

CHAPTER 4

FINDING AND DISCUSSION

This chapter presents the finding of the research and the discussion of the data analysis. The findings and discussion are presented to answer the question in the research questions that are if there is persuasive technique that are used by the Madurese sellers, second question is kind of persuasive techniques that are used by the Madurese sellers, and the last is how do the Madurese sellers use their language to persuade their buyers.

4.1 Research Findings

This section focuses on the use of persuasion techniques that the researcher finds in dialogues between sellers 1-3 and the researcher as the buyers. These analyses are based on the findings of the persuasion techniques based on the indicators taken from the theory of persuasion of O'Shaughnessy and O'Shaughnessy (2004), Moore (2005) and Brierley (2005) in the following table (Table 1) see appendix.

4.1.1 Navigation

Data 1

Offering yam

S: *Telah↑ yeh? Yak telah nyaman manes.*
B: *Melleh telannah marah 2 kilo reh.*
S: *Yak 3, 10 ebuh setiyah*
(Yam↑ ok? Here is the tasty and sweet one)
(Buy the yam 2 kilograms)
(Here is 3, 10 thousand now)

Some utterances above were found in the beginning of the dialogue between seller and buyer when they talked about the yam after the seller offered the yam. There are two words in the utterances which indicate the function to navigate the buyers. The two words are *yeh* (ok) and *yak* (here is). According to Cambridge Advance Learner's Dictionary, 'ok' is an exclamation word that is used to ask agreement with something or to do something, while the word *yak* (here is) is an adverb that is used when giving something to someone. The

utterance *telah*↑ *yeh* (yam ok?) that is the buyer's request for agreement with the yam which is described more in the utterance *yak telah nyaman manes* (here is the tasty and the sweet one). The word *yak* (here is) has function to show the merchandise to the buyer. So, the seller navigates the buyer by this way.

The word *telah* (yam) with high pitch (Jefferson, 1984) means an offering of what the buyer's sell. Offering is a way that is used by the seller in navigation to show what the seller expects from the buyer until the buyer focused and interested to the merchandise (Moore, 2005:12). In Madurese culture, the word *yeh* (ok) is an interjection which denotes asking a question to navigate the buyer (Davies, 2010:91). This utterance is strengthened by the next sentence, that is *yak telah nyaman manes* (here is the tasty and sweet one). Meanwhile, the phrase 'the tasty and sweet' is an adjective which is used to describe the taste of the yam is in the positive side. It emphasizes that it has good quality. These words are chosen by the seller to persuade the buyer by using the words that refers to the quality as the tool of the persuasion.

The words *yeh* (ok) and *yak* (here is) have sense in offering the merchandise and leading the buyer. Because of that, those words have the tendency of navigating the buyer. The word *yeh* (ok) is an interjection which denotes asking a question has function to offer the merchandise. It means that, this word is chosen as the question word while offering the merchandise. Meanwhile, the word *yak* (here is) leads the buyer to focus on the merchandise (not other merchandise), by means of these words sit purposes to attract the buyer's interest, in order the buyer knows what is the seller's intended message in their persuasion (Moore, 2005:11).

On the other hand, the word *yak* (here is) in the utterance *yak 3, 10 ebuh setiyah* (here is 3, 10 thousand now) also supports the seller's persuasion. It has function to offer the merchandise by employing the price of the merchandise. The word *setiyah* (now) is useful to be used in the statements to give emphasis to what the seller saying is only for in the present time (Cambridge Advance Learner's Dictionary). The utterance *yak 3*(here is 3) gives emphasis that the price which is

offered by the seller is only for the present time. This case declares that the seller tries to persuade the buyer by giving a lucky feeling if the buyer buys the merchandise now (when the seller was offering the merchandise). By giving a lucky feeling that the buyer has met with the seller, therefore, the seller has given good marketing communication to navigate the buyer.

