

Multimodalitas dalam percakapan jual beli buah di Pasar Tradisional Wonogiri = Multimodality in fruit buying conversation at Wonogiri Traditional Market

Menik Lestari, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20520705&lokasi=lokal>

Abstrak

Pokok bahasan penelitian ini adalah multimodalitas dalam percakapan jual beli buah di pasar tradisional Wonogiri. Tujuan penelitian ini adalah menjelaskan multimodalitas yang digunakan penjual dan pembeli buah di pasar tradisional Wonogiri. Data yang digunakan dalam penelitian ini adalah tuturan (moda verbal) dan gestur (moda nonverbal) yang terdapat dalam 10 video percakapan transaksi jual beli buah di pasar tradisional Wonogiri. Data tersebut ditranskripsi dengan software ELAN dan diklasifikasikan berdasarkan konsep pasangan berdampingan (adjacency pair) dari teori Analisis Percakapan (Conversation Analysis). Selain itu, penelitian ini juga menggunakan teori tindak tutur dari Searle (1975) untuk moda verbalnya, sedangkan moda nonverbalnya dianalisis menggunakan teori gestur oleh Mandal (2014) dan Kendon (2004). Adapun kecenderungan tindak tutur yang ditemukan adalah tindak tutur direktif, yang memiliki beberapa variasi, (1) meminta informasi kuantitas buah dengan demonstrativa iki 'ini' dan interogativa piro 'berapa' disertai gestur memegang dan mengemas buah, (2) meminta informasi harga dengan kata interogativa pinten 'berapa' dan numeralia disertai gestur interaktif dan komplemen, (3) meminta jenis buah tertentu dengan penyebutan langsung disertai gestur deiktik dan interaktif, (4) meminta informasi ketersediaan buah dengan verba dhuwe 'punya' dan pasangan kata karek iki 'tinggal ini' disertai gestur interaktif dan deiktik, (5) menawar harga dengan penggunaan polar question negasi disertai gestur deiktik, dan (6) menawarkan jenis buah lain dengan pasangan kata opo neh 'apa lagi' disertai gestur mengemas buah. Sementara itu, kombinasi moda verbal dan nonverbal dalam tindak tutur representatif, yakni (1) memberi informasi kuantitas buah dengan numeralia dan kuantifikator sithik 'sedikit' disertai tindakan memilih-milih buah, (2) memberi informasi harga buah dengan penyebutan langsung numeralia disertai tindakan memilih dan mengemas buah (3) memberi informasi kualitas buah dengan memuji fisik dan rasa buah disertai gestur deiktik dan moda visual, dan (4) memberi informasi ketersediaan buah dengan menyebutkan kuantitas ketersediaan atau menyampaikan alasan ketidakterediaan buah. Kombinasi moda verbal dan nonverbal dilakukan secara sistematis oleh penjual dan pembeli untuk melancarkan proses jual beli buah di pasar tradisional Wonogiri.

.....The subject of this research is multimodality in the conversation of buying and selling fruit in the Wonogiri traditional market. The purpose of this study is to explain the multimodality used by sellers and buyers of fruit in the Wonogiri traditional market. The data used in this study are speech (verbal mode) and gesture (nonverbal mode) contained in 10 video conversations of fruit buying and selling transactions at the Wonogiri traditional market. The data was transcribed with ELAN software and classified based on the concept of adjacency pair from Conversation Analysis theory. In addition, this study also uses the speech act theory of Searle (1975) for the verbal mode, while the nonverbal mode is analyzed using the gesture theory by Mandal (2014) and Kendon (2004). The tendency of the speech acts found are directive speech acts, which have several variations, (1) asking for information on the quantity of fruit with the demonstrative iki 'this' and interrogative piro 'how much' accompanied by the gesture of holding and packing the fruit, (2) asking for price information with the word Pinten interrogative 'how much' and numeralia with interactive

and complementary gestures, (3) asking for certain types of fruit by direct mention accompanied by interactive and deductive gestures, (4) asking for information on fruit availability with the verb *dhuwe* 'have' and the word pair *karek iki* 'stay ini ' accompanied by interactive and deictic gestures, (5) bargaining the price by using a polar question negation accompanied by a deictic gesture, and (6) offering other types of fruit with the word *opo neh* 'what else' paired with the gesture of packing fruit. Meanwhile, the combination of verbal and nonverbal modes in representative speech acts, namely (1) providing information on the quantity of fruit with numeralia and a 'little' *sithik* quantifier accompanied by the act of choosing fruit, (2) providing information on the price of fruit by direct mention of numeralia accompanied by the act of choosing. and packaging of fruit (3) providing information on fruit quality by praising the physicality and taste of the fruit with deictic gestures and visual modes, and (4) providing information on the availability of fruit by stating the quantity of availability or conveying the reasons for the unavailability of fruit. The combination of verbal and nonverbal modes is carried out systematically by sellers and buyers to expedite the process of buying and selling fruit in the Wonogiri traditional market.