

CHAPTER IV

DATA ANALYSIS

In this chapter the writer analysed the transcripts. The writer divided the process of data analysis into two, namely female request strategies and male request strategies. To analyse the data, the writer used Blum-Kulka's theory.

4.1 The Request Strategies Employed by Javanese Customers When Conversing With Chinese Indonesian Shop Assistant

In order to come to the first research question, the researcher recorded five Indonesian buyers (the first five customers). The following is the result of the analysis.

Table 4.1

The data on the request strategies by Javanese customers

customer	statement	Classification
JC1	- <i>Bu, saya pilih yang ini</i> (Miss, I choose this one)	- want statement
	- <i>maaf, kemarin kok enam belas ribu ya</i> (I got it for sixteen yesterday)	- mild hint
JC2	- <i>wah, kalau begitu saya bisa hemat nih</i> (so I can save some money then)	- mild hint
	- <i>kalau gitu saya beli minyak yang barco bu 2 jerigen</i> (alright. I buy this barco oil for two jerry cans)	- want statement
JC3	- <i>pasti dong bu, saya cocok sama harganya.</i> (Of course, because I like your pricing in this shop)	- strong hint
	- <i>aku beli minyak yang nomor dua 1 jerigen besar</i> (I want one big jerry can of second quality cooking oil)	- want statement
	- <i>lho kok naik. Biasanya limapuluh delapan</i> (the price is higher. Usually it is	- strong hint

	Rp58.000 rupiah)	
	- bagaimana kalau naiknya lain kali saja? (<i>How about increasing the price another time</i>)	- suggestory formula
JC4	- <i>mbak, saya beli minyak barco 1 liter</i> (mbak, I want barco oil one liter)	- Want statement
	- <i>uangnya hanya enam belas mbak.</i> (I have only sixteen)	- Mild hint
JC5	- <i>bu saya mau beli minyak yang biasanya</i> (bu, I would like have the usual cooking oil)	- Hedge Performative
	- <i>Kemarin masih ninggal uang ya bu</i> (yesterday , I left some money with you)	- mild hind

From the table above it can be seen that there are no Javanese customers who apply mood derivable (direct level), explicit performative (direct level), obligation statement, (direct level), query preparatory (conventionally indirect level). There are only five request strategies that are applied by the Javanese customers who come to the shop to buy daily needs. Here the writer will discuss one by one.

Hedge Performative

From the data that the writer recorded and transcribed, there was only one hedge performative request strategy applied. The following is the data.

- *bu saya mau beli minyak yang biasanya* (bu, I will have the usual cooking oil)

This request strategy belongs to hedge performative because the buyer (JC5) used the word *mau* (would like). The buyer showed her request to the seller. It can be seen here that the buyer addressed the Chinese shop assistant with *bu*, while usually young Chinese is called *cie*. This request strategy can be classified as direct level. When the buyer was in the shop, she had to queue. When it was her turn, she directly ordered the things that she needed. In this

short conversation, the seller bought cooking oil that she did not mention the quality. In that shop, the sellers can choose either first or second quality of the oil.

Want Statement

For this criteria, there are three want statement can be found from the conversations between the seller and the buyer. The first example is as follows.

Bu, saya pilih yang ini (Miss, I choose this one)

This request strategy belongs to want statement although the seller did not use the word *ingin* or *mau*. The writer includes is under the classification of want statement because in Indonesian language, people do not use the word "ingin" when they buy something. This request strategy can be classified as direct level.

The following is another want strategy

- *kalau gitu saya beli minyak yang barco bu 2 jerigen* (alright. I buy this barco oil for two jerry cans)

The writer classified this as want statement request strategy as the seller used the subject "I" to show what she wanted to get in that shop. As it is stated above, Indonesian usually do not the word "*ingin*"

The third request strategy is as follows.

- *aku beli minyak yang nomor dua 1 jerigen besar* (I want one big jerry can of second quality cooking oil)

in the statement above, the seller used the word *beli* that the writer classified it as want statement. By declaring *aku beli*, the seller has a want to get something from the shop.

These three examples (want statement) can be categorized as direct level.

Suggestory Formula

The writer can find only one example of suggestory formula.

- bagaimana kalau naiknya lain kali saja? (*How about increasing the price another time*)

The situation of this selling and buying event is that the shop increased the price. As a repeated customer, the buyer tried to bargain. The request strategy was applied in bargaining. As the repeat customer, the buyer knew the price so that when the seller counted the prices, he could realize the increasing price. Instead of bargaining directly, he used suggestory formula by giving suggestion to the seller to increase the price another time. This request strategy includes in conventionally Indirect Level.

Strong Hints

Strong hints is one of the request strategy belongs to Non-conventionally Indirect Level. The writer could find two data on it.

- pasti dong bu, saya cocok sama harganya. (Of course, because I like your pricing in this shop)

The writer classifies this request as strong hints as the seller gave hints to the seller by saying *saya cocok*. By saying this, the seller gave strong hints to the seller that she likes the price. It must be reasonable price. By saying this, the buyer requested the buyer to give her the best price.

