INTISARI
Wacana Jual-Beli di Pasar Tradisional Minahasa
(Sebuah Kajian Sosiopragmatik)
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Kata kunci : wacana jual-beli, tindak tutur, prinsip kerjasama dan kesantunan.

Penelitian ini mengeksplorasi perilaku-perilaku sosial penjual dan pembeli dalam peristiwa interaksi jual-beli di pasar tradisional Minahasa, yang direalisasikan oleh satuan-satuan lingual. Penelitian ini bertujuan mengidentifikasi dan menjelaskan penggunaan kode dan pengalihan kode, mengidentifikasi dan menjelaskan pelaksanaan tindak tutur, serta bentuk dan fungsi tuturan, mengidentifikasi dan menjelaskan pelaksanaan dan pelanggaran maksim-maksim kerjasama dan kesantunan dalam percakapan, serta menggambarkan dan mendeskripsikan struktur percakapan jual-beli. Untuk memahami dan menjelaskan masalah-masalah penelitian peneliti menggunakan pendekatan sosiopragmatik.Untuk penyediaan data penelitian digunakan metode observasi, metode wawancara, dan metode intuisi. Analisis data dilaksanakan berdasarkan model penalaran induktif dengan beberapa tahapan analisis.

Temuan penelitian ini adalah sebagai berikut :

Dalam melaksanakan percakapan penjual dan pembeli menggunakan tiga kode (bahasa), yaitu kode BDT, BMM, dan BI dengan variasi ragam, yakni ragam lengkap dan ragam ringkas. Penggunaan kode ditentukan oleh beberapa faktor, yaitu latar belakang, tujuan, dan kemampuan bahasa penutur, sedangkan penggunaan ragam ditentukan oleh hubungan dan penilaian inerpersonal, lingkungan tutur. Dalam pelaksanaan percakapan sering terjadi pengalihan kode yang disebabkan oleh beberapa faktor, diantaranya adalah penutur ingin mengganti topik, kehadiran orang ketiga, ingin menyesuaikan, ingin menyembunyikan suasana emosi, ingin menghindar dari kecurigaan, ingin bergurau, ingin berbasa-basi, ingin menjaga kerahasiaan, dsbnya. Untuk mencapai kesepakatan jual-beli, baik penjual maupun pembeli mempunyai strategi-strategi (perencanaan) dalam melaksanakan transaksi jual-beli. Sebagai produk peristiwa tutur WJB mengandung aneka tindak tutur, bentuk tuturan, model konstruksi tuturan, serta maksud tuturan. Setiap tindak tutur mengekspresikan cara-cara penjual dan pembeli dalam mewujudkan strategi-strategi transaksi. Tindak-tindak tutur dalam WJB mengandung tindak tutur lokusi, ilokusi, dan perlokusi. Dilihat dari cara mewujudkan, makna kata-kata, serta maksud penutur, maka tindak tutur ilokusi dapat dikategorikan ke dalam delapan jenis, yakni tindak direktif, ekspresif, komisif, deklaratif, dan representatif. WJB menunjukkan ketidaksejajaran antara bentuk dan fungsi tuturan. Hal ini menunjukkan bahwa WJB tidak saja berwujud formal, tetapi juga berwujud pragmatik. Dalam melaksanakan percakapan jual-beli kadang-kadang penutur menerapkan prinsip kerjasama dan prinsip kesantunan, namun kadang-kadang juga penutur melanggarnya. Penutur kadang-kadang melanggar prinsip kerjasama, karena mempertimbangkan kesantunan dan hubungan interpersonal, dan kadang-kadang melanggar prinsip kesantunan, karena ada tujuan-tujuan tertentu yang ingin dicapai. WJB tidak memiliki struktur pertukaran atau pola pergantian giliran bicara yang tetap. Negosiasi peran kadang-kadang tidak dilaksanakan sesuai dengan aturan-aturan percakapan, karena beberapa kendala. Struktur pertukaran dipengaruhi oleh beberapa faktor, di antaranya adalah kebutuhan pembeli, perhatian penjual, hubungan penjual dan pembeli, sifat (kepribadian), konsentrasi dan suasana emosi penutur, serta cara-cara pelaksanaan strategi transaksi. Fenomena kebahasaan tidak saja dapat mengekspresikan perilaku-perilaku sosial, tetapi juga tujuan dan sikap sosial. Hasil kajian wacana jual-beli ini tidak saja merupakan kesimpulan pragmatis, tetapi juga kesimpulan sosiologis.

ABSTRACT
Trading Discourse in Minahasa Traditional Market
(A Sociopragmatic Study)
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Keyword : trading discourse, speech act, cooperative and politeness principles

This research explored social behaviour between sellers and buyers that attained by linguistic units in trading interaction event in Minahasa traditional market. Therefore, this research was aimed to identify and to explain: the code usage and the code switching, speech act performing and speech form and function, cooperative and politeness maxims performance and contravention in trading conversation. This research was also aimed to ilustrate and to describe conversation structure. In order to understand and to explain problems of this research, the researcher used sociopragmatic approach. Data collecting method was using observation, interview and intuition method. Data analysis was carried out according to inductive rationalization model with some analysis stages.

Findings in this research were on the following:

In performing conversation, sellers and buyers were using three codes (languages), namely Tountemboan regional language, Manado Malay language, and Indonesia language with style variation, namely complete style and brief style. Code usage was determined by some factors, namely background, aim, and language capability of the speakers, meanwhile style usage was determined by interpersonal relation and judgement, and environment of the speakers. In performing conversation, it was frequently occured code switching that caused by some factors, such as the speakers would like to change topic, the presence of third party, wanted to adapt, to hide emotional mood, to avoid suspicion, for lip service, to keep secret, etc. In achieving trading agreement, both sellers and buyers had strategies (planning) in carrying out trading transaction. As speech event product, trading discourse was contained various speech acts, speech forms, speech construction model, and speech intent. Each of speech acts expressed manners of sellers and buyers in actualizing transaction strategies. According to the aim of its performance, speech acts in trading discourse were consisted locution, ilocution, and perlocution of speech acts. Based on the manner of actualize, words meaning, and the speakers intent, ilocution speech act were categorized into eight types namely directive, commisive, expressive, declarative, and representative acts. Trading discourse showed inparallel between speech form and function. This matter showed that trading discourse was not simply in formal form, but also in pragmatic one. In performing trading conversation, sometimes the speakers implemented cooperative and politeness principles. However, they were sometimes broke the principles. They were sometimes broke cooperative principle due to considering the politeness and interpersonal relation, and occasionally broke the politeness principle due to the presence of certain goals that would like to be achieved. Trading conversation did not have conversion structure or change pattern in fixed speaking shift. Role negotiation in trading conversation sometimes did not perform proper to manners in conversation performance, due to some obstacles. Conversation structure were affected by some factors, such as buyers necessities, sellers concern, sellers and buyers relation, characters (personality), speakers concentration and emotional mood, and startegies performing manners of trading transaction. The linguistic phenomena was not simply expressed social behaviour, but also expressed social aim and attitude. Therefore, the result of this trading discourse study was not simply a pragmatic conclusion, but also as sociological one.