

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Market talk is considered a casual conversation, but it does not mean that this conversation has no goals. The aim of this kind of conversation is to lead the buyer and seller reach their goals in doing a business transaction. The writer has recorded conversations between buyer and seller as the research subjects and gave detail explanation about the machinery of CA that exists in the conversations. He also would like to elaborate on the meaning of the talk by analyzing the patterns of market talk done by the buyer and the seller.

The writer has recorded 13 conversations for this research. He did not interfere with the subjects as the recordings were underway; in other words, the writer was a silent observer. The conversations happened naturally. Therefore the recordings were expected to be valid data source. He also transcribed and complied with CA transcription, so it will help the writer figure out the patterns and analyze the machinery of CA. The writer put (→) to highlight the data that is going to be the topic.

There are a few conversational aspects in CA, but this research only focused on four aspects. These four aspects are as follows: repair, adjacency pairs, pause, and overlap.

4.1 Repair

As stated in chapter 2, Repair is a process whereby a speaker realizes a speech error and repeats the words with correction. Schegloff, Jefferson, & Sacks (1977) have asserted that repair is related to self-correction or other-correction.

The data showed that the conversation between the seller and the buyer contained repair and related to the context of market talk. The predominant repair that happened in the field was other-repair. The reason behind the repair could be because the one who initiated the talk and made a mistake was the buyer. In CA, joint construction of meaning is very important in order to achieve the goals. Besides, CA is a social action materialized by interactants or speakers in a conversation that makes it up into social interaction. The conversation will only take place when the speakers understand each other in join-constructing mutually understandable meanings through the ideas exchanges. Otherwise, there will be miscommunication or conversation will discontinue. Repair is a part of social action, as the sellers and the shopkeepers (SK) came up with the correction as they realize that mistakes have happened. In the data, they clearly corrected the mistake from Samsoe Fill into Samsoe Refill.

Table 1.1
(Recording #6, 2018)

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- | | | |
|----|------|---|
| 1. | B: | [anu], sam, sampoer,iku, samsoe mild iku lho, samsoe fill

(that, sam, that sampoer, that samsoe mild, samsoe fill) |
| 2. | S: | → <i>REFILL</i> (refill) |
| 3. | SK1: | ° <i>refill</i> ° (refill) |
| 4. | SK2: | <i>Refill</i> (refill) |
-

As shown above, the buyer made a mistake. We can see from the first line, the buyer forgot the name of the product and came up with the wrong name. After the mistake, three other speakers tried to correct the name of the product mentioned by the buyer. Despite its rare occurrence, repair is a significant conversational aspect in this kind of transaction. From the result, the seller knew the name of the product even though the buyer mentioned the wrong name. To reach their goals, the seller needed to correct the mistake of the buyer to avoid any miscommunication and that the transactional business runs smoothly. So, repair essentially functions as a means of assuring that the specified item in the transaction is accurate.

4.2 Adjacency pairs

In every conversation, speakers always take turn from speaker to listener and vice versa. If we look into the conversation, we notice that there are pairs in the conversation. The writer has stated that the second part is related to the first part; the first part determines the second part. In the context of market talk, the writer found

several kinds of adjacency pairs in the recordings. The predominant adjacency pairs happened in the conversation was question – answer. The first conversation began as the buyer mentioned the product and the seller replied it by asking how many (item bought). Meanwhile, the conversation was always ended with thanking – response.