Data 2

Offering yam

S: *Yak 3, 10 ebuh setiyah*

B: *Ja' telannah katah riyah.*

S: *Raddhin telannah, ayoh↑ 2 kilo 7 ebuh, angoken tello', sepolo ebuh.*

(Here is 3, 10 thousand now)

(So, the yam is like it)

(The yam is beautiful, come on↑ 2 kilograms is seven thousand, three is better, ten thousand)

These utterances were uttered after the buyer came closer to the buyer's market stall. The buyer was still offering the yam to the buyer before this merchandise was sold well. In the utterances above, there are some utterances which are used to navigate the buyer. Firstly, the word *ayoh↑* (come on) begins this utterance which has meaning that the seller uses it in selling a merchandise to interest a customer (Cambridge Advance Learner's Dictionary). Then, there is a word *angoken* (better) which also has a side effect in promoting the merchandise. This word has meaning in a more suitable, pleasing or satisfactory way, or to a greater degree (Cambridge Advance Learner's Dictionary). By the meaning of the words *ayoh↑* (come on) and *angoken* (better) above, it shows that those words are chosen to navigate the buyer by giving suggestion of the merchandise which completed with the price of the merchandise to attract the buyer's interest.

The words *ayoh↑* (come on) and *angoken* (better) show that those utterances used to persuade the buyer more deeply because it was uttered after the utterance *yak 3, 10 ebuh setiyah* (here is 3, 10 thousand now) which has similar function as has been analyzed before. The utterance *ayoh↑* (come on) is a phrasal verb which was uttered by the seller who asked the buyer to do something. This utterance is combined with offering of merchandise price package which is considered cheap, but it is continued by a much cheaper price package. This

technique is used to persuade the buyer by offering package of prices which is strengthened by the utterance *angoken* (better) by comparing the number of the yam and the price. This is a navigation step comparing which is better to do (Moore, 20015:25). The word 3 (three) is given more stressing (Jefferson, 1984) has a tendency of giving suggestion which merchandise is more suitable to buy. It is also a technique of navigation which is used by the seller to make the buyer thinks to buy the merchandise immediately while the seller is still offering (Moore, 20015:25).

4.1.2 Ease

Data 3

Giving information about the eggplant

S: *Mele-mele terongngah*

B: *Mek adhek se raddhin mik?*

S: *Mon se bungoh bedeh e bhābhā jeh. neng sak.*

(Pick – pick the eggplant)

(Why there is no good one, mam?)

(If the purple ones are located down there, in sacks.)

These utterances happened when the seller and buyer talked about the eggplant in the buyer's market stall. There are some utterances that seem have persuasion effect. They are *mele-mele* (pick-pick), and *bedeh* (located). In Cambridge Advance Learner's Dictionary, the utterance *mele-mele* (pick-pick) means to choose a small number of things, or to choose by making careful decisions. This utterance is a verb which is used in the beginning of the sentence, so it is an imperative sentence which means the seller asks the buyer to choose the eggplant by making careful decisions. Then, the utterance *bedeh* (located) is a verb that has meaning to find or discover the exact position of something. The seller navigates the buyer to find the exact position of the eggplant. Although those utterances have function to navigate, but in Moore's theory, these findings are not categorized in navigation techniques, however it is closer to ease techniques that provide a way of selling by emphasizing the buyer's physical aspect. Navigation concerns on the buyer's thought process, ease emphasizes the

physical aspects of or the sales environment and the buyer's practical interaction with it (Moore, 2005:38).

In the data 3 above, the seller uses reduplication word which is often found in Madurese language. The utterance which contains a reduplication is *mele-mele* (pick-pick), the root *mele* (pick) is a verb which is produced twice with the same root. In the Madurese culture, the reduplication of verbs is used to indicate that the action of the verb is done in multiple action (Davies, 2010:138). It emphasizes that the seller uses the reduplication word to provide ease to choose the merchandise that the buyer's want freely. Although the buyer gives bad respond about the merchandise, the seller tries to persuade again by showing the location of the best merchandise. Ease forces the seller how to get the buyer's respond of the merchandise, and it shows how to help the buyer by giving the location of the better quality of the merchandise (Moore, 2005:69).

4.1.3 Interest

Data 4

Offering yam

S: *Yak 3, 10 ebuh setiyah*

B: *Ja' telannah katah riyah.*

S: *Raddhin telannah, ayoh↑ 2 kilo 7 ebuh, angoken 3, 10 ebuh.*

(Here is 3, 10 thousand now)

(So, the yam is like it)

(The yam is beautiful, come on↑ 2 kilograms is 7 thousand, three is better, 10 thousand)

Same as the data 2, these utterances were produced when the seller and the buyer were talking about the yam. There is an utterance which has tendency that the seller uses interest technique in persuading the buyer. That is *raddin* (beautiful) in the utterance *raddin telannah* (the yam is beautiful). In Cambridge Advanced Learner's Dictionary, the utterance *raddin* (beautiful) is an adjective which explains a high quality or level of something. The utterance *raddin telannah* (the yam is beautiful) emphasizes that the yam has high quality and the seller wants to show that quality of the merchandise is in high level. The seller also tries to attract the buyer's interest more deeply to the merchandise.

