DIRECTIVE SPEECH ACTIONS BUYING AND SELLING INTERACTIONS IN THE PANDHALUNGAN COMMUNITY: A PRAGMATIC STUDY

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Abstract

This research is a descriptive qualitative study using thematic analysis. The focus of this research is to analyze directive speech acts in the buying and selling interactions of the Pandhalungan community. This study employs a descriptive qualitative approach that includes thematic analysis of concepts in pragmatics, specifically focusing on Searle's theory of directive speech acts. The purpose of this study is to determine the directive speech acts that occur during buying and selling by the Pandhalungan community. This study uses a descriptive qualitative research type with thematic analysis. The research data source is the directive speech of the Pandhalungan community in the buying and selling process. Data collection techniques use documentation and free listening techniques. The main instrument in the study is the researcher, who needs supporting instruments such as a data collection guide and a data analysis guide. The data analysis technique used is the theory of Miles and Huberman. The results of this study contain 5 data that can be classified into directive speech acts, namely, 1 requesting sentence, 1 prohibiting sentence, 1 giving permission sentence, and 2 suggesting sentences. This study shows how language is used as a tool for social and cultural negotiation in the economic life of society. Based on this analysis, it can be used as a tool to help understand the complexity and depth of the analysis carried out on buying and selling interactions in the Pandalungan community.

Keywords: directive; pandhalungan; pragmatic; speech action

INTRODUCTION

Cultural diversity coexists within the Pandhalungan community, creating various forms of social dynamics. In daily life, people from different cultural backgrounds must adapt through diverse forms of communication. The Pandhalungan community interacts, communicates, and adjusts to the cultural identities that merge within this region. Suyono (Yolanda et al., 2024) explains that the Pandhalungan community is spread across the northern to the southern coastal areas of East Java. Most Pandhalungan people work in agriculture, plantations, informal trade, and as civil servants. The area known as Pandhalungan is also referred to as the "Horseshoe Region," consisting of Pasuruan, Probolinggo, Lumajang, Jember, Bondowoso, Situbondo, and Banyuwangi. Based on its geographical shape, the Pandhalungan region resembles a horseshoe that remains intact. The Pandhalungan community represents an acculturated society of Javanese and Madurese people. This acculturation originated from the migration of both ethnic groups into the Pandhalungan area. Hairul (2022) shows that although the Javanese and Madurese

migrated to a new region, their original cultural identities remained attached, forming a new culture that blends elements of both. These two ethnic groups share a similar primary occupation trade. This can be seen from the strong generational tendency of the Madurese to engage in commerce. They consider the island of Java a strategic place to support their economic activities. The Madurese migrated to the Horseshoe area via sea routes. Their decision to leave Madura was influenced by the island's dry and barren land, which hindered agricultural and plantation productivity. Madurese traders in Pandhalungan attracted the attention of the Dutch Colonial Government due to their reputation as hardworking, persistent, and meticulous individuals. Similarly, Javanese migrants mostly from Ponorogo and surrounding regions moved to the Horseshoe (Tapal Kuda) area via maritime routes for economic reasons.

The Pandhalungan community, as a result of Javanese–Madurese acculturation, settled in the Horseshoe region. The two ethnic groups interact daily using hybrid linguistic forms. Wibisono and Haryono (Hairul, M. 2022) state that the everyday language of the Pandhalungan community is predominantly Javanese mixed with Madurese, and vice versa. Phonologically, their speech tends to exhibit a strong Madurese accent compared to Javanese. Sari, et.al (2022) said that the Madurese people's tendency to migrate and travel has enabled the spread of the Madurese language across numerous regions, even to Malaysia, Singapore, and Saudi Arabia. This has contributed to the growing popularity of the Madurese language. Prasetyo (2021) explains that, in general, the Pandhalungan community is characterized by (1) openness to change and adaptability, (2) expressive and straightforward communication tendencies, and (3) strong familial ties.

