



## **WOMEN'S LANGUAGE IN BARGAINING: A SOCIOLINGUISTIC STUDY OF SELLER-BUYER INTERACTIONS IN DINOYO MARKET**

**Emah Hotimah<sup>1</sup>, Herdana Hikmal Maulana Putra<sup>2</sup>, Abdul Mohed<sup>3</sup>, Nur Fitria Anggrisia<sup>4</sup>, Alifa Nathania Putri<sup>5</sup>**

English Literature Department, Faculty of Humanities, UIN Maulana Malik Ibrahim Malang, Jl. Gajayana No. 50, Dinoyo Kec, Lowokwaru, Kota Malang, Jawa Timur, Indonesia, 65144

Correspondence Email: [220302110061@student.uin-malang.ac.id](mailto:220302110061@student.uin-malang.ac.id)

### **Abstract**

This study investigates the characteristics of women's language in market bargaining, revealing how specific communicative features affect buying and selling interactions. These features include the use of polite and non-confrontational language forms, such as hedges and tag questions, which reflect a desire to maintain harmonious social relations. Drawing on Robin Lakoff's (1975) theory, the study examines how features like hedges, tag questions, and super polite forms are employed by female sellers and buyers during market interactions. The research methods include direct observation and conversation analysis to identify the frequency and context of these language features. The findings indicate that the use of female language traits not only influences the nature of bargaining but also contributes to establishing and maintaining positive social relationships between sellers and buyers. These insights enhance our understanding of communication strategies in economic contexts and underscore the importance of recognizing gender-specific linguistic features in everyday social interactions. Furthermore, the research suggests that a deeper understanding of women's language traits can provide practical benefits for market participants, aiding in the improvement of their negotiation and marketing skills.

**Keywords:** *Sociolinguistics, Women's Language, Market Bargaining, Communication Strategies*

### **Abstrak**

Penelitian ini menyelidiki karakteristik bahasa wanita dalam tawar-menawar di pasar, mengungkapkan bagaimana nuansa komunikatif mempengaruhi interaksi jual beli. Ciri-ciri tersebut mencakup penggunaan bentuk bahasa yang sopan dan tidak konfrontatif, seperti hedges dan tag questions, yang mencerminkan keinginan untuk menjaga hubungan sosial yang harmonis. Berdasarkan teori Robin Lakoff (1975), penelitian ini mengeksplorasi bagaimana ciri-ciri seperti hedges, tag questions, dan super polite forms digunakan oleh penjual dan pembeli wanita dalam interaksi pasar mereka. Metode penelitian mencakup observasi langsung dan analisis percakapan untuk mengidentifikasi frekuensi dan konteks penggunaan ciri-ciri bahasa tersebut. Temuan menunjukkan bahwa penggunaan bahasa wanita tidak hanya mempengaruhi dinamika tawar-menawar tetapi juga berkontribusi pada pembentukan dan pemeliharaan hubungan sosial yang positif antara penjual dan pembeli. Wawasan ini meningkatkan pemahaman kita tentang strategi komunikasi dalam konteks ekonomi dan menegaskan pentingnya mengenali nuansa linguistik spesifik gender dalam interaksi sosial sehari-hari. Selain itu, penelitian ini menyarankan bahwa pemahaman yang lebih dalam tentang ciri-ciri bahasa wanita dapat memberikan manfaat praktis bagi para pelaku pasar, membantu dalam peningkatan keterampilan negosiasi dan pemasaran mereka.

**Kata kunci:** *Sosiolinguistik, Bahasa Wanita, Tawar-Menawar di Pasar, Strategi Komunikasi*

## **Introduction**

Bargaining in traditional markets is a cultural phenomenon where sellers initially offer goods at high prices, and buyers respond with significantly lower bids (Abdullah and Syarif, 2017). This interaction extends beyond the mere exchange of goods and money, encompassing complex aspects of communication (Tri and Rai, 2016). Communication, particularly through language, is fundamental to human cooperation and is essential in reaching mutually agreed-upon prices during bargaining (Mualafina, 2013). In this context, language serves as the primary medium for negotiation between sellers and buyers.

