



INNOVATIVE: Journal Of Social Science Research

Volume 3 Nomor 2 Tahun 2023 Page 4648-4657

E-ISSN 2807-4238 and P-ISSN 2807-42468

Website: <https://j-innovative.org/index.php/Innovative>

Refusal Speech Act Used By Male And Female Sellers At Pasar Sambu Medan

Lili Sowari Siregar^{1✉}, Lastri Wahyuni Manurung²,

Harpen H.P.Silitonga³, Tutiarny Naibaho⁴

English Department, Nommensen HKBP University Medan

Email: lili.siregar@student.uhn.ac.id^{1✉}

Abstract

This study deal with the analysis of refusal speech act used by male and female sellers at Pasar Sambu Medan. This study attempted two answers to the problems, namely (1) What are the dominant refusal speech acts used by male and female sellers at Pasar Sambu Medan, and (2) What are the difference of refusal speech act used by male and female sellersat Pasar Sambu Medan. This study used descriptive qualitative research. The data of this study was refusals in bargaining between sellers and buyers that took at Pasar Sambu Medan. The collecting data has applied observation and audio recording as the instrument. The finding of this study showed that male sellers used performative statement strategy most dominant which implicitlyindicated that they tended to refuse the buyer's offered in a direct way. Instead female sellers, used avoidance/hedging most dominant which indicated that they preferred to refused their buyer's offered in an indirect way. This study found the difference refusal speech act used by male and female sellers was male sellers refused more than female sellers.

Keywords: Refusal, Refusal Speech Act, Male and Female Sellers, Descriptive Qualitative Research

Abstrak

Penelitian ini berkaitan dengan analisis tindak tutur menolak yang digunakan oleh pedagang laki-laki dan perempuan di Pasar Sambu Medan. Penelitian ini mencoba menjawab dua permasalahan, yaitu (1) Apa saja tindak tutur penolakan yang dominan digunakan oleh pedagang laki-laki dan perempuan di Pasar Sambu Medan, dan (2) Apa perbedaan tindak tutur penolakan yang digunakan oleh penjual laki-laki dan perempuan di Pasar Sambu Medan. Penelitian ini menggunakan penelitian deskriptif kualitatif. Data penelitian ini adalah penolakan dalam tawar menawar antara penjual dan pembeli yang terjadi di Pasar Sambu Medan. Pengumpulan data menggunakan instrumen observasi dan rekaman audio. Temuan penelitian ini menunjukkan bahwa penjual laki-laki paling dominan menggunakan strategi pernyataan performatif yang secara implisit mengindikasikan bahwa mereka cenderung menolak tawaran pembeli secara langsung. Sebaliknya penjual perempuan, menggunakan penghindaran/lindung nilai yang paling dominan yang menunjukkan bahwa mereka lebih suka menolak penawaran pembeli mereka secara tidak langsung. Penelitian ini menemukan perbedaan tindak tutur menolak yang digunakan penjual laki-laki dan perempuan adalah penjual laki-laki lebih banyak menolak daripada penjual perempuan.

Kata kunci: *Penolakan, Tindak Tutur Penolakan, Penjual Pria dan Wanita, Penelitian Kualitatif Deskriptif*

INTRODUCTION

Communication is an important part of human life as social beings. Through communication, humans can provide ideas, feelings, and opinions in viewing the world. According to Yule's theory (1996) communication certainly does not always focus on what the speaker is saying, but its purpose is deeper than what is said. There are times when a speaker pours out the hidden meaning in each words, therefore a listener must take what is meant. Most importantly, refusal is part of the discourse in speech acts, pragmatics. This is classified as pragmatic research because people who use it depend on the situation. A situational context that has different things will make a refusal expressed in another way. The context referred to in pragmatics is place, time, distance, power, and level of coercion. One of the parts of the context that has an impact on determining the choice of other rejection strategies is gender. There are several places to practice refusal strategies that can be found, one of which is the market. The market is a place for communication by residents. In the market there is a conversation between the seller and the buyer. A seller generally recommends their goods to buyers. The seller will take various actions to get the buyer's desire to buy the item. Otherwise a buyer must try to get goods as cheaply as possible. Therefore, a buyer to obtain

