



E-ISSN: 2527-807X P-ISSN: 2527-8088

Leksema
JURNAL BAHASA DAN SAstra



Published by:
Faculty of Cultures and Languages IAIN Surakarta
Jl. Pandawa, Pucangan, Kartasura
Sukoharjo 57168, Jawa Tengah, Indonesia
🌐 <https://fab.iain-surakarta.ac.id>
✉ fab@iain-surakarta.ac.id

Home (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/index>)

/ Archives (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/issue/archive>)

/ Vol 6, No 1 (2021) (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/issue/view/183>)

Vol 6, No 1 (2021)

Articles

STUDENTS' DIGITAL LITERACY IN ONLINE READING CLASS: A CRITICAL REFLECTION ON ENGLISH LANGUAGE LEARNERS (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2939>)

Rini Estiyowati Ikaningrum, Sri Sarwanti

DOI : 10.22515/ljbs.v6i1.2939 (<https://dx.doi.org/10.22515/ljbs.v6i1.2939>) Abstract view : 125 times

PDF view : 59 times

PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2939/1189>) | 1-12

BANYUMAS PROPER NAMES: STRUCTURE AND CULTURAL REFLECTION

(<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2441>)

Gita Anggria Resticka, Erwita Nurdiyanto, Sri Nani Hari Yanti

DOI : 10.22515/ljbs.v6i1.2441 (<https://dx.doi.org/10.22515/ljbs.v6i1.2441>) Abstract view : 62 times

PDF view : 21 times

PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2441/1204>) | 13-22

HOT COFFEE FOR THE GUEST: GASTRO CRITICISM ON BUDI DARMA'S 'TAMU'

(<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2736>)

Dipa Nugraha

DOI : 10.22515/ljbs.v6i1.2736 (<https://dx.doi.org/10.22515/ljbs.v6i1.2736>) Abstract view : 89 times

PDF view : 45 times

PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2736/1205>) | 23-31

SYMBOLIC PATTERNS ON GEORGE FLOYD'S DEATH DEMONSTRATIONS: A LINGUISTIC LANDSCAPE STUDY (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2660>)

Bahy Chemy Ayatuddin Assri



DOI : 10.22515/ljbs.v6i1.2660 (<https://dx.doi.org/10.22515/ljbs.v6i1.2660>) Abstract view : 89 times

PDF view : 24 times

PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2660/1209>) | 33-46

SELLING-AND-BUYING TRANSACTION PATTERNS IN A TRADITIONAL MARKET: A GENERIC STRUCTURE POTENTIAL APPROACH (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/3466>)



Fahmi Reza Alfani, Sukarno Sukarno, Akhmad Haryono



DOI : 10.22515/ljbs.v6i1.3466 (<https://dx.doi.org/10.22515/ljbs.v6i1.3466>)  Abstract view : 43 times  PDF view : 37 times

 PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/3466/1253>) |  47-59

THE TRANSLATION OF FIXED EXPRESSION FROM FRENCH TO INDONESIAN IN 'MADAME BOVARY' NOVEL (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2760>)



Mubarok Dilma Fasa, Sajarwa Sajarwa



DOI : 10.22515/ljbs.v6i1.2760 (<https://dx.doi.org/10.22515/ljbs.v6i1.2760>)  Abstract view : 10 times  PDF view : 8 times

 PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/2760/1255>) |  61-76

CONDITIONAL SENTENCES IN JAPANESE AND ENGLISH: A CONTRASTIVE STUDY (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/3420>)

Diana Kartika, Irma Irma



DOI : 10.22515/ljbs.v6i1.3420 (<https://dx.doi.org/10.22515/ljbs.v6i1.3420>)  Abstract view : 3 times  PDF view : 1 times



 PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/3420/1289>) |  77-89

IMPROVING CRITICAL READING ABILITY, LEARNING AUTONOMY, AND LEARNING PARTICIPATION THROUGH KAHOOT! APPLICATION

(<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/3477>)

Yusti Arini, Ika Sulistyarini

DOI : 10.22515/ljbs.v6i1.3477 (<https://dx.doi.org/10.22515/ljbs.v6i1.3477>)  Abstract view : 3 times  PDF view : 3 times

 PDF (<https://ejournal.iainsurakarta.ac.id/index.php/leksema/article/view/3477/1290>) |  91-100

[Focus & Scope \(/index.php/leksema/about/editorialPolicies#focusAndScope\)](/index.php/leksema/about/editorialPolicies#focusAndScope)

[Author Guidelines \(/index.php/leksema/about/submissions#authorGuidelines\)](/index.php/leksema/about/submissions#authorGuidelines)

[Publication Ethics \(/index.php/leksema//pages/view/pes\)](/index.php/leksema//pages/view/pes)

[Online Submissions \(/index.php/leksema/about/submissions#onlineSubmissions\)](/index.php/leksema/about/submissions#onlineSubmissions)

[Editorial Team \(/index.php/leksema/about/editorialTeam\)](/index.php/leksema/about/editorialTeam)

[Peer Reviewers \(/index.php/leksema/about/displayMembership/124\)](/index.php/leksema/about/displayMembership/124)

[Indexing Sites \(/index.php/leksema/pages/view/indexing\)](/index.php/leksema/pages/view/indexing)

[Citations \(https://scholar.google.co.id/citations?user=ZZvaGFwAAAAJ&hl=id&authuser=1\)](https://scholar.google.co.id/citations?user=ZZvaGFwAAAAJ&hl=id&authuser=1)

[Contacts \(/index.php/leksema/about/contact\)](/index.php/leksema/about/contact)