Here are the tables from the recordings :

Table 2.1
(Recording #5, 2018)

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- | | |
|----|--|
| 1. | S: <i>Makasih pak.</i> (thank you sir) |
| 2. | B: → <i>Iya.</i> (okay) |
| 3. | SK: <i>Iki notane</i> ↑ (this is your receipt) |
| 4. | B: <i>Gak usah mbak</i> ↓ (no need) |
-

As shown above, this adjacency pairs happened in the last conversation. This type of pairs can be called as “thanking – response”. This type often exists in the conversation because everyone will say thanks after they get what they want. In this table, the buyer replied it with okay after the seller says thanks to the buyer. It means that the feedback from other speaker was related to the previous talk. Other data showed pairs in the conversation :

Table 2.2
(Recording #7, 2018)

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1. B: *Rokok sampoerna mild pinten*↑? (how much is sampoerna mild?)
 2. S: *Mild*↑? (mild?)
 3. B: *°pinten°*? (how much?)
 4. S: → *Rolikurewu* (twenty two thousand)
 5. B: *°o°, sing isi 12*↓ (ah, how about the one which contains twelve cigarettes?)
 6. S: *isi=sewu mang atus=eh limolas ewu*. (one thousand five hundred, oops, I mean fifteen thousand)
 7. B: *brapa*↑? (how much?)
 8. S: *Limolas ewu*↓ (fifteen thousand)
-

This example is categorized as adjacency pairs. However, unlike the first one, this type of adjacency pair is a question-answer. After the buyer asked for the price of a product, the seller answered the question by mentioning the price. Besides, the writer also collected the data from another place called Pasar Rogowangsan Pati. He wanted to compare the transaction happened in retailer shop and market. Here is the conversation taken from the data :

Table 2.3
(Recording #11, 2018)

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1. B: *Nduwe pisang rojo sing ndalu*↑? (do you have the over-ripe banana?)
 2. S: →(3.07) *Kae lho cik.* (over there ma'am)
 3. B: *Sing ndalu lo*↓ (the over-ripe banana?)
 4. S: [*He e*] (Yes)
-

In this table, the buyer asked the seller whether he sold over-ripe banana. She clearly stated that she looked for the over-ripe one rather than other kinds. The seller had a pause for a while, looking for the thing the buyer wanted to buy. After the pause, he came up with the answer while pointing out the item the buyer requested. This type of adjacency pairs as shown in the table above is categorized as a “question-answer”.

The next table showed us the conversation of speakers who were responding to the over price of ginger :