Based on the explanation above, it shows that the seller gives the facts of the merchandise quality which is expected can boost the buyer's interest. Moore (2005:190) states that giving the fact of the merchandise help the buyer that she wants it or not. Although the buyer has given low valuation of the yam, the seller keeps on attracting the buyer's interest using desire techniques, because the technique can make the buyer is more interested to the merchandise, therefore the buyer wants to buy it.

Data 5

Preparing the chayote

B: *Yeh manisa sekilo bisa ?*

S: *Bisa, yak andhi' Tuan Takur le mareh. Manisa sekilo andhi' Tuan Takur le mareh.*

(Yes, a kilogram of chayote can be?)

(Yes, it belongs to Mr. Takur is finished. A kilogram of chayote belongs to Mr. Takur is finished)

The buyer was asked to prepare a kilogram of chayote. In this situation, the seller also gave persuasion approach in order that the buyer to be more interested. The utterance *Tuan Takur* (Mr. Takur) is considered have persuasion effect in this situation. The word *Tuan* (Mr) means a title that is used before the family name or full name of a man who has no other title, or when talking to man who holds a particular official position. In Madurese culture, a title *Tuan* (Mr) is used rarely except, the person who is addressee by using *Tuan* (Mr) is highly respected (Davies, 2010:469). It indicates that the seller called the buyer named Takur using addressee *Takur* (Mr) because the seller is respect to her buyer.

Besides that, the title *Tuan* (Mr) is used as the tool of the persuasion. Although the seller does not use this tool in describing the merchandise directly, but the title *Tuan* (Mr) has tendency to attract the buyer's interest to the merchandise. Since the one who buys the merchandise is respected person who is called *Tuan Takur* (MrTakur), it has influenced the valuation of the merchandise itself which is considered has good quality in the market stall. The way how the seller addresses to make the buyer is interested and maximize the chance of selling (Moore, 2005:162)

4.1.4 Desire

Data 6

Bargaining a pumpkin

S: 5 *ebuh*↑ *yeh* ?
B: *Ba:: larang gellun.*
S: *Mon 1, 18 ebuh*↑ *yang, pas berempah ? 4 ebuh yeh*↑ ?
B: *Iyeh 4 ebuh*
(5 thousand↑ ok?)
(Wow:: very expensive)
(If 1 is 18 thousand↑ honey, so how much? 4 thousand ok↑?)
(Yes 4 thousand)

The dialogue above was happened when the seller and the buyer were bargaining the price of the merchandise. Actually, in that situation, the buyer wanted to buy a quarter of a pumpkin. There is an utterance which indicates that the seller uses persuasive language especially desire technique to convince the buyer to buy the merchandise. That is utterance *mon* (if) which is a conjunction that is used to say for a particular thing can or will happen only after something else happens or becomes true. In the utterance above, the word *mon* (if) has function to clarify the real price of the merchandise which becomes the interesting fact to persuade the buyer. The seller tries to attract the buyer's desire by giving interesting facts and benefits of the merchandise, in order that the buyer more interested and really interested (Moore, 2005:190).

Another effort that is used by the seller to attract the buyer's interest is by reducing the price. The seller tried to cut the price of the merchandise, from 5 to 4 thousand because it is considered has wide effect to interest the buyer (Moore, 2005:164). Besides that, after the seller mentions the price, she always uses high pitch (Jefferson, 1984) which seems that the seller asks agreement by giving a little force to the buyer in order to buy the merchandise. So, reducing the price and little forcing in bargaining are often found to make the buyer really interested and have big desire to buy the merchandise.