ACCREDITATION

https://drive.google.com/drive/u/6/folders/1XLCdMU5utGqjQyl_k3v1i14QO41tZmG_



https://drive.google.com/drive/u/6/folders/1XLCdMU5utGqjQyl_k3v1i14QO41tZmG_

PARTNERSHIPS



<https://drive.google.com/file/d/1pe4kbOjKrMWfvp4pT3eNVYtwXnPBv3HW/view?usp=sharing>



https://drive.google.com/file/d/1cUngmwAcnhnHtYWgIVo_xMrjZ4C-TnLo/view?usp=sharing

ARTICLE TEMPLATE



<https://docs.google.com/document/d/12HGIU343NPHxV90GOyFUF0DuKhQwkVF4NFH3fdc6xzU/export?format=docx>

JOURNAL TOOLS



MENDELEY

(<https://www.mendeley.com/download-desktop/>)



(<https://www.grammarly.com>)



(<http://turnitin.com>)

VISITORS

Visitors

	20,920		1,523
	19,095		1,366
	14,003		1,200
	6,386		1,054

	757
	661
	521
	485

See more [▶](#)

	453
	447
	421

(<http://info.flagcounter.com/m24s>)

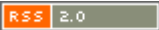


30.947 View My Stats (<https://statcounter.com/p11009781/?guest=1>)

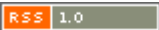
CURRENT ISSUE



(<https://ejournal.iainsurakarta.ac.id/index.php/leksema/gateway/plugin/WebFeedGatewayPlugin/atom>)



(<https://ejournal.iainsurakarta.ac.id/index.php/leksema/gateway/plugin/WebFeedGatewayPlugin/rss2>)



(<https://ejournal.iainsurakarta.ac.id/index.php/leksema/gateway/plugin/WebFeedGatewayPlugin/rss>)

USER

Username

Password

Remember me



[Login](#)

NOTIFICATIONS

- ▶ [View \(https://ejournal.iainsurakarta.ac.id/index.php/leksema/notification\)](https://ejournal.iainsurakarta.ac.id/index.php/leksema/notification)
- ▶ [Subscribe \(https://ejournal.iainsurakarta.ac.id/index.php/leksema/notification/subscribeMailList\)](https://ejournal.iainsurakarta.ac.id/index.php/leksema/notification/subscribeMailList)

Policies

Focus and Scope

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/editorialPolicies#focusAndScope>

Section Policies

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/editorialPolicies#sectionPolicies>

Peer Review Process

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/editorialPolicies#peerReviewProcess>

Publication Frequency

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/editorialPolicies#publicationFrequency>

Open Access Policy

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/editorialPolicies#openAccessPolicy>

Submissions

Online Submissions

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/submissions#onlineSubmissions>

Author Guidelines

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/submissions#authorGuidelines>

Copyright Notice

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/submissions#copyrightNotice>

Privacy Statement

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/submissions#privacyStatement>

Other

[Journal Sponsorship \(https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/journalSponsorship\)](https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/journalSponsorship)

[Journal History \(https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/history\)](https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/history)

[Site Map \(https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/siteMap\)](https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/siteMap)

[About this Publishing System](https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/aboutThisPublishingSystem)

<https://ejournal.iainsurakarta.ac.id/index.php/leksema/about/aboutThisPublishingSystem>

External Links

DOAJ (<http://doaj.org/>)

Garuda Ristekdikti (<http://garuda.ristekdikti.go.id/>)

SINTA Ristekdikti (<http://sinta.ristekdikti.go.id/>)

MORAREF (<http://moraref.kemenag.go.id/>)

Omah Jurnal IAIN Surakarta (<https://ejournal.iainsurakarta.ac.id/>)

LEKSEMA: Jurnal Bahasa dan Sastra

E-ISSN: 2527-807X (<http://u.lipi.go.id/1464737251>) P-ISSN: 2527-8088 (<http://u.lipi.go.id/1464737848>)

Email: jurnal.leksema@iain-surakarta.ac.id (<mailto:jurnal.leksema@iain-surakarta.ac.id>)

Published by:

Faculty of Cultures and Languages (<https://fab.iain-surakarta.ac.id/>) IAIN Surakarta (<https://iain-surakarta.ac.id/>)

Jl. Pandawa, Pucangan, Kartasura

Sukoharjo 57168, Jawa Tengah

Indonesia

This online journal system and its contents are licensed under



(<https://creativecommons.org/licenses/by-nc/4.0/>)

Creative Commons Attribution-NonCommercial 4.0 International License

(<https://creativecommons.org/licenses/by-nc/4.0/>)

Get a feed by atom here (</index.php/leksema/gateway/plugin/WebFeedGatewayPlugin/atom>), RRS2 here

(</index.php/leksema/gateway/plugin/WebFeedGatewayPlugin/rss2>) and OAI Links here

(/index.php/leksema/oai?verb=ListRecords&metadataPrefix=oai_dc)

Selling-and-Buying Transaction Patterns in a Traditional Market: A Generic Structure Potential Approach

DOI: 10.22515/ljbs.v6i1.3466



FAHMI REZA ALFANI

rezaalfanifahmi@gmail.com

SUKARNO

sukarno.sastra@unej.ac.id

AKHMAD HARYONO

aharyono.sastra@unej.ac.id

Linguistic Graduate Study Program, Universitas Jember
Jember, Indonesia

submitted: 7/3/2021 revised: 19/4/2021 accepted: 8/5/2021 published: 27/6/2021 pages: 47-59