Sociolinguistics examines how societal factors like expectations, cultural norms, and language use shape communication, as discussed by Trioktaviani and Degaf (2023). According to Nurhasanah (2018), effective interaction and communication are essential for meeting societal needs. One particularly intriguing area of study is the language used in market interactions, especially by women. As Hidayatul (2020) points out, women's language includes unique characteristics in social interactions that distinguish it from men's language, particularly in vocabulary, grammar, and pronunciation. Labotka (2009) further elaborates that these distinctive traits are evident in both spoken and written forms. In marketplaces, the communication patterns of women can differ significantly from those of men, which adds a unique dimension to the bargaining process, as highlighted by Craver (2020).

Research on the role of women's language in market bargaining offers deeper insights into social interactions within traditional markets, as explored by Subhani et al. (2021). Markets serve as crucial spaces for transactions between sellers and buyers, facilitating bargaining interactions, as noted by Kotler and Philip (2001). Gaining an understanding of these interactions can greatly enhance the study of language and communication culture, particularly within the context of traditional markets in Indonesia, such as Dinoyo Market.

Previous studies have explored various aspects of women's language in bargaining. Craver (2020) examined gender differences in negotiations, while Pujiati and Triadi (2016) focused on the speech actions of souvenir traders on Pangandaran Beach from a gender perspective. Maheasy (2020) highlighted the politeness of women's language compared to men's. Rimang and Ulviani (2023) studied the bargaining process in the Splendid Market of Poor City, and Abdullah (2017) investigated negotiation practices in the Maricayya Market in Makassar. Senty (2014) analyzed bargaining communication in traditional markets from an Islamic legal perspective, while Maryam (2023) and Wati (2018) explored the variety of languages used in different markets across Indonesia.

However, these studies often focus on specific elements of women's language and bargaining. This research adopts a more comprehensive approach by analyzing the entire text of women's language and bargaining, from topic and structure to word selection and sentence form. Additionally, this study differentiates itself by focusing on the language used in bargaining interactions within traditional markets, providing a broader understanding of the subject.

Adopting a comprehensive approach, this study seeks to address gaps in current research and expand the broader field of linguistic studies. Analyzing women's language in market bargaining will deepen our understanding of

communication within traditional Indonesian markets, thereby enriching the field of sociolinguistics. This research aims to offer valuable insights into the use of language and communication strategies in cultural and economic exchanges, making a significant contribution to the study of language and culture in traditional market environments.

### **Method**

This study is a qualitative research project utilizing ethnographic methods to explore language interactions between sellers and buyers, with a particular focus on the communication patterns used by women in the bargaining process at Dinoyo Market. The researchers conducted an intensive examination of the market's social and cultural context, directly observing conversations between sellers and buyers. The study paid close attention to the language styles employed by women during price negotiations and the exchange of goods. By using an ethnographic approach, the researchers aimed to gain a deep understanding of how gender, culture, and social context influence communication in the market's bargaining processes.

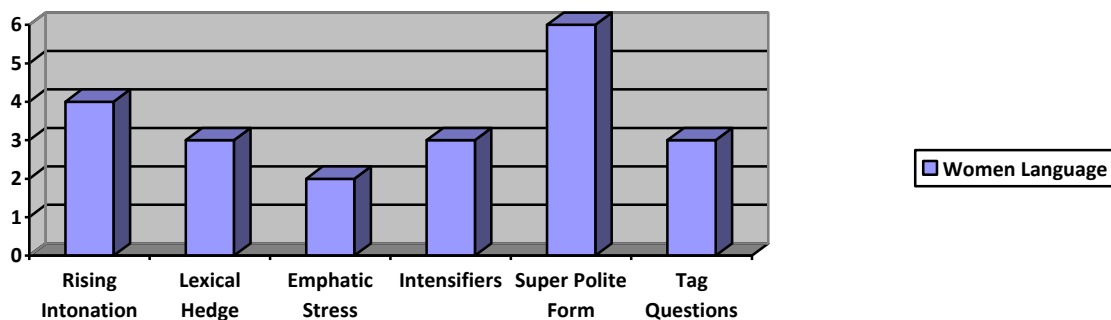
The data for this study were collected through observations and recordings of bargaining interactions at Dinoyo Market. The researchers observed and documented the language used by women in these bargaining situations, noting linguistic features and specific communication strategies. Additionally, interviews were conducted with women who regularly bargain in the market to gain further insights into their language use and negotiation techniques. The collected data were transcribed and analyzed to identify patterns and themes related to women's language in bargaining.

