TURN TAKING IN INDONESIA TRADITIONAL MARKET

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Abstract

This current study aimed to examine the turn-taking strategies that are used by sellers and buyers at Horas traditional market, Pematangsiantar. This study wants to show the process of turn-taking between sellers and buyers when taking their turn. Especially on take the turn when sellers and buyers do bargaining process. It means that which can look at how the sellers and buyers manage and take to the first current or exchange of talking turn in interaction. The data will analyze using Sack Schegloff, and Jefferson (1974) theory which is divided into three kinds, Current Speaker Select the Next Speaker, Self Select, Current Speaker Continuous. The data is collected by doing a recording video about the interaction between sellers and buyers, Pematangsiantar. The researcher found 40 data to support this study. Based on the result, the dominant strategy used by sellers and buyers is Current Speaker Select the Next Speake (50%), the next dominant is Self Select (32,5%), the last strategy is Current Speaker Continuous (17,5). The reason to use the dominant types is that the situation that often occurs is one buyer and one seller, so it can be ascertained that when the buyer becomes the current speaker, the next speaker is the seller, and vice versa. This study also showed that the most buyer does interact with seller is female buyers. It makes that the process of bargaining here needs a long time, different for male buyers, they only make on the bargain.

Keywords: Bargaining process, Horas traditional market, Semantic, Turn Taking

INTRODUCTION

Humans are social beings who live in a society where they are born with need each other on every single life. As human beings, people always do social actions, like exchanging their experiences, telling their feelings, emotions, or ideas. To support it all, people need some media to make they are connecting each other and their conversation can run well, it is a language. Language is so important for people, with language people, can interact with each other, with language people can communicate and tell what they want, or share. And also language helps people to express themself. So that's why language is so important. Generally, human interaction will produce a conversation.

Turn-taking occurs when the speaker and listener switch roles, becoming either a listener or a speaker (Coates, 2004: P.112). The purpose of turn-taking is to keep the conversation flowing smoothly. So, the speaker and listener manage the time when they are speaking at the time. It means that there's no interruption in dialogue, the speaker and

listener playing the rule until the end. Study about turn taking is so important and interesting because we can know the strategies to start speaking, as we are human beings that every time interact with another one. Sack Schegloff, and Jefferson (1974), there is the mechanism of turn-taking at least divided into three simple types: Current Speaker Select the Next Speaker, Self-Select, Current Speaker Continuous.

Turn-taking in the traditional market is different from another turn-taking. As we know that there are so many people in the traditional market, it's mean that there are so many conversations in there. That means there is a lot of turn-taking in the traditional market. And it does not rule out the possibility of interruptions between the seller and the buyer in there.

Here researcher analyzed the turn-taking in a conversation between sellers and buyers at Horas traditional market, which means the turn-taking strategy on bargaining process that happens at Horas traditional market. So, the purpose of this research is to explain the most dominant types used between sellers and buyers in their conversation. The second is to explain the process of turn-taking that occurred between sellers and buyers at Horas traditional market.

LITERATURE REVIEW

1. Pragmatics

According to Yule (1998;3) Pragmatics is the study of what the speaker means or how we organize what is meant even when it isn't expressedor written. Pragmatics is the study of the relationship between language and its context of meaning. Pragmatics is the study of how people use language in ways that cannot be predicted just by linguistic knowledge. Language is important for people to deliver what they want in different ways (Atchison, 2003;9). But people always do mistake misunderstand on speaker and hearers, its make the goals of the purpose it is wrong because of the wrong assumption.

Pragmatics is the study of language from the perspective of users, focusing on their choices, the restrictions they find while using language in social interactions, and the consequences those choices have on other participants in the communication process (Crystal quoted in Schauer, 2009;6). Pragmatics mainly concerns with the use of knowledge encoded in the vocabulary of a language and its patterns to make meaningful communication (Griffiths, 2006;1).

