Integration of Pragmatic Aspects in Buying and Selling Transactions During The Implementation of The Sunday Festival in Lhokseumawe City

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Abstract

This research aims to explain locutionary, illocutionary and perlocutionary speech acts in buying and selling transactions during the Ahad Festival in Lhokseumawe City. This study focuses on the identification and classification of locutionary, illocutionary and perlocutionary speech acts used by traders and buyers in the buying and selling interaction process. This research uses qualitative research, with data collection techniques in the form of recording techniques, listening techniques and note-taking techniques. The data in this research are in the form of sellers' and buyers' statements when buying and selling transactions are taking place, while the data sources in this research are sellers and buyers at the Sunday Festival in Lhokseumawe City. The results of the research show that the data obtained by the researcher was 47 data with a classification of 11 data of locutionary speech acts, 23 data of illocutionary speech acts and 5 data of perlocutionary speech acts.

Keyword: locutionary speech acts, illocutionary speech acts, perlocutionary speech acts, Ahad Festival

INTRODUCTION

Speaking skills are one of the important aspects in language education that need to be developed comprehensively. In addition to mastering grammatical structures and vocabulary, the ability to use language pragmatically also plays a significant role. According to Ekoro & Gunn, (2021) pragmatics is the study of meaning in relation to speech situations. The language action carried out by the speaker to the interlocutor to convey the meaning and purpose of the speech is called "speech". The interlocutor understands the meaning and purpose by paying attention to the context. Context plays a strong role in determining the speaker's intention in interacting with the interlocutor (Wahyuni et al., 2022). Yuliantoro (2020) added that basically pragmatics is the relationship between language and its use. Pragmatics tries to explain aspects of meaning in relation to context that cannot be found in the meaning of words or structures as explained by semantic studies (Kroeger, 2023). This research focuses on the Ahad Festival in Lhokseumawe City as the object of study. This festival is one of the spaces for social interaction besides traditional markets. The selection of Ahad Festival is based on the importance of buying and selling interactions in economic activities, which involve various forms of communication between sellers and buyers. In events such as Ahad Festival, these interactions take place in a unique and dynamic atmosphere, where language and speech acts play an important role in shaping the experience and outcome of transactions. Ahad Festival itself is a weekly market held every Sunday in Lhokseumawe City, Aceh. The interaction between

traders and buyers in this market, which uses language as a means of communication at certain times, is an example of a speech event.

Research on speech acts in buying and selling interactions at the Ahad Festival, Lhokseumawe City, plays an important role in understanding the influence of verbal and non-verbal communication on shopping experiences and transaction outcomes. This study aims to identify effective communication patterns, analyze speech act strategies applied by sellers and buyers, and evaluate their influence on satisfaction levels and purchasing decisions. The findings of this study are expected to provide guidance for market players and festival organizers in improving the quality of buying and selling experiences at similar events in the future. In addition, this study also contributes to the development of linguistics and communication science by revealing the dynamics of speech acts in the context of festivals that are unique and relevant to local culture.

In the context of this festival, the speech acts performed by sellers and buyers have their own characteristics. Sellers tend to use directive speech acts to guide buyers, such as "Take a look at this item" or "Please bargain the price." In addition, expressive speech acts, such as giving praise or saying thank you, are often used to strengthen interpersonal relationships. Declarative speech acts, such as statements about price agreements, function as validation of transactions. Pragmatic strategies in buying and selling interactions at the Ahad Festival vary widely. One strategy often used by sellers is implicature, such as stating that a certain item is almost out of stock to encourage buyers to make decisions more quickly.

A conversation can be called a speech event if there is a main topic, purpose, elements of gaps, and uses one language variety (Monica et al., 2022). In a speech event, the speaker certainly expects the other person to understand what he wants to convey. According to Amin, (2014) in a speech event, there are two participants, each of whom performs one speech act and produces one utterance. The theory of speech events can be built by considering several key elements that influence how an utterance is produced, understood, and received by participants in a communication context.

Hymes stated that a speech event must include eight components summarized in the acronym SPEAKING, where each letter represents an important element in communication (Setyawati, 2022; Tawakol Gaber El-Zaghal, 2021). The following are the eight components:
S = Setting and scene
P = Participants
E = Ends
A = Act sequences
K = Key
I = Instrumentalities
N = Norms off interaction and interpretation
G = Genre

Setting and scene. Here the setting is related to the time and place where the speech takes place, while the scene refers to the atmosphere or context of the situation in which the speech takes place. Different situations, both in terms of time and place, can affect the choice of language variations used.