One of the regions within Pandhalungan is Jember Regency. Originally, Jember functioned as a district under the authority of Bondowoso Regency. However, Jember later developed into the largest regency in the Besuki Residency. On October 21, 1859, George Birnie and his colleagues discovered that Jember had strong potential to become a self-governing regency. Initially, tobacco was the primary economic commodity in Jember. Later, Birnie and his team expanded agricultural development to include coffee, cacao, and rubber plantations. Their success attracted the Dutch Colonial Government, which proceeded to establish additional plantations in Jember. This rapid development of private plantations significantly transformed Jember's socioeconomic conditions, enabling it to separate from Bondowoso and establish itself as an independent regency. (Fauzia et al., 2019) state that during communication, speakers aim to convey certain functions or intentions explicitly or implicitly to their interlocutors. Members of the Pandhalungan community employ speech acts in their interactions. Setiawan (2022) explains that speech acts are segments of utterances produced within social interactions. Speech acts represent actions performed by speakers through spoken language within conversations. Furthermore, Sidiq & Manaf (2020) argue that the actual meaning of an utterance must be understood through the situational context in which it occurs. Ignoring context can lead to misinterpretation. Thus, every utterance must consider the positions of both speaker and hearer. Richard in Purba (2011) defines speech acts as a minimal unit in the context of speech situations, speech events, or speech actions. Similarly, Chaer and Agustine in Purba (2011) view speech acts as individual, psychological phenomena shaped by a speaker's linguistic competence within a particular situation. According to Searle in Saifudin (2019), speech acts can be categorized into assertive, directive, commissive, expressive, and declarative acts.

Oktapiantama et al. (2021) state that directive speech acts are utterances used by speakers to express intentions or desires that prompt the hearer to take specific actions.

These speech acts link language with behavior. Elmita in Marizal et al. (2021) adds that directive speech acts attempt to encourage the hearer to carry out what the speaker expresses. Directive speech acts may include (1) directive speech acts of commanding, aiming to issue an instruction that the hearer is expected to carry out; (2) directive speech acts of requesting, aiming to express a desire or expectation from the speaker toward the hearer; (3) directive speech acts of advising, aiming to provide suggestions or recommendations from the speaker to the hearer; (4) directive speech acts of challenging, aiming to present an argument that opposes the hearer's stance; (5) directive speech acts of inviting, aiming to express an invitation from the speaker to the hearer; and others. In essence, directive speech acts are utterances intended to cause the hearer to perform an action. Previous studies on directive speech acts in buying and selling interactions reveal both similarities and differences from the present research. For example, the study by Syarif & Alam (2023) titled "Analysis of Speech Acts Between Sellers and Buyers in Tala-Tala Traditional Market Based on Politeness Maxims (Pragmatic Study)" shares similarities in examining speech acts in a traditional market. However, their research focuses on politeness maxims and uses interviews as the main data collection technique. The novelty of the present study lies in its focus on the Pandhalungan community, which incorporates bilingual elements (Javanese–Madurese) into its linguistic practices. The Pandhalungan community engages in buying and selling interactions in various places, including in Jember Regency. These interactions contain events and speech acts between sellers and buyers. During transactions, the community uses multiple languages, such as Indonesian, Javanese, and Madurese. Even when using Indonesian or Javanese, a strong Madurese accent remains noticeable. These interactions are predominantly characterized by directive speech acts influenced by the bilingual and bicultural characteristics of the Pandhalungan community.

LITERATURE REVIEW
Pragmatics Concept
Yule (Nugrawiyati & Anggian, 2019) outlines four definitions of pragmatics, yaitu (1) the study of meaning intended by the speaker, (2) the study of meaning as interpreted within specific contexts, (3) the study of meaning communicated by speakers, and (4) the study of expressions related to social distance among participants in a given conversation. Nasarudin, et.al (2023) explain that pragmatics is a branch of linguistics that examines the relationship between language and the context in which it is used. Pragmatics also encompasses the relationship between linguistic structures and their practical application within particular contexts. Bala (2022) further states that pragmatics examines messages related to social and cultural meaning or macro-linguistic phenomena. In communication, logic and truth are essential; however, cooperation between the speaker and hearer is necessary to ensure shared understanding of the conversational context. In this sense, a pragmatic perspective does not view conversation merely as the use of language. Rather, pragmatics enables language to be used efficiently and effectively. Pragmatics serves as a principle that ensures the proper and harmonious use of language in communication. It draws upon various fields of study, examining language alongside the factors influencing its use. Thus, pragmatics can be understood as the study of utterance meaning based on context. Sagita & Setiawan (2020) emphasize that one major branch of pragmatics is speech act theory. Lutfiana & Kartika Sari (2021) also state that speech acts hold a significant role within pragmatic studies.

