

CHAPTER 4

ANALYSIS OF THE DATA

4.0 Introduction

The data obtained comprised 387 buying-selling exchanges involving ten sellers and fourteen customers in eight selling-buying events at the Kedai Payang market. Analysis of the data will be presented in three parts based on the 2 research questions and taking into consideration the four selected works frame, which are Grice (1967), Asmah (1992), Nor Hashimah (1994) and Jamaliah (2000).

The research questions which guided this study are:

1. What are the strategies used in the selling-buying interaction at Pasar Kedai Payang?
2. How are the semantic and pragmatic features presented through the strategies identified in (1)?

As such Section 4.1 and 4.2 will identify the strategies used and provide examples to illustrate each of these strategies. Section 4.3 will analyze these strategies according to their semantics and pragmatics features.

4.1 Selling-buying Strategies

In this part the data is analyzed qualitatively based on indirectness among Malays (Asmah Haji Omar, 1992). In particular indirectness elements such as *beating*

about the bush and use of *imagery* will be highlighted. In addition to that the data was analyzed in accordance to the strategies identified by Nor Hashimah Jalaluddin (1994). Analysis of the data revealed 15 strategies employed by sellers and customers during negotiation. Each of these 15 strategies will be discussed in detailed in the ensuing sections.

It was also observed that several of the strategies identified were used by the sellers only and some were practiced only by the customers with the remaining strategies used by both sellers and customers. Among the 15 strategies that have been identified, 10 are identical to the strategies found by Nor Hashimah (1994) such as Comparison Strategy, Tricking Strategy, Confidence Strategy, Origin Strategy, Local Strategy, Intimate Strategy, Lucky Strategy, Strength or Long Lasting Strategy, Coaxing Strategy and Evaluation Strategy. Meanwhile the other 5 strategies identified are specific to the data of the current study. These are Confirmation, Affirmation, Matching, Praising and Concerned strategies. All the strategies and utterances are detailed as below.

4.1.1 Comparison Strategy

Analysis of the data indicate, that only sellers used this strategy to compare the price of the products sold at his shop (which he claimed is the lowest) with other sellers' price. This strategy also compares the quality of the products offered by the seller with the quality of the same products offered by other sellers. The extracts below illustrate the Comparison Strategy.

Case 2: Utterance 31.

31. SF2: *Ambiklah, kalau kedai lain tak dapat harga ni, sebab kita banyak barang.*

[Take it, you would not get this price at other shops because we stock a lot of things.]

Utterance 31, SF2 compares his price with other stalls. He claims that his stall offers cheaper prices and CM2 will never get that price at other stalls. SM2 also claims that his stall is able to sell at the cheap price as he carries a lot of things.

Event 6: Utterance 300, 301 and 303.

300. SF6 : *Kalau banding dengan keropok Kuala Ibai, Besut, sedap Besut.*

[If we compare the Besut keropok with Kuala Ibai's, Besut's is more delicious.]

301 SF6: *Kuala Ibai, dia tawar.*

[The Kuala Ibai's is bland.]

303 SF6: *Mmm..dia banyak kanji*

[Mmm.. it has more starch.]

Utterances 300, 301 & 303 provide evidence that SF6 uses a comparison strategy in order to sell his *keropok*. She compares her *keropok* with Kuala Ibai *keropok*. As she sells Besut *keropok*, she claims that Besut *keropok* is tastier and better than Kuala Ibai *keropok*. She directly claims that Kuala Ibai *keropok* has more starch and bland.

4.1.2 Tricking Strategy

The data revealed that the customers use the Tricking Strategy to get a price lower than that offered by the sellers, while the sellers see it as an important strategy to get the customers' attention to buy the products offered. Examples of the Tricking Strategy are presented in Utterances 191 and 192:

Case 4: Utterances 191 and 192

191. CM4 : *Dok eh, dua puluh lima sehelai, nok ambik dua helai.*

[No, if it is twenty-five a piece, I will take two pieces.]

192. CM4 : *Kak wi dua puluh lima, kita ambil dua helai.*

[Sis, if you let me have it for twenty-five, I will buy two pieces.]

Utterance 191 shows that CM4 makes a trick by asking that he will buy 2 pieces of shirt if SF4 lowers the price to RM25. A few seconds later, CM4 repeats his trick as shown in utterance 192.

Case 2: Utterance 26

26. SF2 : *Kalau awak nak sepuluh ke, kita bagi tiga belas ringgit, harga tolak.*

[If you buy ten pieces, I will sell to you at thirteen ringgit each, wholesale price.]

In Utterance 26, the SF2 also uses a trick in order to attract CM2 to buy the blouse when she promises to lower the price to RM13 if CM2 buys 10 pieces of the blouse.

Case 2: Utterance 22

22. SF2 : *Tidak, kalau awak nak beli niaga, kita beri harga lain.*

[No, if you are buying for trading purposes, I will give you a different price.]

Utterance 26 shows that SF2 uses the trick strategy by offering 'other price' if CM2 intends to buy the shirt for trading.

Case 5: Utterance 216

216. SF5 : *Saya jual harga dua puluh, wi lapan belas doh.*

[I usually sell at twenty, but just give me eighteen only.]

Utterance 216 shows that the SF5 honestly tells CM5 that she usually sells the shirt at RM20, but she's going to lower the price to RM18 to CF5.

4.1.3 Confidence Strategy

The Confidence Strategy is the only strategy practiced by the sellers in selling-buying negotiation. It is used with the intention to make the customers more convinced by the reasons uttered by the sellers. Examples of the Confidence Strategy are:

Case 5: Utterances 218.

218. SF5 : *Sebab saya kata tu, saya nampak anak saya pakai, comel seluar panjang kan?*

[I said it because my child looked very adorable wearing this kind of trousers.]

Utterance 218 shows that SF5 comments that her son looks cute when he wears the same kind of trousers she is selling.

Case 5: Utterance 225 & 226:

225. SF5 : *Ni lima tahun.*

[This is for five years old.]

226. SF5 : *Dok apa doh ni kalau budak besar.*

[It is fine for a big child.]

In Utterance 225, CF5 convinces CF5 that the trouser she is selling is suitable for a 5 year old child and also for the big size child.

Case 6: Utterance 279 & 280:

279. SF6: *Keropok Besut pun sedap, hok ni heh.*

[Besut keropok is also delicious, this one here.]

280. SF6: *Orang Besut pandai wat keropok doh le ni.*

[People in Besut are now good in making *keropok*.]

Utterances 279, SF6 convinces CM6 by claiming that the Besut keropok which he is selling is tasty. In order to make CM6 more confident with her products, SF6 adds with Utterance 280 that the people in Besut these days are good in making *keropok*.

4.1.4 Origin Strategy

The Origin Strategy was found to be practiced by sellers to inform customers of the origin of the products sold or where they were brought in from as can be seen in Utterances 6, 7 & 8 below:

Case 1: Utterances 6, 7 & 8

6. CF1: *Banyak tu je (yang tinggal)?*

[That's all (left) ?]

7. SF1: *Mm... lima puluh dik, banyak tu je tinggal.*

[Mm... fifty sis, that's all left.]

8. SF1: *Habis dah, sebab batik asal, jarang orang buat le ni.*

[It's sold out because its original batik, rarely made these days.]

Utterance 6, CF1 asks SF1 whether there is any batik left. Utterance 7, SF1 replies CF1's question by telling her the batik costs fifty ringgit and only a few left. Then, in Utterance 8, SF1 claims that the original batik is sold out as it is rarely made these days.

Case 3: Utterance 46

46. SM3: *Kat Malaysia je, Terengganu.*

[Only in Malaysia, in Terengganu.]

In Utterance 46, SM3 explains to CM3 that the batik he is selling can be found only in Terengganu. It isn't made in other states in Malaysia, except in Terengganu.