4.1.5 Action

Data 7

Asking about the quality of corn

B: *Tang jehhung berrik se tuah.*
S: *Perasaan melleh jehhung olle se tuah tok*↑ *lok toman se ngodah. Yak reh cobak tegghuk.*

(Give me the old corn)

(I feel buying corn always↑ get the old one never the young. Here try to hold on)

This data 7 was taken when the seller and the buyer were talking about good quality of the corn. The sentence *yak reh cobak tegghuk* (here try to hold on) is considered that the seller use action technique. There are two words that have tendency as a function to do action, they are *cobak* (try) and *tegghuk* (hold on). According to Cambridge Advanced Learner's Dictionary, the word *cobak* (try) is a verb used to attempt to do something and the utterance *tegghuk* (hold on) is a phrasal verb used to hold something or someone firmly with your hands or arms. By suggesting the buyer to hold the merchandise herself, the seller is doing action technique to proof that the seller always sells the merchandise in good quality.

The seller utilizes those verbs as a tool to ask the buyer's action (Brierley: 2005:161). The action technique is used by the seller to proof the fact of the merchandise, it is also used to attract the buyer's interest. This is the way how the seller make the buyer to be more convinced to what the seller persuasion without using much words to be said. So that, this technique is considered as the effective technique in convincing the buyer.

4.1.6 Repetition

Data 8

Offering corn

S: *Deddih jegung 5↑ yeh? e pedhemma'ah↑ ? e ser-serrah kiyah↑ ? Sengak celok mon lok ekalakoh. Juah andhi' Pak Joko dulih e kalakoh. Kelakoah yeh↑?*

B: *Yeh iyeh kalakoh. Yeh legghik le tembangaghin yeh bu.*

(Fix 5 corns ok↑? What to do↑? Shaved also↑? Watch out for being sour if it is not being done. That belongs to Mr. Joko immediately done. Do it ok↑?)

(Yes, yes do it. Yes, please measure it later)

This dialogue occurred when the seller was offering a help to shave the corn. In this situation, the seller used some same utterances which were produced in one situation. This phenomenon has a tendency that the seller uses repetition technique to persuade the seller. It goes from the utterance *kalakoh* (do) which was uttered three times in a moment. In the Cambridge Advanced Learner's Dictionary, the word *kalakoh* (do) is a verb which has meaning to act or take action. In the utterances above, the seller also uttered the word *ser-serrah* (shave)

then continued with verb *kalakoh* (do). So, it is considered that the seller offers to do shaving of the corn. Repeating the word *kalakoh* (do) is used by the seller as a way to get the buyer's attention in order the buyer notices what the seller's message (O'Shaughnessy and O'Shaughnessy, 2004:131). Even though this way just looks like offering a help, it is expected that the buyer sees the seller is kind and helpful, so that has good effect to merchandise is sold well.

On the other hand, the seller also compares the buyer with the other buyer who has used the seller's service. It is shown in the utterance *juah andhi' Pak Joko dulih e kelakoh* (that belongs to Mr. Joko immediately done) which seems that the seller wants the buyer to accept the offering also. This repetition technique affects that saves the message or belief to the seller in the buyer's brain so that the message will reappear and automatically remind the seller later.

Data 9

Offering corn

S: *Jehung deddih 5 yeh*↑?

B: *Pak-empak*↑ *bein yeh*.

S: *Lok 5? 5 yeh?*

B: *Yeh, le berrik 5.*

(Fix 5 corn, ok?)

(4 only please.)

(Not 5? 5 ok?)

(Yes, just give 5)

This data 7 is found in the end of offering corn by seller 1 because the selling is closed based on what the seller's hope. Here is also found some utterances which indicates that the seller uses repetition technique, because the seller repeated same utterance before the selling is closed. There are utterance *lema'* (5) (five) and *yeh* (ok) which were uttered repeatedly. *Lema'* (5) (five) shows the number of corn which is offered by the seller to the buyer. Then, based on the explanation in data 1, the utterance *yeh* (ok) shows asking for agreement to buy the merchandise. While the seller was repeating those utterances, she also implies a message which hopefully can attract the buyer's attention. Therefore, the seller repeats these utterances to persuade the buyer with high repetition in order

to leads the buyer easier to buy the merchandise (O'Shaughnessy and O'Shaughnessy, 2004:131).

Although the buyer tries to reject the message by saying *pak-empak* (4) (four), but the seller tries to persuade again by repeating the message again. The utterance *lema'* (5) (five) was uttered again in an interrogative sentence as a yes/no question which needs simply yes or no answer. It seems that the seller tries to employ the message which is already familiar with the buyer because from the beginning, the buyer always says the same number of the corn to be offered to the buyer (O'Shaughnessy and O'Shaughnessy, 2004:131). What the seller does in this situation seems like giving persuasion to attract the buyer's interest to buy the merchandise which is effective to sell it well.