2. Conversation Analysis

Conversation analysis is always shortened with CA. Conversation analysis is the study of the human behavior of interaction practice of every day. It means that the investigation of rule practice of real life is based on an interactional perspective. Conversation analysis is to understand how turn-taking within a stretch of talk is negotiated between participants, to produce some form of social action (Litoseliti, 2010). On the other hand, that conversation analysis is a study of talk in interaction. The scope of conversation analysis includes the organization and orderliness of social interaction (Liddicoat, 2007:6).

Conversation analysis aims to discover how participants understand and respond to one another in their turns at talk, with a central focus being on how sequences of actions are generated (Hutchby and Woffitt, 1989:14). Study conversation analysis hopes that people understand and respond when they do talk in interaction, so make their conversation be going flawlessly. Conversation analysis is used to understand how the interaction arranges in social life. This means that it is focused on the talk between two or more people and then takes a turn. The begins turn is when the first speaker talks before the next speaker. And the next speaker must understand how to respond to the first speaker, so this addition makes a sense of each other because the rule of the turn going well.

3. Turn Taking Strategies

The turn-taking strategies involve three basic: 1) Current Speaker Select the Next Speaker, 2) Self Select, 3) Current Speaker Continuous based on the theory of Sack Schegloff, and Jefferson (1974). This type will explain how the sellers and buyers start the conversation, how the sellers and buyers carry on in interact with the bargaining process, and how the sellers and buyers give the chance both of them.

A. Types of Turn Taking

1) Current Speaker Select the Next Speaker

The first type is Current Speaker Select the Next Speaker has happened when the current speaker selects the other speaker to take the turn in the next. The current speaker selected by asking a question

to the next speaker. The speaker who is selected has time to speak because the current speaker is already allowed to take a turn.

2) **Self Select**

The second type is Self Select. This rule happened when the speaker does not choose the next speaker. If there is no speaker selected by the current speaker it indicates that the other speakers can select themself to take the turn in self-selection (Schegloff, 2007:4).

3) **Current Speaker Continuous**

Current Speaker Continuous is the third type of turn-taking. This type happened when the current speaker does not select the next speaker but the current speaker stated to take the next turn. This case happened when the other participants only give a simple response and make the current speaker take the turn again.

RESEARCH METHODOLOGY

This study conducted by using qualitative research by Creswell (2014). It was approach for exploring and understanding the meaning of individual or group ascribed to a social or human proble, it focused on a complete description of the types, several forms to present the turn taking between sellers and buyers at Horas traditional market, and the process of turn taking between sellers and buyers.

In this problem, the data were the conversation of bargaining process between sellers and buyers. The source of the data is from the video conversations between sellers and buyers at *Horas* traditional market that have done recorded by researcher before. The data focused on the bargaining process only from April 2021 till May 2021.

To collect the data, the first that researcher will do is survey toHoras traditional market in Pematangsiantar because the researcher must know the situation in there. and than do recording technique to record the conversations and also the interactions of sellers and buyers at *Horas* traditional market. The third technique is taking a picture between sellers and buyers. In addition, this technique helped the researcher to support the data. It's like documentation for researcher. The last technique is note taking. This technique help researcher to described and explain

the information about the buyers and sellers and also the process of turn taking at *Horas* traditional market in part of discussion.

To analyze the data, there were through the following steps, first was Selecting the data from video recorded at Horas traditional market. The second was Transcribing the conversation between sellers and buyers. This technique will the researcher do when the data has already been collected. Then, the researcher will be transcript the utterances from the Batak language into English. In this case, helps the researcher to make classification the turn-taking based on the theory of Sacks, Schegloff, and Jefferson (1974). The third was Identifying the sentence from the video that was already recorded in Horas traditional market refers to turn-taking. The fourth was Classifying the data by reading the transcript of conversation sellers and buyers at Horas traditional market that found from the video refers to turn-taking. The fifth was Interpreting the sentences of conversation sellers and buyers based on Sacks, Schegloff, and Jefferson's (1974) theory of turn-taking. The last was Drawing the result into a table of being the conclusion.

FINDINGS AND DISCUSSION

The writer found fourteen data that consist of turn taking between sellers and buyers at Horas traditional market. According to Sack, Schegloff, and Jefferson (1974), there are three kinds the procedure for determining the allocation of turn, namely Current Speaker Select the Next Speaker, Self Select, and Current Speaker Continuous. The table below shows that the classification for the types of turn-taking.