4.1.5 Local Strategy

This strategy is observed to be practiced by the customers to show indirect personal connection between them and the sellers. This is illustrated in utterance 246.

Case 5: Utterance 246

246. CM5: *Anak saya nama orang Terengganu belaka.*

[All my children have Terengganu people's names.]

Utterance 246 shows that CM5 uses local strategy in order to have a lower price from SF5 by claiming that his children's names are popular among Terengganu people.

4.1.6 Intimate Strategy

The Intimate Strategy is used in order to generate harmonious and friendly selling-buying situation. Customers tend to practice this strategy by telling stories of their own family while the sellers manipulate humorous language to establish intimacy with the customers.

Case 5: Utterance 235

235. CM5: *Budak-budak ini dok brahi pakai baju lengan panjang, anak-anak ni.*

[These children don't like to wear long sleeved shirt.]

Utterance 235 above, CM5 tries to create an intimacy situation, by telling the seller his children's preference, that they did not like wearing long sleeved shirts.

Case 3: Utterance 53 and 54

53. CF3: *Hok ni sepuluh jugak ke?*

[This one is ten ringgit too?]

54. SM3 : *Ni, hok ni sepuluh, habis lama doh.* (ketawa)

[If this one is ten ringgit, it would be sold out already.] (Laughs)

In Utterance 53, CF3 creates humour by suggesting the blouse price to SM3. Utterance 54 shows that SM3 follows CF3's humour by saying the blouse should be sold out if its price is RM10 with a laugh.

4.1.7 Lucky Strategy

The data indicates that the Lucky Strategy is only used by customers when they are having conversation with the sellers. Words such as *guri* and *hadiah* are words that are commonly with the lucky strategies. Utterance 150 and 206 are examples of the lucky strategy.

Case 4: Utterance 150:

150. CM4: *Guri bulan puasa, nak masuk bulan puasa.*

[It's blessing for the fasting month, the fasting month is approaching.]

In the Utterance 150 above, CM4 claims that he is getting luck or is being awarded a blessing. This is because the fasting month is approaching.

Case 4: Utterance 206

206. CF4: *Doh, dok apalah, kira hadiah, kira hadiah.*

[It's okay, take it as a gift, take it as a gift.]

Whilst in the Utterance 206, CF4 asks SF5 to lower the blouse price and hopes that the new price is '*a gift*' for her.

4.1.8 Strength or Long Lasting Strategy

This strategy is closely related to strength, advantages and special features of the goods sold. These positive elements are advantages that are described by the seller to attract the customer's attention.

Case 3: Utterance 45

45. SM3: *Kain molek ni, dok ngerut.*

[This fabric is good, it doesn't shrink.]

Utterance 45 shows SM3 telling to CF3 and CM3 that the fabrics he sells one of good quality.

Case 6: Utterance 292

292. SF6: *Dok gatal keropok ni, keropok sedap.*

[This 'keropok' does not cause allergy, it is delicious.]

Utterance 292 shows that SF6 informs CM6 the keropok she is selling won't cause itchiness. In fact it is a delicious *keropok*.

4.1.9 Coaxing Strategy

The Coaxing Strategy is found to be used by both customers and sellers when they are negotiating the price. For the customers, the Coaxing Strategy allows them to plead or ask for compassion in order to get a lower price, while the sellers use the strategy as a way to politely decline the customers' requests for a lower price. Among the coaxing words commonly used at Pasar Payang are '*mintak*' and '*gok*' [please], '*mintu maaf*' [sorry] and '*lah*' [a word used to stress demand] which can be seen in boldface in Utterance 163, 254, 201, 202 & 291.

Case 4: Utterance 163

161. CF4: *Mintak lagi kurang lagi gok...*

[Lower the price a bit more, please...]

In utterance 163, by using coaxing words such as '*mintak*' and '*gok*', CF4 persuades SF4 to lower the blouse price, even though by a small amount.

Case 5: Utterance 254

254. CM5: *Tiga puluhlah kak, eh.*

[Make it thirty sis, okay.]

By using particle '*lah*' in utterance 254, CM5 politely persuades SF5 to lower the price to RM30 each. CM5 then, lowers his voice when uttering '*eh*' end of his utterance in order to emphasize his coaxing.

Case 4: Utterance 201 & 202:

201. SF4: *Mintak maaflah.*

[Very sorry.]

202. SF4: *Ni pun, dok tahu lagi modal berapa, sebab tauke letak, dia gi lari selalu.*

[Not sure how much is the cost price, after he brought the items here, the proprietor went off immediately.]

Utterances 201 & 202 illustrates how SF4 appologizes to CM4 by using '*mintak maaflah*', because she cannot lower the price as requested by CM4. SF4 then uses the Coaxing Strategy by saying that she does not know the cost price of the blouse. This is because the supplier went off immediately after sending the blouse to the shop. Particle '*lah*' in the utterance "*Mintak maaflah*" is stressed by SF4 to show that she really can't lower the price requested by CM4.

Case 6: Utterance 291

291 SF6: Dok leh **lah**, sebelas rial, ambik samah je.

[I cannot give you; at eleven ringgit I only take 50 sen then.]

In utterance 291, SF6 replies CM6's request by stressing on the particle '*lah*' that she can't lower the price any more, as she just takes 50 sen out of eleven ringgit.

4.1.10 Evaluation Strategy

The Evaluation Strategy is observed to be used by the seller only in describing about the goods that has attracted the customers' interest. This may include talking about the intricate processes involved in the making of the goods or the positive

statements about the goods. This gives the seller an opportunity to evaluate the goods advertised by the seller as can be seen in utterances below:

Case 6: Utterance 295

295. SF6: *Sekali seminggu orang ambik, seratus rial-seratus rial.*

[Once a week people would buy it one hundred by one hundred ringgit at a time.]

Utterance 295 shows, SF6 explaining to CF6 that once a week, people would buy her keropok one hundred by one hundred at a time.

Case 3: Utterances 58, 59 & 60

58. SM3: *Mmm...lukis tangan.*

[Mmm...hand painted]

59. SM3: *Aaa...lukis tangan dia lambat sikit la.*

[Aaa...hand painted takes longer.]

60. SM3: *Lukis tangan dia canting dulu kan?*

[The hand painted need to be outlined first right?]

In Utterances 58, 59 & 60, SM3 explains CF3 that the batik he is selling is hand painted batik which is produced through a complex process. CF3 also describes how the motif on hand painted batik needs to be outlined first before going to the painting process which takes a bit longer.

4.2 The New Strategies

Ten strategies which stated in section 4.1 are the similar strategies identified by Nor Hashimah (1994). The strategies in section 4.2 are the additional strategies found in the current study. These five strategies are identified based on the words used and the way how the utterances are expressed in the process of selling-buying. These strategies support the theory of beating about the bush (B.A.B) (Asmah, 1992) and the behavioral aspects in the Malay community (Jamaliah, 2000) which clearly discussed in section 2.6. The strategies are Confirmation, Affirmation, Matching, Praising and Concerned. All the strategies and utterances are detailed as below.

4.2.1 Confirmation Strategy

It was found that the customers used the Confirmation Strategy in concluding the selling-buying transaction. Words such as “*royatlah semula*” [O, tell me again] and “*ork*” [Isn’t it?] are often used as a sign to get a reply or legitimate price and acceptance or to convey an opinion that is against the opinion of the addressee (seller).

Case 4: Utterances 143 & 144.

143. CM4 : *Doh royatlah semula.*

[O, tell me again.]

144. CM4 : *Dua lima kak, ork?*

[Twenty-five sis, isn’t it?]

Utterances 143 and 144 show CM4 does not agree with the SF4’s price. Therefore he decides to ask SF4 to lower the price. By using the Confirmation Strategy,

CM4 asks SF4 to repeat the price of the shirt. CM4 then suggests SF4 his new price of RM25. CM4 uses the particle '*ork*' to confirm whether his suggested price is accepted or not.

