

Communication has a special effect in that we can shape our words to fit the circumstances or context in which we are interacting when we speak or write (Gee, 2004). The situation or context is created by the way we speak or write, though, which is contradictory. Therefore, it appears that we adapt our language to a situation or context that our language itself assisted in initially creating. Communication is used in combination with behavior, connections, nonverbal meanings, things, instruments, techniques, and unique ways of thinking, evaluating, sense, and believing to continuously and actively rebuild our worlds. Occasionally, what we create is very similar to what we have previously created, and other times it is not. However, language in use is constantly and everywhere engaged in a building process. Since people communicate or write, they employ the tools of English to portray individual as a particular type of person, or a different type depending on the situation. Additionally, they portray themself as engaging in a particular type of activity or a different type depending on the situation. In order to structure communication as an ongoing process, discourse is essential.

Discourse can be defined as a concept where an author or speaker uses language as a communication tool in a context to compile a set of ideas and obtain intentions (Brown and

Yule; 1989:26). Discourse runs beyond it and examines the broader meanings that language in context conveys. The social, cultural, political, and historical context of the discourse is referred to as "context" in this illustration, and it is crucial to consider this in order to comprehend the hidden meaning conveyed through language. The idea that discourse is language used in particular social contexts with the intention of bringing about social change or achieving specific objectives is becoming increasingly common. In order to structure communication as an iterative effort, discourse is essential. According to Putnam (2008), interaction patterns and utterances are shaped by syntax and structure at the discourse level, which has an impact on social interaction activities As a result, a wide variety of communication in the form of discourse occurs frequently and in many different contexts. One discourse that can be found in our daily life is the communication happened in the market.

Depending on their verbal interactions within these activities, sellers and buyers engage in a variety of language interactions that are also reflected in the form of Interactional Sociolinguistic context. Interactional Sociolinguistics according to Gumperz (2015), is a discourse analysis methodology that emerged from the search for trusted qualitative analysis methodologies that considers our capacity to understand what people involved want to express in routine speaking activities. A significant interactional sociolinguistic problem is the inherent linguistic and cultural diversity of today's communication contexts. Talk is described analytically as a collection of sequentially arranged sequences of speaking turns in which conversationalists convey the significance of their own actions and their understanding of earlier actions. The goal of interactional sociolinguistic analysis is to demonstrate how these activities are carried out rather than just focusing on interpretations. This explains why the methodology places such a strong emphasis on linguistic operations.

When people are making a communication in terms of Interactional Sociolinguistic context, people are often applied the cues and indirectness. Contextualization cues are signaling techniques that speakers use to convey their intentions (Gordon, 2003). Using the phrase "I love that idea," for instance, a speaker can convey whether she truly likes the concept (in which case her utterance should be taken literally) or whether she actually disapproves of it (in which case her utterance should be taken as sarcasm or humor). Cultural backgrounds have a significant impact on how contextualization cues are used and interpreted, or "contextualization conventions." Contextualization cues are universal in communication and consist of both language-specific characteristics (i.e., phrases and grammar) and language-related aspects (i.e., nonlinguistic features like sound, rhythm, humor, and sign language). The theory of conversational inference, which describes how shared understanding is attained in social interaction, includes the word contextualization cues. Uncommon contextualization concepts can create misunderstanding and failure in cross-cultural interactions, which can lead to more serious social issues like racial stereotyping and unequal opportunity access.

Zhang and You (2002) defined indirectness as the implication by which person's understanding is communicated indirectly through utterances or non-verbal attitudes in order to accomplish specific objectives or the implies by which person's interpretation is discovered in an indirect manner. By relying on their shared cultural background information when making requests, rejecting requests, apologizing, etc., the speaker communicates with the hearer more than merely transmitting his own message (Searle, 1975). People frequently show these two forms of interactional sociolinguistics in their interactions, one of which is in the process of buying and selling, based on the concept of cues and indirectness. Then, additional analysis is conducted to determine how frequently these two types of interactional sociolinguistics are used, as well as how effective and understandable for the interlocutors.

**METHOD**

The research used qualitative methodology, concentrating on the collecting and analyzing of qualitative descriptive information. Since the main goal of the research is to describe and analyze a situation that has been seen and confirmed in the field, it is categorized as a study of natural sources data. It indicates that the researcher performed a descriptive study of the intensity of interactional sociolinguistic analysis at *Pasar Penarungan*. Aspers and Corte (2019) asserted that qualitative data is an analysis-focused descriptive research. The technique and purpose are given more importance in qualitative data. As seen by Aspers and Corte (2019), the research model is used as a guidance to maintain the study on the factual information and situations of the research area. The study's participants were Pasar Penarungan's multiple languages buyers and sellers. The study's non-participant subject allowed the researcher to observe the data in its natural setting without engaging in any special close contact with the subject.

