



<http://jees.ejournal.id>

JEES: Journal of English Education Studies

ISSN (Print): 2615-613X || ISSN (Online): 2615-6083



Politeness Strategy Used By Clothes Vendors At Tradional Market Pasar Bojong

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ARTICLE INFO

Keywords:
Politeness Strategy
Clothes Vendors
Traditional Market

ABSTRACT

The aim of this research was to know the politeness strategy used by clothes vendor at traditional market Pasar Bojong. The method of this research is descriptive qualitative approach. This researcher conducted on April 2021. In collecting the data, the researcher used observation and interview. The researcher recorded 5 speech events and utterances of 5 different respondents as the populations and samples of this research. Interview used to support the data. The result of this research shows that language used by most of clothes vendors was Sundanese, and they tend to use negative politeness than positive politeness of Sundanese language.



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INTRODUCTION

The language reflects someone's behavior that he or she uses. If someone uses a rough language, he or she will be considered that he or she may have low level of education. That statement is not always true. Sometimes the fact shows that not on the education but also a job, friend, behavior, and others can influence someone's language. People generally develop attitudes towards language that reflect their views about those who speak the languages, and the contexts and functions with which are associated (Holmes, 1992:346).

In business context, language also plays very important role. It can determine and influence the result of their selling. The more polite the vendors use the language, the more item selling will increase the item selling. The vendors must make the customers and using good or polite language. Holmes (1992:297) said we need to understand the social values of a society in order to speak politely. Vendor is a person who sells of other small items from a stall in the open air (Hornby, 1995:1322).

The Concept of Linguistic Politeness

Politeness is very important one in making good communication and in order to make the listener interested in our speech. Wardhough (1998) said that politeness is very important principle in

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language use; we must consider other's feelings. Linguistic politeness has important role in interaction process. Polite language can prevent the communication from miss understanding. The use of politeness can also avoid the conflict in communication.

Politeness Strategy

According to Yule, politeness must establish in the communication in order to avoid the miscommunication. Yuli (1996:60) claims that it is possible to treat politeness as a fixed concept, as in the idea of 'polite social behavior', or etiquette, within a culture.

The Indonesian Concept of Politeness

As we know that Indonesian has many language and cultures. There are Sudanese, Javanese and Malay. All of them have different way to identify the politeness. Each of those has the degree of politeness. So, to investigate the concept of politeness, society use dominant language at vernacular language or local language. For example 'tatakrama', it is the politeness concept in Javanese and 'sopan santun' is the politeness concept in Malay.

Vernacular

According to Holmes (1992:80) that vernacular are usually the first language learned by people in multilingual communities, and they are often used for a relatively narrow range of informal functions. Holmes also added that vernacular generally refers to language which has not been standardized and which does not have official status.

Dialect

Dialect cannot be separated from society. Dialects are simply linguistic varieties, which re distinguishable in vocabulary, grammar and pronunciation; the speech of people from different social, as well regional, may differ in these ways (Holmes, 1992:144). Holmes also duded that the standard dialect in always the first to be codified; it is difficult to avoid defining other dialect without contrasting them with the standard.

A standard dialect is a dialect that is supported by institutions. A standard dialect is known as a standardized dialect or standard language. A nonstandard dialect is a dialect that is not the beneficiary of institutional support.

METHOD

The population of this research in speech events of 35 clothes vendors who sell clothes in the pavement of traditional market Pasar Bojong. And the sample of this research is 5 speech events of 5 clothes vendors who sell the clothes in the pavement of traditional market Pasar Bojong. These samples are taken by using simple random sampling technique.

The research has been conducted based on the descriptive method. After determining the population and sample, the writer made the questionnaires, conducted on observation, and interview to collect the data. The writer then processed and interpreted the data.

The observation was conducted when the clothes vendors offer the clothes to the customer to buy the clothes. The writer used recorder in doing observation. And the interview was conducted to seek for the supporting data of the sample using an interview protocol.

DISCUSSION

The writer only analyzed the utterances uttered by the clothes vendors in these speech events as follow:

Result of the data:

Speech event 1

This event consisted of 1 male clothes vendor and 1 female customer.

Clothes vendor : "Mung sakitu deui warnana... Nu mana, teh?"