NO	TYPES OF TURN TAKING	QUANTITY	PERCENTAGE
1	The Current Speaker Select the Next Speaker	20	50%
2	Self-Select	13	32,5%
3	Current Speaker Continuous	7	17,5%
	TOTAL	40	100%

Based on the table above, showed that the dominant type of turn-taking that occurred on sellers and buyers at Horas traditional market is The Current Speaker Select the Next Speaker. On this case the buyers or sellers showed to select the guest speakers by inviting and giving questions directly. It is like the buyer asked the price for the product that the seller sells and then sellers answer the buyer's question. But the other types of turn-taking

also occurred in the interaction of sellers and buyers at Horas Traditional Market. Such as Self Select and Current Speaker Continuous.

1. Current Speaker Sellect The Next Speaker

The first strategy used by sellers and buyers at Horas traditional market on their conversation is the current speaker selecting the next speaker. It reflects that the current speaker has to give the floor to the next speaker by gave the questions about the product's price or invited to do interact, such as say hello by the seller to the buyer. Here are the Current Speaker Select The Next Speaker that occurred at Horas Traditional Market, Pematangsiantar.

B: *Timbakkon jo on, nyon do unang na gudang tabo-tabo nai*
Pleas, weight this first, I want thisone not that

S: *opat un, on ma dihamu?*
Four ons, this one for you?

B: *e baen ma, naeng i arsik da, unang balga balga hian baen*
Yes make it, I want it's in arsik, please don't cut to big

S: *Olo hu attusi ma i*
Yes I know what you want

B: *Sadia mai?*
How much the price of it all

S: *60.000 ito*
60.000 ito

B: *dang boi 50.000 i?*
Can it be 50.000?

S: *dang dapot, boa bahenon harga hian saonnari babi*
Can not, the price of meat so expensive for now

B: *on da hepeng na*
This the money
(*i lean jagal na, tor lao*)
(Seller give the meat, and buyer go away)

The data was recorded on 03 April, 2021. This example is also similar to the before example. This conversation belong to current speaker selects the next speaker strategies. The buyer started the floor with gave a question to the seller. This conversation so simple, it happened because only 2 participant do interaction at the time. It make the turn-taking strategies in here can flows well. This type identic with the current speaker giving a question for the next speaker. So, it's make the other participant know how to respond it.

2. Self-Selection

The second strategy used by sellers and buyers at Horas traditional market is self-selection. This strategy occurs if the current speaker has not selected the next speaker, so any potential the next speaker can do self-selection technique.

The conversation below, explains how turn-taking occurred between sellers and buyers at Horas traditional market.

B2	:	*sadia sakilo jagal mu on?*
		What is the price of this meat?
B1	:	*150.000 inna, malapak*
		150.000 the buyer said before
B2	:	*Dang boi be moru I?*
		Can the price be less?
S	:	*naeng piga kilo i?*
		How many kilo for you?
B2	:	*sakilo pe*
		Only one kilo
B1	:	*I hami satonga, i lean do moru?*
		For me a half kilo, can it is?
B2	:	*ate boi do moru sian 150.000 i?*
		Can the price less from 150.000?
S	:	*dang boi be, nasai do harga na*
		I can't, that's the price
B2	:	*baen ma satonga i au*
		Okay, make a half kilo for me
		(panuhor parjolo lao, dang jadi manuhor)
		(the first buyer gone)
S	:	*Paiason do on?*
		Cleaned up this meat?
B2	:	*dang pala, mudar nai ma baen*
		No need, just make the blood
		(I lean jagal na, tor lao)
		(seller gave the meat and buyer gone)

This data was recorded on 03 April, 2021. The example above showed that the currents speaker on this conversation is B1, but other buyers B2 tried to grab her floor by doing interrupting. The first buyer B1 starts the floor by asking the price of meat on one kilo. As a result of this, the second buyer B2 takes the floor because she knows the price of the meat, she wants to inform that the meat is too expensive. Next, the first buyer as the current speaker takes a floor, she gave the seller a floor by giving the question "can the meat cheaper?". Then the seller asks again a question, but when the first buyer takes a floor, the second buyer tried also namely a self-select strategy. At the end of this conversation, the first buyer didn't buy it so. There's no dialogue between seller and second buyer, the seller just takes the money and gave the meat to the second buyer.