4.1.7 Distraction

Data 10

Preparing the chayote

B: *Manisa yeh*

S: *Yot. Kammah tang... tang jegungngah Pak Joko kadok?*

B: *Hhh. Yeh manisa sekilo bisa?*

S: *Bisa, yak andhi' Tuan Takur le mareh. Manisa sekilo andhi' tuan takur le mareh.*

(Chayote yeah)

(Yes. Where is my... my Mr Joko's corn guys?)

(Hhh. Yes, a kilogram of chayote can be?)

(Yes, this belongs to Mr. Takurfinished. A kilogram of chayote belongs to Mr. Takur finished)

The utterances above were uttered when the seller and the buyer were talking about the chayote. In a certain part of the dialogue, it shows the seller attract the buyer's attention by distracting the conversation about the chayote. That is the utterance *kammah tang, tang jegungngah Pak Joko kadok?* (where is my, my Mr Joko's corn, guys?) that distract the buyer's attention. The word *kadok* (guys) seems to emphasize that the seller distracts the buyer's attention. According to Cambridge Advanced Learner's Dictionary, the word *kadok* (guys) is used to address somebody for both sexes (male and female). Since the seller addresses the buyers around her, it means that the seller tries to get the buyers' attention. So, distraction is used to show off that the seller has many buyers, although it is telling about out of context and topic, but indeed it as a strategy to attract the buyer's attention.

Beside there is no relation between the context and sentence used to distract, the seller also utters the utterance *kammah tang... tang jegungngah Pak Joko kadok?* (where is my, my Mr Joko's corn guys?) in the busy like and humorous situation. It can be seen from the utterance which is produced twice and pauses a couple of seconds between both, that is *tang, tang* (my, my). The way how the seller utters the utterance raise a humorous situation, so it makes the buyer laughs and gives more attention. Giving the buyer humorous situation is necessary when the seller wants to persuade the buyer by using distraction technique (O'Shaughnessy and O'Shaughnessy, 2004:132). Therefore, the seller used her humorous situation to distract the conversation to get the buyer's attention.

4.1.8 Changing Perspective

Data 11

Buying long beans

B: *Otok berempah*↑*Bu Lah ?*

S: *Otok 8 ebuh jeh ayuh.*

B: *Ongge terus yeh, bedeh apa mek ongge terus ?*

S: *Ongge terus bulen pa:sah tak le biasah.*

B: *Tang jehhung berrik se tuah.*

S: *Perasaan melleh jehhung olle se tuah tok*↑*lok toman se ngodah. Yak reh cobak tegghuk.*

(How much↑ the long bean Mam Lah?)

(The long bean is 8 thousand only come on)

(Keep on increasing yeah, why it keeps on increasing?)

(Keep on increasing in fasting month is usual)

(Give me the old corn)

(I feel buying corn always↑ get the old one never the young. Here try to hold on)

This data was taken when the buyer asked about the price of the long bean until the buyer asked about good quality of the corn. In a part of the dialogue, the buyer is protesting and asking about the raising of the price than usual (line 3). The seller tries to defend herself by saying *ongge terus bulen pasah tak le biasah* (keep on increasing in fasting month, it is usual) which is considered that the sentence has persuasion effect to the buyer. There is a word *biasah* (usual) which is supposed to support the sentence to respond the seller from the buyer's protesting. According to Cambridge Advanced Learner's Dictionary, the word

biasah (usual) is an adjective that is meant normal; happening, done or used most often. However, the seller tries to change the perspective of the buyer by arguing that the increasing the price of long bean is normal in Muslim fasting month. The seller changes the perspective mind of the buyer by connecting the real life with the selling (O'Shaughnessy and O'Shaughnessy, 2004:137).

Meanwhile, the utterance *perasaan melleh jeghung olle se tuah tok lok toman se ngodah* (I feel buying corn always get the old one, never the young) it also has tendency that the seller uses the changing perspective technique in persuading the buyer. The utterance was uttered after the buyer asked for the old corn which has good quality. the utterance was used to answer back what the buyer said. The word *tok* (always) is an adverb which means every time, all the time or forever (Cambridge Advanced Learner's Dictionary), it is used to clarify that the seller is selling the old corn with good quality all the time. The seller tries to use her own merchandise in changing the perspective of the buyer, so that the seller is easier to approach the buyer to the merchandise (O'Shaughnessy and O'Shaughnessy, 2004:137). The technique is also used to attract the interest of other buyers who come close to the market stall.