Case 5: Utterance 227

227. CM5 : *Besor doh oh ork?*

[It's too big, isn't it?]

As seen in Utterance 227, when negotiating about the shirt, CM5 does not agree with the shirt suggested by SF5, because its size is quite large. CF5 does not directly refuse SF5's suggestion, but he politely uses a Confirmation Strategy by asking SF1 whether she will agree or not if CF5 claims that the shirt is too big for a 5 year old child.

4.2.2 Affirmation Strategy

The data indicated that the Affirmation Strategy is only used by the seller. In this strategy, words such as '*memang*' [certainly], '*hanya*' [only] and '*sahaja*' [mere] are used as exclamation points in the Utterances. Examples of the affirmation strategy can be seen in Utterances 33 & 146:

Case 2: Utterance 33

33. SF2 : *Kita memang bagi lima belas.*

[I am definitely offering you at fifteen ringgit.]

In Utterance 33, SF2 emphasizes the word '*memang*' to CM2 in order to confirm that she only offers the blouse at RM15.

Case 4: Utterance 146

SF4: *Dua lapan je(sahaja) boleh beri.*

[I can only give you at twenty-eight ringgit.]

SF4 replies CF4 by saying that she sells the blouse at RM28. The affirmation word '*je*' is used by SF4 in her utterance in order to affirm the price.

4.2.3 Matching Strategy

This strategy is found to be practiced only by the sellers. Through this strategy, sellers will comment on the goods sold to compliment the buyers' physical appearance such as skin tone, height and facial features. The utterances below are examples of the matching strategy in use:

Case 4: Utterance 141 & 142

141. SF4: *Hok ni comel*

[This one looks good.]

142. SF4: *Kalau pakai dengan seluar lawalah nampak.*

[This would look lovely when worn with pants.]

Utterances 141 & 142 are the examples of matching strategy when SF4 tells CF4 and CM4 the blouse which she is holding would look good on CF4 and she suggests SF4 will look nice if she wears it with trousers.

Case 4: Utterance 172, 174 & 175

172. SF4: *Kulit, kulit cerah comel dengan warna ni.*

[Fair skin matches the colour perfectly]

174. SF4: *Oo..tinggi comel.*

[Oo.. tall is attractive.]

175. SF4: *Orang tinggi, fesyen ni memang comel.*

[This fashion is very suitable for a tall person.]

Utterances 172,174 & 175 show SF4 praises the blouse to CF4, and at the same time states that the blouse would look good on a tall person as the customer is tall and fair-skinned.

4.2.4 Praising Strategy

The Praising Strategy is used only by the seller. In this strategy, the seller will compliment the goods sold to attract the customers' attention. The praise words used are 'adorable', 'attractive' and 'new fashion' as seen in the utterances below.

Case 3: Utterance 55:

55. SM3: *Hok ni comel, lawa.*

[This one is pretty, attractive.]

In Utterance 55, SM3 shows off the fabrics she is selling to CM3. At the same time she praises the fabrics with the words '*comel*' and '*lawa*'.

Case 4: Utterance 111:

111. SF4: *Fesyen baru ni, kain sedap dipakai.*

[This is a new fashion; the fabric is comfortable to wear.]

Based on Utterance 111 above, SF4 shows off the blouse she is holding to CF4 while telling her that the blouse is a new fashion. SF4 also tells that CF4 will feel comfortable if she wears this type of fabric.

Case 5: Utterance 232:

232. SF5: *Tapi comel hok ni.*

[But this is prettier.]

Utterance 232 shows the same situation with the utterance 111, when SF5 shows her interest to CM3 about the blouse, by telling that the shirt is prettier than the previous one.

4.2.5 Concerned Strategy

This strategy is used only by sellers to show his/her concerned or attention for the customers. Examples of utterances:

Case 8: Utterance 337 & 338:

337. SF8: *Encik nok balik bila?*

[When are you going back, Sir?]

338. SF8: *Hari ni ke esok?*

[Today or tomorrow?]

In Utterances 337 & 338, SF8 asks CM8 the day he is going back to his hometown, whether today or tomorrow. SF8 uses '*Encik*' as the title to greet CM8.

Case 8: Utterance 340, 341 & 342

340. SF8: *Malam ni kena bubuh dalam peti aislah awak eh.*

[You have to put it in the fridge tonight, eh.]

341. SF8: *Kalau ada peti ais dok apa.*

[It would be okay if you have a fridge]

342. SF8: *Ada peti ais dok?*

[Do you have a refrigerator?]

In Utterances 340, 341 and 342, SF8 advises CM8 to put the keropok he will buy in the fridge tonight. SF8 also explains CM8 that the keropok won't be spoiled if he keeps it in the fridge. Finally, SF8 asks a question to CM8 whether he has a refrigerator or not.

4.3 Semantic and Pragmatic Features

In section 4.1 and 4.2, fifteen strategies have been identified. All the strategies in both sections will be discussed in two levels in section 4.3 and the element of implicature in each strategy was used in order to answer research question No.2. First level is implicature exactness while the second level is semantic and pragmatic analysis. In the first part (A), all the 35 examples in section 4.1 and 4.2 were transferred to implicature assumption (IA) and Implicature conclusion (IC) level. At the next stage (B), IA and IC will be discussed further in semantic and pragmatic analysis. The discussion will reveal how the implicature in each strategy in section 4.1 assist the seller

and customer in expressing their language politeness during the process of selling-buying.

4.3.1 Comparison Strategy

In Comparison Strategy, four utterances were altered to implicature assumption and implicature conclusion level, in order to find the implicature exactness. Those are utterances 31, 300,301 and 302.

A) Implicature Exactness

Utterance 31:

SF2: *Ambiklah, kalau kedai lain tak dapat harga ni, sebab kita banyak barang.*

[Take it. You won't be able to get a price lower than this at other shops, because we have a lot of things.]

IA: Other shops would not guarantee a lower price. Furthermore, the other shops located there are smaller ones and do not sell many goods.

IC: The price offered is lower than other shops because the shop is big and thus its sale is more solid and can afford to offer the lowest price.

Utterance 300,301 & 302:

SF2: *Kalau banding dengan keropok Kuala Ibai, Besut, sedap Besut. Kuala Ibai dia tawar, dia tawar, mmm...dia banyak kanji.*

[If we compare the Besut *keropok* with Kuala Ibai's, Besut's is more delicious than *keropok* Kuala Ibai. Kuala Ibai's is bland, it's bland, mmm... it has more starch.]

IA: Kuala Ibai is famous for good quality *keropok* in Kuala Terengganu whereas Besut is not a quality *keropok* producer. This is because Besut is located near Kelantan and Kelantan is often said to produce lower quality *keropok*. But now *keropok* Kuala Ibai is said to be tasteless.

IC: Buyer needs to buy *keropok* Besut because the new taste is nicer compared to its previous production and it is acknowledged that the new Besut *keropok* is better than *keropok* Kuala Ibai in terms of taste and quality.

B) Semantic and Pragmatic Analysis

Based on the Utterance 31, SF2 has compared the price at her shop to other shops. SF2 uses this strategy to influence CM2 to buy the goods offered. The utterance '*sebab kita banyak barang*' [because we have a big quantity] has hidden significance. SF2 implicitly tries to tell CM2 that her shop has a solid and big business thus SF2 can afford to offer lower prices compared to other shops. This strategy is more polite rather than saying '*Compared to other shop, my business is big and solid, so I can afford to offer you at lower price*' as it would reflect that SF2 is an arrogant person. The utterance '*sebab kita banyak barang*' is a polite utterance supposed to be uttered by CF2.

