

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Conversation analysis is one of the important parts of discourse analysis. Conversation analysis tends to analyze conversation whether it is a casual conversation or a specialized conversation. This study used ethnomethodology approach, meaning that they must be examined for the ways they are constructed, and the social phenomena they portray thereby constituted; and for what this can tell us about the cultural resources available to members and about the practices in which members participate (Hammersley, 2003). In other words, we took the data from the internal perspective of the conversation.

Every day we talk to other people. It can be about a casual or particular topic. According to the Cambridge Dictionary (Press, 1995), conversation is a talk between two or more people in which thoughts, feelings, and ideas are expressed, questions are asked and answered, or news and information are exchanged. In other words, a conversation is an act that requires 2 or more people involved in the interaction. Conversation is a fundamental part of our daily lives. It can be done in many ways, either face-to-face or use devices such as a cellphone or make a video call (voiced over). Every day we hear people talk; they talk about many topics. People use language as the primary tool to communicate. It is a tool to

deliver a message. They talk in many forms of languages in order to share information. People talk to one another to form a relationship.

As people talk to each other, they switch turns from speaker to listener. They can interrupt or wait until someone stops talking. In other words, they are doing what is called turn taking. Turn-taking is a strategy to know when to start and finish the conversation, as the principle of conversation is that one person talks at a time which is generally considered complete at the very end of each turn completion unit (TCU). It refers to the process in which speakers decide who will speak in the conversation. Many researchers have stated that turn-taking is an important part of conversation analysis. According to Stiversa et al. (2009), this strategy regulates who is to speak next and when. This strategy needs cooperation between speakers. The organization of taking turns is important in the conversation (Sacks, Schegloff, & Jefferson, 1973). The ideal organization happens when one finishes speaking, and one begins to speak. People are not doing what is called an ideal conversation because when they talk to each other, pause and overlap can appear unconsciously. That is the main reason why such things arise in the conversation. However, those are the things that color turn-taking.

In some cases, turn-taking is not well-managed in the conversation. There are pauses, gaps, and overlaps that color the conversation. Silences and overlaps in conversation have received a lot of attention (Heldner & Edlund, 2010). They

stated that pauses refer to silence in turns; Gaps refer to shorter pauses or silences in turns; Lapses refer to longer pauses or silence in turns.

Every conversation field is related to social action. Social action is what really happens in the natural field. In buyer and seller transaction, each party has their own goal. The seller wants to sell more products with better profits, while the buyer wants to get more products with low price.

There has been a lot of previous research about conversation analysis, but only a few researchers that focused on market talk. Previous research on turn-taking is about conversational organization between doctor and patient (Maharani & Suratno, 2018). The research shows us that pauses, overlaps, and hesitation can fill the whole conversation. Another research that observed seller and buyer belongs to Kamsidi (2015). She observed the language choice that is used by sellers and buyers at Gang Baru traditional market. The result of the research shows that the language they use depends on the ethnic of the buyer. The writer wants to analyze the turn-taking in the conversation between sellers and buyers in Toko Pecinan Pati. This study is focusing on similar aspect of CA. However, it is different in the sense that this only focused on the turn taking produced by speakers in the context of a transaction between buyers and sellers. The writer observed only four machineries of CA (repair, adjacency pairs, overlap, pause) that existed in the conversation.

1.2 Field of the Study

The field of the study of this research is Linguistics especially Discourse.

1.3 Scope of the Study

The scope of the study is conversation analysis, especially turn taking.

This research is under applied linguistics. It deals with how people use the language in conversation and how people organize the conversation. In this research, the writer analyzed the turn taking used by three sellers and twelve buyers.

1.4 Problem Formulation

Based on the background, the writer wants to formulate the problem as follows:

- How does turn taking fill the transaction between sellers and buyers in Toko Pecinan and Pasar Rogowangsan Pati?

1.5 Objectives of the Study

As the problem stated above, the objective that the researcher wants to achieve is:

- To explain how turn-taking fills the transaction between sellers and buyers in Toko Pecinan and Pasar Rogowangsan Pati.

1.6 Significance of the Study

This study is expected to contribute and give significance to both theoretical and practical.

- Theoretical significances

The result is expected to make the readers understand conversation analysis, especially the turn taking strategies. It tells us the rules of the conversation such as: how to start and end the conversation, how to respond to a conversation.

- Practical significance

The result may be useful to the readers who are interested in discourse, especially conversation analysis. They can apply the rules of turn-taking in appropriate context or situation.

1.7 Definition of Term

For better understanding, the writer gave several terms that were defined in this study.

- a. Conversation analysis: *Conversation analysis* is the study of the talk produced in ordinary human interactions. Sociologist Harvey Sacks (1935-1975) is generally credited with founding the discipline. It can be defined as *talk-in-interaction* and *ethnomethodology* (Sacks, Schegloff, & Jefferson, 1973).

b. Turn-taking: *Turn-taking* is a term for the manner in which orderly conversation normally takes place. The underlying principles of turn-taking were first described by sociologists Harvey Sacks, Emanuel A. Schegloff, and Gail Jefferson in "A Simplest Systematics for the Organization of Turn-Taking for Conversation" in the journal *Language*, in the December 1974 issue (Sacks, Schegloff, & Jefferson, 1973).