The seller's argumentation above is strengthened by the utterance *yak reh cobak tegghuk* (here try to hold on) where the seller asks the buyer holds the vegetable or do the real action to proof her right. So that, the buyer's perspective toward the merchandise changes.

4.1.9 Expressing proximity

Data 12

Offering the corn

S: *Jegung manes, enjek?*

B: *Eh, jegung manessah bedeh, mik?*

S: *Wak bennyak jegung manes nak.*

B: *Melleh 3 bein engko'*

S: *4, 10 jeh*

B: *hah? 4, 10? Enjek.*

S: *Lo'... anoh... nak yeh? Lo' sekolah be'en yeh nak?*

B: *Hhh enten. Prei pasa'an. Hh*

(Sweet corn, no?)

(Eh, Is there the sweet corn, mam?)

(There are many sweet corn kid)

(I buy 3 only)
(4, 10 yes)
(Huh? 4, 10? No.)
(Not... what... is it kid? Don't you go to school kid?)
(Hhh no. Fasting holiday. Hh)

Data 12 occurred when the seller and the buyer were talking about corn, the seller uttered a sentence which is related to the buyer's life. It looks like from the utterance *lo' anoh nak yeh? Lo' sekolah be'en yeh nak?* (Not what is it kid? Don't you go to school kid?). The word *nak* (kid) is a noun which means that child (Cambridge Advanced Learner's Dictionary). The seller addresses the buyer by the word *nak* (kid) in order that the buyer feels comfort to the seller. The seller tries to make a familiar situation with the buyer when they are talking about the merchandise. It is also one way to boost the buyer's pleasure and to attract the buyer's attention. Meanwhile, the seller also addressed the buyer using pronoun *be'en* (you) which is aimed to deliver the message from the seller closer to the buyer. By this phenomena seems that the seller used another persuasive technique to persuade the buyer. The utterance *lo' anoh nak yeh? Lo' sekolah be'en yeh nak?* (Not what is it kid? Don't you go to school kid?) is considered that an expressing proximity techniques is used in this situation.

Another reason why the utterances above indicate that the seller used expressing proximity technique is about the context. In the data 12 above, the seller asked about the school, whether the kid as the buyer is going to school or not. Although the dialogue above was happened in the market, the seller tries to ask a question which relates to the buyer's real lives (Brierley: 2005:146). By the context, there is no relation between the market selling and school, but the seller uses the seller's daily life to approach the buyer in order to create a comfortable situation while the buyer's in the seller's market stall. This technique raises the proximity between the seller and the buyer in order that the buyer feels close and familiarity to the seller.

Data 13

Pricing a pumpkin

S: 5 *ebuh*↑ *yeh* ?

B: *Ba:: larang gellun.*
 S: *Mon 1, 18 ebuah↑ yang, pas berempah ? 4 ebuah yeh↑ ?*
 B: *Iyeh 4 ebuah*
 (5 thousand↑ ok?)
 (Wow:: very expensive)
 (If 1 is 18 thousand↑ honey, so how much? 4 thousand ok↑?)
 (Yes 4 thousand)

The buyer and the seller were bargaining about the price of a pumpkin. In the situation above, the buyer wanted to buy a quarter of a pumpkin which has more expensive price. Another expressing proximity technique is found in the utterances above. The word *yang* (honey) has tendency to declare a persuasive technique that is expressing proximity. According to Cambridge Advanced Learner's Dictionary, the word *yang* (honey) means that an addressing to the buyer that creates intimacy effect with the seller. It shows that the word has function to declare the seller's familiarity to the buyer. In this market situation, the word *yang* (honey) has function in persuading the buyer. This way is used to make the buyer feels close to the seller. The feeling which is created from the addressing the buyer using the word *yang* (honey) can attract the buyer's interest to the merchandise.

The word *yang* (honey) was uttered when the seller and buyer were bargaining about the price of the merchandise. To find an agreement, the seller tries to use a technique which can approach the buyer by raising positive emotional feeling such as: familiarity to the seller (Brierley, 2005:146). By addressing the buyer by using the word *yang* (honey), it is to show the proximity between both of them. Therefore, instead of talking about the price, but the seller tries to express proximity which finally leads them to the agreement of the price.