- Iho kok naik. Biasanya lima puluh delapan (the price is higher. Usually it is

This the second strong hints that the writer could find. The seller gave the strong hint by declaring that the price was 58 thousand rupiah. It means that the seller asked the same price. She did not want to get the cooking oil with higher price because she was not informed yet.

Mild Hints

From the data collected, the writer got four request strategies that belong to mild hints (Non-conventionally Indirect Level)

- *maaf, kemarin kok enam belas ribu ya* (excuse me, I got it for sixteen yesterday)

the writer classified it as a mild hints because the buyer saying maaf (excuse me?). this is used to give clue indirectly to the seller that she wanted to get the price as before. Actually what she wanted to say is that the seller should give her the best price.

- *wah, kalau begitu saya bisa hemat nih* (so I can save some money then)

Here the buyer told the seller that she had given her best price. She said indirectly by giving clue that she could save some money.

- *uangnya hanya enam belas mbak.* (I have only sixteen)

This request starategy was put under mild hints categorization because actually the seller asked for giving her the same price as before. However, instead of giving discount, the seller gave the buyer chance to borrow some little money and pay it back another time.

- *Kemarin masih ninggal uang ya bu* (yesterday , I left some money with you)

This belongs to mild hint because what the seller wanted to say is that she requested the seller not to ask her the money because the buyer still kept her money. Yesterday, when she paid, the seller did not give him the rest of the money.

4.2 Request Strategies Employed by Chinese Indonesian Customers

The following will discuss the data found on the request strategies. There are 13 strategies found from the conversation with chinese customers. There was no chinese respondents who use query preparatory (Conventionally Indirect Level) and mild hints (Non-conventionally Indirect Level).

Table 4.2

Request Strategies by Chinese Indonesian Customers

Customer	statement	Classification
CC1	- <i>cik, beli minyak yang biasanya empat jerigen.</i> (cik, (I) want to buy the usual cooking oil four jerry cans)	- mood derivative
	- <i>Barangnya di kirim saja ke tempat biasanya ya</i> (send the stocks to usual place)	- mood derivative
CC2	- <i>Cik, minyak no duanya ada ?</i> (Cik, is first quality cooking oil ready stocks?)	- Query Preparatory
	- <i>Minta tiga jerigen, tapi saya transfer sama minta no reknya</i> (give me three jerry cans, but I will transfer the money and give me the account number).	- Mood derivable
CC3	- <i>cik, minyak barconya ada ?</i> (miss, is the barco oil ready stocks?)	- Query Preparatory
	- <i>tidak bisa lebih cepat cik? Saya benar-benar butuh</i> (can't it be faster? It is really urgent.	- Query Preparatory
	- <i>benar ya cik, saya tunggu.</i> (please be sure cik, I will wait	- Hedge Performative
CC4	- <i>Koh, gimana sih kok minyaknya kosong terus yang barco?</i> (koh, how come barco oil is	- mild hint

	still not in stock?)	
	- <i>kamu harus memberi tahu saya secepatnya</i> (you have to tell me as soon as possible)	- obligation statement
	- <i>bener lo ya, kalo ga saya ganti toko lain</i> (please be sure, if not I will change to other shops)	- obligation statement
CC5	- <i>cik, suaminya ada ? saya mau nego harga</i> (Sis, can I see your husband? I want to bargain)	- want statement
	- <i>saya baru beli minggu lalu kok harganya sekarang sudah naik?</i> (I just bought last week. Now the price is higher)	- strong hint
	- <i>saya minta diskon sedikit lah koh, kan saya sudah langganan</i> (I am asking for a discount? Because I am a repeated customer here)	- Explicit Performatives

It is found from the data collected that Chinese customers applied mood derivative (direct level), explicit performative (direct level), Hedge performative (direct level), obligation (direct level), want statement (direct level), query preparatory (conventionally indirect level), strong hints (non conventionally indirect level), and mild hints (non-conventionally indirect method). The following will discuss the request strategies applied by Chinese customers one by one.

Mood Derivable

From the data, there are three mood derivable request strategies found.

- *cik, beli minyak yang biasanya empat jerigen.*(cik, (I) want to buy the usual cooking oil four jerry cans)

Here the seller using the word “beli” without any subject. Implicitnya she said (*I*) buy. Indonesian people usually do not use the subject when they buy something. Here, the writer classified it as mood derivable because if it is translated literary it becomes “buy four jerry cans of cooking oil. As it is imperative, the writer includes it as mood derivative.

- *Barangnya di kirim saja ke tempat biasanya ya* (send it to usual place)

The second example of mood derivable here is not literally mood derivable as actually if it is translated literary it will be “ the goods is sent to the usual place but the writer translated it into ‘send it’”, therefore, it includes as mood derivable.

- *Minta tiga jerigen, tapi saya transfer sama minta no reknya*(give me three jerry cans, but I will transfer the money and give me the account number).

Here it belongs to mood derivable because of the word “minta” (give me). The seller asked the buyer to give three jerry cans. “give” here means I want to buy.