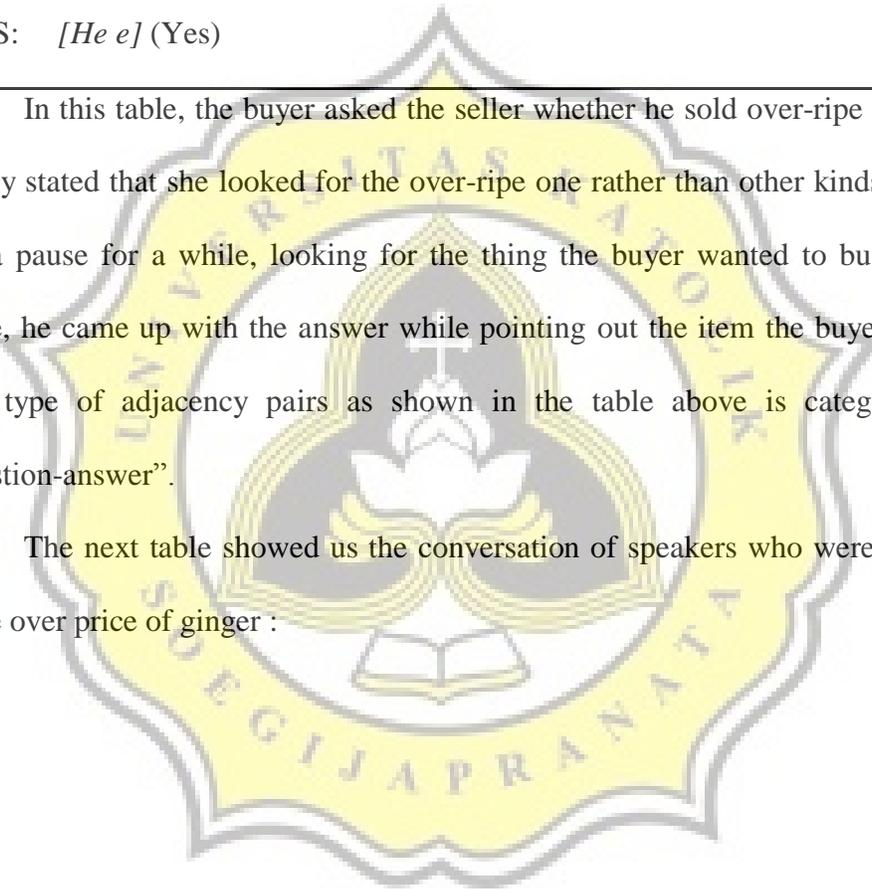


Table 2.4
(Recording #12, 2018)

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1. B2: *kencur e larang*. (the ginger is expensive)
 2. B: [*he e*] (yes)
 3. B2: *Sekilo wolung puluh ewu* (eighty thousand for one kilogram)
 4. B: [*kencure larang ya*] (the ginger is so expensive)
 5. B2: *nggih* (yes)
 6. B: *Iso ngono pie bu?* (how come?)
 7. S: → *Ketigo iki kan jarang do panen a↑*. (In this season, they rarely do harvesting)
 8. B: [*udan↑?*] *kencure cilik-cilik yo*. (is it because of rain? They are so small)
 9. S: *ngko nek wes sedoyo panen yo murah malih*. (if the harvest time comes, they will be cheap again)
 10. B: *he e sitik banget yo bu, hahaha, yok bu matur nuwun*. (they only harvest in a little amount, hahaha, okay then, thanks ma'am)
 11. S: *nggih*. (yes)
-

It is clearly shown in this table that this table is categorized as “question-answer”. There were three participants in this conversation. They were talking about the over price of ginger in market. Started from the first buyer commented and the second buyer responded. The first buyer took the turn to ask the seller why the ginger is so expensive. After that, the seller had the turn to explain the reason why the ginger is so expensive. According to social action, this situation is what happened in the market field. Naturally, the seller wants the buyer to buy his or her product as many

as possible, and the buyer wants to get the lowest price from the seller. From the data taken from 2 different settings with the same background (seller-buyer), the predominant adjacency pair is question-answer. It clearly showed that questioning and answering is the situation that always happened in buying and selling transaction.

This type of adjacency pairs is a means by which the two parties attempted to achieve their social goals by being as clear and as frank as they can. The buyer tries to know anything necessary about the quality, the price, the types of the product, while the seller's job is clarifying, convincing and providing sensible reasons to the buyer. By so doing the social action was well achieved by both parties. Started from the buyer asking for a product and seller mentioning the supply.

4.3 Overlap

In every market talk, overlaps cannot be avoided. Both speakers (seller and buyer) made overlapping talk without realizing the pattern. Generally, overlap talk means both speakers speak at the same time. Here is a table taken from the recorded data :

Table 3.1

(Recording #1, 2018)

1.	B:	<i>surya 12e, dua press</i> ↓ (2 packs of surya 12)
2.	S:	<i>trus?</i> (then?)
3.	B:	<i>Eee::: susujahene</i> (susujahe)
4.	S:	→ [<i>susu jahe opo, anget sari po sido muncul</i>] ? (the angetsari one or sido muncul one?)
5.	B:	<i>sido muncul.</i> (sido muncul)

From the table taken from the recordings above, the seller spoke when the buyer was still talking. Therefore, it was considered as overlapping talk. When the buyer was going to mention the product, the seller took the turn by asking the name of the product. Here is an example of overlap done by the participants in the market :

Table 3.2

(Recording #3, 2018)

1.	S:	<i>Gak, (3.80) gatau tuku anggur-anggur bir barang?</i> (why don't you buy local wine or beer?)
2.	B:	<i>Ijeh.</i> (still available)
3.	S:	<i>Bir bir ra tau mbok tukoni mbak? Cy iku dak</i> (beer or congyang maybe?)
4.	B:	→ [<i>Ijeh</i>] <i>vodka sak krat karo cilik</i> (still available, one box of Vodka and the small one)