3. **Current Speaker Continuous**

The last kind of turn-taking based on the theory of Sack et all is the current speaker continuous. This current speaker continuously occurred when the current speaker selects the next speaker but the next speaker does not take the turn, the current speaker may continue the turn if there are no other speakers doing the self-select technique. The table below will explain the example of the current speaker continuous that occurred at Horas traditional market, Pematangsiantar.

B : *brapa dagingnya ini?*
  What is the price this meat?
S : *(dang ibege, mamotong jagal)*
  (seller didn't hear because he is cutting the meat)
B : *oi parjual, naso marjualan be ho?*
  Hei seller, did you not sell this meat again?
S : *aha i? mamonggoli jagal on au*
  What are for you. Im cutting the meat
B : *sadia I bahen ko?*
  What is the price of this meat?
S : *150.000*
  150.000
B : *Hargai mai*
  So expensive
  (diam)
  (silent)
B : *dang moru bei?*
  Can the price be less?
S : *piga kilo?*
  How many kilo for you?
B : *sakilo pe di au*
  One kilo only
S : *140.000 ma molo lo ho*
  Okay, 140.000 if you want
B : *baen ma baen, paias jo annonan*
  Okay okay, make it.Please cleaned it more
B : *(mamotongi jagal, ilean jagal na)*
  (Sellercutting the meat, and then gave it to buyer)
S : *Mauliate da*

This data was recorded on 07 February, 2021. The current speaker continuous can be seen in the part of the conversation above, the continue occurs when there is occurred silence between buyer and seller. In the first part of the conversation, the buyer as the current speaker asks a question to the seller about the price of meat. But, nothing responds that buyer hear, so the buyer spontaneously continues to take a turn after a minute silent does with asking again "hello seller, are you not selling this meat again" and after that, the seller realized that there is buyer come. Next, in line 7 the silent action does. This silence occurred after the buyer gives the response and then the buyer doesn't know how to respond to the seller keeps silent. Because nothing no response from the

seller, the current speaker takes the turn again to ask " can the price be cheaper" to continue their conversation.

In the last part of the conversation, the current speaker continued also occurred. It can show on line 13, the last take the turn is the buyer and after that seller cutting the meat so nothing no dialogue in here. The seller just gave the meat to the buyer and the buyer said thank you. It means that again and again, the buyer takes her turn because nothing responds that she received.

CONCLUSION

On the bargaining process, both sellers and buyers have used all the types of turn-taking strategies. It can see on the data analysis that shows the percentage of occurred turn-taking between sellers and buyers at Horas traditional market. There are 20 data which contains Current Speaker Select The Next Speaker, then there are 13 data which contains Self Select, for the last, there are 7 data which contains Current Speaker Continous. Totally there are 40 data found.

Therefore, the most dominant data found in this research is Current Speaker Select The Next Speaker (50%). It is because the most occurrences situation is one buyer and seller. During the conversation, the researcher saw that in this type, the interaction that often occurs between seller and buyer is giving a question. Such as the buyer asking if the price product or the seller asks the buyer what she/he needs. This situation shows that turn-taking between sellers and buyers can run smoothly, and they also understand each other. The second dominant type in this research is Self Select (32.5%). In this type, the researcher sees many turns that occured for one conversation. This happens because at the same time many buyers interact with the seller so that this can result in interruptions between the seller and the buyer. Self-select happened when the current speaker does not choose the next speaker to respond to her/his statement, so the other speaker can self-select to start speaking or to switch the rule to become the next speaker. The last type during the conversation that occurred between sellers and buyers is Current Speaker Continuous (17.5%). This type is very minimal occurred between sellers and buyers at Horas traditional market. Even if this happens, it is because the current speaker did not get a response for the statement (seller/buyer) gave so that the current speaker tries to take the turn again.

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