

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

According to Holmes (2008), a speech or an utterance can express various functions is a speech act. One of language functions is making a request. A request is “an illocutionary act whereby a speaker (requester) conveys to a hearer (requestee) that he/she wants the requestee to perform an act which is for the benefit of the speaker”(Trosborg, 1995, p. 187). Similarly Elis (1994) defines a request as a type of illocutionary act in which the speaker wants the hearer to perform something.

When people do a shopping activity, they also ask the hearers, in this case the sellers to perform something. The buyers make requests to the sellers because they need to ask for favours. The form of request varies depending on the social distance and the power between the speaker and the hearer. A study conducted on the request strategies found that the way patients request the nurses is mostly using hints. Actually there is a standard form in how to make a good request expression. In expressing request, someone has to consider whom he or she is talking to and the status of the person he/she is talking to ((Intan, 2013).

This study is on request strategies applied by the customers of a shop. The writer is interested in figuring out the types of request strategies used by the Indonesian customers with the Chinese shop assistant and the Chinese customers with Chinese shop assistant.

1.2 FIELD OF THE STUDY

The field of the study is applied linguistics. It studies request strategies which is part of pragmatics.

1.3 SCOPE OF THE STUDY

The study focuses on the different request strategies that are applied by Indonesian customers and Chinese customers with Chinese shop assistant

1.4 PROBLEM FORMULATION

In this study, the research problems are formulated as follows:

1. What request strategies are employed by Javanese customers when conversing with Chinese Indonesian shop assistant?
2. What request strategies are employed by Chinese Indonesian customers when conversing with Chinese Indonesian shop assistant?
3. What are the differences between the request strategies applied by Javanese and Chinese Indonesian customers?

1.5 OBJECTIVE OF THE STUDY

Based on the problem stated above, the objective of this study is

1. To find out the request strategies employed by Indonesian customers when conversing with Chinese Indonesian shop assistant.
2. To find out request strategies employed by Chinese Indonesian customers when conversing with Chinese Indonesian shop assistant.
3. To explore the difference between the request strategies applied by Indonesian and Chinese Indonesian customers

1.6 SIGNIFICANCE OF THE STUDY

This study is significant to enrich the understanding of speech acts, especially the request strategies. Hopefully it will give contribution on the study of pragmatics about the kinds of request strategies applied by different ethnic groups

1.7 DEFINITION OF TERMS

1. Request
2. Request strategy is a compulsory choice of the directness level by which a request is realized.
3. Social Factors

According to Labov (as cited in Bauer, 2011, pp. 4-5) there are five social factors that influence: contextual style of speech, sex of speaker, age of speaker, ethnic group of speaker and socio-economic status of speaker