ABSTRACT

This research aimed to investigate the patterns of selling-and-buying transactions in a traditional market. The data sources of this research were the the sellers and the buyers in beef, chicken, fruit, grocery, and vegetable shops of Pasar Waru, a traditional market, in Sidoarjo, Indonesia. The data were in the form of transactional conversations between the sellers and the buyers. Qualitative method was applied in this research by using the formula of generic structure potential theory proposed by Halliday & Hasan (1985) to describe the patterns of buying-and-selling transaction in the market. The result shows that generic structure elements in some shops at Pasar Waru comprises: greeting (G), sale initiation (SI), sale enquiry (SE), sale request (SR), sale compliance (SC), sale (S), purchase (P), purchase closure (PC), and finish (F). The grocery, beef, and chicken shop had a similar structure of G^ASR^ASC^AS^AP^PC, whereas the fruit shop showed its actual structure G^AS^I^A^SE^ASR^ASC^AS^AP^PC. Meanwhile, the vegetable shop had G^AS^I^ASR^ASC^AS^AP^PC structure. As a whole, the five shops produced generic potential structure [(G).^] [(SR^SC)^AS^] P^APC.

Keywords: communication, selling-and-buying transaction, generic structure potential

INTRODUCTION

In everyday life, humans cannot be separated from communication activities. It means that communication is one of elementary aspect of the relationships between human beings. From the perspective of communication, language is an instrument for expressing every thing humans want to convey. Language as a tool of communication between the members of society is manifested in the form of symbols of sounds produced by human's speech organs (Keraf 2004, 1). According to Chaer & Agustina (2010, 14), one function of language is as the tool for making communications or interactions. In other words, it is an instrument for conveying thoughts, ideas, concepts, and even feelings. From the statements above, it can be concluded that language is one kind of instruments or media that plays an important role for human survival.

Communication activities can take place in different social institutions, such as classrooms, workplaces, as well as traditional markets which is the place of social interactions between the sellers and the buyers. Traditional markets employ old system of transaction in which the seller and the buyer meet each other to exchange opinions on goods or services through a bargaining process. It is different from what happens in modern markets where sellers and buyers meet for the purpose of selling or buying goods or services only. It is because all the prices have already been tagged which makes bargaining activities are impossible. Thus, different from that of the traditional, there is no exchange of opinions between the sellers and the buyers in modern markets.

This research focused on studying the process of selling-and-buying transactions that occurred in a traditional market. In the transactional

process, the market functioned as the setting of the speech events. In more details, it is the place for the sellers and the buyers to meet each other and make transactions of either goods or services. In traditional markets, there are a lot of shops owned by certain individuals or groups to conduct selling-and-buying activities. Each shop tended to have its own transaction pattern of selling-and-buying activities and it is very interesting to study.

Text structure can be used to find out the buying-and-selling transaction pattern in a shop. According to Halliday & Hasan (1985, 59), a text structure pattern consists of obligatory elements, optional elements, obligatory sequences, optional sequences, and repetitive elements. The obligatory elements comprise a sale request (SR), sale compliance (SC), sale (S), purchase (P), and purchase closure (PC).

Ansary & Babaii (2005) states that the obligatory elements in the text of buying-and-selling transaction in a shop are the utterances that must be present within the text since they take a part in determining the genre of the text. A successful selling-and-buying transaction needs these obligatory elements. Meanwhile, optional elements are the utterances whose existence are not obligatory or sometimes not available in a transaction. Optional elements consist of greeting (G), sale initiation (SI), sale enquiry (SE), and finish (F).

On the other hand, obligatory sequence is a sequence whose element order cannot be exchanged or reversed. The elements in a sequence can be either obligatory or optional. An example of a obligatory sequence is the opening and closing greeting at the beginning and the end of a selling-and-buying transaction. Meanwhile, optional sequence is a sequence whose element order can be exchanged or reversed. These elements can be either obligatory or optional. The optional sequence is marked by a curving backward arrow such as a sale enquiry of optional elements which can appear anywhere as long as it does not precede the opening greeting and the sale initiation as well as does not follow sale, purchase, purchase closure, or finish.

The repetitive element is an element, either obligatory or optional, which appears more than once in a selling-and-buying transaction. For example, when there are two requests for goods from the buyer, the seller has to serve the buyer twice in turn. It is purposed to satisfy the buyer as well as to gain more profits from the repeating request.

According to Halliday and Hasan (1985, 64), as a unit, all those elements above build the structure of each selling-and-buying transaction or what is called the specific or actual structure. Then, the combination of all these actual structures configures the general pattern of selling-and-buying transaction structure named generic structure potential with the following formula:

$$[(G).(SI)^{\wedge}] [(SE)\{SR^{\wedge}SC^{\wedge}S^{\wedge}\} P^{\wedge}PC] (^{\wedge}F)$$

The letters and the terms they symbolize are as follows:

G	: greeting	SR	: sale request	P	: purchase
SI	: sale initiation	SC	: sale compliance	PC	: purchase closure
SE	: sale inquiry	S	: sale	F	: finish

The round brackets () in the generic structure formula indicate the optional element whose utterance may or may not occur. Therefore, G, SI, SE, and F are optional elements whereas SR, SC, S, P, and PC are obligatory elements. The

point between the elements (.) means optionally more than one in a sequence. Curving backward arrow ↶ indicates reiteration or repetition while the brackets with curving backward arrow or curly brackets { } indicates that the interaction of the elements within the square brackets [] is at the same level. It means that if sale request (SR) occurs twice, the sale compliance (SC) must happens twice as well. The caret ^ indicates the element order (Ansary & Babaii 2005, 276). Obligatory and optional elements are considered as fundamental elements in selling-and-buying transactions, while the existence of other elements depends on the positions and situations of both elements.