In the Utterance 300,301 & 302, SF6 is saying that the Besut made '*keropok*' that she is selling is better than Kuala Ibai *keropok*. SF6 is contradicting with the connotation of Kuala Ibai *keropok*. This is because it is commonly known that Kuala

Ibai *keropok* is more delicious than Besut *keropok* because Besut made *keropok* is often related to Kelantan *keropok* which contains less fish or '*kurang ikan*' but more of starch or '*banyak kanji*', therefore less tasteful. SF6 tries to influence the CM6 into buying the *keropok* more than two kilograms of the Besut *keropok* by saying that Kuala Ibai *keropok* is tasteless. SF6 couldn't say '*you should buy my keropok and don't ever buy Kuala Ibai's keropok as it is **tastless***' in order to coax CM6 buying her *keropok* as it sounds rude and out of Malay culture. By giving out that information with the politeness language in the Comparison Strategy, SF6 hopes that the CM6's view on Besut *keropok* will change and be influenced and divert the need to buy the well-known Kuala Ibai *keropok* into buying Besut *keropok*.

4.3.2 Tricking Strategy

In order to find the implicature exactness, there are two utterances of Tricking Strategy were transferred to implicature assumption and implicature conclusion stage. Second level, the implicature exactness will be discussed in section (B) in order to reach the meaning. Then, it will reveal how the politeness language is exposed in the selling-buying process. The utterances of Tricking Strategy are Utterance 192 and 26.

A) Implicature Exactness

Utterance 192

CM4: *Kak wi dua puluh lima, kita ambil dua helai*

[If you sell it for twenty-five ringgit, I will buy two pieces.]

IA: Two shirts are more than one and it will benefit both the customer and seller.

IC: Seller needs to lower the price because the customer will buy more shirts and this will generate more profit for the seller.

Utterance 26:

SF2: *Kalau awak nak sepuluh ke, kita bagi tiga belas ringgit, harga tolak.*

[I will sell it at discounted price of thirteen ringgit each if you take ten pieces.]

IA: Ten pieces for RM13 each will attract the customer. If the customer wants to buy just one shirt, the price is RM15.

IC: The seller's offer should be accepted by the customer because it is profitable for customer.

B) Semantic and Pragmatic Analysis

Both seller and customer are observed to apply the strategy of trick offering to influence their interlocutor's mind. In Utterance 191&192 above, CM4 tries to influence SF4 into lowering his price by offering to buy two shirts. CM4 implicitly tells the seller that selling two shirts at RM25 each will bring more profit because SF4 would get RM50 compared to RM27 for one piece. By using the utterance *'kak wi dua puluh lima, kita ambil dua helai'* is more courteous than the direct language like *'if you sell the shirt at RM25 per each I will buy two shirts, so you will get more profit'*.

The same situation transpires in Utterance 27 when SF2 uses the trick strategy by offering to lower the price if CM2 buy ten shirts. SF2 does not instantly lower the price to avoid losses. She unconsciously uses the concept "win-win" situation in business where both the parties involved will receive profit when the CM2 & CF2 buy the goods in high quantity. That's why SF2 does not instantly reply the customer's question when he asks her to lower the price. So, with the polite language SF2 replies CM2's question by using tricking strategy with the utterance *'kalau awak nak sepuluh*

ke, kita bagi harga tiga belas ringgit, harga tolak'. SF2 will show her rude manner to CM2 if she replies CM2's question with utterance "*this price is fixed. I don't want to lower it anymore as it won't give me more profit. However, I will reduce the price if you're able to buy it with a large quantity*". The politeness utterance is easily understood by CM2. So, by using this strategy, the seller hopes that CM2 will change his mind and accept the offer.

4.3.3 Confidence Strategy

Two utterances of Confidence Strategy were changed to implicature assumption and implicature conclusion level in stage (A), in order to find the implication exactness. After making conclusion the implicature exactness will be discussed in stage (B) in semantic and pragmatic analysis section in order to reveal that polite language is always practiced during business transaction. The two utterances are Utterances 218 and 226.

A) Implicature Exactness

Utterance 218:

SF5: *Sebab saya kata tu, saya nampak anak saya pakai comel, seluar panjang, kan?*

[I said it is pretty because I have seen how cute my child looks wearing long pant.]

IA: Children look very decent wearing long pants

IC: The seller's statement is acceptable because of her experiences in the textiles industry and in selling the clothes. Hence, she manages to convince the customer by relating her children to the customer's because of the age similarity. The

customer is also convinced with the seller's statement who has lots of experience with fashion and the types of clothes sold.

Utterance 226:

SF5: *Dok apa doh ni kalau budak besar.*

[This is suitable for big size kid]

IA: Tight shirt is not comfortable to wear especially for big size kids.

IC: The seller's statement is acceptable because she has been in business selling clothes for a long time. The seller must be familiar in selling shirts or clothes to customers with different sizes.

B) Semantic and Pragmatic Analysis

The Confidence Strategy is usually used by the seller to change the customer's original mindset to buy the goods advertised. The seller's utterances will be processed in the customer's minds. After forming the implicature assumption and conclusion, the customer will feel more confident and will accept the seller's suggestion.

In the Utterance 218, SF5 tries to convince CM5 by implicating her child in the selling-buying transaction. SF5 mentioned that her child looked pretty wearing the same pants on offer. The confidence strategy is actually a method to divert the CM5's doubt and hesitation '*mmm..*' based on his Utterance 218 which signals negative reception to the SF5's RM18 offer for the pants. But CF5 does not want to reply CM5's hesitation with the words such as '*the price suggested is really cheap, you must buy it now*' or '*I have reduced the price to RM18, it is quite cheap*', as these utterances sound impolite and showing CF5's rudeness. In order to avoid saying rude words, SF5 uses the

statement about her child looks cute wearing this pants. When the SF5's statement successfully influences CM5, he will be confident that the pants will also be perfect for his child. The politeness language of this Confidence Strategy leads to the customer's decision to buy the pants even with the price at RM18.

While in utterance 226, CM5 tries to be knowledgeable in matching the clothes' size to the child's age. SF5 also tries to convince CM5 that a five year-old will fit the clothes suggested. However, SF5 feels her words fail to convince CM5; therefore she tries to relate it to the child's big size. This means '*lima tahun*' [five years] in the utterances 225 and '*budak besar*' [big child] in the utterance 226 are the implicatures combined by SF5 to reinforce her confidence strategy. Here, SF5 predicts the CM5's ability to understand and process the implicatures and subsequently form a new mind set. The use of implicature '*lima tahun*' and '*budak besar*' during negotiation, more polite than the direct utterance like '*as I am an experienced seller, I know all about children's size. You better buy this pant as your child will fit with it*' as it would express SF5's offensive manner.

4.3.4 Origin Strategy

In order to find the intrinsic meaning of Origin Strategy, two utterances were changed to implicature assumption and implicature conclusion level in stage (A). Then, the implicature exactness will be formed. In order to get the meaning, it will be discussed in stage (B). Those are the utterances 8 and 46.

A) Implicature Exactness

Utterance 8

SF1: *Habis dah, sebab batik asal, jarang orang buat le ni.*

[Original *batik* all sold out, because it's scarcely made these days.]

IA: Terengganu made *batik* is easily sold out, because of their rarity and scarcity.

IC: Customers like to wear Terengganu made *batik*. Manufacturer is less keen in producing them because of the high cost. If the customer hesitates in buying them, it's her loss.

Utterance 46:

SM3: *Kat Malaysia je, Terengganu.*

[In Malaysia, only in Terengganu]

IA: Terengganu is a well-known producer of high quality *batik* and it is difficult for other states to compete against its *batik*.

IC: The seller's statement is factual as Terengganu is a reputable and well-known producer of *batik* in Malaysia.

B) Semantic and Pragmatic Analysis

In this case, the customer has manipulated language by involving origin or place of production where the goods sold were made or processed.

