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Speech Act Variety of Traders in Traditional Markets during the COVID-19 Pandemic in Medan

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Abstract

The COVID-19 breakdown affects many countries, people, and aspects, including Indonesia and its trade sector. One of the aspects affected is the traders in traditional markets. Traders in traditional markets also get the impacts of the decline in sales turnover. Traders in traditional markets in Medan also felt the impact. This research aims to describe the variety and function of the speech acts of traders' to the questions designed by researchers and consumers as speech partners regarding their sales and purchasing power during the COVID-19 pandemic in traditional markets in Medan using a pragmatic approach. The research applies a qualitative descriptive method by using participant observation technique and recording the ongoing trading interactions. The data in this study are the traders' speech acts based on the designed questionnaire which is analyzed with Austin and Leech's (1969) speech act theory. The obtained results are 3 forms of speech acts, namely assertive, expressive, and declarative. The result finds that the dominant speech act in this study is assertive speech act. However, this study did not find commissive speech acts which caused by the responses or utterances given by the traders do not show the feature of the speech acts.

Keywords: speech act; pragmatic; trader; traditional market; Medan; COVID-19 pandemic

1. Introduction

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Corona virus is the hottest trending news in the beginning of 2020. This virus triggered an outbreak of a deadly respiratory tract infection in China by the last winter season. This disease was first reported at the end of December 2019 in the Huanan market, Wuhan City, China and spread rapidly. Since then, people traveling from Wuhan have infected people in China and other countries including Singapore, Malaysia, Thailand, Hong Kong and the Philippines. The World Health Organization (WHO) then announced the new official name for the corona virus, namely Covid-19. Covid-19 stands for 'CO' which is the abbreviation to the 'corona', 'VI' for the 'virus', and 'D' for 'disease'. This virus has horrible impacts on many countries. Various groups and aspects receive the negative impacts caused by this virus and it becomes a pandemic including Indonesia.

One sector that is badly affected by the pandemic is the commerce sector in Indonesia. Traders in traditional markets also experienced a huge drop in sales turnover. The government's campaign for staying at home results in the lack of direct buyers in traditional markets. Traditional markets traders in Medan also receive the impact.

This recent phenomenon in the community is an interesting subject to study. The phenomenon that currently happens in the world and the impacts that occur in many countries can be researched from many scientific perspectives, including linguistics. In this case, the researcher analyzes the phenomenon from a pragmatics point of view. Pragmatics is the study of how language is used in communication, and analyzes meaning as a context, not something abstract in communication.(1)

Communication that occurred in the actions and emerged through speech is called speech acts (2) . Speech act is an act of how we do things with words. In studying speech act, we must understand the importance of the context of speech or expression. Speech act theory is a theory that tends to analyze the meaning of words, not a theory that seeks the language structure. (3)

Hymes (4) stated speech acts are the minimal units of linguistic action. Speech Act Theory attempts to explain how meaning and action are related to language and is basically concerned with what people do with language and the functions of language, which are a kin to communicative intentions. It concludes that someone who says something, the thing that is said / stated contains a certain meaning of the utterance. Utterances that are conveyed are not only to utter but also an act on something.

In this case, the buyer-seller interaction is the utterances that have a certain meaning. The speech event involves two parties -- speakers and hearers, with one main utterance that occurs in a certain time, place, and situation. When speech interactions take

place between traders and buyers in the market, utterances happen between speakers and hearers using language as a means of communication. (5)

言语行为理论起源于语言学家*John Langshaw Austin*，继承发展于语言学家*John Searle*。**在***Austin***看来，言语行为是**说话人表达意义的基本功能单位·又是语言研究的基本单位·他认为人在说话时实施了三种行为：言内行为（*lucutionary act*）、**言外行***为* （*illocutionay act*）、**言 后 行** *为* （*perlocutionary act*）。(6)

The speech act theory originated by John Langshaw Austin and developed by John Searle. According to Austin, speech act is the basic functional unit of the speaker's intent and the basic unit of language research. He believes that people perform three classifications of act when they speak, namely, locutionary act, illocutionary act, and perlocutionary act.(6)

The locutionary act associates a topic with an explanation in an utterance, similar to the relation of subject to predicate or topic and explanation in semantics. Illocutionary act is the utterance of a statement, a request, a promise, and so on. Perlocutionary act is the result or effect caused by the hearer after hearing the untterance. (1)

According to Chaer and Agustina (1), the form and function of speech act can be divided into several parts. The form of speech act is divided into three, which are declarative, interrogative, and imperative. Based on its function, speech act is divided into five:

1. Assertive or representative functions to state, inform, strengthen, suspect, affirm, complain, and announce.
2. Commissive functions to do something such as vowing or promising.
3. Directive serves to encourage hearers to do something, for example, ordering, asking, and advising.
4. Expressive that involves feelings and attitudes, such as apologizing, gratitude, and so on.
5. Declaration serves to decide something such as punishing, firing, giving a name, and so on.