There have been a lot of studies applying generic structure potential approach. One of them was the research conducted by Hayati (2018). It was a generic structure analysis on the art of selling through writing on the video advertisements of online stores. This research found five general structure elements of online store advertisement videos, namely: opening, background, description service, persuasion, and closing. Each of these elements was used and distributed in various ways in order to successfully conveying the messages intended by the video advertisements. Aside from that, the art of selling through writing which was frequently used in the video advertisements was a persuasion to take an action.

The other research was conducted by Zhiying & Kyaw (2019) who tried to find the generic structure potential of newspaper textson *The Myanmar Times*. From the research, there were found four obligatory and two optional elements present in the texts. The former comprised heading (H), and contributing the writer's opinion (O) whereas the latter was made up of picture (P), caption (C), addressing the issue (AI), background information (BI), and discussing the issue raised (D). The sequence of the elements in the newspaper was $H^{\wedge}(P)^{\wedge}\{(BI)^*(AI)^*(D)\}^{\wedge}O$.

Next, Putranto et al. (2018) has studied the generic structure potential of *Rolling Stone* magazine cover. The results of their analysis indicated that generic structure potential of the cover was made up of two components, visual and verbal. The visual components consisted of lead, LoA, LoA complements, display, and emblem whereas the verbal components comprised announcement, enhancer, tag (missing), as well as call-and-visit information.

On the other hand, there was also previous research with markets as the setting of places as what was conducted by Wahyuni (2016). She compared the politeness strategies taken by the sellers and the buyers in traditional and modern markets. The result of this research showed that the process of interaction and communication between the buyers and seller involved several aspects, including to whom, where, about what, and in what situation the conversation was carried out. In general, the sellers used Javanese language to talk to the buyers in traditional markets as their politeness strategy. Therefore, the greetings they addressed to the buyers were commonly in Javanese. It showed that the sellers in traditional markets still adhered to Javanese culture. On the oter hand, in the modern markets, the sellers tended to use Indonesian language in communication with the buyers as their politeness strategy. It was merely caused by the position of Indonesian as the national language of their country.

Another study on a traditional market was conducted by Astuti (2014) who investigated the cooperative principles in selling-and-buying transaction at

PerumnasTlogosari traditional market. The findings of this research showed that the interactions between the sellers and buyers in the traditional market were both complying with and violating the cooperative principles of speech acts. Compliances with the cooperative principles aimed to convey messages clearly, and correctly, as well as to avoid misunderstandings. Meanwhile, violations against the cooperative principles commonly occurred in the utterances for promoting the qualities of the products, asking for information, making intimate relationships, and giving compliments.

On another occasion, Nurmiah (2014) studied the conversational implicature of selling-and-buying transactions in a traditional market of Palu. The result of this research indicated that the buyers and sellers often used implicature while doing transactions. The implicature could be in the forms of imperative, declarative, or interrogative sentences.

All the previous studies above discussed the language aspects used by sellers and buyers in doing transactions in traditional or modern markets. However, none of the studies specifically focused the patterns of transactions between the sellers and buyers in a traditional market. Therefore, this research aimed to figure out the patterns of selling-and-buying transactions by using generic structure potential approach.

RESEARCH METHOD

This research employed descriptive-qualitative method by conveying the result of analysis related to the language phenomenon being studied. According to Ary et al. (2013) qualitative research describes data in the form of utterances or pictures rather than numbers or statistics. In addition, Bodgan & Taylor (in Moleong 2014) states that qualitative approach is a research procedure that produces descriptive data in the form of written or spoken utterances from people and observable behavior. In line with the definitions, this research presented the data in the form of words or utterances.

The data were taken from Pasar Waru, a traditional market located in Waru District of Sidoarjo Regency. The objects of this study were the buyers and sellers who made transactions in the market. The data were the utterance in the selling-and-buying transactions which were spoken in Javanese. It is because nearly all the objects studied were Javanese native speakers. The techniques of collecting the data employed in this research were listening, involving, speaking, and note-taking as formulated by Sudaryanto (2015). Therefore, the researcher directly involved in the selling-and-buying transaction activities occurring in the market. The spoken data were then recorded and transcribed into written form in accordance with Haryono (2015) opinion on data collection procedure.

After gaining the data in the form of field notes, such as the variation of language patterns of selling-and-buying transactions from different shops as well as the characteristics of the language patterns used, the researcher selected the data conforming to the research problem, i.e: language pattern. Next, the notes were resumed and arranged systematically based on the shops being studied that comprised beef, chicken meat, fruit, vegetable, and grocery shops. It was purposed to give clarity of descriptions as well as easiness of data tracking as necessary.

The data compilation was then classified based on the specific pattern configured in each of the shops. The data of speech events were subsequently sorted based on the aspects that constructed the transaction patterns, namely obligatory, optional, and repetitive element as well as obligatory and optional

sequence. After the specific pattern of selling-and-buying transaction of each shop was completely found, the generic structure potential of selling-and-buying transaction pattern performed by the sellers and buyers in the market can finally be identified.

SELLING-AND-BUYING TRANSACTION PATTERNS In a Beef Shop

The following is one of the conversational data from a beef shop. In the conversation, the obligatory, optional, sequential as well as repetitive elements are identified. After all these elements were found, the transaction pattern can then be formulated.