From this table, the buyer answered the seller's question. After the seller had talked, the buyer tried to give respond and cut the seller's turn. This table may be

different from the previous table. The writer found other data from Pasar Rogowangsan that are categorized as overlap talk :

Table 3.3
(Recording #11, 2018)

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1. B: *Nduwe pisang rojo sing ndalu*↑? (do you have the over-ripe banana?)
 2. S: (3.07) *Kae lho cik.* (over there ma'am)
 3. B: *Sing ndalu lo*↓ (is that the over-ripe one?)
 4. S: → [*He e*] (yes)
-

These data were taken from Pasar Rogowangsan Pati. In this conversation, the buyer asked a certain kind of banana. After the seller pointed to the buyer's request, the buyer made sure that the seller pointed to the right banana. From line 4 after the buyer was making sure to the thing she needed, the seller cut the buyer's turn by ensuring her that the thing she needed was over there on the stock. As we can see from the data, the over-ripe banana will be rotten in a few days if the banana is not consumed. That was the reason why the seller convinced the buyer to buy the banana, so the seller will not waste any product or even lost some money. Here are the data from mango seller and buyer :

Table 3.4

(Recording #13, 2018)

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1. B: *Pelem'e piro limo↓? (1.92) sepuluh ewu yo↑?* (how much are five mangoes? How about ten thousand rupiahs?)
 2. S: *Yo wes a ta weh i , kono amek limang kilo swidak mau og.*
(alright then, previous buyer paid sixty thousand for five kilograms)
 3. B: *Yo tuku rong kilo ae.* (okay, 2 kilograms then)
 4. S: *°Yo kono pilihio* (choose it)
 5. B: *→ [Manis po ra↑?]* (are they sweet?)
 6. S: *Ngko nek ora dak balekno.* (if they are not, return it to me)
 7. B: *Yo rong kilo a.* (okay, 2 kilograms please)
-

In this table, the buyer wanted to buy mangoes. From the beginning, she already bargained the price. The seller agreed to decrease the price in the second line. After the seller asked the buyer to choose the mango, the buyer cut the seller turns by asking whether the mango was sweet or not. The reason behind the overlap done by the buyer was obvious. It was true that she got the lower price than the other, but she needed to make sure that she got the best price and the best taste of the product she

wanted to buy. By cutting the seller's turn, she ensured that those products were the best to buy.

There is another table where buyer and seller made overlap talk at the same time :

Table 3.5

(Recording #13, 2018)

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1. S: *Wong iki sepuluh ewu kacek rong ewu e, ta pilihno po milih dewe?* (this one is ten thousand instead of eight thousand, you want me to choose them or you choose them by yourself?)
 2. B: *Mbok pilihno-tapi sing apik, nek elek yo tak seneni* (you choose it, choose the best one, if you choose the bad one, i will be mad at you)
 3. S: →*[lho, wong sing iteng, sing wis kelir, iki nek kene ki mentah. Tak pilihni ngene iki, mateng dewe.]* (hey, I put all the unripe here. I differentiate them, they will be ripe by themselves)
 4. B: *[yo, pilihni sing apik pokoe::, nek elek, GAH]* (okay then, choose the best one, I don't want the bad one)
-

In this table, there are more than one overlap talk. Clearly, line 3 and 4 showed us that both seller and buyer made overlap talk. From line 2, the buyer asked

the best mango the seller had. The reason why the seller made overlap talk was very obvious. According to the data, the seller tried to insist the buyer. She insisted the buyer by saying she differentiated all mangoes so that the buyer would be convinced and bought mangoes from her. After seller, the buyer also made overlap talk. According to the data, the buyer was already convinced by the seller and wanted to buy mangoes from her. The buyer was impatience and responded the seller quickly so she could end the transaction.