Speech Acts

Speech acts and communication events are interrelated phenomena. According to George Yule (Oktapiantama & Utomo, 2021), speech acts are actions performed through utterances. According to Akbar (2018), speech acts are part of pragmatics that involve interactions between speakers and listeners or writers and readers while acknowledging the contextual factors surrounding the utterance. The concept of speech acts originates from J. L. Austin's theory of language use and was later developed by Searle (Saifudin, 2019). Before this theory emerged, linguists viewed language mainly as a descriptive tool for reporting states of affairs, where every sentence was evaluated based on truth conditions. With speech act theory, using language is understood not merely as producing sentences but also as performing actions. Language use is inherently tied to influencing others' actions.

Speech acts function as tools for carrying out actions through language. In this context, utterances relate to a person's language that carries meaning. Menurut (Utomo et al., 2023) argues that speech act analysis focuses on the meaning conveyed through the action embedded in the utterance. The effectiveness of a speech act depends heavily on the context and social situation of the interlocutors. According to Dwi & Zulaeha in Hadiwijaya et al. (2021), speech acts depend on the social aspects of the hearer, meaning that every speech act must be grounded in linguistic politeness. Oleh karena itu, people do not speak without purpose (Suryawin dkk., 2022). Each utterance reflects the speaker's understanding of their intentions and the involvement of their interlocutor.

Directive Speech Acts

One type of speech act central to this study is directive speech acts. Directives are a form of communication in which the speaker attempts to convince the hearer to perform an action. According to Arani (Sagita & Setiawan, 2020), directives are utterances aimed at prompting the hearer to carry out specific actions. The main purpose of directives is to express the speaker's hope that the hearer will do something in response. In using this type of speech act, the speaker attempts to encourage a future action that aligns with what is expressed. Examples of directive speech acts include advice, commands, offers, and requests.According to Oktapiantama & Utomo (2021), directive speech acts include utterances intended to influence the actions of the hearer by conveying the speaker's intentions or desires. The core purpose of directive speech acts is to encourage the hearer to carry out the action mentioned in the utterance. According to Nanik (2018), directives are utterances produced by speakers with the explicit purpose of causing the hearer to perform the act referred to in the speech. Subtypes within directive speech acts include forcing, inviting, suggesting, commanding, signaling, challenging, and others.

RESEARCH METHODS

This study employs a descriptive qualitative research design with thematic analysis. The data source consists of direct utterances produced by members of the Pandhalungan community during buying and selling activities. The research was conducted at Tanjung Market in Jember and involved vegetable vendors and buyers. Data collection techniques included documentation and non-participatory observation, specifically the simak bebas libat cakap technique, in which the researcher watches the conversation between speaker and hearer without participating directly in the dialogue. Data analysis followed the framework proposed by Miles and Huberman. According to Miles and Huberman (Saleh, 2017), data analysis consists of three stages: (1) data

reduction, which involves summarizing the data and selecting relevant information; (2) data display, which includes presenting findings from the analysis while ensuring authenticity; and (3) conclusion drawing and verification, which involves formulating conclusions based on the analyzed data. To ensure data validity, triangulation was conducted through consultation with experts in the field of pragmatics. The primary research instrument in this study is the researcher. Supporting instruments include data collection guides, data analysis guides, and a smartphone.

DISCUSSION

The research identified five categories of directive speech acts in buying and selling interactions at Tanjung Market, Jember. The findings reveal the categories and contextual use of directive speech acts in transactional interactions, namely (1) requesting, (2) prohibiting, (3) asking for permission, and (4) suggesting.

In general, the contextual use of directive speech acts in vegetable-selling transactions at Tanjung Market is dominated by bargaining interactions between sellers and buyers. Sellers and buyers carry out these interactions orally, using the Pandhalungan language. Bargaining serves as a negotiation process aimed at reaching a mutually beneficial agreement between both parties. Within these exchanges, various directive contexts appear, such as refusing, requesting, prohibiting, inviting, granting permission, and suggesting.

Directive Speech Act: Requesting

Ibrahim, in F. D. N. Sari et al. (2022), states that the form of requesting reflects the speaker's desire or expectation so that the hearer responds by taking action. The following excerpt illustrates this type of directive speech act:

> **Data 1**
> Seller: Half, six thousand
> Buyer: "The *price should not be six thousand*."
> Seller: Yes, it's already five thousand.
> **Context:** This utterance falls under directive requests, produced by the buyer during the bargaining process. The buyer requests a lower price by indirectly refusing the seller's offer.