Table 1: Obligatory Elements of a Selling-and-Buying Transaction in a Beef Shop

Element	Utterance
Sale request	B: <i>Niki</i> . (This) [giving shopping notes to seller]
Sale compliance	S: <i>Oke</i> . (OK) [seller prepares the order from the buyer]
Sale	S: <i>Amit</i> . (Excuse me) [giving the buyer's order and the billing]
Purchase	B: <i>Niki</i> . (This) [handing over the money] S: <i>Niki susuke. Sepuluh ewu</i> . (Here's the change. ten thousand).
Purchase closure	S: <i>Suwun</i> . (Thank you) B: <i>Sami-sami, Dhe</i> . (You're welcome, Uncle)

Note: S - seller; B - buyer

Table 1 shows the utterances of obligatory elements in selling-and-buying transaction in a beef shop. Those five elements appear in the transaction because they are required to manage a selling-and-buying transaction. From the table, it is also indicated that the sale request is not always in the form of an utterance whose meaning is explicitly demanding goods or services. The function of demanding, however, can be taken by a shopping note listing the buyer's needs. The use of this note is purposed to simplify or shorten the process of verbal transaction, especially when the buyer is going to purchase a lot of goods.

The sale compliance in the utterance is constituted by the word *oke*. It is the seller's response toward the buyer's order of the goods she needs. Soon afterwards, the seller prepares to fulfill the order. *Oke* in this case is a code switching to English indicating that the speaker agrees with what his speaking partner intends.

Meanwhile, the act of sale in the transaction is demonstrated by the utterance *Amit* (excuse me). The context behind this expression is that the seller is handing over the goods ordered and giving back the shopping note along with the bills to the buyer. In Javanese tradition, the word *Amit* is commonly expressed when one is walking on and passing by in front of another person. However, in selling-and-buying transactions, especially of traditional markets, it is usually used when the seller is handing over goods to

the buyer. On the other hand, purchase act is indicated by the utterance *Niki* (this) and *Niki susuke. Sepuluh ewu* (Here's the change. Ten thousand).

Finally, the selling-and-buying transaction in the beef shop is closed by the utterance *Suwun* (thank you) and *Sami-sami, Dhe* (You're welcome, Uncle).

Table 2 shows the example of optional elements emerged in the selling-and-buying transaction in the same shop. However, the optional element that is present here is only greeting.

Table 2: Optional Elements of a Selling-and-Buying Transaction in a Beef Shop

Element	Utterance
Greeting	B: <i>Dhe.Pakdhe</i> . (Uncle)
Sale initiation	-
Sale enquiry	-
Finish	-

The greeting in the selling-and-buying transaction can be seen in the utterance *Dhe. Pakdhe* (Uncle) which was spoken by the buyer to the seller. In Javanese, *Pakdhe* is a call to the elder brother of our parents and nearly similar to 'uncle' in English. However, in the conversation, it does not mean that the one who was called 'uncle' was the actual uncle of the buyer because *Pakdhe* is also commonly used to greet an elderly man with no family relation. This greeting also indicates an intimate relation between the caller and the addressee. Thus, in the context of a selling-and-buying activity, this greeting is deliberately used by the buyer for building or maintaining a close relationship with the seller along with an additional purpose of gaining a fair or cheaper price from the seller.

After the obligatory and optional elements were completely identified, it would be easier to recognize the other elements in the transaction, such as obligatory sequence which is initiated by greeting. As the first element in the transaction, it is then followed by sale request, sale compliance, sale, purchase and ended by purchase closure. Optional sequence and repetition were not found in the selling-and-buying transaction in the beef shop. Therefore, the specific pattern or structure of selling-and-buying transactions in the beef shop can be formulated as follows:

G[^]S[^]R[^]S[^]C[^]S[^]P[^]PC

(The caret [[^]] indicates the obligatory and optional elements).

In a Chicken Meat Shop

The followings are the data of a selling-and-buying transaction in a chicken meat shop. From the conversation, it can be found the obligatory, optional, sequential, and repetitive elements.

Table 2 provided the example of utterances representing the obligatory elements of a selling-and-buying transaction in a chicken meat shop. The five obligatory elements are required for conducting a successful transactions. Sale request appears in the utterance *Rempela atine, Pak. Sedasa* (The chicken's gizzards, Sir. Ten, please). The uniqueness of this transaction is that the buyer definitely states the price of the goods she is ordering. It can be assumed that the butcher provides a flexible service for chicken meat order. Such a service is believed to be able to give more comforts to the buyers since they could estimate their shopping budget.

Table 3: Obligatory Elements of a Selling-and -Buying Transaction in a Chicken Meat Shop

Elements	Utterance
Sale request	B: <i>Rempela atine,Pak.Sedasa.</i> (The chicken's gizzards, Sir. Ten, please)
Sale compliance	S: <i>Nggih. Napa malih mbak?</i> (Alright. anything else, Miss?) B: <i>Pun,Pak.</i> (Enough, Sir)
Sale	S: <i>Amit.</i> (<i>Excuse me</i>) [handing over the ordered goods]
Purchase	B: <i>Sedasa, nggih?</i> (Ten, isn't it?) [handing over the money]
Purchase closure	S: <i>Suwun, Mbak.</i> (Thank you, Miss) B: <i>Sami-sami.</i> (You're welcome)

Meanwhile, sale compliance occurs when the seller responds to the buyer's order immediately by preparing the amount of the chicken meat equivalent to the price mentioned by the buyer. In addition, the seller also asks whether the buyer needs other things or not. By this question, it seems that the seller reminds the buyer of another thing she wants to buy. However, it can also be seen as a strategy to persuade the buyer to purchase another product he sells.