a price according to his wishes, a buyer will bid on the price proposed by the seller. One place where this kind of interaction takes place is traditional markets, one of which is Pasar Sambu Medan. Pasar Sambu is one of the central markets located in Medan where every community need such as food, clothing, office equipment, home furnishings, or even jewelery can be found there. Therefore, it is not uncommon for the Sambu Medan Market to be visited by many people every day.

a. Pragmatics

Pragmatics is research on language that is popular at this time. Linguists find that attempts to acquire the meaning of language will not yield the best results without an understanding of pragmatics. Pragmatic analysis involves several subfields or domains, for example deixis, references, presuppositions, implicatures, and speech acts. Deixis deals with reference expressions that generate references during a given dimension. Reference relates to the linguistic description used by the speaker to give the listener the opportunity to determine something. According to Griffiths (2006) In short, pragmatics is the study of how language is used and its relation to the context as expressed by the speaker and understood by the interlocutor.

b. Context

Context is one of the factors that influence a person's use of language. According to Yule (1996) states that context in a simple sense is the physical environment when a language is used. It is very important to consider a context in which this is well expressed by Hymes (Brown and Yule 1983) who views the function of context in interpretation.

c. Speech Acts

Speech Acts came from a lecturer named Austin from Harvard University in 1955. In which, the lecturer published his expression in 1962 entitled "How to Do Things with Words". Austin said that when someone expresses something, he also does something. A condition when someone uses the verb promise in "I promise I will come on time" where this expression is not only said in words but is also accompanied by an action or promise. According to Searle's statement (1969) stated that when a speech act shows the expressions of a sentence it usually functions as the meaning of the utterance.

1. Classification of Speech Acts

- Locutionary action

- Illocutionary act
 - Perlocutionary Actions
2. Direct and Indirect Speech Acts
- Direct Speech Acts, Finch (2000) direct speech act is a speech act this is without delay associated with the structure used. In direct speech acts, the which means of the sentence and the that means of the speaker are in accordance with the which means of the speaker, that is, the shape of the expression is similar to what the speaker desires to bring.
 - Indirect speech acts, Searle (2002) additionally states that someone who makes use of oblique speech acts wishes a which means this is unique from the which means that looks on the surface; form and function are not at once associated (statements, questions, orders/requests).

d. Refusal

Refusal is one of a small number of speech acts that can be characterized in response to the actions of others, not as actions initiated by the speaker. Searle stated in Felix-Brasdefer "Refusal is included in the commissive category because they make a refusal to take an action. Beebe et al added in rarella that "refusal can be used as a response to requests, invitations, offers and suggestions.

1. Types of Refusal Functions

- a) Request Refusal
- b) Refusal of invitation
- c) Refusal of Offer

2. Classification of Refusal Speech Acts

- a) Direct Refusal
- b) Indirect Refusal

3. Part of Refusal Speech Act

Modifiers (adapted from Færch & Kasper, 1984) or (support gestures) are linguistic elements used to help soften the sting of refusal or reinforce refusal. Supportive movements are parts that support head movements that can have an impact on the strength of a resistance. Support moves can be placed before (pre-support moves) or after head actions (post-support moves).

e. Gender (Male and Female)

Gender is a person's identity that is socially constructed. Gender is not a character owned by someone, but something that someone does (Wodak 1997). That matter is the way everyone behaves where they will establish their gender. Apart from that, gender is a personal conception that is influenced by society.