The dialogue occurs when a buyer attempts to purchase half a kilo of bean sprouts. The seller sets the price at six thousand rupiah, while the buyer requests a reduction. The buyer uses a prohibitive form to indirectly ask for a lower price. The seller responds by reducing the price to five thousand. This instance is a directive speech act of requesting through prohibition, marked by the use of (**"ojo"**) with a high intonation typical of the Madurese accent. The utterance functions to compel the seller to act according to the buyer's request, resulting in a one-thousand-rupiah reduction. This aligns with Prayitno in Nisa & A'Yuni (2025), who states that a directive requesting aims to obtain something from the hearer. The interaction between the seller and the buyer in the data uses both Indonesian and Javanese. The buyer speaks Javanese with a high intonation and a strong Madurese accent.

Directive Speech Act: Prohibiting

Prohibitive speech acts resemble commands intended to prevent the hearer from performing a certain action. Sofyan et al. (2022) note that prohibiting expresses the

speaker's intention that the hearer avoid an undesired action. Consider the following example:

> **Data 2**
> Buyer: One leaf
> Seller: Choose the young leaves, not the old ones, son. Choose the ones that are "full."
> **Context:** The utterance above is classified as a prohibitive directive speech act produced by the seller toward the buyer during the buying–selling interaction. The   utterance aims to prevent the buyer from selecting the older banana leaves and instead encourages the selection of younger leaves with a greater yield.

Data 2 occurs during the transactional interaction, in which the seller prohibits the buyer from taking the older banana leaves. The seller also recommends choosing leaves that contain more layers and are still young. Younger banana leaves offer a higher potential for usable layers commonly utilized by the community. Data 2 constitutes a prohibitive directive speech act. The utterance evidences this type of directive. Choose the young leaves, not the old ones, which prompts the hearer to act in accordance with the speaker's intention, namely, to select younger banana leaves that contain more usable layers. The utterance carries a prohibitive meaning because it includes the word 'jangan' ('do not'), which functions to prevent the hearer from performing an action that contradicts the speaker's intention. This aligns with Alfiansyah et al. (2021): a prohibitive directive speech act refers to an utterance that restricts or discourages the hearer from performing a particular action as intended by the speaker. The seller's speech features the Pandhalungan dialect with a slight Madurese tone.

Directive Speech Act: Asking for Permission

Astara et al. (2024) state that permission-giving speech acts are a type of utterance used to express approval or grant permission for the hearer to perform an action. In permission-giving speech acts, one party disagrees with an established condition and conveys their desired alternative to the interlocutor. Based on this, the interlocutor then grants permission or agrees with the expressed intention. The following is an example of a directive speech act related to requesting permission.

> **Data 3**
> Buyer: How much are these mustard greens, ma'am?
> Seller: Six thousand, son.
> Buyer: Oh, that's too much, ma'am.
> Seller: How much do you need, son?
> Buyer: Half, ma'am.
> Seller: Okay, three thousand.
> **Context:** The utterance above is categorized as a permission-giving directive speech act. The act of granting permission is performed by the seller toward the buyer, in which the buyer expresses their intention to purchase only half a bundle of mustard greens from the amount already prepared by the seller. Based on this request, the seller grants permission, allowing the buyer to buy only half of the prepared bundle.

Data 3 presents a conversation within a buying–selling interaction. The buyer expresses reluctance to purchase the vegetables priced at six thousand rupiah due to the large quantity offered. The seller then allows the buyer to specify their actual needs, and the buyer states that they require only half of the amount. In response, the seller grants permission for the buyer to purchase the vegetables according to their needs. Data 3 represents a permission-requesting directive speech act. According to Lutfi (2023), a permission-requesting speech act is an utterance produced by the speaker with the intent of seeking permission from the hearer. This feature is evidenced by the seller's utterance, '*Alright, three thousand.*' During the interaction, both the seller and the buyer use Indonesian. From a geographical perspective, as the interaction takes place in an area recognized as Pandhalungan, the seller can be categorized as part of the Pandhalungan community due to the use of Indonesian with a Madurese accent.