Participants refers to the individuals involved in communication, whether as speakers, listeners, greeters, or greeters. In ordinary conversation, the roles of speaker and listener can alternate, but in certain contexts, such as sermons in a mosque, the roles remain the same—the preacher as speaker and the congregation as listeners. The social status of the participants often influences the variety of language used.

Ends, Refers to the intent or purpose of the speech event. For example, in a courtroom, the goal is to resolve the case. However, each participant has a specific goal: the prosecutor

wants to prove the defendant guilty, the defense wants to show the defendant is innocent, and the judge seeks to render a fair verdict.

Act sequence, Relating to the form and content of speech. This includes the choice of words, how they are used, and the relationship between speech and the topic being discussed. The form and content of speech can vary depending on the context, for example in everyday conversation, public lectures, or parties.

Key, Refers to the tone, attitude, or atmosphere in which a message is delivered, such as happy, serious, brief, arrogant, or mocking. This expression can also be reinforced with gestures or gestures.

Instrumentalities, Refers to the medium or channel of language used, such as oral, written, telephone, or telegraphic communication. Also includes the language code used, including language, dialect, variety, or register.

Norm of interaction and interpretation, Relating to rules or norms in communicating, such as how to interrupt, ask questions, or other rules in interaction. Also includes how speech is understood or interpreted by the interlocutor.

Genre, Refers to the type or form of speech used, such as narrative, poetry, proverbs, prayers, or other types.

Pragmatics studies the purpose of an utterance with speech acts as its main unit of analysis (Putrayasa, 2014). According to Safira & Utomo, (2020) speech acts are a communication process with speech partners in everyday life that results in an action or reaction from a speech. Putri & Hanafi, (2024) explain that pragmatics and speech acts are always related, because pragmatics and speech acts view context as knowledge that involves speakers and speech partners. Searle says that there are three types of speech acts that can be expressed by speakers to their speech partners, namely locutionary, illocutionary, and perlocutionary speech acts (Siddiq, 2019).

Locutionary speech acts are acts that state something (Bawamenewi, 2020). Locutionary speech acts are also often referred to as the act of saying something. Austin locutionary speech acts are only related to disclosure, delivery of information, conversation, or questions (Agetha, 2023). Therefore, there is no hidden intention beyond what is expressed in the speech, which is basically an act of stating something. In locutionary speech acts, the function of speech is not in doubt because its meaning is clearly reflected in the sentence spoken. This speech act is the easiest type to recognize because it does not contain hidden intentions other than what is conveyed directly. Anggraini, (2020) explains that locutionary speech acts are divided into three categories, namely: (1) declarative (statement) which functions to provide information to others so that they pay attention, (2) interrogative (question) which aims to ask for answers from the listener to the questions asked, and (3) imperative (command) which produces a response in the form of an action or deed requested.

Furthermore, according to Tarigan (2017) an illocutionary speech act is a speech act that aims to carry out an action through speech. Satria et al., (2023) defines an illocutionary speech act, in addition to functioning to convey or provide information, it can also be used to carry out an action. In an illocutionary speech act, the speaker expresses something by using a certain power that encourages him to act according to what he conveys. An illocutionary speech act is an utterance that aims to achieve something, such as stating, promising, apologizing, threatening, ordering, or requesting. In other words, an illocutionary speech act does not only convey information, but also tries to produce certain actions or changes that the speaker wants when speaking. In this speech act, the meaning conveyed is more focused on the goal of changing the situation or influencing the speech partner. Leech (in Rahardi, et al., 2016:80) explains that illocutionary speech acts consist of five types, namely: (1) Assertive, (2) Directive, (3) Commissive, (4) Expressive, and (5) Declarative.

Then, the last perlocutionary speech act is an attempt to influence the speech partner or other party to do something. In this case, the utterance delivered has the power of influence or impact on the interlocutor. The speaker can create this effect either intentionally or unintentionally. This speech act is often known as an act that aims to influence someone. This speech act is also often referred to as the act of affecting someone. According to Searle perlocutionary speech act is an act that functions to inform something and do something whose meaning is an act to influence the speech partner (Astuti, 2016). Perlocutionary speech act is an act that aims to convey information and do something that has an impact on the speech partner, with the main meaning being to influence them. In this speech act, the speaker not only conveys a message, but also tries to cause a reaction or change in the speech partner as a result of the speech. Perlocution often involves emotional responses or certain actions that the speaker expects from the interlocutor, so that the goal is more towards the influence caused by the speech. Perlocutionary speech act is a type of speech act that has an effect on the speech partner. This is different from locutionary speech acts, which only convey statements without the aim of influencing other people's actions, and illocutionary speech acts, which aim to encourage other people to carry out a certain action. This study has similarities with previous research conducted by Anggraini (2020) entitled "Forms of Locutionary and Illocutionary Speech Acts of Traders and Buyers at Sekip Ujung Market, Palembang." The results of this study indicate that there are two types of speech acts used by traders and buyers at Sekip Ujung Market, Palembang, namely locutionary speech acts and illocutionary speech acts. Based on 27 data collected quantitatively, it was found that the forms of locutionary speech acts include (1) statements (declarative), (2) questions (interrogative), and (3) commands (imperative). Meanwhile, the forms of illocutionary speech acts consist of (1) commissive illocutionary, (2) expressive illocutionary, and (3) assertive illocutionary. The main difference between this study and previous studies lies in the objects studied, while the similarities lie in the types of speech acts analyzed.