The data collection process used the listening method, which involves carefully listening to the language used by one or more informants, as suggested by Mahsun (2005). Specifically, the free listening technique was applied, meaning the researcher did not participate in the speech events being observed. The researcher was present in the marketplace, observing buying and selling interactions without engaging in the conversations. This non-intrusive approach enabled the collection of natural language data within the context of real bargaining interactions. The data collection focused on individuals actively communicating during buying and selling transactions at Dinoyo Market. Data sources were selected randomly, without accounting for social variables, to ensure a representative sample of market interactions. Since most visitors to Dinoyo Market are female, it was anticipated that the observed bargaining activities would be consistent across different speakers.

The analysis involved a detailed examination of the transcribed data to identify patterns and themes related to women's language in bargaining. Discourse analysis, as outlined by Tripujati and Triadi (2016), was employed to study the structure, content, and context of language use in these interactions, with a particular focus on the linguistic features and communication strategies used by women. Additionally, the analysis sought to reveal gender-specific differences in language use and negotiation techniques. The findings from this analysis provided a deeper understanding of how women's language operates within bargaining interactions at Dinoyo Market.

## Result and Discussion

### A. Result



From the data that has been presented, it can be concluded that the use of Super Polite Form has the highest percentage, namely 22.22%. Meanwhile, the use of intensifiers was in second place with a percentage of 18.52% and the percentage of rising intonation was 14.81%. The amount of data for each category also varies, with Super Polite Form having the largest amount of data (6 data), followed by Intensifiers (5 data) and Rising Information (4 data). Meanwhile, Lexical Hedge, Emphatic Stress, Tag Questions, and Precise Discrimination have the same amount of data, namely 3 data for each category, with the same percentage, namely 11.11%.

#### 1. Rising intonation

This is when the pitch of the voice increases towards the end of a statement, making it sound like a question. It's often used to express uncertainty or to seek confirmation.

##### Example 1

"*Hmm, sepuluh ribu ya? Sedikit mahal, ya?*"  
 (Hmm, ten thousand rupiah, yes? A bit expensive, yes?)

##### Analysis:

In this example, the buyer uses rising intonation at the end of both "sepuluh ribu ya?" and "sedikit mahal, ya?". The rising tone at the end of "sepuluh ribu ya?" converts the statement into a question, indicating that the buyer is not entirely sure about the price and is seeking confirmation from the seller. This intonation suggests doubt or hesitation, as the buyer wants to verify if the price is indeed ten thousand rupiah. Similarly, the rising intonation at the end of "sedikit mahal, ya?" transforms the statement into a question, expressing the buyer's opinion that the price is somewhat high. The rising tone softens the assertion, making it sound less confrontational and more tentative. It implies that the buyer is asking the seller to reconsider the price or justify why it is higher than expected. The use of rising intonation in both instances indicates the buyer's uncertainty and desire for

confirmation or further information from the seller. This approach helps maintain a polite and cooperative tone, allowing for a more open-ended negotiation.

### **Example 2**

*"Pak berapa harga cabe nya per kilo?"*  
("Sir, how much is the Chili per kilo?")