Various studies related to speech acts in the marketplace have previously been carried out as references in this study. They are Surip (5), Astuty (7), Padmayanti (8), Lismayanti (9), Ziaulhaq (10), Wahdian (11). These six researchers focus on the analysis of speech acts in transactions in various languages and different locations. The distinction in this study refers to the response or speech of traders regarding the conditions of their sales during the COVID-19 pandemic and how buyer's purchasing power during the Covid-19 pandemic in Medan's traditional markets becomes primary data.

2. Methods

This research applies a descriptive qualitative approach to observe the reality of an individual or community situation as the main data in the study using observation, interview, and documentation techniques. The observation applies a purposive accidental sampling technique, where data is obtained randomly by selecting individuals found at predetermined locations. (12)

In interviews, the method of participant observation and recording audio is used. The participation of researchers and buyers in the method is flexible and active, that is, researchers and buyers actively communicate with traders. Not only going directly to the field to create natural settings for recording data, but the researcher also cooperates with buyers doing the transaction with traders. The buyers then ask questions that have been previously informed. (13)

The data collection was carried out in May-July 2020. The research informants are 11 traders in 5 traditional markets in Medan. They are the markets located on Jl. Cemara, Jl. Metal, Jl. Pinang Baris, Petisah, Pasar Pagi on Jl. Jamin Ginting, and Jl. Sambas. This research data is utterances obtained from the utterance of traders to questions asked by researchers and buyers regarding trader sales during the COVID-19 pandemic and the purchasing power in Medan traditional markets during the COVID-19 pandemic.

3. Data Analysis Techniques

The steps of data analysis techniques used are Miles and Huberman's data analysis techniques (14). The steps that were taken after the data collection are reduced and classified based on the forms and functions of Austin's theory (1962) and John R. Searle's (1969) (15). After that, the data analysis is conducted and the speech act categories are concluded. The results obtained from the analysis are presented through an informal method, which is the description using words, including the use of technical terminology and presented in the form of a table (13)

4. Result

The following table presents the questions asked by researchers and buyers to 10 traders in 5 traditional markets in Medan.

Table of speech acts of traders in traditional markets in Medan

Classification of speech act	Function	Total amount
Assertive	Statement	8

	Information	16
	Complaint	5
Expressive	Sadness	6
	Compulsion	1
	Willingness	1
	Gratitude	1
Declaration	Submission	1
Directive	Sugession	1
Total		41

Based on the 5 classification of speech acts to their functions according to Austin (1962) and John R. Searle (1969) this study found 4 classifications of speech acts, that are assertive, expressive, declarative, and directive speech acts. These classifications of speech acts are utterances of traders from questions (1) How the sales are during the pandemic and (2) How is the purchasing power of the buyer in Medan. The forms and functions of the speech found are shown in the following data.

4.1. Forms of Assertive Speech Act

Assertive speech act relates to the truth of the proposition expressed in spoken speech (15). There are 29 utterances classified as assertive speech acts in the obtained data. The data consists of 3 functions that are informing (16), stating (8), and complaining (5). The following table is utterances from the traders obtained in Medan traditional markets.