Customer : "Engga"

In the speech event 1, the clothes vendor used polite Sundanese; it was looked in the word "mung". The word "mung" in Sundanese considered as polite language.

Speech event 2

This speech event consisted of 1 male clothes vendor and 1 female costumer.

Clothes vendor : "Dapat teh, pake sabun mandi, dapet itu mah."
 Customer : "Takut ga dapet"
 Clothes vendor : "Kalo ga dapet pulanguin aja, ditukar lagi ga papa, itu mah karena biasa kalo keujanan. Teteh ja ada yang nyoba, ga...ga apa-apa dah langganan mah".
 Customer : "Satu lagi?"
 Clothes vendor : "Satu..satu lagi kalo ada dikasihin teh?"
 Customer : "Berapa?"
 Clothes vendor : "Tiga puluh. Dua sembilan aja sok, warna apa? Tuh neng yang ini aja."
 Customer : "Berapa ini teh?"
 Clothes vendor : "Kena air, kadang yang megang, disimpan dalam karung. Ada ukurannya the X, L, M."

The clothes vendor in this speech event used non-standard language such as in the words "dapet", "pake", "kalo", "aja", "ga", "pa pa", "langganan", "keujanan", "nyoba", "dikasihin", "pulanguin", "aja", and "megang".

Speech event 3

This speech event consisted of 1 male clothes vendor and 1 female costumer.

Clothes vendor : "Panjang..yang kuning..ini mah kuning sama putih warnanya, bahanya mah sae".
 Customer : "sabaraha?"
 Clothes vendor : "Eta dua puluh lima ribu".
 Customer : "Teu tiasa kurang".
 Clothes vendor : "Pas eta mah harga biasa, harga sehari-hari"
 Customer : "Dua puluh".
 Clothes vendor : "Teu tiasa, obralan, dua puluh mah nu kariieu, ieu dobel, nu kieu tah dua puluh, nu parutih ini mah dua puluhan"

The clothes vendor in this speech event used mix language between Indonesian and Sundanese. He used Indonesian such as in the word "yang", "ini", "ribu", "harga", "shari-hari". He also used Sundanese such as in the words "mah". "eta", "tiasa", "nu", "kariyeu", "kiyeu", and "tah". The clothes vendor entered the loan word such as in the word "dobel", the word "dobel" in English was "double" but the word "dobel" often used in both Indonesian and Sundanese.

Speech event 4

This speech event consisted of 1 male clothes vendor and female costumer.

Customer : "Celana panjng"
 Clothes vendor : "Eta cukup, eta baelah,. Warnana aya lima warna.. eta teh tah. Tinggal eta, etamah XL.nu iyeu L..XL ieu mah".
 Customer : "nu alit".
 Clothes vendor : "Nu alitna teu aya"
 Customer : "Geus sapuluh.. sapuluh bae nya?"
 Clothes vendor : "Eta dua puluh. Warnana lima warna, bereum, tah koneng, tah ieu warnana. Tah ieu tah.. nu eta mah teu aya nu alit deui. Arageung, tah".
 Customer : "Tah nu ieu".

Clothes vendor : "Teu aya, arageung, tuh".
Customer : "Ai nu bahan kieu, taya nu putih? Putihna?"
Clothes vendor : "Nu putih? Teu aya nu bodas kitumah teu aya.. kosong"
Customer : "Nu ieu"
Clothes vendor : "Naon?"
Customer : "Nu putih, putih"
Clothes vendor : "Teu aya"
Customer : "Nu L"
Clothes vendor : "Nu L..aya tilu..nu arageung nu kitu mah".
Customer : "Dipilih oge..ieu mah ageing teuing".

The clothes vendor in this speech event used Sundanese. He used polite Sundanese such as in the words "alit", and arageung", but sometimes they used rough Sundanese such as in the words "ai" and "tinggal". There was a word "cukup" and "putih" in Indonesian, but in here "cukup" and "putih" was categorized as rough Sundanese.

Speech event 5

This speech event consists of 1 male clothes vendor and female costumer.