#### **Analysis:**

In this example, the buyer uses rising intonation at the beginning of "Pak" and at the end of "berapa". The initial intonation on "Pak" serves as a greeting to get the seller's attention and initiate the interaction. The rising intonation at the end of "berapa" turns the statement into a question, indicating that the buyer is seeking information about the price of the chili per kilogram. This rising intonation shows that the buyer is interested in purchasing the chili and wants to confirm the price with the seller. Using rising intonation here aims to attract the seller's attention and inquire about the price, setting the stage for potential bargaining. This polite and cooperative language fosters a smooth interaction between the seller and the buyer.

### **Example 3**

*"Pak, harga beras ini perkilonya berapa?"*  
(Sir, how much is the price of rice per kilogram?)

#### **Analysis:**

In this example, the buyer uses rising intonation at the beginning with "Pak" and at the end with "berapa". The initial intonation on "Pak" functions as a greeting to capture the seller's attention. The rising intonation at the end of "berapa" indicates that the buyer is asking a question about the price of rice per kilogram. This rising intonation suggests that the buyer is uncertain and seeks clarification from the seller. The use of rising intonation in this context shows the buyer's intent to get the seller's attention and obtain more information about the price, facilitating a polite and effective communication for a potential purchase.

### **Example 4**

*"Wow, banyak banget jenis kuenya! Ada apa aja ini?"*  
(Wow, there are so many types of cakes! What are these?)

#### **Analysis:**

In this example, the buyer uses rising intonation in "wow", "kuenya", and "ada apa aja ini". The rising intonation on "wow" expresses admiration for the variety of cakes available. The intonation in the middle of "kuenya" serves as a statement about the wide assortment of cakes. The rising intonation at the end of "ada apa aja ini" transforms the statement into a question, indicating the buyer's curiosity about the types of cakes offered. The use of rising intonation conveys the buyer's admiration, interest, and curiosity, attracting the seller's attention and inviting

further explanation. This polite and engaging language fosters a positive interaction and encourages the seller to provide more information.

## **2. Lexical hedge**

These are words or phrases used to soften the impact of a statement, indicating that the speaker is not fully committed to the certainty of the statement. Examples include "sort of," "kind of," "maybe," and "perhaps."

### **Example 1**

*"Um, sebagian udah matang, Bu."*

(Um, some of it is cooked, ma'am)

#### **Analysis:**

In this example, the seller uses "Um" as a lexical hedge at the beginning of the sentence, indicating doubt or uncertainty. Using "Um" gives the seller time to construct sentences and convey information more carefully. It also suggests that the seller is thinking about the best way to answer the question or provide information to the buyer. Furthermore, the seller uses "sebagian" to indicate that not all products are in the same condition. The word "sebagian" functions as a hedge, making the seller's statement sound more tentative and less absolute. By stating "sebagian udah matang," the seller conveys information cautiously, avoiding overly definite statements. The use of lexical hedges in this instance helps the seller convey information more carefully and politely. This approach allows the seller to provide flexible answers and be open to further discussion, thereby maintaining positive and cooperative interactions with the buyer.

### **Example 2**

*"Oh, 1 kilo aja tomatnya"*

(Oh, just 1 kilo of tomatoes)

#### **Analysis:**

In this example, the buyer uses "oh" as a lexical hedge at the beginning of the sentence, indicating uncertainty or hesitation. The use of "oh" allows the buyer a moment to think before expressing a decision, suggesting that the buyer is considering the information received before deciding. The buyer also uses "aja" to soften the request, making it sound more tentative and less firm. The use of "aja" implies that the buyer may be simplifying the request to make it more acceptable to the seller. The use of lexical hedges here shows that the buyer is adapting to the situation and trying to remain flexible. This approach allows the buyer to communicate decisions in a gentler and more polite manner, keeping interactions positive and cooperative with the seller.