Next, the sale activity is marked by the utterance *Amit* (Excuse me) which is expressed when the seller is handing over the order to the buyer right before the buyer gives money for the payment in turn. The last element, purchase closure, occurs when the seller speaks *Suwun, Mbak.* (Thank you, Miss) which is then replied by the buyer with *Sami-sami.* (You're welcome). This pair of utterance is a standard expression for thanking in Javanese.

Table 4 shows the only optional element found in the selling-and-buying transaction in the chicken meat shop, that is greeting.

Table 4: Optional Element of a Selling-and-Buying Transaction In a Chicken Meat Shop

Element	Utterance
Greeting	S: <i>Wong Ayu. Ayame, Wong Ayu.</i> (Pretty girl. The chicken, please, Pretty girl.)
Sale initiation	-
Sale enquiry	-
Finish	-

The complete form of the greeting above is *Wong Ayu. Ayame, Wong Ayu* (Pretty girl. The chicken, please. Pretty girl). This utterance is spoken by the seller to draw the attention of passing-by buyers in case they would stop and purchase the goods he offers. As it is spoken loudly, the buyers will know that he is selling chicken meat.

As the obligatory and optional elements have been found, the obligatory sequence can then be identified. The first position was taken by the greeting which is then followed by sale request, sale compliance, sale, purchase, and

purchase closure orderly. Optional sequence and repetition were not found in the case of selling-and-buying transaction in the chicken meat shop. After all the existing elements in werefound, the specific pattern of selling-and-buying transactions in a chicken meat shop can be formulated as follows:

$$G^{\wedge}SR^{\wedge}SC^{\wedge}S^{\wedge}P^{\wedge}PC$$

In a Fruit Shop

The following was one of the selling-and-buying transaction data taken from a fruit shop. In the conversation, the presence of obligatory, optional, sequential, and repetitive elements can all be identified.

Table 5: Obligatory Elements of a Selling-and-Buying Transaction in a Fruit Shop

Element	Utterance
Sale request	B: <i>Jeruk kalih apel setunggal kiloan, Bu.</i> (One-kilos of oranges and apples, Ma'am)
Sale compliance	S: <i>Enggih. Sampeyan icipi, Wong Ayu. Lak legi</i> (Alright. You can taste it first, Pretty Girl. It must be sweet) B: [Taste the orange] <i>Enggih, Bu. Legi. Apele sampeyan pundhutna sing apik, Bu</i> (Yes, Ma'am. It's sweet. The apples, please, pick the goodones for me, Ma'am)
Sale	B: <i>Pinten bu?</i> (How much, Ma'am?)
Purchase	B: <i>Amit niki.</i> (Excuse me, this one) [hands over the money]
Purchase closure	S: <i>Suwun.</i> (Thank you) B: <i>Nggih.</i> (Alright)

Table 5 presents all the obligatory elements appear in a selling-and-buying transaction in a fruit shop. The transaction pattern here looks different from that of other shops. It occurs when the buyer is checking the taste of the fruit as recommended by the seller. This is a common service from all fruit sellers by which the buyers are allowed to taste the fruit first before they decide to purchase it. It is purposed to convince the buyers on the qualities of the fruit. Such kind of service cannot be not found in the other shops Therefore, fruit shops can be said as having special characteristics in providing services to their customers.

Table 6 shows the optional sequence of the selling-and-buying transaction in the fruit shop. The optional elements appear here including greeting, sale initiation, and sale enquiry.

The greeting of the selling-and-buying transaction in the fruit shop is nearly similar to that of other shops. Here, the seller calls the prospective buyers by greeting them. The greeting conveyed by the seller is aimed to draw the buyer attention to stop by the shop and purchase the fruits displayed. This greeting is usually spoken in a louder voice. Subsequently, the sale initiation in a fruit shop is constituted by the seller's question on the fruit needed by the buyer. Meanwhile, the sale enquiry is in the form of a question from the buyer about the fruit she is interested in. In this case, the buyer asks where the fruit came from and how much its price along with holding an orange and an

apple. This question comes from the buyer’s curiosity on both kinds of fruit. The seller then answers the question by telling the origin of the fruit.

Table 6: Optional Elements of a Sale Transaction in a Fruit Shop

Element	Utterance
Greeting	S: <i>Wong Ayu, kene lho.</i> (Pretty Girl. Come here)
Sale initiation	S: <i>Golek napa, Wong Ayu?</i> (What are you looking for, Pretty Girl?)
Sale enquiry	B: <i>Jeruk pundi niki, Ning? Apel malang ta iki?</i> (From where these oranges? Are these Malangese apples?) S: <i>Jeruk Banyuwangi, Wong Ayu. Malang asli iku.</i> (Banyuwangian oranges, Pretty Girl. Those areoriginally Malangese)
Finish	-

From the analysis, the obligatory sequence can be determined. It begins with greeting and then is followed by sale initiation, sale enquiry, sale request, sale compliance, sale, purchase, and purchase closure. Meanwhile, the optional sequence and repetition do not appear in the transaction. Thus the specific pattern of selling-and-buying transaction in a fruit store can be formulated as follow:

G^A^S^I^S^E^S^R^S^C^S^P^A^P^C

In a Vegetable Shop

Vegetable shop was one of the five shops investigated. Here, three selling-and-buying transactions occurred. From the conversation between seller and buyer, the obligatory, optional, sequential, and repetitive elements in the transaction were found.