In utterance *batik asal* [original batik] denotes that Terengganu made *batik* is authentic, of high quality and is highly popular. SF1 tries to coerce CF1 by saying that the original *batik* sold are scarce because they are produced in smaller quantities. Before

that Utterance 5 shows CF1 has requested SF1 to reduce the price. SF1 does not want to humiliate CF1 if he replies her wish by saying '*the price RM50 is reasonable and nonnegotiable*' as it is instantly makes the communication break down. SM1 hopes the connotations behind the words *batik asal* [original batik] and *jarang orang buat* [rarely made] would be understood by CF1. SF1 hopes a customer like CF1 who emphasizes on quality and originality of the *batik* would not hesitate to buy them and on the same time she hopes CF1 will stop her request. When this happens, it means that the hidden meaning in the utterance has been successfully processed and agreed upon thus the aim of the implicature is achieved. The words '*batik asal*' and '*jarang orang buat le ning*' are the appropriate words selected by SM1 in the way of refusing CF1's request and avoiding in dropping CF1's face.

In Utterance 46, SM3 also uses the word '*Terengganu*' as implicature to show the shop only sells Terengganu textiles after telling the price of *batik* to CM3. This is practiced solely to influence the CM3's mind to keep negotiating. This is because *batik Terengganu* [Terengganu made *batik*] possesses the connotations of high quality and durability. Therefore, the word '*Terengganu*' can influence the customer's mind to buy the *batik* that on promotion. The selected word '*Terengganu*' is an important tool used by SM3 in order to make sure that the price offered RM10 will be accepted by CM3. This strategy seems to be more polite than advertise her batik by directly saying '*you shouldn't argue the price as it is very cheap and has a high quality and durability*' as it will show SM3's impolite manner. By using implicature '*Terengganu*' SM3 is indirectness trying to expose his politeness when entertain his customer.

4.3.5 Local Strategy

For Local Strategy, there was only the Utterances 246 transferred to implicature assumption and implicature conclusion stage. This utterance will be processed to find the hidden meaning meant by CM5 and will be discussed in part B.

A) Implicature Exactness

Utterance 246:

CM5: *Anak saya nama orang Terengganu belaka.*

[All my children's names are Terengganu's names]

IA: The customer is from Terengganu.

IC: The seller should put low price because they are from the same state.

B) Semantic and Pragmatic Analysis

'Local' refers to the relationship between the seller and customer. Analysis of the data shows that the customer uses the local factor to create social solidarity and comradeship with the seller. In the Utterance 246, CM5 relates her children's names to indicate her affinity of being from Terengganu. This way, CM5 hopes that SF5 who is from Terengganu too can lower the price as both of them are '*Terengganu's people*'. This is because CM5 expects that he will be given a special price as he's from Terengganu, the same state with SF5. CM5 does not claim '*we are from the same state, Terengganu. So, you must give me a special price*' as it is a direct request which could drop his face and putting SF5 in an uncomfortable situation. By using implicature '*nama orang Terengganu*' [Terengganu's name] in utterance '*anak saya nama orang*

Terengganu belaka' [all my children's names are Terengganu's names] CM5's utterance sounds more polite and courteous. This polite strategy is used as a tool to avoid CM5 in threatening SF5's face.

4.3.6 Intimate Strategy

This sixth strategy has two utterances to be processed in stage (A) to find the meaning meant by the utterers. Those are the Utterances 235 and 54. Then the implicature assumption and implicature conclusion will be discussed widely in stage (B) in order to get the hidden meaning.

A) Implicature Exactness

Utterance 235:

CM5: *Budak-budak ni dok brahi pakai baju lengan panjang, anak-anak ni.*

[These kids don't like to wear long sleeve shirts, these children]

IA: The use of the word '*anak-anak*' [children] relates the customer to seller as having a closed relation and eventually generating an intimate setting.

IC: The seller should lower the price as the customer is keen to expose his solidarity.

Utterance 54:

SM3: *Ni, hok ni sepuluh, habis lama doh.*

[If this is ten ringgit, it would have sold out long time ago]

IA: The seller teasingly points that the price requested by the customer is illogical compared to the quality of the cloth.

IC: The answer given by the seller generates a harmonious and cheerful setting.

B) Semantic and Pragmatic Analysis

The Intimate Strategy is one of the abstract ways used by both customer and seller during negotiation. The Utterance 235 tells that CM5 tries to avoid from agreeing with SF5's suggestion that he should buy long sleeve shirts. In this case, CM5 uses the term '*anak-anak*' [(our) children] to replace the word '*anak-anak saya*' [my children] to explain his children's non-interest in wearing long sleeve shirt. However to show closeness and intimacy between both parties, the word '*anak-anak*' [children] and '*budak-budak*' [children] are used as these two terms are usually used by parents when discussing about their children. Due to this intimacy and closeness connection, CM5 hopes the terms '*anak-anak*' and '*budak-budak*' will be interpreted as a tool to avoid threatening SF5's face value.

Utterance 54 clearly shows that SM3 is trying to generate an intimate setting by answering CF3's questions. SM3 teasingly responds that the price requested by CF3 is illogical and ridiculous. The price RM10 requested by CF3 is not compatible to the quality of the cloth. But, SM3 does not immediately object to the request as he values intimacy in business. Instead, he teases CF3 by stating that the cloth mentioned would sell out very fast if the price offered was RM10 with the utterance '*ni..., hok ni sepuluh, habis lama doh..*' [If this is ten ringgit, it would have sold out long time ago]. CF3's answer sounds more polite than the direct answer '*your request is illogical*'. It reveals that the indirect answer manages to generate intimacy between CF3 and SM3 and absolutely does not embarrass CF3.

4.3.7 Lucky Strategy

There are two utterances of Lucky Strategy are processed in stage (A) in order to find the exactness implicature. After that, the exactness implicature will be discussed in stage (B). Both the utterances are 150 and 206.

A) Implicature Exactness

Utterance No-150:

CM4: *Guri bulan puasa, nak masuk bulan puasa.*

[Its fasting month luck; the fasting month is approaching]

IA: The first customer who buys the new goods that has just arrived is considered as the lucky customer who will bring luck to the business. Fasting month is a holy month where a man has to double their good deeds.

IC: Suggestion made by the customer is logical because the first sale is considered as the opener of more business and by lowering the price the seller as a Muslim, he will get good sale especially during the fasting month.

Utterance No-206:

CF4: *Doh, dok apalah, kira hadiah, kira hadiah.*

[Never mind, think of it as a gift]

IA: A gift is a sincere contribution for which the giver will not get worldly profit, but will be given heavenly reward instead.

IC: A sincere gift offering will hopefully increase the seller's profits or sales.

B) Semantic and Pragmatic Analysis

In Utterance 150, CF4 tries to get SF4 to lower the price by as much as RM5. However, SF4 does not reject directly the request because it might cause a conflict in the negotiation. Instead she says '*lima rial doh ni*' [It's already less five ringgit] which means that she has already lowered the price as much as RM5 before this. This way, SF4 hopes that CF4 will understand that she will not lower the price anymore. CF4 understands SF4's intention and uses the utterance '*guri bulan puasa, nak masuk bulan puasa*' [Its fasting month luck; the fasting month is approaching] to influence SF4 to lower the price further. So using the implicature '*guri*' [gift], CF4 tries to convince SF4 to offer an even lower price because CF4 would have luck for further sales as she is the first one to buy that day. According to Nor Hasimah (1994), '*guri*' or '*guri*' [gift] is based on the Kelantanese Malays belief that luck will come from the first customer of the business day. SF4 that understand this concept would oblige to lower the price as requested by CF4.

At the same time, CF4 also adds '*bulan puasa*' [fasting month] as implicature which denotes a holy month for the Muslims, in which Muslims are required to double their good deeds. CF4 hopes by mentioning the word '*bulan puasa*' [fasting month], it will change the SF4's mind to perform good deeds by lowering the price and subsequently makes CF4 as the winner in the negotiation. By applied the terms '*guri*' and '*bulan puasa*' in her utterances, CF4 has presented a polite strategy during selling-buying process in order to influence SF4 reducing the price.