RESEARCH METHODS

The research method used in this study is qualitative research. Mustafa et al., (2022) explains that qualitative research is a method used to study objects in natural conditions, not through experiments. In this approach, the researcher acts as the main instrument, while data collection techniques are carried out by triangulation or a combination of various methods. Data analysis is carried out inductively, with an emphasis on understanding meaning rather than seeking universal generalizations. This qualitative research prioritizes analysis that focuses on narrative or descriptive strength. This study aims to describe speech that identifies locutionary, illocutionary, and perlocutionary speech acts used in buying and selling interactions between sellers and buyers during the Ahad Festival in Lhokseumawe City. This research was conducted at the Ahad Festival located on Jalan T. Hamzah Bendahara, Banda Sakti District, Lhokseumawe City. The research process took place every Sunday for five weeks, namely on July 7, 14, 21, and 28, and August 4, 2024.

In this study, the data source comes from sellers and buyers involved in the Ahad Festival in Lhokseumawe City. This study uses data in the form of speech between sellers and buyers at the Ahad Festival in Lhokseumawe City when making sales transactions, which include locutionary, illocutionary, and perlocutionary speech acts. In this study, the researcher used three data collection techniques, namely recording techniques, listening techniques, and note-taking techniques.

According to Octaviani & Sutriani, (2019) data validity is the process of verifying data through various different sources, methods, and times. In this study, data validity was tested using three techniques, namely: source triangulation, technique triangulation, and time triangulation. Data analysis is a step to collect and organize data obtained from interviews, field

notes, and documentation regularly and systematically (Sugiyono, 2017). Data analysis techniques are carried out in several steps, namely: identifying speech recordings in sales transactions, classifying the data that has been collected, analyzing and interpreting data and drawing conclusions.

RESULTS AND DISCUSSION

Based on the results of the study conducted in July and August 2024 at the Ahad Festival in Lhokseumawe City. The researcher obtained a total of 47 data, with data collection carried out five times each week. The data collected during this period included various buying and selling interactions that occurred at the Ahad Festival in Lhokseumawe City, with a focus on the use of ongoing buying and selling speech acts. Based on the results of the study, the researcher obtained forty-seven data that would be classified according to the type of speech act. From these data, nineteen forms of locutionary speech acts, twenty-three forms of illocutionary speech acts, and five forms of perlocutionary speech acts were found. The following is a description of the results of the study of locutionary, illocutionary and perlocutionary speech acts.

1) **Locutionary Speech Acts**
   a) Declarative
      Declarative data were obtained as many as 4 data.
      Seller: "There's a light, Sis."
      Buyer: "This one, sir?"
      Seller: "Yes, Sis."
      This data shows the existence of a declarative locutionary speech act, which can be seen from the sentence "There's a light, Sis," which was conveyed by the seller to the buyer. This statement serves to convey new information related to the toy being viewed by the buyer, namely that the toy has a light.
   b) Interrogative
      Interrogative data were obtained as many as 11 data.
      Buyer: "How much is the Bandung somay, sir?"
      Seller: "Only ten thousand, dear, it's cheap."
      This data shows the existence of an interrogative locutionary speech act, which can be seen from the sentence "How much is the Bandung somay, sir?". This sentence is a form of question asked by the buyer to the seller with the aim of finding out the price of the somay being sold. The interrogative locutionary speech act in this utterance is marked by the use of the question word "how much" which is one of the characteristics of this type of speech act.
   a) Imperative
      Imperative data were obtained as many as 4 data.
      Buyer: "I'm the vanilla and chocolate flavors, ma'am. Please separate them, ma'am!"
      Seller: "Yes, ma'am."
      This data reflects the imperative locutionary speech act, which can be seen from the sentence "I'm the vanilla and chocolate flavors, ma'am. Please separate them, ma'am!" This sentence is an order given by the buyer to the seller, who asks that the donut flavor variants be separated. The use of the word "please" in the sentence is a typical indicator of the imperative locutionary speech act.
2) **Illocutionary Speech Acts**
   a) Assertive
      Assertive data obtained as many as 5 data.
      Buyer: "How much is this, Sis?"