Table 4.1 Forms of Assertive Speech

Trader	Utterance	Function
Chicken Trader	*Yaa.. bekurang, ku akui bekurang, tapi nggak drastis* Yes .. it's less, I admit it, but not drastically	Statement
	Orang pesta yang kurang bu. Sekarang, udah, udah bulan tujuh ini, baru orang pesta. Walaupun gak pesta besar kali, ada There had been a lack of community events for seven months. But now it's not. Even though it's not a big event, there is now.	Information
	Kalo berdiam di rumah aja pun siapa yang ngasi makan bu If I stay at home all day, nobody will grant my family any food to eat	Complaint
Vegetable Trader (1)	*Ya lumayan berkurang.* Yes, it's sufficiently reduced	Statement
	Kalau udah corona penjualan sudah mogok, gak ada orang belanja. Banyak yang online. Takut ke pajak Nobody goes to the marketplace during the corona virus breakdown. They would rather shop on e-commerce due to being afraid.	Statement
Vegetable Trader (2)	*Ooo.. selama pandemi ini ya.. otomatis pun pembeli juga sepi yakan, karena kan pada takut semua keluar. Jadi, ya berkurang kali lah dari biasanya* Well… during the pandemic… We are lack of customers automatically. Everybody is afraid to get on the street. Hence it's greatly reduced.	Information
	Biasanya rame pembeli, apalagi kalok jam-jam sekarang, biasanya rame kali Once, at this time, we used to have a lot of customers.	Information
	Harga-harga sayurnya pun, kalau sayur mayur yaa turun semua, murah lah All of the vegetables price are greatly reduced.	Information
	Brokoli sama bunga. Itu delapan sama sepuluh ribu lah. Biasa kan sampai.. kalau hari-hari biasa sampai lima belas dua puluh dia. Ini gara-gara pandemi, lapan sama sepuluh ribu cuman It is Rp. 8000 – 10.000 for broccoli due to the pandemic. Once, it was Rp 15.000 – 20.000.	Complaint
	Waktu sebelum pandemi itu lumayan juga yang setoran itu. Mau sampe dua belas juta Before the pandemic, there was quite the money. The average amount was up to Rp. 12.000.000	Information
	Paling sedikit satu hari. Ini udah tinggal setengah. Sekarang cuman tiga juta, enam juta paling banyak At least one day. It's already half. Now only three million, six million at most	Complaint
Vegetable Trader (3)	*Sepi kali pun. Sepi jualan gara-gara covid ni* The customers are less now due to covid-19.	Complaint
Vegetable Trader (4)	*Oh, berdampak la* Oh, it's affected	Statement
	Oh gak ada orang jualan, eh orang belanja Oh, there is no one selling, um… I mean shopping	Information
	Takut orang belanja The people are afraid to go shopping	Information
	Kalau sekarang udah mulai padat It's now starting to get crowded	Information
	Waktu itu gak ada yang berani belanja. Mesti online la di di sms, baru kirim There was a time when nobody wanted to go shopping. We delivered the items via online requests through texting	Information
	Dijual isitilahnya orang wa-an lah For sale, the term in Whatsapp	Information
Fruit Trader (1)	*Mulai ma terang, rana ma habis covid ni na tenang podo aha le terus do de (mulai terang kondisi sehabis covid)*	Information

	It is getting better right after the pandemic	
Fruit Trader (2)	*Sepi*	Statement
	The marketplace is deserted	
	Karena ini kalau kami kan sembayang Kwan Im ulang tahun, jadi semua keluar beli buah. Kalau hari-hari biasa enggak. Hari-hari senin kalau gak ada ulang tahun apa-apa gitu, ya sepi la bu	Information
	Due to the birthday celebration of Kuan Yin, the customers are going to the marketplace to buy some fruits. However, we get less customers on the other days.	
Fruit Trader (3)	*Sepi. Pembeli gak ada*	Statement
	No customers. The atmosphere is too quiet	
	Dapat beli dapat beras sekilo, udah lumayan. Daripada di rumah	Information
	I'd rather have a kilogram of rice than stay at home	
Groceries Trader	*Iya udah mulai rame*	Statement
	Yes, it's starting to gain more customers	
	Sini gak sepi. Karena sini punya pajak lebih murah, tempat lain mahal.	Information
	We still have customers because it is cheaper than the others.	
Footwear Trader	*Sekarang daya beli udah ada*	Information
	The purchasing power is now increasing	
Furniture Trader	*Sepi lah*	Statement
	It's deserted	
	Buka dasar aja belum	Information
	We haven't even sold our first item for today	

The initial responses of the traders to the question leads to the function of declaring and providing additional information that is informing and complaining about the sales conditions they are experiencing to researchers and buyers. It can be observed in an example of traders selling chicken and vegetables (2). The two traders respond a lot to the questions hence we get various forms of speech from one trader.

4.2. Forms of Expressive Speech Act

Expressive speech acts are related to the psychological perspectives of speakers (15). According to the data, there are 10 utterances from the traders in the traditional market which display the psychological perspective of the speakers towards their sales during the COVID-19 pandemic. They are classified into expressive speech act and show several functions, such as sadness (6), compulsion (1), disappointment (1), willingness (1), gratitude (1).

The following table is the utterances of traders obtained in Medan traditional markets.