### **Example 3**

*"Hmmm, yaudah deh kue coklat aja"*

(hmmm, okay, just chocolate cake)

### **Analysis:**

In this example, the buyer uses "hmmm" as a lexical hedge at the beginning of the sentence, indicating doubt or uncertainty. Using "hmmm" gives the buyer time to think before making a decision, showing careful consideration of options. The phrase "yaudah deh kue coklat aja" reflects a tentative and flexible attitude, as if the buyer has finally decided to accept the current situation. The word "aja" serves as a mitigator, making the request sound lighter and less firm, indicating that the buyer does not want to make a too definite or demanding decision. The use of lexical hedges here shows that the buyer is adapting to the situation and trying to remain flexible in their choices. This approach allows the buyer to convey decisions in a gentler and more polite manner, maintaining positive and cooperative interactions with the seller.

### **3. Emphatic stress**

This is the use of vocal emphasis to highlight a particular word or phrase within a sentence to convey a stronger meaning or emotion.

#### **Example 1**

*"pak, saya mau mastiin kalo buah ini bener bener segar. Ga ada yang busuk kan?"*  
(Sir, I want to make sure that this fruit is really fresh. Nothing is rotten, right?)

### **Analysis:**

In this example, the buyer uses emphatic stress on "bener-bener segar" and "Ga ada yang busuk" to emphasize the importance of the fruit's quality. The emphasis on "bener-bener segar" shows that the buyer is very concerned about the freshness of the fruit, indicating that this is their top priority in choosing the product. By stressing these words, the buyer ensures that the seller understands the importance of quality. Additionally, the emphasis on "Ga ada yang busuk" highlights the buyer's concern about the possibility of the fruit not meeting quality standards. Emphatic stress here emphasizes the need for assurance from the seller that the fruit is in good condition. This use of stress helps the buyer highlight the critical aspects of their concerns, ensuring that the seller clearly understands their expectations, leading to a satisfactory transaction for both parties.

#### **Example 2**

*"Baiklah, saya ambil satu kilo, ya."*  
(Alright, I'll take one kilo, yes)

### **Analysis:**

In this example, the buyer uses emphatic stress on "Baiklah" and "satu kilo." The emphasis on "Baiklah" shows the buyer's willingness and decision to agree to the seller's offer, underscoring the buyer's compromise or willingness to accept the terms. The stress on "satu kilo" clarifies the quantity desired by the buyer, making their request clear. Emphatic stress on "satu kilo" shows that the buyer has already decided on the quantity and has no doubts about this decision. This helps the seller

understand that the buyer has made a definite decision regarding the amount to purchase. Emphatic stress in this instance clarifies the buyer's intention and decision, showing their willingness to transact for the specified amount and their commitment to the purchase, thus facilitating clear communication and avoiding any confusion between the buyer and seller.

#### **4. Intensifiers**

These are adverbs used to give force to a description, such as "very," "really," or "so." They can strengthen the degree of an adjective or another adverb.

##### **Example 1**

*"Wow, kuenya enak banget! Ini pasti jadi favorit anak saya."*

(Wow, the cake is really good! This must be my child's favorite)

##### **Analysis:**

In this example, the buyer uses an intensifier to express an impression of the product's quality. The phrase "enak banget kuenya!" contains the intensifier "banget," which strengthens the adjective "enak," indicating that the cake is very tasty. This expression shows the buyer's strong impression of the cake's taste. Similarly, the statement "Ini pasti jadi favorit anak saya" uses the intensifier "pasti" to convey a strong belief that the buyer's child will like the cake. The use of "pasti" reinforces the certainty of the buyer's prediction, showing a high level of confidence that the child will enjoy the cake. The use of intensifiers in both examples conveys the buyer's strong positive opinion and enthusiasm for the cake, effectively communicating their satisfaction and likelihood of repeat purchases.

##### **Example 2**

*"Senang dengarnya! Kita menggunakan bahan-bahan berkualitas tinggi, jadi dijamin pasti anak ibu suka."*

(That's great to hear! We use high-quality ingredients, so it's guaranteed that your kids will love it)

##### **Analysis:**

In this example, the seller uses an intensifier to emphasize the quality of the product and ensure customer satisfaction. The statement "Senang dengarnya! Kita menggunakan bahan-bahan berkualitas tinggi" expresses pleasure and highlights the high quality of the ingredients used. The phrase "berkualitas tinggi" serves as an intensifier to underscore the superior quality of the ingredients. Additionally, the phrase "jadi dijamin pasti anak ibu suka" includes the intensifier "pasti," reinforcing the guarantee that the customer's child will love the product. The use of "dijamin pasti" acts as a guarantee from the seller, indicating confidence that the buyer's child will enjoy the cake. The use of intensifiers in this communication demonstrates the seller's confidence in the product's quality and the expected positive reaction from the customer's child, effectively convincing the customer of the product's value.

