

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Research

In this globalization era, people need to make communication to proof that there is an interaction among them. In the Ferduson book stated that communication involves at least two people: the sender and the receiver (2004:1). Grimsley (2017) also stated that “an activity which is sending or receiving information between two or more people is called communication.” In the right communication, it should consist of minimum two people who connect their own information as the sender or the receiver of the information itself. The information that people send or receive can include ideas, knowledge, facts, concepts even instructions and emotions.

One of knowledge fields which really needs communication is marketing world. Marketing is to establish, maintain and enhance relationships with customers and other partners, at a profit, so that the objectives of the parties involved are met (Baker & Saren, 2010:17). In the marketing world, people need to interact with other people to goal the purposes, in order that the purposes or the information can be received and gained by the other people, so that in marketing world people need communication.

In real direct marketing, many sellers have different achievement in selling their merchandise, some sellers trade off their merchandise, and the rest cannot sell their merchandise. Even though one and the other sellers have the same conditions of their merchandises, price and location of the market when they sell the merchandise. Researcher estimates that there is another factor which distinguishes the differentiation in success of selling. The probability factor which influences the success of selling is in the way how the sellers sell their merchandises. In other words, the way how selling merchandises is related to persuasion.

Starting from the problem above, the researcher is interested in studying about persuasion which assumed to be the biggest factor in success of selling and the study focuses on the persuasion technique used by the sellers. Persuasion is the essential skill to persuade other people. Persuasive skills are used to convince someone to belief or agree to something. People use persuasive skills to achieve their goals in the marketing world.

Persuasive communication in the marketing world also can be found in the traditional market areas. There are many sellers and buyers use their own persuasive skills to convince other people. Meanwhile, language function as the biggest factors in convenience other people although they already have good persuasive skills. Persuasive must be used by the sellers while they are selling their merchandises to be other side factor which distinguishes the success of marketing among the sellers. So that, this study is important to help the readers in marketing world especially with sellers in traditional markets. According to Mai and Buchholt (1987: 120-121), one of minority ethnic that becomes the successful trader in Indonesia is Madurese. Traditional markets that are a place for buying daily needs are also found in Madura. The markets in Madura are very diverse, start from small traditional markets to big traditional markets which become tourist centers in Madura. Madurese sellers are also spread in most area in Indonesia, and they are well known as reliable sellers in traditional markets.

It shows that Madurese is one of the largest ethnic in Indonesia that spread into the most areas in Indonesian as traders in selling their merchandises. The fact that Madurese sellers spread to various cities in Indonesia is an example that Madurese sellers have unusual way of selling than other sellers. In addition, the way how to sell is related to persuasion. So that, persuasion is considered as the factor of the success of the Madurese sellers in trading.

The facts above inspired the researcher studies further about Madurese seller, especially in their persuasive techniques which they used to persuade their buyers. A traditional market in Bangkalan named Ki Lemah Duwuh Bangkalan Traditional Market is chosen to be the place of setting of this research, because

this traditional market is the center of buying and selling daily need in Bangkalan. This market is also estimated has well-grounded sellers who have lot of experiences in trading. Besides that, this market as the center of buying and selling daily need in Bangkalan where most Bangkalan people bought their daily needs, this market is also this research is conducted in this market.

Since the persuasive language which are used by sellers in the Ki Lemah Duwuh Bangkalan Traditional Market, this study will be able to help readers who need information about persuasive and how to apply it in the marketing world. This research is also conducted to find out what persuasive language used by Madurese sellers and how they use it to persuade the buyers to buy their merchandises. The study focuses on the persuasion technique used by the sellers.

## **1.2 Statement of the Problems**

Based on the background of the study above, the researcher examines to find the following problem:

1. Is there any persuasive technique that are used by the Madurese sellers in the market?
2. What kind of persuasive techniques do they use?
3. How do they use their language to persuade their buyers?

## **1.3 Purposes of the Research**

Based on the statement of the problems above, this research is aimed to:

1. Find out there are persuasive techniques that are used by the Madurese sellers in the market.
2. Find out what kind of persuasive techniques do they use.
3. Find out how they use their language to persuade their buyers.

## **1.4 Scope and Limitation**

The focus of this research is to investigate persuasive language used by Madurese sellers in Ki Lemah Duwur Bangkalan Traditional Market. Due to

limitation of the researcher, this research investigated some sellers who qualified the respondent's qualification. There are many Madurese sellers who are very persuasive in their marketing. However, in this research, the research only observed three Madurese sellers in Bangkalan Traditional Market. Besides that, the researcher only focus on the language of persuasive language used by the Madurese sellers by discussing the types and techniques of the persuasion.

### **1.5 Significance of the Research**

The researcher hopes this research will give contribution in two significance. The firstly, this study is hoped to be a source of literary review for other researchers who wants to do discourse research deeply, especially in the persuasion. It gives more information and examples of discourse study. Secondly, this study is arranged to be valuable contribution for the students and the lecturers of University of Muhammadiyah Surabaya, especially for English Department.

### **1.6 Definition of Key Terms**

Special terms are hoped to be the way to get better understanding of research. In this section, mentioned the key terms related to this research about persuasion and marketing.

#### **1. Persuasion**

O'Shaughnessy and O'Shaughnessy (2004:7) states that persuasion is an essential skill for getting on in life, can be applied in implicit message, and no need to be a sales person or seller to persuade other people.

#### **2. Marketing**

American marketing association in Pore (2018) defines that marketing is an activity, set of institutions, and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large.