

## CHAPTER 5

### CONCLUSION

In order to find out the language politeness used in the selling-buying interaction, Pasar Kedai Payang, Kuala Terengganu seems to be a suitable place of research. As its location becomes the popular and a well-known cultural-market, it always receives a lot of people who come for shopping and making many types of business activities and definitely business conversation has occurred. So, the data which clearly recorded are the spontaneous utterances during the transaction. According to the place and the way of recording it can be said that the collected data and the analyzing of the use of language among Terengganu Malay community has a high reliability to this study.

The community of Pasar Kedai Payang, Kuala Terengganu uses many strategies in order to obtain their aim during their transaction. As the interlocutors are Terengganu Malays who communicate with the same dialect, they have smoothly applied the implicature in their utterance. It is very important in ensuring that their conversation always looks harmony and polite. As conclusion, two main ideas which have connected to Pasar Kedai Payang's community will be closely discussed in this chapter. The first idea is the factors of using politeness language and the second one is Malays' attitudes and its relation to the language politeness.

### A) Factors of Using Politeness Language

The using of the politeness language among Pasar Kedai Payang community which applied the element of implicatures in pragmatics depends on the four main factors. The factors are sharing the same culture, sharing the same language, sharing the same religion and the language proficiency among speakers during selling- buying events. The statement can be understood by referring to Diagram 5.1.

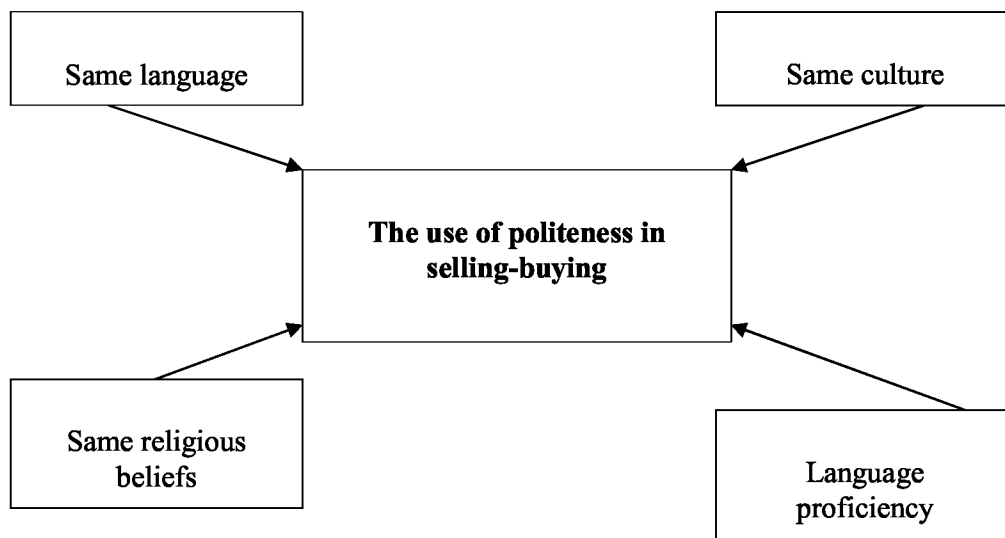


Diagram 5.1 : The Factors of Using Politeness in Selling-buying

As a culture that advocates courtesy, Malays always express emotions and their messages via the indirect way. From this study, the seller and the customer have applied the culture of non- offensive speech. To a certain extent, depending on the situation, the sellers are observed to reject the customer's request without causing any conflict, leading to a smooth selling- buying event. As the sellers and customers share the same culture, the implicatures used by sellers can be easily interpreted by the customers as well when they interact.

Sharing the same language is essential to guide the communication process. Based on the findings of this study, the usage of Terengganu dialect by both parties helps in ensuring that the interlocutors understand each other's interlocuter. The selection of appropriate words and utterance is very important in order to ensure the messages will be interpreted accurately. Through the same language, every message by the speakers can be encoded and decoded easily. When both parties are able to understand the utterances, problems in communication can be avoided. In this matter, the sellers and the customers are Terengganu dialect users. When using the same language, the usage of implicatures terms in the polite utterance in communication definitely will make the selling-buying process interesting and harmony.

Islam nurtures all the good values at all times including during interactions with each other. In this study, the sellers and the customers share the same religion and are supposed to practice good values especially in business. The sellers tried hard to select or choose the most appropriate words or sentences to avoid unintentional utterances. It shows that Islam emphasizes highly on this obligation especially in interaction. When running a business, Muslims are forbidden to cheat or behave impolitely as they believe that Allah would not give blessing to those who do not. As it is a part of Muslim's rules, sellers and customers in *Pasar Kedai Payang* are always polite and show good attitude when having a conversation in selling-buying events.

Language proficiency plays an important factor in social interaction (Asmah Hj Omar, 1986). It is also an important factor in ensuring the successful usage of implicatures in communication especially in business. Implicature emphasizes on correct expression of meaning in utterances. In selling-buying conversation, the hearer who is proficient in Malay language would be able to understand the meaning of the

speakers' utterances eventhough they are expressed indirectly. If they are non-proficient speakers, they would face many problems in understanding the implicature and indirectness used during negotiating, bargaining or interacting which definitely would spoil the harmony of the selling-buying process.

## **B) Language Politeness and Its Relation to Malays' Attitude**

The use of language politeness in the selling-buying transaction is a reflection of Malays' positive attitude which always been shown when they communicate in their society (Asmah, 1986). The positive criterias among Malays such as patient, tolerance and always respect each other. It can be seen among the seller and customer throughout the process of selling-buying. The seller always tries to be patient in attracting the customer to buy their goods. It shows how the sellers' patience in entertaining the customers during the bargaining process as sometime the customers do not agree with the price offered. The sellers use the implicature in manipulating their language in order to ensure their utterances would sound more polite and would not harm the customers.

Similarly the customers also present their patience in order to get their aimed goods at the lowest price. The customers patiently also use the polite language in order to woo the seller to lower the price. The polite language is expressed indirectly in the the strategies used during the selling-buying process. As for customers, the impatient approach exposed would cause the negotiation sealed with an empty-handed or perhaps they won't get the goods aimed at the expected price. On the other hand, the impatient sellers would make the customer refuse to buy the goods and it would give a negative impact to their business.

During the selling-buying negotiation a tolerance is very important to generate a 'win-win' situation. In certain situation, the customers request the seller to lower the price, but the price is fixed and non-negotiable. So, during conversation, the appropriate words needed by the seller in order to save customers' face. In this situation, by using politeness languages the sellers have tolerated to the customer with some offers, gift or suggest other goods with the lower price, in order to avoid falling customers' desires. Such of manner is not only can attract customers' feeling, but it will bear a situation where both parties finally will respect each other.

Based on the phenomenon language used among Malays at Pasar Kedai Payang, it can be concluded that Pasar Kedai Payang's community emphasize the politeness language in selling-buying interaction. For Malays, in conveying the desires, sending the messages or rejecting the suggestion using directly language could ruin the solidarity as it would drop listener's face or would create a conflict among them. So, they use the better way by expressing politeness language when interacting in the selling-buying events. In fact, they place implicature as an important elements supposed to be applied in their conversation. In view of the fact that Malays isolate the rudeness and impolite features in communication, language politeness is able to be remained among the community in Pasar Kedai Payang nowadays.