##### **Example 3**

*"Wih, tomatnya bagus banget nih."*



(Wow, the tomatoes are really good)

**Analysis:**

In this example, the buyer uses an intensifier to express their impression of the tomatoes. The sentence "tomatnya bagus banget nih" contains the intensifier "banget" to strengthen the word "bagus," indicating that the tomatoes are of very high quality. This expression shows the buyer's admiration for the quality of the tomatoes. The use of intensifiers in this conversation conveys the buyer's strong positive opinion, suggesting a high level of satisfaction and the potential for repeat purchases from the seller.

**5. Super polite form**

People who are courteous make other people feel at ease. Words like "do you mind? thank you, could it be...?" are frequently used by women. It is evident in the following exchange of dialogue:

**Example 1**

*"Permisi, Pak. Berapa harga ikan laut segar ini?"*

(Excuse me, sir. How much is this fresh sea bream?)

**Analysis:**

In this example, the buyer uses a super polite form by starting the sentence with "Permisi, Pak." This indicates that the buyer is politely asking for the seller's attention or permission before continuing the question. The use of "Pak" adds respect, showing deference to the seller who may be older or more experienced. The phrase "Berapa harga ikan laut segar ini?" is a direct and specific question without significant rising intonation, simply requesting information about the price of the fresh sea bream. This question does not indicate hesitation or indecision but rather a clear request for information. The use of this super polite form shows that the buyer is trying to maintain a good relationship with the seller, asking for the price respectfully and acknowledging the seller's role in the transaction. This approach fosters friendly and respectful interaction, which can support better negotiation or service from the seller.

**Example 2**

*"Terima kasih. Maaf mengganggu, tapi bisakah harganya dikurangi sedikit?"*

(Thank you. I'm sorry to interrupt, but can the price be reduced a little?)

**Analysis:**

In this example, the buyer uses the super polite form by starting the conversation with "Terima kasih," showing politeness and respect towards the seller before making a request. Additionally, the buyer uses "Maaf mengganggu" to apologize for any disturbance the question or request might cause. The buyer then requests a price reduction by using "bisakah," which shows politeness in making a request. The word "dikurangi" indicates that the buyer is asking for a small price reduction, not a significant one. The use of the super polite form in this conversation

demonstrates a very polite and respectful attitude from the buyer towards the seller. By starting the conversation with polite and respectful words, the buyer creates a good conversational atmosphere and ensures that the request is made in a non-offensive manner.

### **Example 3**

*"Iya, benar juga. Boleh saya lihat kue coklat kacang dulu?"*  
(Yes, that's right. Can I see the chocolate peanut cake first?)

#### **Analysis:**

In this example, the buyer uses the polite words "Iya, benar juga" to show understanding and acceptance of what the seller said earlier. The addition of "juga" indicates that the buyer acknowledges something that might not have been considered before. The buyer then uses a polite sentence structure to ask for permission with "Boleh saya lihat kue coklat kacang dulu?" This phrasing shows gentleness and courtesy, indicating that the buyer wants to look at the product before making a purchase decision. The use of "boleh" demonstrates politeness and respect towards the seller. The buyer's use of super polite forms ensures that the interaction remains polite and respectful, showing a desire to communicate in a friendly and considerate manner.

### **Example 4**

*"Maaf, Bu. Harga ini sudah yang terbaik."*  
(Sorry, ma'am. This price is the best.)