All tables in this part also signify a social action in a market transaction. By convincing the buyer, the seller tried to promote the product he sold. The buyer wanted the things that he or she needed the most. They did not want the buyer to recommend other products. Therefore, they made sure everything is right by asking and questioning the seller, and they also wanted to get the lowest price. The seller wanted the buyer to buy her products as many as possible.

Overall, overlapping talk can happen due to several reasons according to the investigated data : (1) the seller wanted to make sure what brand that the buyer wanted to buy, and ended with cutting the buyer's turn, (2) the buyer was impatience and tried to answer the seller's question quickly and continue mentioning another product that the buyer wanted to buy, (3) the seller insisted and tried to convince the buyer to buy the product, (4) the buyer wanted to make sure the thing she bought was the best. Overlap can be done by both speakers, but the recorded data showed that the seller tends to overlap more. Overlap done by the seller happened right after the buyer

mentioned the name of the product. She cut the buyer by asking either how many or the brand of the product and tried to convince the buyer that the products they sell are the things the buyer need. In other words, in such a social action, each party has its strategy of winning the social goals in which buyer want to get cheaper price, while the seller wants to sell more with better profits.

4.4 Pause

In the market talk, pauses may occur shorter or longer than any other conversation, according to the situation that happened in the field. The data presented by the writer showed numerous pauses done by seller and buyer. Numbers that were listed in the conversation showed how many seconds the pauses last. The length of the pause varies from conversation to other conversations. There were pauses that happened under 5 seconds (short pauses), and more than 5 seconds (long pauses). Those pauses were done either by the seller or buyer. Unfortunately, most short pauses were made by the buyer. From the recorded data, the pauses indicated that the speaker had hesitation in choosing the brand of the product. The long pause happened because no one took the turn. Below are the data taken from the recordings :

Table 4.1

(Recording #1, 2018)

1.	S:	<i>[susu jahe opo anget sari po sido muncul]</i> ? (the anget sari one or sido muncul one?)
2.	B:	<i>sido muncul.</i> (sido muncul)
3.	S:	<i>susu jahe sido=piro mbak?</i> (okay, how many?)
4.	B:	<i>Rong pak.</i> (two boxes)
5.	S:	<i>Trus opo neh?</i> (is there anything else?)
6.	B:	<i>Ee::: minyak kayu putihe sing: 30 ml, cik.</i> (eee, 30 ml Cajuput oil ma'am)
7.	S:	<i>Gajah po elang mbak?</i> (the gajah one or elang one?)
8.	B:	→ (1.0)Gajah (gajah)

In this table, the pause was done by the buyer. It only lasts for one second. We can see from line 3 and 4. The seller asked about which brand of the product that the buyer wanted to buy. Clearly, line 4 showed that the buyer stopped for a while. After 1 second, she came up with an answer to the buyer's question in line 3. The pause that was produced by the buyer in line 4 showed the speaker's hesitation in choosing the brand of the product that she wanted to buy.

Next is the long pause found in the data :

Table 4.2
(Recording #2, 2018)

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1. B: *Yo campur iku↓, campur vodka.* (yes mix it, mix it with vodka)
 2. S: *Gilbey's e limo.* (five gilbey's)
 3. B: *[paroan] he e.* (and a half, yes)
 4. → (15.16)
 5. S: (calculating) *empat juta dua ratus lima puluh.* (four million two hundred and fifty thousand rupiahs)
-

The pause in table 2 lasts for 15,16 seconds. It was longer than the previous one. The cause of this pause was not hesitation of the speakers. After the buyer finished talking, there was no one speaking. The writer put the information in the bracket. In line 5, the seller was calculating the amount of the product price using a calculator. It caused no one takes the turn to speak at that time. After the long pause, the seller took the turn by mentioning the total amount that the buyer must pay. Here is another table of pauses that existed in the investigated data :

Table 4.3
(Recording #5, 2018)