1. Refusal of Male and Female

The way men and women communicate has been found in many different ways to distinguish the characteristics that make us different (Disch 2009). It may seem obvious that men and women often use different communication styles. It is generally concluded that women communicate in a more indirect, complex, and emotional sense, which can indicate uncertainty, hesitation, and a lack of power. Generally, the way men talk generally focuses on their own independence. A gender difference in communication style was also found in the value of comfort rather than ego support. Ego support focuses on how a person makes others feel good about themselves and the things they have accomplished in life, as opposed to comforting support which focuses on how a person helps relieve another person's emotional distress. Men position a greater value on this ability by emphasizing that it is important for communication to express feelings and emotions. Meanwhile, women are more concerned with active forms of communication such as convincing and fictional techniques (Mortenson 2020).

f. Previous Studies

Research on speech acts of refusal is not the primary time researchers have performed this:

1. The first research performed by Harun Joko Prayitno (2018) entitled " Strategies of Refusal Speech Act by Javanese Culture-based Students at Darul Ihsan Muhammadiyah Islamic Boarding School Sragen Indonesiav". The research aims (a) describing the strategies and identifying the levels of refusal speech act in politeness and (b) formulating the internalization of polite values in a process of the Javanese cultured-based student's character building.
2. The second study was carried out by Lana Kreishan (2018) with title "Politeness and Speech Acts of Refusal and Complaint Among Jordanian Undergraduate Students ". This study investigated the refusal and complaint speech act strategies employed by Jordanian undergraduated EFL learners. Refusal and complaint data were collected using a discourse completion test and role-plays.

3. The third look at become carried out by Naimah Al-Ghamid (2020) entitled " The Role of Social Status in the Realization of Refusal Speech Act: A Cross-Culture Study ". This study aims to investigate the refusal strategies of Yemeni Arabic speakers and American English speakers to shed light on possible areas of cross-cultural differences and similarities. It focuses on the role of the social status of interlocutors in producing refusals. 20 native speakers of Yemeni Arabic and 20 native speakers of American English participated in this study.
4. The fourth research changed into carried out by Rianda Anggraini (2020) with title "The Refusal Speech Act in 'Me before You' Movie. This study aimed at identifying the strategies in refusal in Me Before You. Refusal has two types, they are direct and indirect refusal. The strategies of indirect refusal are found alternative, reason and explanation, apology or regret. This study applied an observational method and non-participatory technique by Sudaryanto.
5. The fifth research was conducted by Manurung (2020) from HKBP's Nommensen University with the title " Refusal Strategies Used by the Toba Batak Community in Marhata Sinamot Activities (Mahar Bargains) ". This study aims to find out the refusal strategies used by speakers in marhata sinamot activities (The Dowry Bargaining). The marhata sinamot stage in the Toba Batak traditional marriage is one of the most important stages because this stage contains a discussion of the sinamot (dowry) which is a symbol of respect for the man towards the woman he will marry.

RESEARCH METHOD

This research conducted using a descriptive qualitative research method in which data related to the research objectives are collected to answer questions from the research. Qualitative descriptive was used to describe the findings, namely the role of gender and the status of the interlocutor in using the rejection strategy, stated by Sugiyono (2010). The data source taken by the researcher from Pasar Sambu Medan located in Jl. Sambu, Medan City, North Sumatra. Where there were two categories, namely male and female sellers. There were ten (10) main sources of records between sellers and buyers which taken at Pasar Sambu Medan. The writer used observation and documentation as research instruments. The audio recorder used to record the conversation between the seller and the buyer when making a bargaining. To collect data the writer used several methods as follows:

1. Find different male and female sellers and haggle
2. Record conversations between sellers and buyers

3. Listen to the recording and try to sort or classify the types of rejection in the conversation
4. Transcribing data into written form
5. Listen to the recording again to check the accuracy of the data
6. Classify the types of speech acts of refusal used by male and female sellers in the conversation.