4.1.10 Narrative Technique

Data 14

Offering service for the corn

S: *Deddih jegung 5 yeh ? e pedhemma'ah ? e ser-serrah kiyah ? sengak celok mon lok ekalakoh. Juah andhi' Pak Joko dilih e kelakoh. Kelakoah yeh ?*
 B: *Yeh iyeh kelakoh. Yeh legghik le tembangaghin yeh bu.*
 (Fix 5 corns ok? What to do? Sliced also? Watch out for being sour if not be done. That belongs to Mr. Joko immediately done. Do it ok?)
 (Yes yes do it. Yes please measure it later)

Caution is often found in persuasion. It is also found in the data 8 by the utterance *sengak celok mon lok e kalakoh* (watch out for being sour if it is not be done) that shows the problem that needs a solution. There are two utterances which indicate that the sentence has function to be a caution, that are *sengak* (watch out) and *celok* (sour). According to Cambridge Advanced Learner's Dictionary, the utterance *sengak* (watch out) is a phrasal verb that is used to warn the buyer of danger or an accident that seems likely to happen. Meanwhile, the meaning of *celok* (sour) is unpleasant taste of smell like a lemon, and not sweet. So, the seller gives a warning that the taste of the corn is not sweet again if the buyer does not do something to the corn.

The seller tries to persuade the buyer by giving the problem which is related to the merchandise, and the seller also gives the solution for its problem. In the context, the seller actually wants to offer a service to shave the corn which is better to be shaved. This is known as narrative technique, which emphasize to give problem solving in the buyer's world view (Brierley, 2005:156). Here, the seller raises a problem that makes the seller thinks whether it is better to buy the merchandise or not, then the seller gives solution for the problem as well, so that what the buyer thinks about the problem of the merchandise is forgotten.

4.2 Discussion

After analyzing the dialogues between the three sellers and the buyer, it is found some persuasive techniques that are used to persuade the buyers. They are based on the persuasion technique taken from the theory of persuasion of O'Shaughnessy and O'Shaughnessy (2004), Moore (2005) and Brierley (2005). The techniques of persuasion which are found from the data, are shown in the table below.

Table 4.1 The Occurrence of The Persuasion Techniques

No	The Persuasion Techniques	The Occurrence
1.	Navigation	2
2.	Ease	1

3.	Interest	2
4.	Desire	1
5.	Action	1
6.	Repetition	2
7.	Distraction	1
8.	Changing Perspective	1
9.	Expressing Proximity	2
10	Narrative Technique	1

The table above shows that it is found 14 data from the dialogue between the three sellers and the buyer and 10 persuasion techniques that are used to persuade the buyer. The merchandise that is sold by the seller is a thing that is needed by all people, because the merchandise is about daily need every people. The merchandise also has a price which is relatively cheap. So that, the seller no need more effort to apply more persuasion techniques and higher creativity to attract the buyer's interest to buy the merchandise. The merchandise in this research is different from the other merchandises which has more expensive price and is not really needed in society. Usually, the seller who sells the expensive merchandise will use higher creativity and more variety persuasion techniques to attract the buyer's interest.

Based on the analysis above, it is known that the Madurese sellers prefer to use navigation technique which has high frequency to be used in persuading their buyers. Although the researcher only analyzes 2 data that use navigation yet almost the sellers use same utterances in navigating the buyer, that are: *yeh* (ok) and *yak* (here is). Those utterances become dominant in navigation, so that the seller did not analyze the same utterances which are considered also has same meaning. Besides that, the Madurese sellers also used the interest, repetition and expressing proximity which are identified as the effective techniques that is often used in adding the strengthened of the persuading. There were the other

techniques which are used rarely, such as: ease, desire, action, distraction, changing perspective, and narrative technique because the sellers might consider that these techniques has not strong persuasive effect when they are selling their merchandise.

Beside that the Madurese sellers has various techniques in persuading their buyer, they also have other soft skills which has tendency as the factor of the success of selling. The Madurese sellers look very persistent in selling and persuading their buyers to buy the merchandise. They have a strong determination to sell their merchandise. They are also good at taking the hearts and attention of buyers. Besides, they are also reliable in bargaining which makes buyers buy the merchandise. In addition, they also have strong patience if the buyers reject their offer and try to offer another buyer.