Table 7: Obligatory Elements of a Selling-and-Buying Transaction In a Vegetable Shop

Element	Utterance
Sale request	B: <i>Tumbas lombok nem ewu, tomate kaleh ewu, kemangine setunggal ewu, timune setunggal ewu.</i> (I'd like to buy chillies six thousands, the tomatoes two thousands, the basil one thousand, and the cucumbers one thousand)
Sale compliance	S: <i>Nggih. Sekedap nggih.</i> (Alright.Wait a minute)
Sale	B: <i>Pinten, Ning?</i> (How much, Miss?) S: <i>Sedasa</i> (Ten)
Purchase	B: <i>Amiin. Niki Ning.</i> (Amen. Here it is, Miss)
Purchase closure	B: <i>Matur suwun lho, Ning.</i> (Thank you, Miss)

Table 7 shows all the obligatory elements appearing in a selling-and-buying transaction in a vegetable shop. In the transaction, the element that is different from that of other shops is the sale request. Here, the buyer is ordering goods by additionally mentioning the price of each. The sellers then provides the amount of goods ordered in accordance with the prices

mentioned by the buyer. The process of measuring the goods requires a special expertise of the seller and it must conform with the nominal stated by the buyer for the sake of customer satisfaction.

Meanwhile, *Table 8* contains the optional elements of a selling-and-buying transaction in the vegetable shop. The optional elements here are greeting and sale initiation.

Table 8: Optional Elements of a Sale Transaction at a Vegetable Shop

Element	Utterance
Greeting	B: <i>Ning</i> . (Miss)
Sale initiation	S: <i>Tambah ayu sampeyan, Mbak, lak gae kudung ngene iki</i> (You look more beautiful, Miss, when wearing a veil like this) B: <i>Masak, sih, Ning?</i> (Really, Miss?) S: <i>Kandhani, kok.</i> (I've told you)
Sale enquiry	-
Finish	-

Ning is a common greeting in Javanese. It is usually used to address the elderly and show intimacy to someone. Therefore, in the conversation, this greeting is used by the buyer in order to build or maintain a close relationship.

The other optional element in the table is the sale initiation which is specifically addressed to a previously known buyer. The utterance *Tambah ayu sampeyan, Mbak, lak gae kudung ngene iki* (You look more beautiful, Miss, when wearing a veil like this) implies that the seller gives a compliment towards buyer's new appearance to be compared with the previous one. It indicates that the seller has already known the buyer before the meeting. The utterance is also purposed for maintaining a harmonious and comfortable relationship with the customer as well as attracting her to return shopping there.

In conclusion, the obligatory sequence in the selling-and-buying transaction in the vegetable shop comprises greeting, sale initiation, sale request, sale compliance, sale, purchase, and purchase close whereas optional sequence and repetition cannot be found. Therefore, the specific pattern or structure of selling-and-buying transaction in a vegetable shop can be formulated as follow:

G[^]SI[^]SR[^]SC[^]S[^]P[^]PC

In a Grocery Shop

The following is one of the conversational data from a grocery shop. In the conversation below, the obligatory, optional, sequential, and repetitive elements can be identified.

Table 9 presents all the obligatory element of selling-and-buying-transaction in a grocery shop. The difference between the transaction in the grocery shop and that of others lies in the sale request for mixed goods. The utterance of *brambang bawang sedasa* (ten onions and garlcs) indicates that this shop accepts the request for mixed goods. Here, the buyer may order different goods for only a single price. This service cannot be not found in other shops. Meanwhile, the similarity between the transaction in the grocery

shop and the others can be seen in the mention of price by the buyer and the response of the seller to prepare the order confirmed. It can be said that the grocery shop has its own characteristics in terms of service.

Table 9: Obligatory Elements of a Selling-and-buying Transaction In a Grocery Shop

Element	Utterance
Sale request	B: <i>Ning, pala tiga, Ning, kecap Sedap setunggal, mpon-mpon kalih, brambang bawang sedasa</i> (Miss, three nutmegs, Miss, one <i>Sedap</i> soy sauce, two <i>empon-empons</i> , ten onions and garlics)
Sale compliance	S: <i>Nggih, napa maneh?</i> (Alright. Anything else?) B: <i>Pun. Niku mawon.</i> (That's all)
Sale	B: <i>Pinten ning?</i> (How much, Ning?) S: <i>Telu pitu.</i> (Three seven)
Purchase	B: <i>Niki, Ning.</i> (<i>Here is it, Miss</i>) [handing over the money]
Purchase closure	B: <i>Matur suwun, Ning.</i> (Thank you, Miss)

Table 10 shows the presence of optional element in the selling-and-buying transaction in the grocery shop. The only optional element visible here is greeting.

Table 10: Optional Elements of a Selling-and-Buying Transaction in a Grocery Shop

Elements	Utterance
Greeting	S: <i>Mbak.</i> (Miss)
Sale initiation	-
Sale enquiry	-
Finish	-

The greeting is shown in the utterance *Mbak* (Miss) spoken by the seller to buyer. in Javanese, *Mbak* means elder sister. However, it does not mean that the buyer is actually the older sister of the seller because the greeting is commonly also used to address any elderly woman for the sake of politeness. In a selling-and-buying context, this familiar greeting is used by the seller to build or maintain a close relationship with the buyers so that they would return to shop there.

