

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

In this thesis, the writer elaborated the turn-taking of buyer and seller by using CA method. He explained the machinery of CA that exists in the data. This thesis only focuses on four aspects of CA : (1) Repair, (2) Adjacency Pairs, (3) Overlap, (4) Pause. From 13 conversations used as data of this study, there are some conclusions that can be drawn as the following :

#### 5.1 Conclusion

The turn-taking that happened in transactional conversational was related to social action in traditional markets. The writer took the data from 2 different settings. The data taken from Toko Pecinan Pati were not as many as Pasar Rogowangsan. The reason is that the price in Toko Pecinan is fixed, while the buyer can bargain the price in Pasar Rogowangsan.

The first machinery of CA that the writer observed is repair. In CA, joint construction of meaning is needed so any miscommunication could be avoided. Both speakers should understand each other meaning in the talk in order to achieve the goal of the transaction.

Adjacency pair is the second machinery of CA in this thesis. There were some types of pair that existed in the data, but the predominant pair was question – answer. The reason behind that was because social action influenced the seller and the buyer

pair. The buyer tried to know the quality, the price, the types of the product, while the seller tried to clarify, convince and provide sensible reasons to the buyer.

The third machinery is overlap. In transaction field, overlap talk can happen due to many reasons. The seller insistence and the buyer impatience caused overlap talk. In a social action, each party had their own goal. The buyer tried to get the cheapest price, while the seller tried to sell more with better profits.

Pause is the last machinery in this thesis. This is the most dominant machinery in the data. Out of 315 turns, there are 46 pauses that were made by both speakers. From the investigated data, hesitation became the main reason why pause happened. The buyer hesitates in choosing the brand, dealing with price, and finding a strategy to gain the lower price. In a social action, the buyer tried to get what he or she wanted with the best price he or she could afford.

## **5.2 Suggestion**

At first, the writer expected to have the buyer and seller talk only, meaning that the buyer and the seller are the only participants in the conversation. In the social practice, he collected many conversations done by more than 2 participants. He also found a situation where the seller's dog barked toward the buyer. These kind of situations were unavoidable.

For those reasons, the writer realized that this thesis still has the weakness. The recording taken from the retailer shop has minimum data. All participants did not speak much. They only spoke when they mentioned some products. Therefore, the conversation did not last long as the writer expected.

Overall findings suggest that further research might be important to assure if this phenomenon is a typical market conversation. Therefore, the investigated data will vary and there will be more interesting things generated from traditional markets conversation.

