

INTISARI

Penelitian ini membahas mengenai tindak tutur dalam interaksi jual beli di pasar tradisional Argosari, Kabupaten Gunungkidul. Latar belakang dalam penelitian ini adalah penggunaan bahasa Jawa *krama* dan *ngoko* yang dilakukan oleh peserta tutur dalam bertransaksi di lingkungan pasar Argosari guna mencapai kesepakatan tawar-menawar harga serta menciptakan sopan santun dan kekerabatan. Tujuan dari penelitian ini antara lain; mendeskripsikan bentuk tindak tutur interaksi jual beli; memaparkan fungsi tindak tutur antara penjual dan pembeli; dan memaparkan faktor tindak tutur dalam interaksi jual beli di pasar tradisional Argosari.

Penelitian ini merujuk pada teori Searle mengenai konsep tindak tutur, yaitu lokusi, ilokusi, dan perlokusi. Sumber data dalam penelitian ini berupa percakapan lisan yang dilakukan oleh penjual dan pembeli dalam bertransaksi. Metode pengumpulan data dilakukan dengan observasi partisipasi dan nonpartisipasi dengan teknik rekam. Dalam menganalisis data, penelitian ini menggunakan metode kontekstual dengan menggunakan teori tindak tutur. Pemaparan hasil analisis pada penelitian ini yaitu berupa deskripsi kalimat, sesuai dengan konteks yang telah diklasifikasikan dalam rumusan masalah serta tujuan penelitian.

Hasil penelitian mengenai tindak tutur interaksi jual beli di pasar tradisional Argosari menunjukkan; bentuk tindak lokusi deklaratif, imperatif, dan interogatif; bentuk tindak tutur ilokusi asertif, direktif, komisif, deklaratif, dan ekspresif. Tindak asertif meliputi tindak menyatakan, menyangkal, memprediksi, dan menyapa. Tindak direktif meliputi tindak menyarankan, meminta, mengajak, memerintah, dan melarang. Tindak komisif meliputi tindak menawarkan dan bersumpah. Tindak deklaratif meliputi tindak memutuskan dan menggolongkan. Tindak ekspresif meliputi tindak mengeluh, berterima kasih, meminta maaf, dan memuji; serta bentuk tindak perlokusi yang dijumpai meliputi tindak perlokusi verbal, nonverbal, serta verbal dan nonverbal. Fungsi tindak tutur yang ditemukan dalam interaksi jual beli di pasar tradisional Argosari berupa fungsi kompetitif; fungsi menyenangkan; fungsi berkerjasama; dan fungsi bertentangan. Faktor yang melatarbelakangi terjadinya tindak tutur interaksi jual beli di pasar tradisional Argosari dipengaruhi oleh peserta tutur; tujuan tutur; situasi; konteks; peristiwa; dan tuturan sebagai wujud tindakan atau aktivitas.

Kata kunci: tindak tutur, Searle, jual beli, pasar tradisional, bahasa Jawa

ABSTRACT

This research analyzes the speech acts of buying and selling interaction at Argosari traditional market, Gunungkidul Regency. The background in this study was the use of Javanese krama and ngoko by speech participants in transactions at Argosari market environment in order to reach a price bargaining agreement and create courtesy and kindness. This phenomenon happened to reach a price bargaining agreement between the sellers and buyers. The objectives of this study included; describing the speech acts as a form of buying and selling interactions; describing the function of speech acts between sellers and buyers; and describing the factors that influence the speech acts in buying and selling interactions at Argosari Traditional Market.

This research referred to Searle's theory regarding the concept of speech acts, namely locutions, illocution, and perlocution. The source of data in this study was in the form of conversations conducted by sellers and buyers in the transaction process. The data collection method was carried out by observation of participations and nonparticipations with recording technique. In analyzing the data, it uses contextual method by using speech acts theory. The results of the analysis in this study were in the form of a sentence description following the context that had been classified in the research problem and the purpose of the study.

The research results of buying and selling interactions speech acts at Argosari traditional market showed; declarative, imperative, and interrogative forms of locution; assertive, directive, commissive, declarative, and expressive forms of illocutionary speech acts. Assertive acts included the act of stating, denying, predicting, and greeting. Directive acts included the act of suggesting, soliciting, inviting, commanding, and prohibiting. Commissive acts included the act of offering and swearing. Declarative acts included the act of deciding and classifying. Expressive acts included complaining, thanking, apologizing, and praising; and the forms of perlocution acts encountered included verbal, nonverbal, as well as verbal and nonverbal perlocution acts. The functions of speech acts found in buying and selling interactions at Argosari Traditional Market were in the form of competitive function; fun function; cooperative functions; and conflict functions. The factors behind the occurrence of buying and selling interactions speech act at Argosari Traditional Market were influenced by speech participants; the purpose of the speech; situation; context; events; and speech as a form of action or activity.

Keywords: *Speech Act, Searle, Selling and Buying, Traditional Market, Javanese language*