Seller: "This unit is only three thousand, this one is only five thousand, Sis." (while showing the goods)

This data is included in the assertive illocutionary speech act with the type of informing. The utterance is in the sentence 'This unit is only three thousand, this one is only five thousand, Sis (while showing the goods)' which is said by the seller to the buyer. The context of the utterance is an utterance to inform the price of the goods asked by the buyer and the seller answers by informing the price of the goods. The utterance of informing is one of the characteristics of assertive illocutionary speech acts.

b) Directive

Directive data obtained as many as 2 data.

Buyer: "How much is this exactly?"

Seller: "Fifty thousand is exactly, Ma'am."

Buyer: "Forty-five is fine, okay."

Seller: "Okay, Ma'am."

This data is included in the directive illocutionary speech act with the type of request. The utterance is found in the sentence 'Forty five only' which is said by the seller to the buyer. The context of the utterance contains the utterance of request made by the buyer to the seller. The utterance of request is one of the characteristics of the directive illocutionary speech act.

c) Commissive

The commissive data obtained were 3 data.

Buyer: "Just fried rice, two, ma'am."

Seller: "Okay, Sis, twenty thousand only. Can you have the grilled rice too, Sis?"

Buyer: "No, Ma'am, just fried rice, Sis."

This data is included in the commissive illocutionary speech act with the type of offer. The utterance is found in the sentence 'Okay, Sis, twenty thousand only. Can you have the grilled rice too, Sis?' which is said by the seller to the buyer. The context of the utterance contains the utterance of offer used by the seller to the buyer.

d) Expressive

The expressive data obtained were 9 data.

Seller: "Here's the change of thirty thousand."

Buyer: "Yes ma'am, thank you."

This data is included in the expressive illocutionary speech act with an utterance of gratitude. The utterance is found in the sentence "Yes ma'am, thank you" which is said by the seller to the buyer. The utterance occurs during the buying and selling process, the buyer expresses his gratitude to the seller.

e) Declaration

Declaration data was obtained as many as 4 data.

Buyer: "Isn't the mochi the same?"

Seller: "Different ma'am, the mochi in the box contains four and is large."

Buyer: "Okay, just two in this cup."

Seller: (takes)

This data is included in the illocutionary speech act of declaration with the type of decision. The utterance is found in the sentence 'Okay, just two in this cup' which is said by the seller to the buyer. The context of the utterance contains the utterance of deciding which is used by the seller when the buyer asks for a price offer for the goods being sold. The utterance of deciding is one of the characteristics of the illocutionary speech act of declaration.

3) Perlocutionary Speech Acts

The data of perlocutionary speech acts were obtained as many as 5 data.

Seller: "Stop by, ma'am, take a look at the knitted bags, the colors and quality are beautiful."
Buyer: "How much is one bag, sir."
Seller: "It's cheap, ma'am, only forty thousand, this is the latest model."

Speech act data This data is included in the illocutionary speech act of declaration with the type of deciding. The utterance is in the sentence 'Okay, just two in this cup' which is said by the seller to the buyer. The context of the speech contains the speech of deciding which is used by the seller when the buyer asks for a price offer for the goods being sold.

Based on the results of the study, it was found that the speech act most often used in buying and selling transactions at the Sunday Festival in Lhokseumawe City is the form of illocutionary speech acts, with a total of 23 data. Of the five types of illocutionary speech acts, the most dominant is the form of expressive speech acts, which was recorded as many as 9 data.

CONCLUSION

Based on the results of the research and discussion on the buying and selling transactions at the Ahad Festival in Lhokseumawe City, 47 data were found that showed the form of speech acts. In this study, the speech acts found were locutionary speech acts that obtained 19 data with 4 data in the declarative form, 11 data in the interrogative form and 4 data in the imperative form. Furthermore, the illocutionary speech acts that obtained 23 data with the classification of 5 data in the assertive form, 2 data in the directive form, 3 data in the commissive form, 9 data in the expressive form, and 4 data in the declaration form. Then, the perlocutionary speech act that obtained 5 data. The dominant speech acts in the Ahad Festival study in Lhokseumawe City were interrogative locutionary speech acts and expressive illocutionary speech acts.

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