In conclusion, the obligatory sequence in the selling-and-buying transaction in a grocery comprises greeting, sale request, sale compliance, sale, purchase, and purchase close. On the other hand, the optional sequence and repetition do not appear in the transaction. Therefore, the specific pattern of selling-and-buying transaction in the grocery shop can be formulated as follows:

G[^]SR[^]SC[^]S[^]P[^]PC

Common Pattern

From the analysis of the conversations between the sellers and the buyers in different shops above, the common pattern, or generic structure potential of selling-and-buying transactions at Pasar Waru can be formulated as follow:

[(G).^] [(SR^ C)^S^] P^PC

The generic pattern is the most often pattern that occurs in the selling-and-buying transactions at Pasar Waru. The results of this research indicates that in all the five shops investigated, the obligatory elements can be found within their selling-and-buying transactions. It is in line with Halliday & Hasan (1985)'s argument that the obligatory elements cannot be separated from any selling-and-buying transaction. The sellers and buyers at Pasar Waru often use optional elements such as greeting in at the beginning of their transaction activities. Thus, greeting plays an important role in a selling-and-buying transactions as what was stated by Astuti (2018). As an optional element, greeting does not have a particular purpose in the transaction but it is merely for building or maintaining a close relationship between the seller and the buyer. In certain shops, the kinds of optional elements in the transactions may differ since greeting is only used conditionally depending on the intention of the seller or the buyer.

CONCLUSION

This research applied the generic structure potential proposed by Halliday & Hasan (1985). This pattern was used to find out the selling-and-buying transaction pattern at Pasar Waru, a traditional market in Sidoarjo, Indonesia. There were five shops involved as the research locations for collecting the data, i.e.: beef, chicken eat, fruit, vegetable, and grocery shops.

The result showed that all the five shops had the same specific pattern, that was $G^SI^SC^S^P^PC$. The fruit shop had the specific pattern $G^SI^SE^SR^SC^S^P^PC$ whereas that of vegetable shop was $G^SI^SR^SC^S^P^PC$. The specific pattern means that the obligatory elements were always used in the selling-and-buying transactions at Pasar Waru since it was the condition for the transactions to be successful. The identified optional elements of the transactions were greeting (G), sale initiation of (SI), and sale enquiry (SE).

The five shop produced a common pattern called generic structure potential [(G).^] [(SR^ C)^S^] P^PC. The repetitive elements were not found in this research. Greeting, as an optional element, was always found in any selling-and-buying transactions. This element was frequently used since the shops were located in a traditional market which was not only a place for making selling-and-buying transactions but also for building a close relationship between the sellers and the buyers.

REFERENCES

- Ansary, Hasan & Esmat Babaii. 2005. "The Generic Integrity of Newspaper Editorials: A Systemic Functional Perspective". *RELC Journal* 36 (3): 271-295
- Ary, Donald, Lucy Cheser Jacobs, Christine Sorensen & Ashgar Razavieh. 2013. *Introduction to Research in Education*. 9th Edition. Wadsworth: Cengage Learning
- Astuti, Sri Puji. 2014. "Prinsip Kerjasama dalam Wacana Jual Beli di Pasar Tradisional Perumnas Tlogosari Semarang". *Jurnal Humanika*, 20 (2), 67-73
- Astuti, Sri Puji. 2018. "Tegur Sapa Penjual dan Pembeli di Pasar Tradisional Surya Kusuma Semarang". *Nusa*, 13 (1): 147-155
- Chaer, Abdul & Leony Agustina. 2010. *Sosiolinguistik Perkenalan Awal*. Jakarta: Rineka Cipta
- Halliday, MAK & Ruqaiya Hasan. 1985. *Language, Context And Text: Aspects of Language In A Social-Semiotic Perspective*. Victoria: Deakin University
- Haryono, Akhmad. 2015. *Etnografi Komunikasi: Konsep, Metode, dan Contoh Penelitian Pola Komunikasi*. Jember: UPT Penerbitan UNEJ

- Hayati, Cut Ansi Faradiba. 2018. "The Analysis of Generic Structures and Copy Elements in Online Shop Video Advertisements". *Passage*, 6 (3): 37-56
- Kyaw, Ae Mon & Xin Zhiying. 2019. "Exploring Generic Structure Potential of Selected Editorials in *The Myanmar Times*". *Language Literacy: Journal of Linguistics, Literature and Language Teaching* 13 (2): 139-149
- Keraf, Gorys. 2004. *Komposisi: Sebuah Pengantar Kemahiran Bahasa*. Flores: Nusa Indah
- Moleong, Lexy J. 2014. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya
- Nurmiah. 2014. "Implikatur Percakapan dalam Transaksi Jual Beli di Pasar Tradisional di Kota Palu". *Multilingual* 13 (2):196-207
- Putranto, Kristiawan Dwi, Sigit Ricahyono & Rosita Ambarwati. 2018. "Generic Structure Potential of *Rolling Stone Magazine* Cover February 9th, 2006 Edition: Critical Multimodal Discourse Analysis". *English Teaching Journal: A Journal of English Literature, Linguistics, and Education* 6 (1): 25-31
- Sudaryanto. 2015. *Metode dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Kebudayaan secara Linguistik*. Yogyakarta: Duta Wacana University Press
- Wahyuni, Latifah Dwi & Nisa Afifah. 2014. "Perbandingan Kesantunan di Pasar Tradisional dan Pasar Modern". *Prosiding Prasasti*: 78-83. Surakarta: Pascasarjana Universitas Negeri Sebelas Maret

ARTICLE CITATION IN *THE CHICAGO MANUAL OF STYLE 16*

In-text Citation

Alfani, Sukarno, and Haryono (2021, 52)
..... (Alfani, Sukarno, and Haryono 2021, 26)

Reference List Entry

Alfani, Sukarno, and Haryono. 2021. "Selling and Buying Transaction Patterns in a Traditional Market: A Generic Structure Potential Approach". *Leksema: Jurnal Bahasa dan Sastra* 6 (1): 47-59. <https://doi.org/10.22515/ljbs.v6i1.3466>.

Copyright © 2021 *Leksema: Jurnal Bahasa dan Sastra*