Table 4.2 Forms of Expressive Speech Act

Trader	Utterance	Function
Chicken	*Yang dapat bantuan, dapat bantuan. Kek awak yang gak dapat bantuan ini nangis la bu*	Sadness
	Some of us get the governmental support. As for me who don't get any, I can only wail	
Vegetables (1)	*Kadang dapat dua ratus, sekarang ngambek seratus ribu pun susah. Banyak sayur yang Terbuang*	Sadness
	I used to gain IDR 200.000. However, it's difficult to get IDR 100.000 now. A lot of vegetables are wasted	
Vegetables (2)	*Kangkungku harga seribu pun gak laku*	Sadness
	I can't even sell Kale for a thousand rupiahs	
Vegetables (3)	*Harga sayur turun, itupun gak ada yang beli*	Sadness
	We have turned the vegetable's price down and still no one buying	
	Ya kayak seperti kami lah, karyawannya kan. Otomatis kami karyawannya dikurangi, supaya ada bayar gaji pegawai. Iya, terpaksa dua kawan kami dikurangi biar dapat jualan orang itu. Makanya terpaksa pegawainya pun dikurangi dua	Compulsion
	Yes, just like us. Two employees, our friends, were fired. It was meant for the cash flow stability so they can still pay the others.	
Sandals	Parah kali	Sadness
	It's horrible	
	Disyukuri aja la lagi. Ada yang lebih parah dari kita lagi	Gratitude
	We should be grateful for what it is now. There are a lot worse than us.	
Fruit (1)	*Palan-palan manjalani (pelan-pelan dijalani)*	Willingness
	We will get through this slowly	
Fruit (2)	*Oh, jangan tanya. Jangan tanya lagi.*	Disappointment
	Oh, no question. No more question,	
Furniture	*Parah, luar biasa*	Sadness
	It is remarkably horrible	

Based on the preceding data, the decline in sales turnover due to the reduced purchasing power of the people in traditional markets has caused sadness and disappointment act for traders. The reduction of employees is something they are forced to do for the survival of their sales. However, there is a function of willingness and gratitude act in the speech found in which traders

try to let go and remain grateful for the situation even though sales have decreased. We can see the example in the utterances of a sandal and fruit trader (1).

4.3. Form of Declarative Speech Act

(40) Chicken trader:

"Udah dari rumah bismillah lillahi taala, gitu aja bu". (pasrah)

"I pray to God when I leave the house" (submission)

There is only one utterance that shows a declarative speech act from the obtained data. Declarative is a speech act that connects speech and reality (15). By analyzing the chicken traders' utterances in tables 4.1 and 4.2 data number (1) dan (30) which show the function of stating, informing, complaining, and sadness about the situation, the trader's utterances show the relationship between the previous speech and the submission of the conditions shown in the data (40).

4.4. Form of Directive Speech Act

"Ini sakit, sakit karena virus. Cuma kita mau jaga, jangan dekat-dekat sama orang.

Jangan kumpul-kumpul la. Salam salam jangan". (menyarankan)

"It's a disease from a virus. But we want to protect ourselves, don't go near people.

Don't get into the crowds. No handshakes". (recommendation).

Based on the speech act of the grocery trader who is Chinese, his utterances in table 4.1 of the 24th and 25th row stated and informed the condition and purchasing power of the people in the market located on Jl. Metal. After that, he added another utterance which has the meaning of having an influence on the hearer to encourage the hearer to maintain their distance and health during the pandemic as data (41) above.

5. Conclusion

Based on the forms of traders' speech obtained from the data, it can be concluded that a significant reduction in the amount of purchasing power of the people has led to a decrease in sales turnover in Medan traditional markets. Especially for traders who do not sell basic needs. Traders who sell secondary or tertiary goods such as fruit, sandals, and furniture gain a more comprehensive impact than traders who sell primary needs such as vegetables, chicken, and grocery traders. This is because, during the COVID-19 pandemic, buyers prioritize their basic needs and put aside the investment of secondary or tertiary goods. To survive the recent condition, the traders need to utilize online texting services such as Whatsapp and Messaging applications.

The results of the traders' responses in Medan traditional markets to the questions of (1) how the sales are during the pandemic; (2) how is the purchasing power of the people, show the forms of speech acts found are assertive, expressive, declarative and directive speech acts. The most common speech act found is assertive speech act with stating, notifying, and complaining function. For expressive speech act, the utterances are found to have the sadness, compulsion, willingness, and gratitude function. The most common function found represents the function of sadness. An utterance that functions to express submission is also found in the traders' responses. This response is classified as a declarative speech act. An utterance stating suggestions is also found in one of the responses classified as directive speech acts. However, there was no commissive speech act found in the traders' response to the designed questions because the features and the functions of the speech act are not found in the obtained data.

Acknowledgements

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