#### **Analysis:**

In this example, the seller uses polite and respectful words, "Maaf, Bu," to show politeness and respect towards the buyer. The seller also uses a polite sentence structure by stating, "Harga ini sudah yang terbaik." This phrasing indicates that the price offered is the best the seller can give, showing that the seller has carefully considered the offer. The seller maintains politeness while emphasizing that the price cannot be reduced further. The use of "Maaf" shows that the seller appreciates the buyer's situation but remains firm in offering the set price. The seller's approach in this example is to remain polite and respectful while reiterating the price, avoiding a defensive or confrontational stance.

### **Example 5**

*"Maaf, Bu. Harga bayam organik sedikit lebih tinggi karena kualitasnya yang lebih baik."*  
(Sorry, ma'am. The price of organic spinach is slightly higher because of its better quality.)

#### **Analysis:**

In this example, the seller uses polite and respectful words, "Maaf, Bu," to show politeness and respect towards the buyer. The seller explains the price by stating, "Harga bayam organik sedikit lebih tinggi karena kualitasnya yang lebih

baik." This explanation indicates that the seller is not only selling the product but also providing information about the reason behind the price. The seller conveys this information politely, without offending the buyer or being defensive. The phrase "sedikit lebih tinggi" indicates that the price difference is not significant but still reflects the added value of the product's quality. The seller's approach in this example is to remain polite and provide a clear explanation, helping the buyer understand the value of the product they are purchasing.

### **Example 6**

*"Tentu saja, silakan. Silahkan dicoba juga, kalau mau."*  
(Of course, go ahead. Please try it too, if you want.)

### **Analysis:**

In this example, the seller uses polite and friendly words, "Tentu saja, silakan," to show willingness and friendliness towards the buyer. The seller adds, "Silahkan dicoba juga, kalau mau," inviting the buyer to try the product. This phrasing indicates the seller's readiness to help the buyer choose a suitable product. The seller's words show no discomfort or objection, demonstrating friendliness and a willingness to assist. The use of "silahkan" indicates that the seller is giving the buyer the freedom to do what they want, including trying the product. The seller's approach is polite, friendly, and helpful, creating a comfortable atmosphere for the buyer to interact and shop.

## **6. Tag questions**

A short question added to the end of a statement, turning it into a question. It's often used to confirm information or seek agreement, such as "It's cold today, isn't it?"

### **Example 1**

*"Wah, menarik nih. Kacang mede atau kacang tanah, ya? Dua-duanya enak sih..."*  
(Wow, this is interesting. Cashews or peanuts, huh? Both are delicious)

### **Analysis:**

In this example, the buyer uses a tag question, "Kacang mede atau kacang tanah, ya?" This tag question indicates that the buyer is unsure about which to choose between cashews or peanuts. The buyer acknowledges that both are delicious, suggesting a desire to try both. Using the tag question, the buyer hints that they would like the seller's recommendation on which option might be better. The buyer's use of polite language helps facilitate a good interaction and ensures they get the information they need.

### **Example 2**

*"Apa Ibu mau yang belum matang juga?"*  
(Do you want the undercooked too?)

### **Analysis:**

In this example, the seller uses a tag question, "belum matang juga?" This tag question indicates that the seller is offering the buyer an option between ripe and

unripe products. The use of this tag question shows that the seller wants to understand the buyer's needs better and make the purchasing decision easier for them. The use of tag questions also demonstrates friendly service, making the buyer feel attended to and satisfied with the service provided.

### **Example 3**

*"Butuh banyak buah, Bu?"*  
(Need a lot of fruit, ma'am?)

#### **Analysis:**

In this example, the seller uses a tag question, "banyak buah, Bu?" This tag question indicates that the seller wants to offer and understand the buyer's needs better. The use of the tag question helps the seller ascertain the buyer's requirements and offer appropriate assistance. Additionally, the seller's use of "Bu" (ma'am) shows politeness and respect, aiming to gain the buyer's trust and ensure their satisfaction with the service provided.