While in Utterance 206, CF4 uses term '*hadiah*' or gift as implicature to influence SF4 to give in to her request. Gift here means a sincere offering to someone.

By using this term, CF4 intrinsically is convincing SF4 that she would not lose profit if the price is lowered. This is because the gift is made based on sincerity as a Muslim. SF4 hopes she would get heavenly reward for contributing to man's charity during Ramadhan. The utterance '*doh, dok apalah, kira hadiah, kira hadiah*' [never mind, think of it as a gift] is an appropriate statement as it sounds more polite than saying the directly utterance as '*you would not lose profit if you lower the price*'.

4.3.8 Strength or Long Lasting Strategy

This strategy also has two utterances in the process of finding the implicature exactness in section A. The implicature exactness then will be discussed in section B to find the meaning of the utterances. Those are the utterances 45 and 292.

A) Implicature Exactness

Utterance 45:

SM3: *Kain molek ni, dok ngerut.*

[This fabric is good, it doesn't shrink]

IA: Good is the opposite of bad. Cloth that doesn't shrink lasts longer.

IC: Many of the fabrics sold there do not last and have low quality. The customer should buy fabric that is being offered because it lasts longer.

Utterance No-292:

SF6: *Dok gatal keropok ni, keropok sedap.*

[This *keropok* does not cause allergy, it is delicious]

IA: Itchy *keropok* is usually made from low quality fish. The taste is also not delicious.

IC: If the buyer wants satisfaction, she should eat high quality *keropok* even though the price is high.

B) Semantic and Pragmatic Analysis

SM3 uses this strategy to attract CF3's attention towards the quality of the goods sold. In Uterance 45, words such as '*molek*' [pretty] and '*dok ngerut*' [doesn't shrink] are reasons given by SM3 to attract the CF3's attention to the quality of the goods. In Terengganu, *batik* is not only worn by the women but also widely worn by the men. The Terengganu Malay men usually wear *batik* when they go out to sea to catch fish as the traditionally the main occupation is fishing. The nature of their job requests finest grade, finest quality and durable cotton, because fish trawling involves extreme work condition. Based on the *batik* wearing culture, SM3 uses '*dok ngerut*' [doesn't shrink] as an implicature to influence CF3 to buy the fabric being sold. SM3 assumes CF3 will choose the *batik* promoted because it possesses many qualities such as durability and does not shrink thus fulfilling the needs of the society and the users in general. SM3 does not want directly ask CF3 to buy his *batik* and and claim his *batik* '*has a high quality*'. By choosing the right terms as '*kain molek*' and '*dok ngerut*', SM3 is trying to be polite in the strategy of promoting his '*batik*'.

Meanwhile, in Utterance 292, SF6 manipulates the language using words such as '*dok gatal*' [does not cause itchiness] and '*sedap*' [delicious] to woo CM6. For those who are familiar with the making of *keropok*, which uses low quality fish that causes itchiness will give a bad perception of the product. CM6 assumes that *keropok* will

cause rashes for those who have seafood allergies. Therefore, when CM6 asks SF6 to lower the price to RM10.50 per kilogram, SF6 intrinsically explains that the *keropok* she is selling is '*dok gatal*' [does not cause allergy] which meant has quality. This is because SF6 intends to influence CF6 to buy the *keropok* at the fixed price which is RM 11.00 per kilogram. Before that SF6 has replied CM6's request that she couldn't lower the price to RM10.50 per kilogram. In order to avoid dropping down CM6's feeling, SF3 then '*repairs*' her answer by claiming her *keropok* is '*dok gatal*' [does not cause allergy] and '*sedap*' [delicious]. As for SF6, this is the polite way to ensure that CM6 has been courteously entertained during selling-buying process. CM6 does not want to take the risk of allergies and prioritizes on consumption satisfaction hence agrees to buy the *keropok* at RM11.00 per kilogram even though it is quite expensive.

4.3.9 Coaxing Strategy

Three utterances of coaxing strategy were transferred to the implicature exactness level. After processing under the implicature assumption and implicature conclusion level, it will be discussed at section B to find the hidden meaning. Those are the Utterances 163, 201 and 202.

A) Implicature Exactness

Utterance 163:

CF4: *Mintak lagi kurang lagi sikit gok...*

[Minta turunkan harga sikit, tolonglah]

[Lower the price a little bit more, please]

IA: Lowering the price a bit would not jeopardize the profit margin.

IC: The seller needs to listen to the plea and to lower the price a little bit more.

Utterance 201 & 202:

SF4: *Mintak maaflah. Ni pun, dok tahu lagi modal berapa, sebab tauke letak, dia gi lari selalu.*

[Very sorry. Not sure how much is the cost price, the proprietor set the price, then went off immediately.]

IA: Capital is the main element in business. If the seller sells the goods at cost price, she would not get any profit. If the goods are sold lower than cost price, the seller would face even bigger loss.

IC: The seller's plea should be considered by the customer.

B) Semantic and Pragmatic Analysis

Coaxing contains characteristics of plea language used by both the seller and customer. Based on Utterance 163 above, it is obvious that CF4 uses the plea word '*mintak*' [please] to get a lower price. At the same time, CF4 also combines several words such as '*sikit*' [little] and '*gok*' [please]. The word '*sikit*' here shows the CF4's determination to make SF4 listens to the plea and to revise the price even for a small sum. Meanwhile, the word '*gok*' acts as a cushion to the request made thus making it a more humble plea to convince SF4 to lower the price. The selected words such as '*mintak*', '*sikit*', '*gok*', are the words that assist CF4 to show her well-mannered when negotiating the price with SF4.

In Utterance 201, SF4 uses the word '*mintak maaf*' [sorry] to indicate to CF4 that she doesn't want to lower the price as CF4 requested. CF4 could explain there is no discount given for the sale. However, in order not to embarrass CF4 and drop her face value, SF4 apologizes beforehand. CF4's high hope in getting lower price would also decrease after hearing the apology. In order to cushion the disappointment, SF4 provides an explanation, '*ni pun, dok tahu lagi harga modal*' [Not sure how much is the cost price] in Utterance 202. This explanation bears significance to the meaning as SF4 tries to evoke empathy from CF4 to understand her predicament as she is not sure whether she will make a profit from the transaction at the price requested. By using the plea words, SF4 hopes CF4 would be cooperative and stop requesting for a price lower than that offered.

In this case, the seller uses a more subtle approach to coax and persuade the customer's thoughts to achieve compliance. Hence, compliance here is based on arguments and other forms of persuasion to evoke the understanding of the customer to the seller's predicament.

4.3.10 Evaluation Strategy

Utterances 295, 58, 59 and 60 of evaluation strategy were transferred to implicature assumption and implicature conclusion level, in order to assume the implicature exactness. Then, at the section (A), the hidden meaning of implicature exactness from the section (B) will be revealed after the discussion.

A) Implicature Exactness

Utterance 295:

SF6: *Sekali seminggu orang ambik, seratus rial-seratus rial.*

[Once a week people would take a hundred by a hundred ringgit]

IA: Only the most popular and highest quality of product would attract the customer.

‘Seratus rial’ or RM100 is a high value for a small local food business.

IC: Buyer evaluates the information given by the seller.

Utterance No- 58, 59 & 60:

SM3: *Aaa...lukis tangan dia lambat sikit la.Lukis tangan dia canting dulu kan?*

[Aaa...hand painting takes a longer time to do. The hand painted need to be outlined first right?]

IA: *Batik* drawing or original *batik* involves delicate and intricate work.

IC: The information given by the seller is facts and the customer is evaluating it positively.