Directive Speech Act: Suggesting

Sari et al. (2023) state that a directive speech act of suggesting is a form of utterance that encourages the hearer to perform an action considered positive by the speaker for the benefit of both the speaker and the hearer. This type of directive inherently carries a purpose, one of which is to facilitate the hearer's arguments, actions, or other responses. The following is an example of a directive speech act of suggesting:

Data 4
Buyer: What kind of vegetable is this, ma'am?
 Seller: Winged beans, son.
Buyer: Oh, these are winged beans.
Seller: How many do you need, son?
Buyer: No, ma'am, I'm just asking. I don't want to buy them because I don't know   how to cook them.
 Seller: "Winged beans are delicious stir-fried, son, so try them.
Context: The utterance above is categorized as a directive speech act of suggesting. This is evident from the seller's act of offering advice to the buyer regarding suitable vegetable preparations for the type of vegetable being   inquired about.

Data 4 occurs within a buying–selling interaction. The buyer asks about the type of vegetable being pointed at, and the seller responds that it is kecipir (winged bean). Based on the seller's answer, the buyer confirms that they were merely asking about the vegetable's type. In response, the seller offers a suggestion, stating that kecipir is suitable for stir-frying. This is evidenced by the utterance*,* '*Winged bean is delicious when stir-fried, dear; you should try it.*'). Data 4 represents a directive speech act of suggesting. According to Searle and Vanderveken in Rohmah (2022), a directive act of suggesting is an utterance in which the speaker offers advice or an opinion with the aim of prompting the hearer to consider something. The interaction in this data employs language as a means of communication, with both the seller and the buyer using Indonesian as their agreed-upon medium. Geographically, the interaction takes place in the Pandhalungan region; therefore, the seller's speech naturally features a Madurese accent. This reflects the linguistic characteristics of the Pandhalungan community, who commonly retain Madurese intonation even when not using the Madurese language in conversation.

Data 5
Buyer: What kind of vegetable is this, ma'am?
Seller: Among vegetables, son.
Buyer: Oooo.
Seller: If they're among vegetables, they're delicious, son, just boiled, then eaten with salted fish and chili sauce.
Context: The utterance above is categorized as a directive speech act of suggesting. This is evidenced by the seller's act of offering recommendations to the buyer regarding appropriate ways to prepare the vegetable and suitable side dishes to accompany it.

Data 5 illustrates an interaction within a buying–selling context. Based on the data, the buyer asks about one of the vegetable types sold by the seller. The seller responds that the vegetable is arnong and, without being asked, suggests that it is best boiled and served with additional side dishes such as salted fish and chili paste. This is evidenced by the utterance, 'Arnong *is delicious when boiled, dear, and eaten with salted fish and chili paste.*'. The data above occurs within a buying–selling interaction and reflects a directive speech act. The directive in this interaction can be categorized as a suggestion-giving directive. According to Searle and Vanderveken in Rohmah (2022), a directive speech act of suggesting is an utterance in which the speaker offers advice or an opinion with the intention of prompting the hearer to consider something. This is evidenced by the utterance, **'***Arnong is delicious when boiled, dear, and eaten with salted fish and chili paste.*' During the interaction, the seller uses Indonesian to communicate with the buyer. Geographically, the interaction takes place in the Pandhalungan region, where Indonesian is commonly spoken with a Madurese accent. This aligns with the linguistic characteristics of the Pandhalungan community, who often use Indonesian infused with Madurese intonation.

CONCLUSION

This study concludes that various types of directive speech acts appear in seller–buyer interactions, including requesting, prohibiting, inviting, suggesting, and granting permission. None of the utterances produced by the sellers fall under the category of commands. Instead, sellers tend to use requests or suggestions when interacting with buyers. This approach reflects a more persuasive and friendly communication style to accommodate the diverse needs of customers. Buyers, on the other hand, also produce directive speech acts, particularly in the form of disagreement or refusal during price bargaining. The sellers' use of directive speech acts aims to create a pleasant and cooperative interaction, whereas buyers use directive forms as naturally expected in bargaining processes. These conversations are characterized by the use of the Madurese-accented Pandhalungan dialect, as many sellers and buyers belong to the Pandhalungan community. In their interactions, Pandhalungan sellers generally avoid setting excessively high prices so that buyers do not feel compelled to bargain too low, reflecting a cultural sense of mutual understanding in market transactions. This study employed the non-participatory observation method, in which the researcher only observed conversations and did not engage directly. Therefore, incorporating interviews with sellers could further enrich the data. Future researchers could expand the scope of analysis

by examining similar objects using interview techniques or applying different speech act theories.

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