#### **Discussion**

Our findings indicate that the Super Polite Form is the most frequently used linguistic strategy, comprising 28.57% of the data. This is followed by Rising Intonation at 19.05%. Lexical Hedge, Intensifiers, and Tag Questions each account for 14.29%, while Emphatic Stress is the least used, at 9.52%. Specifically, Super Polite Form appears in six instances, Rising Intonation in four, and Emphatic Stress in two. Lexical Hedge, Intensifiers, and Tag Questions each appear in three instances.

The prevalence of the Super Polite Form can be attributed to the context of buying and selling transactions, where politeness and respect are crucial. In these interactions, the use of highly polite language reflects respect and attentiveness to the interlocutor's feelings, facilitating smoother transactions. This aligns with the idea that in customer interactions, maintaining a respectful and polite demeanour is paramount. Conversely, Emphatic Stress is less common, likely because the communication in these contexts tends to be straightforward and informal. In such scenarios, speakers prefer relaxed and direct language, reducing the need for emphatic stress.

Supporting our findings, Lakoff's (1975) theory suggests that women's language styles in transactional contexts promote empathetic communication and help build rapport between sellers and buyers. This theory is particularly applicable in market settings, where subtle communication strategies can achieve desired outcomes without causing conflict. For example, as Hidayati and Dallyono (2015) explain, tag questions allow female sellers or buyers to negotiate prices indirectly, preserving social harmony while pursuing commercial goals. Additionally, the use of hedges and intensifiers helps express uncertainty or emphasis in a socially acceptable way, which is crucial in market negotiations. Thus, Lakoff's theory not only addresses gender linguistics but also highlights effective communication strategies in everyday economic interactions.

Previous research often highlights the frequent use of intensifiers, especially in contexts related to travel blogging and music (Cecilia, 2004; Indanna et al., 2022), where expressing strong emotions and enhancing impressions are common. However, in the context of bargaining, our study finds a higher prevalence of the Super Polite Form. This indicates that in bargaining, the success of reaching an agreement relies heavily on maintaining a polite demeanour and respectful speech.

Interestingly, the data indicates that intensifiers are rarely used in the bargaining process at the market. This may be attributed to differences in situational context. In market transactions, communication is often more direct and practical, concentrating mainly on price quotes and negotiations, as noted by Park et al. (2024). Consequently, intensifiers might be seen as inappropriate or less effective for achieving communication goals in this setting (Taylan & Weber, 2023). This finding highlights the importance of adapting language use to suit different communication situations and contexts.

To sum up, the study highlights the critical role of context in determining the choice of linguistic strategies. The preference for Super Polite Forms in market bargaining reflects the necessity of politeness and respect in successful transactions. At the same time, the lower frequency of intensifiers points to the direct and practical nature of market communication. These insights contribute to a broader understanding of how language functions in various economic interactions and emphasize the importance of context-specific language use.

## **Conclusion**

This study found that the use of Super Polite Forms had the highest percentage, followed by Rising Intonation. This emphasizes the critical role of politeness in communication, especially within the context of buying and selling transactions or interactions with customers. Employing highly polite language demonstrates respect and concern for the feelings of others, thereby facilitating smoother transactions. Conversely, Lexical Hedges, Intensifiers, Tag Questions, and Emphatic Stress were less frequently used due to the simpler communication needs typical of more informal buying and selling situations, where straightforward language is preferred.

Although our study offers valuable insights, it is limited by the scope of data collection, which was confined to Floor 1 of Dinoyo Market. This limitation is notable as it may not fully capture the behaviour of sellers and buyers throughout the entire market or reflect broader language patterns, potentially affecting the generalizability of the findings. For future research, it is recommended that the scope be expanded to include data from Floors 1, 2, and 3 of Dinoyo Market. This broader approach would allow for a more comprehensive analysis and provide a richer, more diverse data set, thereby enhancing the robustness of the conclusions drawn. Extending the research to encompass a wider range of interactions and environments can offer a deeper and more nuanced understanding of linguistic strategies in market transactions, contributing to the body of knowledge with findings that are more

universally applicable and providing greater insights into effective communication strategies in diverse economic contexts.

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