B) Semantic and Pragmatic Analysis

Utterance 295 shows that SF6 has given a high evaluation on the products asked by CM6. When the CM6 requests that a kilogram of *keropok* to be sold at RM10 or RM10.50 each, SF6 does not immediately reject but states that ‘*sekalı seminggu orang ambik, seratus rial-seratus rial*’ [Once a week people would buy it hundred by hundred ringgit at a time]. According to this utterance, SF6 tries to inform CM6 that the *keropok*

is very popular and has a high value. This is because the *keropok* already has regular customers who would come every week to buy RM100 worth of goods at a time. The high evaluation given by SF6 is intended to change the perspective of CM6 and for CM6 to acknowledge the *keropok* that is already established in terms of quality. By using this way SF6 hopes CM6 would accept that the price offered fits the quality of the product. On her thoughts, SF6 hopes by using the statement '*sekali seminggu orang ambik, seratus rial-seratus rial*' are the best way to object the requested price by CM6.

Utterance 58, 59 & 60 also shows SM3 uses implicature in his utterance in order to ensure his language style is polite and won't harm CF3's feeling. SM3 puts a high value on the product being sold in order to reply CF3's question '*Dua puluh lapan?*' [twenty-eight?] in Utterances 55. The utterance, '*Aaa...lukis tangan dia lambat sikit la.*' [Aaa...hand painting takes a longer time to do] does not show any hidden meaning. But in the buying-selling context, intrinsically SM3 is telling CF3 that the *batik* she wanted involves a complex, difficult and multi-level process to make. The complex process is equated to higher quality compared to normal *batik*. By using the indirect language, SM3 hopes that he is showing appropriate words than directly saying '*the price is fixed as this batik has a high quality*'. Therefore, based on the values of the fabric, CF3 has to oblige to the price at twenty-eight ringgit set by SM3. This means after processing the meaning of SM3's manipulated language, CF3 somehow will accept the fixed price and stop requesting the lower price.

4.3.11 Confirmation Strategy

In Confirmation Strategy, three utterances were transferred to implicature assumption and implicature conclusion level in section (A). Then at the next stage, in

section (B) intrinsic meaning will be revealed after completing the discussion of implicature exactness. This level will show the speakers express their politeness when negotiation. The utterances are extracts 143, 144 and 227.

A) Implicature Exactness

Utterance 143:

CM4: *Doh royatlah semula.*

[O, tell me again.]

IA: Request for the seller to repeat the price given is custom in selling-buying negotiation.

IC: The price fixed by the seller is high and needs to be negotiated over.

Utterance 144:

CM4: *Dua lima kak ork?*

[Twenty-five sis, isn't it?]

IA: Requesting for the seller to lower the price is the customer's right.

IC: Seller needs to decide whether to lower the price to RM25 or not.

Utterance 227:

CM5: *Besor doh oh ork?*

[It's too big, isn't it?]

IA: Big size shirt is not suitable for small size wearer.

IC: The suggested shirt is not the size requested by the customer.

B) Semantic and Pragmatic Analysis

Utterance 143 above shows that CM4 implicitly hopes that SF4 would lower the price of good requested by him. Although basically the request for SF4 to repeat the price is mentioned directly, CM4 intentionally uses Confirmation Strategy to show disapproval of the price given and hopes that SF4 would lower it. By uttering '*royatlah semula*' CM4 shows understanding of what SF4's desire. So, he invites SF4 to start negotiation and hopes SF4 to re-offer a more acceptable price. CF4 could say '*the price is expensive, I want you give another price*'. As it is very direct it could discomfit SF4 and the selling-buying interaction might turn conflict. For that reason '*royatlah semula*' is a polite term selected by CF4 in confirmation strategy in order to save SF4's face value.

While Utterance 144 clearly shows confirmation words such as '*ork*' used by CM4 to reject the SF4's opinion and replacing it with his own. CM4 actually does not agree with the SF4's price earlier, because it is perceived as more expensive, but he doesn't directly say '*No*' as it would sound quite impolite. So, in order look more polite, CM4 use the utterance '*dua lima kak ork*' to replace the SF4's price. Implicitly, CM4 has suggested the new price which is RM25 and hopes that SF4 confirms the request. The utterance sounds to be smooth and courteous than the directly statement as '*the price is high, I want you reduce it to twenty-five ringgit*', which absolutely sounds very rude.

Utterance 227 is found that CM5 wants to inform SF5 that the shirt suggested is not suitable because it's too big. CM5 could say '*I do not agree with your suggestion as the shirt is too big*'. As Malay, CM5 is prevented directly to SF5 as it sounds impolite

and could cause a conflict in the business interaction. Yet, CM5 does not inform to SF5 that he is refusing openly, but use *'besar doh oh ork'* to confirm that the shirt size is not suitable because the size is bigger. On CM5's mind, this is the right way that, he will not directly embarrass the seller.

4.3.12 Affirmation Strategy

In Affirmation Strategy Utterances 33 and 146 are used to be transferred to the implicature assumption and implicature conclusion. After finding the implicature exactness, the meaning will be easily found after the discussin at stage (B).

A) Implicature Exactness

Utterance 33:

SF2: *Kita memang bagi lima belas.*

[I definitely offer you fifteen ringgit.]

IA: The word *'memang'* [definitely] is a firm note in Bahasa Melayu.

IC: Customer should not ask the seller to lower the price anymore.

Utterance 146:

SF4: *Dua lapan je boleh beri.*

[I can only give twenty-eight ringgit.]

IA: The word *'je'* [only] is a derivative of *'sahaja'* and is a firm note in Bahasa Melayu. The seller strictly refuses the customer's wish.

IC: The customer should not request to lower the price.

B) Semantic and Pragmatic Analysis

Affirmation here means the firmness with which the seller validates and justifies the price. In Utterance 33, SF2's reply '*Kita memang bagi lima belas*' [I definitely offer you fifteen ringgit.] is the right utterance by SF2 to reply to CM2's wish when he asks to lower the price to RM13 per piece. SF2 is supposed to say '*tak boleh*' [no] to make it clear that the price is non-negotiable. However she cannot directly say '**No**' to CM2. This is because it is impolite or disrespectful to CM2 to respond this way in the Malay society. So, SF2 uses the word "*memang*" [definitely] to show that the price offered is pre-fixed and non-negotiable. CM2 who understands the implicature will co-operate to understand the implicit meaning meant by SF2 and will thus stop requesting for more discount on the price.

Similarly, in Utterance 146 the implicature to be discussed is '*je*' [merely] or '*sahaja*' [only] used to convey to CM4 that the price has been fixed by SF4 and it is non-negotiable. SF4 **should** answer '*dua puluh lapan*' [twenty-eight] to CM2's question. However, SF4 assumes that CF4 will ask for further discount for the product. In order to avoid that from happening, SF4 uses the implicature '*je*' [merely]. By replying with the word '*je*' SF4 hopes CM4 will then co-operate with her as CM4 has understood the hidden message that is the price is fixed and no more discount will be given or no request to reduce the price further would be entertained. The term '*je*' in the utterance '*Dua lapan je boleh beri*' [I can only give twenty-eight ringgit.] is a correct word selected by SF4 in order to tell CF4 that the price is fixed and non-negotiable. It is more polite than directly telling '*I don't want to negotiatiate any more*' as it presents disrespectful to CF4.

4.3.13 Matching Strategy

Mathing Strategy also presents two utterances to be transferred to the level of implicature assumption and implicature conclusion. Those are Utterances 142 and 175. Then the implicature exactness will be formed and will be discussed in stage (B) in order to find the expected meaning.

A) Implicature Exactness

Utterance 142:

SF4: *Kalau pakai dengan seluar lawa la nampak.*

[This would look lovely worn with pants]

IA: Pretty or lovely are usually associated with women's attributes.

IC: The blouse with side slits matches the long pants and will make the wearer look lovely.