Clothes vendor : "Yang mana? Ngambil berapa ini?"
Customer : "Dua aja"
Clothes vendor : "Dua aja ambilnya?" ya sok silahkan..celananya engga bu".
Customer : "hah?"
Clothes vendor : "Celananya?"
Customer : "Udah aja sekalian sama itu sepuluh ribu?"
Clothes vendor : "Yang mana? Ngga sebelas ribu, biarin aja".
Customer : "Hmhh".
Clothes vendor : "Barunya mah dua belas".
Customer : "Mhh"
Clothes vendor : "Iya, barunya mah dua belas, kan dan saya kasih murah
ko..memang lurus sih bagus memang hahaha".
Customer : "Ah yang mana nya mang nya?"
Clothes vendor : "Heh sok sok, mangga, mangga"
Customer : "Iyeu nya?"
Clothes vendor : "Sebelas wios, sabelas. Heh.. iya. Itunya bu, biar cepet bu..
kalo saya mah bu mau mandi kitu khan. Ha ha ha".
Customer : "Ha ha sabaraha ieu?"
Clothes vendor : "Tujuh puluh ribu tiga bu, murah. Ada tiga warna bu, eh empat warna.
Coba ini, ungu.."
Customer : "Kalo satu?"
Clothes vendor : "Tigapuluh ribu, tigapuluh ribu, murah tigapuluh mah. tiga bu? Jadi
kembali tiga puluh ribu yah. Dikeresekan.. itu mah ga bu? Udah tiga
sembilan".

In this speech event, the clothes vendor used mix language; there were standard Indonesian, non-standard Indonesian and Sundanese. The words "yang", "mana", "berapa", "ini" silahkan", "celannya", "sebelas", "saya", "murah", "memang", "lurus", "bagus", "iya", "itunya", "mau", "murah", "ada", "warna", "cpba", "kado" "tigapuluh", "ribu", "tiga" and "kembali" considered as an standard Indonesian. Non standard language words that used by clothes vendor were "ngambil", "aja", "engga", "udah", "biarin", "dah", "kasih", "kalo" and "ga". Sometimes, clothes vendor used rough ssuch as in the word "sok". The clothes vendor used mix language between polite language and impolite language such as in the sentences " Ya sok silahkan" and "heh sok, sok, mangga, mangga".

Table 1. Politeness Strategy

Speech event	Positive politeness	Negative politeness
Clothes vendor in the speech even 1		"mung sok itu deui warnana"
Clothes vendor in the speech event 2	"Kalo dapat pulangin aja ditukarlagi ga pa pa". "Dapet..kalo ga dapet pulangin aja lagi".	
Clothes vendor in speech event 3		"Pas eta mah harga biasa, harga sehari-hari". "teu tiasa, obralan, dua puluh mah nu karieu, ieu dobel, nu kieu tah dua puluh, nu parutih ini mah dua puluhan"
Clothes vendor in speech event 4		"Nu alitna teu aya" "Eta dua puluh.." "Teu aya, arageung, tuh". "Nu putih? Teu aya nu putih kitu mah teu aya.. kosong" "Teu aya" "..nu arageung nu kitu mah".
Clothes vendor in speech event 5	"..ya sok silahkan.." "Heh sok sok, mangga, mangga" "Sebelas wios, sabelas. Heh.. iya"	"Yang mana? Ngga sebelas ribu, biarin aja". "Harusnya mah duabelas" "iya harusnya mah dua belas khan dah saya kasih murah ko". "Tigapuluh ribu, tigapuluh ribu, murah tigapuluh mah. tiga bu? Jadi kembalina tiga puluh ribu yah. Dikeresekan.. itu mah ga bu? Udah tiga sembilan".

CONCLUSION

After having finished writing this paper, the writer drew the conclusions. The following conclusion as follows:

- 1) There are many kinds of language that used by clothes vendor in communicating with the customer such as Indonesian and Sundanese and most of the clothes vendors at traditional market Pasar Bojong use Sundanese
- 2) In the degree of politeness of Sundanese, the polite Sundanese often used by clothes vendor at rational market Pasar Bojong.
- 3) The clothes vendors often use non-standard Indonesian language in communication.
- 4) The use of non-standard Indonesia make the communication is more enjoying,
- 5) The clothes vendors use polite language because they want to make their items is bought by costumers. They also want to make the customer interested in their items and satisfy with their service.
- 6) The clothes vendors in more often use negative politeness than positive politeness when they communicate with their customers.

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