After collecting the data, the researcher analyzed the data. The following were the steps that used to analyze research data and answer the research problem as stated by Miles and Huberman (1994) namely as follows:

1. Data Reduction
2. Data Display

After this step, the researcher calculates the percentage of each variety of strategies and identify the strategy used to refuse offers with different statuses from participants. The researcher will use the formula below to obtain the most widely used refusal strategy:

$$P = \frac{f}{N} \times 100\%$$

More information:

P : Percentage (Types of refusal strategies)

F : frequency (each type of refusal strategy)

N : Total refusal strategy

3. Conclusion

This assesses the adequacy of the data according to the discovery of several data sources or several ways of collecting data. Norman Denzim in Hales identifies triangulation into 4 types namely:

- a. Data Triangulation
- b. Time Triangulation
- c. Theory Triangulation
- d. Methodological Triangulation

RESULTS AND DISCUSSION

RESULTS

The writer found the data findings as the result for answering the research problems that had been proposed above, as follow:

Tabel 1. The General Used of Refusal Speech Acts

Types of Refusal	Male Sellers		Female Sellers	
	Frequency	Percentage	Frequency	Percentage
Direct	9	32%	4	13%
Indirect	6	20%	10	35%
Total	15	52%	14	48%

From the table above showed that male sellers used more direct refusal than indirect refusal it could explained from the table that showed from fifteen utterances or 52% refusal used by male sellers, they used nine utterances or 32% refusal speech act while refused the buyer's requested. Meanwhile female sellers used more indirect refusal than direct refusal. It showed in the table above from fourteen or 48% refusal speech act used by female sellers there were ten utterances or 35% refusal speech act belong to indirect refusal. The finding showed that male sellers used different ones that used by male sellers. The dominant refusal speech act used by male seller was "performative statement" belongs to direct refusal. There was five (5) utterances or 28% refusal speech act used to refused the request. Male sellers characterized them self as to the ones who behaved more direct in refusing buyers offered. They preferred said "no" directly when the offer made by buyers if it was impossible to received. Meanwhile, the female sellers showed that they indirectly refused the buyer's request. Usually women was sensitive than men. This made them to think more carefully to delivered their responses in order not to hurt other's feeling. Instead saying "no" directly to the buyers, female sellers tried to gave reasons or explanation to the buyers why their offered can not received by the sellers.

The next research problem, knowing the difference refusal speech act used by male and female sellers at Pasar Sambu Medan. Based on the finding and typed that used by male and female sellers at Pasar Sambu Medan, the writer conclude the difference as follows:

1. The first difference was male and female sellers used different dominant types in refused buyer's requested. In this finding, male sellers used non performative type of refusal

belong to direct refusal as the dominant meanwhile, female sellers used avoidance/hedging type of refusal belong to indirect refusal to refuse the buyer's requested.

2. The writer found others difference it was male sellers used kind of criticized refusal to refused the buyer's offered. Male sellers were going to the point then they could not receive the buyer's requested. Meanwhile female sellers did not used this kind of refusal speech act, instead made someone felt hurt, they was looking for other ways to refused the requested.
3. The others difference was male sellers used more refusals instead direct refusals and indirect refusals than female sellers at Pasar Sambu Medan. Male sellers used 15 utterances or 52% to refuse the buyer's requested. In other hand, female sellers used 14 utterances or 48% to refuse the buyer's requested.

DISCUSSION

This research was conducted to find out the refusal speech act used by male and female sellers at Pasar Sambu Medan and the the different of refusal speech act in communication especially in bargaining between sellers and buyers. Refusal was one of the strategy that could be used by the sellers in refusing buyer's offered. This study found the different finding with the previous study about speech act the first one can be seen from the object and subject of this research. The previous research has never made this subject and object as research. The next novelty of this research about the type of speech act which this study focuses on refusal which this si part of speech act belongs to commisives.

So it can be concluded from the research that had been done by the researcher indicated that gender could influence types of refusal speech act used in communication. It can be shown from the research finding that male and female sellers used dominant refusal in different types. Gender can influence the speech act of someone in communication especially in refuse something. This study found male used more direct refusal and female used more indirect refusal.

ACKNOWLEDGMENTS

We would like to thank all those who have support a role in the completion of this research, we hope that, this paper can be useful for readers, students, and other writers. Once more, thank you for everything.

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