Utterance 175:

SF4: *Orang tinggi, fesyen ni memang comel.*

[This fashion looks good on a tall person]

IA: Women with slim and tall figure will usually look good wearing any kind of fashion and clothes.

IC: The customer should buy the clothes promoted by the seller as they will make his wife look good.

B) Semantic and Pragmatic Analysis

In Matching Strategy the speaker uses words that show the elements of suitability and compatibility of dresses to the wearer. This strategy is found used only by the seller. The word *'pakai dengan seluar'* [worn with pants] in utterance 142 shows SF4 claims that the clothes being sold look lovely when matched with pants. In the Terengganu Malay society, the word *'comel'* is synonymous with attributes such as lovely, beautiful and ladylike. CM4 capitalizes on the assumption that all women want to look pretty, elegant, lovely and ladylike and would not hesitate to buy the blouse. As for SF4 *'Kalau pakai dengan seluar lawa la nampak'* [this would look lovely worn with pants] is an accurate indirectly statement used in order to encourage CM4 to buy the blouse for his wife. As Malay who emphasizes on courteousness SF4 won't directly say *'if you want your wife to look pretty, elegant and ladylike you should buy this blouse'* because Malay culture won't permit the people in its community use such impolite language as a weapon for a profit as it is considered an overstatement.

In Utterance 175, SF4 draws compatibility between the blouse and the wearer's height. SF4's utterance is a response to CF4's statement *'dia tinggi'* [She is tall]. The word *'dia'* [she] refers to the person who will be wearing the blouse. As soon as SF4 heard the word *'tinggi'* [tall], she immediately promotes the blouse as suitable for the tall person. The word *'tinggi'* [tall] here denotes the figure desired by most women. It also combines the meaning of *'comel'* [lovely] that can change CF4's mind. CF4 who is attracted to the style of matching will certainly buy the blouse instantly in order to appear elegant, pretty and slim. SF4 hopes by claiming *'orang tinggi, fesyen ni memang comel'* [This fashion looks good on a tall person] sounds more polite than

directly saying 'this blouse matches with your wife as she is tall, slim, elegant, pretty' which sounds quite exaggerated.

4.3.14 Praising Strategy

Utterances 111 and 232 were transferred to implicature assumption and implication conclusion in stage (A). After the implicature exactness was formed, it will be discussed deeply in part (B) in order to find the meaning.

A) Implicature Exactness

Utterance 111

SF4: *Fesyen baru ni, kain sedap pakai.*

[This is a new fashion; the fabric is comfortable to wear.]

IA: New fashion usually attracts buyers as it is trendier than the old fashion.

IC: Customer who is into being trendy and stylish should buy the latest clothes on offer.

Utterance 232:

SF5: *Tapi comel hok ni.*

[But this one is pretty.]

IA: Adorable is usually related to kids' clothings.

IC: Parents who want their children to look adorable will not hesitate to buy the clothes on promotion.

B) Semantic and Pragmatic Analysis

The meaning of Utterance 111 is SF4 is telling CF4 that the fabrics she is displaying are the latest fabrics and are comfortable to wear. However, it is actually an implicature and has an intrinsic meaning; *“This is the latest fashion for fabric. In fact, it is a nice fabric and comfortable to wear. So, you should buy it”*. But, as Malay, SF4 tries to avoid from saying it as it is considered impolite to be so direct. Thus, SF4 hopes after listening to the compliment any words such as *“fesyen baru”* and *“kain sedap pakai”*, CF4 will be attracted to purchase this fabric as it is the latest fashion and is comfortable to wear. In SF4’s mind, she believes that if CF4 is the kind of person who likes being trendy and stylish, she will consider buying the fabrics on offer. As for CF4, in order to be elegant, by wearing the quality fabric and being trendy, she must ignore the price and not put it as an obstacle or hindrance in buying this fabric. What she should do is to pay for the good and take it home.

Whilst, in Utterance 232, SF5 explicitly tells CM5 that the shirt she is holding is more adorable than the previous one. SF5 is trying to entice CM5 to buy the shirt. The hidden meaning of this utterance is *“This shirt is prettier than the previous one. Just buy it, as your children will look adorable wearing this shirt”*. But, SF5 never say this, as it is very direct and need to be isolated from Malay society. When SF5 knows that CM5 is looking for a few shirts for his children, she immediately uses the praising strategy with the word *‘comel’*. By saying *‘comel’*, she hopes that the word can trap CM5 with the positive physical feature for children such as adorable, attractive and pretty. Pertaining this matter, SF5 thinks, parents who give priority to their children’s appearances will not hesitate to pay a higher price for the shirts.

4.3.15 Concerned Strategy

There were two utterances transferred to the stage of implicature assumption and implicature conclusion at part (A). Both the utterances were processed to form the implicature exactness. The meaning will be found after a discussion in section (B).

A) Implicature Exactness

Utterance 337:

SF8: *Encik nok balik bila?*

[When are you going back, Sir?]

IA: 'Encik' is an honorific respect. Utterance 'when are you going back' is not a question.

IC: The seller is a kind-hearted as she is showing her concern to customer's welfare.

Utterance 340:

SF8: *Malam ni kena bubuh dalam peti aislah awak eh.*

[You have to put it inside the fridge tonight]

IA: 'You' is a pronoun used to refer to somebody who is close. The refrigerator is the most suitable place to keep the *keropok* fresh.

IC: The seller is very good and caring towards the customer by giving useful advice.

B) Semantic and Pragmatic Analysis

In Utterance 337, SF8 uses attentive and caring language in her utterance. In the Malay society, 'Encik' is a title given to someone as a sign of respect. Then, SF8

combines 2 questions; '*bila nak balik*' [when are you going back?] and '*hari ni ke esok?*' [today or tomorrow?]. Both utterances are not merely questions. They are also used to ask after the condition and welfare of the listener. By asking these questions, SF8 hopes that CM8 will feel appreciated and indirectly shows SF8 as considerate enough to still look out for the customer's welfare although profit is the core of the business. This polite strategy is a tool used by SF8 in order to create a center of attention CF8 to buy her *keropok*.

Similarly in utterance 340, "*Malam ni kena bubuh dalam peti aislah awak eh.*" [You have to put (keep) it inside the fridge tonight]. The information and suggestion given by SF8 to CM8 to keep the *keropok* in the refrigerator is generally well-known as it is the only place suitable to keep it fresh for a few days so it does not become rotten. As Malay and a good seller, SF8 thinks that she must show her concern and caring attitude to her customer. She hopes that by showing a kind attitude, it would woo CM8 to buy her *keropok* and come back to her stall the next time. CM8 will feel happy with SF8's attentiveness and care and would buy the *keropok* although it costs perhaps more compared to the other stalls.

4.4 Summary

In this chapter, the findings of the analysis based on the two objectives which were stated in Chapter 1 have been clearly presented and in detail. In analyzing the data, four theories were combined Jamaliah (2000), Nor Hashimah's (1994) selling buying-strategies, Asmah Hj Omar's (1992) the indirectness in Malay utterances and Grice's semantic and pragmatic theories (1977). The findings have answered two research questions. Ten strategies were identified similar to those detected by Nor Hashimah

(1994), and 5 more new findings have been detected among the sellers and customers at Pasar Payang Kuala Terengganu. In this chapter also, the analysis verified that sellers and customers at Pasar Payang have used many strategies when they were interacting during the selling-buying process using implicature and indirectness language as the main speech features in expressing their politeness in buying-selling process.

In conclusion, this study has explored the linguistic feedbacks of the participants involved in spoken interaction. The participants' interaction shows exchange of information about basic communicative factors such as contact, perception, understanding and attitudinal reactions to the communicated reactions during the selling-buying transactions. Most of the utterances rewarded are with regards to context sensitivity, which is one of the most characteristic features of feedback expressions with the influence of Malay culture that has dictated the manner in which both the parties involved, communicate effectively.