**RESULTS AND DISCUSSION**

The researcher in this study discovered interactional sociolinguistics at *Pasar Penarungan*. Contextual cues and indirectness are two types of interactional sociolinguistic analysis that are separated. The information was gathered from conversations between buyers and sellers at *Pasar Penarungan*. The findings indicated that *Pasar Penarungan* sellers and buyers frequently made gestures, particularly when a seller is being visited by a large number of customers at once. This indicates that indirectness rather than contextual cues are used more frequently by both sellers and buyers. Therefore, indirectness, which is present in interlocutions between sellers and buyers at Pasar Penarungan in a dominant (78%), is followed by contextual cues, which are present in 22% of them. This may have occurred as a result of the extremely crowded market conditions at the time, which required both the seller and the buyer to communicate in an indirect manner in order to convey meaning. At *Pasar Penarungan*, interlocutors more frequently insert and alternate their utterances with various gestures and indirectness. Other factors include being flexible and open, expressing solidarity, maintaining some objectivity when interactional sociolinguistics are used, expressing one's identity, and lacking vocabulary.

**Table 1. Interactional Sociolinguistic Observed at *Pasar Penarunggan***

| No | Types Interactional Sociolinguistic | Number of Data | Percentage |
|----|-------------------------------------|----------------|------------|
| 1 | Contextualization Cues | 37 | 22% |
| 2 | Indirectness | 131 | 78% |
| | Total | 168 | 100% |

The tables displayed the outcomes of the sociolinguistic interactional research conducted at Pasar Penarungan. 131 utterances, or 78%, of the two interactional sociolinguistic types were classified as indirect. The remaining 37 utterances, or 22% of them, were categorized as contextualization cues. As a result, it became clear that indirectness was the interactional sociolinguistic type most frequently present in the interlocutors' utterances.

Here are some dialogues stated by either sellers or buyers which indicated the used of indirectness. The researcher used the 'S' symbol for seller and 'B' symbol followed by numbers for the buyer.

**Dialogue 1**

S        : *"Ngalih napi geg?"*

B      : pointing at the fruits at the basket "*Kude akilo pak?*"
S      : "25 manten…"

Here, when the seller asked her what she was looking for, the buyer didn't respond. The seller knew what she wanted to buy from her pointing out the items, so he gave the price of the fruits up front.

**Dialogue 2**

B      : "*Kude taluhe tengah kerat, Biang?*"
S      : "*Aji 27*"
B      : "*Sing maan 25?*"
S      : "*Modale 26 Bu…*"
B      : *leave*

The buyer's response by not continuing the conversation with the seller and leaving the egg seller is a form of indirectness of canceling the transaction. The buyer attempts to bid on the price set by the seller, but when the seller rejects his intended offer, the buyer simply leaves, expressing his disappointment at not being able to bid on the price of the goods.

**Dialogue 3**

S      : "*Be awan, be mengida…Meriki Pak ngalih be*"
B      : "*Be pidan niki Bu?*"
S      : "*Mare tuni kirime Pak*"
B      : *touching the fish, and frowned* "*Seken Bu?*"
S      : "*Nggih Pak…*"

When a man wants to buy fish, he inquires as to when the fish was actually sent to the seller in order to determine whether the fish is fresh. In response, the seller said that the fish had just been delivered before she left for the market. The man responded with a frown after touching the fish and inspecting it. The fact that the fish is not as fresh as the seller claims is an example of indirectness.

**Dialogue 4**
S      : "*Juuk Bu, mare teke tuni uli Kintamani*"
B      : "*Manis niki Bu?*"
S      : "*Manis nyer Bu, tiang be dase ngajeng*"
B      : "*Dadi cobak besik?*"
S      : "*Dadi*" peel an orange "*niki Bu…*"
B      : *nodding head and close her eyes* "*Tengah kilo geen anggo purnama*"

There is an orange seller who claims that the oranges she sells are oranges of good quality and have a sweet taste. Orange buyers who want to buy oranges are not sure of what the seller said. The agreement from the buyer is that she wants to taste it first by opening an orange. As a result, after feeling the taste of the orange being peeled by the seller, the buyer shows indirectness by nodding her head and closing her eyes indicating that the orange is indeed sweet, so the buyer finally decides to buy a half kilo of oranges.