1.	B:	<i>Domino berapa?</i> (how much is domino card?)
2.	S:	<i>1 karton gitu↑? Domino=satus seket, domino a pak?</i> (one pack? It is one hundred and fifty thousand rupiahs sir)
3.	B:	<i>[sekarang seratus lima puluh]?</i> (is it one hundred and fifty thousand rupiahs now?)
4.	S:	<i>He e dah lama::, wes suwi. Iku opo↑ pak?</i> (yes sir. What is that sir?)
5.	B:	<i>°tutup isi ulang°</i> (refill cap)
6.	S:	<i>ee::</i> (ah, I see)
7.	B:	<i>→ (2.26) gak dikurangi cik↓?</i> (can you decrease the price?)
8.	S:	<i>Memang sak gitu↑</i> (the price is fix sir)
9.	B:	<i>°Ee:°</i> (ah, I see)
10.	S:	<i>Memang segini↑, orang-orang nek beli segitu tu.</i> (the price is fixed, everyone buys it at this price)

From table 3, we can see that there was a pause in it. The conversation started from the buyer asking about the price of the domino card. After the seller mentioned the price, the buyer repeated what the seller has said. In line 7, the buyer tried to bargain the price with the seller. This made the short pauses in the buyer's turn. In another setting, the writer also found another pause that was made by speakers. Here are the data from Pasar Rogowangsan :

Table 4.4
(Recording #11, 2018)

-
- | | |
|----|---|
| 1. | S: <i>Iki lho cik, mbok goreng enak iki.</i> (This one ma'am, it will be delicious if you fry it) |
| 2. | B: →(1.15) <i>piro iku?</i> (how much?) |
| 3. | S: <i>tiga puluh</i> ↓. (thirty thousand) |
| 4. | B: <i>°jeh larang e, gak ntuk kurang?°</i> (still expensive, can you decrease the price?) |
| 5. | S: <i>tiga puluh cik.</i> (thirty thousand) |
-

In this situation, the seller tried to convince the buyer by saying the banana will be delicious if she fries it. The second line showed us that the buyer made a short pause. At the moment, she tried to think whether the thing the seller sells is what she needed. After the pause, she asked how much the banana is. From the whole conversation, the buyer tried to bargain. The pause made by her in line two is the proof that she tried to think how much the banana will be.

This table will show another pause made by both speakers :

Table 4.5
(Recording #13, 2018)

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- | | | |
|----|----|---|
| 1. | B: | <i>[yo, pilih sing apik pokoe:;, nek elek, GAH]</i> (okay then, choose the best one, I don't want the bad one) |
| 2. | S: | <i>(1.69) HMM, sing kenteng-kenteng.</i> (look at this, the best) |
| 3. | B: | <i>(5.05) Ki mateng wit po karbitan?</i> (are they ripe from the tree or you used carbide?) |
| 4. | S: | <i>Ora</i> (no, I did not) |
| 5. | B: | <i>He?</i> (Huh?) |
| 6. | S: | <i>[Aku tuku mentah tak dosok ngene ki↓, ko petine pirang-pirang. Tuku mentah terus. Wong kene mambu karbit yo muntah-muntah.]</i> (I always buy the unripe and put them here. People around me will vomit if they smell carbide) |
-

In this table, the buyer asked the best mango from the seller. In line 2, the seller made a short pause and came up saying that the mango she sold was the best. The reason why the seller made pause was because she was trying to figure out the way to convince the buyer to buy the mango. She came up by showing the best mango she had so the buyer will buy the mango from her. From the next line, the buyer made a longer pause than the seller's. She came up by asking whether the mangoes ripe from the tree or the seller used carbide. This was the buyer's strategy to get a cheaper price than before.

From five tables above, pause made by the speakers in context of market talk can be caused by : (1) hesitation in choosing the brand of the product, (2) no one took the turn, (3) hesitation in dealing with the price that increases, (4) finding a strategy to gain lower price. Overall, the seller insistence caused the buyer's hesitation in doing transaction.