Explicit Performative

- *saya minta diskon sedikit lah koh, kan saya sudah langganan*(I am asking for a discount? Because I am a repeated customer here)

The use of word “minta” with the subject “saya” makes it falls into explicit performative category. The buyer asked the seller the cooking oil that she wanted to buy.

Hedge Performative

- benar ya cik, saya tunggu. (please be sure cik, I will wait)

‘Saya tunggu’ is translated into I will wait (*saya akan menunggu*) because implicitly, it means “I will wait” . the use of will here makes it classified as hedge performative.

Obligation Statement

- *kamu harus memberi tahu saya secepatnya* (you have to tell me as soon as possible)

The use of 'harus' (must) shows that it is an obligation because the buyer obligated the seller to tell her as soon as possible.

- *bener lo ya, kalo ga saya ganti toko lain* (please be sure, if not I will change to other shops)

the writer includes it as obligation because the seller forced the buyer with a threat. If not, the seller will not buy things in the shop anymore.

Want Statement

- *cik, suaminya ada ? saya mau nego harga* (Miss, can I see your husband? I want to bargain)

the use of mau here showing that the seller used "want statement" in expressing request to the seller.

Query-preparatory

- *Cik, minyak no duanya ada ?* (Cik, is first quality cooking oil ready stocks?)

Implicitly, the seller asked the buyer whether she can

- *cik, minyak barconya ada ?* (Miss, is the barco oil ready stocks?)
- *tidak bisa lebih cepat cik? Saya benar-benar butuh* (can't it be faster? It is really urgent)

Here the sellers asked the buyer whether she can be faster. The use of can shows that it is a query preparatory

Strong Hints

- *saya baru beli minggu lalu kok harganya sekarang sudah naik?* (I just bought last week. Now the price is higher)

This includes to strong hints because the seller emphasized the price is igher now. It is a strong hints. It indirectly asked the buyer to give lower prise

Mild Hints

- *Koh, gimana sih kok minyaknya kosong terus yang barco?*
(Mr, How can the Barco oil still out of stocks?)

Here it belongs to mild hints because the seller tried to give clue that the shop is unreliable because she cannot fulfil the sellers' demand

4.3 The Difference between the Request Strategies Applied by Javanese and Chinese Indonesian Customers

To know the difference between the request strategies applied by Javanes and Chinese Indonesian customers, the writer has made a list and put it in a table to compare them.

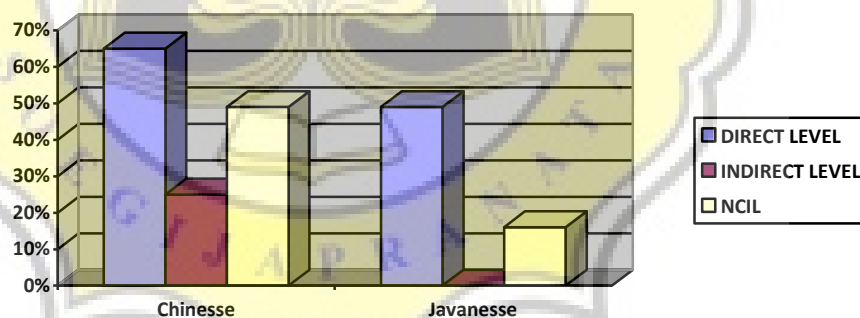
Table 4.3

The Difference of Request Strategies between Javanese and Chinese Indonesian

Request Strategies	Javanese customer		Chinese customer		
	frequency	percentage	frequency	percentage	
D. Direct Level (DL)	Mood		3	25%	
	Derivable				
	Explicit performative		1	8%	
	Hedge Performative	1	8%	1	8%
	Obligation Statement			2	16%
Conventionally	Want Statement	4	33%	1	8%
	Suggestory	1	8%		

Indirect (CIL)	Level	Formula				
		Query-preparatory			3	25%
Non-conventionally Indirect (NCIL)	Level	Strong hint	2	16%	1	8%
		Mild hint	4	33%	1	8%
			12		13	

From the table above it can be seen that both groups use various request strategies. The Javanese applied five strategies out of nine. It also can be seen that the biggest number of the request strategies (49%, 16% present strong hint and 33% mild hint) applied is on the non conventionally indirect level. It seems that this group want to request indirectly although they are customers who have more power than the sellers. It indicates that this group like **to request indirectly**. Besides, 33% of the request strategies applied is 'want statement'. The same number also be found with mild hint.



Meanwhile, the Chinese buyers used more varied request strategies. There are eight request strategies applied. None of the Chinese customers applied suggestory formula. Mood derivable, and query preparatory were found used three times (25%). Mood derivable belongs to direct level and query preparatory belongs to non conventionally indirect level. Eight out of thirteen request strategies belong to direct level (3 mood derivable, explicit performative, 1 hedge

performative, 2 obligation and 1 want). Thus, it can be concluded that Chinese customers applied direct level more than conventionally indirect level and no conventionally indirect level.