Here are some utterance stated by either sellers or buyers which indicated the used of contextualization cues.

**Dialogue 5**

B1     : *"Pak meli tempe 3 ribu"*
B2     : *"Ibuk kok cuma 3 ribu beli tempe di rumah kan rame"*
S      : *"Kalau beli tempe di dagangan bapak, 3 ribu cukup buat sekeluarga dik…"*

When a seller bought tempeh for 3,000 rupiahs, her child believes that there won't be enough cooked tempeh for one family at that price because there are many family members. The seller responded that if the buyer's son purchased tempeh from his stall, 3,000 would be sufficient for a family after hearing what the buyer's son said. This type of contextual cue emphasizes that the goods the seller is selling are inexpensive when compared to those of other merchants.

**Dialogue 6**

S     : *"Meriki Buk, tumbasin bungane seger-seger…"*
B     : *"Bunga pelung ji kuda aperapat?"*
S     : *"Aji molas…"*
B     : *"Adi maal gati?"*
S     : *"Lan keto Ibu medagang tiang ne melinin"*

It is clear from the situation that the buyer requested the price of a quarter kilo of blue flowers. The buyer expressed that the seller was providing very expensive price in response to the seller's statement that the cost of a quarter kilo of blue flowers was 15,000 rupiah. The seller casually replied right away, but she did so with the request for a position swap, in which the buyer would become a florist and the florist would then become the buyer. In Bali, during the Full Moon, the price of prayer items typically increases. Based on the seller's response to the buyer, it appears that she believes the price he has set is still fair.

**Dialogue 7**

B     : *"Wenten bawang Bombay Pak?"*
S     : *"Kari telah nike Bu?"*
B     : *"Sing ade nyang abesik niki Pak?"*
S     : *"Ngrereh liu niki Bu?"*
B     : *"Ten, tiang ngangge besik manten"*
S     : *"Mare ukan tiang silihin…"*
B     : *"Ten Pak, Suksma.."*

This occurred when a buyer went to an onion seller to look for onions and found out that the item the buyer was looking for was out of stock. The seller had asked the buyer if she wanted to buy in large quantities, but the buyer stated that she only wanted to buy one piece. There was a statement from the seller stating that he would lend to other sellers, implying that the buyer would be helped if she buys in large quantities. However, because she was only looking for one fruit, the seller did not do so. This is an example of a contextual cue provided by the seller that he cannot assist the buyer in providing the item he is looking for because he only buys in small quantities (1 piece), which could imply that the seller does not profit from other sellers.

**Dialogue 8**

B  : "*Kude buah nagane akilo Buk?*"
S  : "*Tiga pulu*"
B  : "*Sing maan ji slae?*"
S  : "*Buah naga bali niki Bu, ne jawa maan ji dua tuju*"
B  : "*Ne bali bang dua tuju nah?*"
S  : "*Tiga pulu bu…*"
B  : "*Nah, buung*"
S  : "*Dua lapan nah, be tipis gati…*"
B  : "*Ji duang kilo bungkusang, kanti minggu nu melah?*"
S  : "*Mare teke, seger kanti kuningane*"

   In this conversation, buyers bid for the price of dragon fruit, which was originally IDR 30000 to IDR 25000. The buyer refused and offered dragon fruit of lower quality than the dragon fruit she wanted to buy at a price of IDR 27000. But buyers are still trying to bid at a price IDR 27000 but trying to get dragon fruit with high quality. The buyer also said that she did not buy because the seller did not want to lower the price of the dragon fruit. Because the buyer was about to leave by saying he didn't buy, in the end the seller gave the final price of IDR 28000 and "*be tipis gati*" which means it's very thin - the profit.

**CONCLUSION**
   The market is one place where individuals socialize. There, they take part in communication exchanges and transactional activities that facilitate the sellers and buyers activities. Because the sellers and buyers at *Pasar Penarungan* come from a variety of linguistic and ethnic backgrounds, interactional sociolinguistic analysis occurs frequently there. The term "interactional sociolinguistic" belongs to a discourse analysis methods that was developed as a result of the search for reliable qualitative analysis techniques that account for our ability to comprehend what speakers intend to convey in everyday speaking situations. Both indirectness and contextualization cues are frequently inserted by interlocutors on purpose or with specific intent. Therefore, based on the findings, one of the potential causes of the sellers' and buyers' tendency to use indirectness more frequently is the crowded market environment, which makes it easier to understand what is being said by using gestures or other indirect communication methods.

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