

THE LANGUAGE FUNCTION IN ORAL DISCOURSE AT SELL-BUY TRANSACTION IN KLEWER MARKET SURAKARTA AND ITS RELEVANCE AS INDONESIAN LEARNING MATERIALS IN SENIOR HIGH SCHOOL

Henry Trias Puguh Jatmiko, Budhi Setiawan, Edy Tri Sulistyo

Postgraduate Program Indonesian Education

Faculty of Teacher Training and Education

Universitas Sebelas Maret

Email: miko.alabidin@gmail.com

Abstract: The research aims to describe the function of language in Sell-buy transaction in Klewer Market Surakarta which covers instrumental function, regulatory function, representation function, interaction function, individual function, heuristic function, and imaginative function which is fundamental to the theory of MAK Halliday (1973), and relevance to the Indonesian learning materials in Senior High School. The method of the research is descriptive qualitative; The source of the data are taken from the transcript of the sale and purchase dialogue in Klewer Market Surakarta and the Indonesian teacher class x senior high school as the informant; The sampling technique in the research uses purposive sampling, data are collected through observation, recording, and interviews. In the research uses triangulation methods to test the data validity. They are theory of triangulation, source triangulation and informant review. The data are analyzed by using an interactive model (interactive model analysis). The results of the research obtained that heuristic function dominate the conversation and the form of negotiation between seller and buyer in Klewer market Surakarta can be used as the Indonesian language learning material in senior high school.

Keyword: Oral Discourse, Negotiation Text, sell-buy, Klewer Market Surakarta, and Indonesian Learning Language.

Research Background

Language is as a tool of communication that is used by people in their daily life. It is because people cannot be separated to interact each other. Furthermore, language can be used as media to deliver what people think. In short, language has an important role to achieve speaker's aim. For example, there is a meaning when a seller talk to a buyer in bargaining process. The seller influences the buyer to buy his product by using a good language. In line with Djatmika (2014:1), a human should interact to others to fulfill their needs socially and culturally. The interaction can happen everywhere. Suwandi (2008:97) adds that communication or interaction between speakers can happen anywhere such as road, market, bus, teaching learning process, schools/colleges and offices, and also used for some business such as greeting, sale-purchas, teaching-learning, meeting, etc. The interaction can be said as a discourse because the interaction has a same background but different social meaning. Spoken discourse can happen

where people do an interaction orally. Sale-purchase process belongs to spoken discourse because both has some background but different meaning. In line with Van Dijk (1997:6), discourse as a language is used in interaction where verbal meaning is relevant to the context of the interaction happen whether situational or cultural background. Furthermore, Adiwarta (1983 :67) says that discourse is divided into : 1. An utterance as a unity, 2. A whole utterance. Idat (1994:4) emphasizes that a discourse describes a whole utterances which having a meaning. In short, language is as media to understand spoken discourse which is said by speaker. A market is a place where a buyer and a seller meet. A market is divided into traditional and modern market. In traditional market the interaction between sellers and buyers is more founded rather than in modern market. The more dialect and expression also can be found there. In traditional market, the spoken discourse can be seen from bargaining process between seller and buyer. After the seller and buyer making a deal with the price of a product, the buyer will pay it. It looks that between the speaker and the hearer understands the situational context. Loman (2008:1) defines that negotiation is an exchange communication between two or more subject. The main of negotiation process is about belief and agreement perception. In line with the seller and the buyer, the negotiation of bargaining process lies on the similarity of determining the price.

Because of that a negotiation process is interested to be investigated from language point of view by using discourse analysis. Crystal (1987:74) argues that discourse analysis focuses on base structure of spoken language such as conversation, interview, comment, and utterance (Wijaya and Rahmadi, 2009: 68) I means that spoken discourse analysis defines language that is uttered by a speaker. In this research, the researcher is going to research spoken discourse between seller and buyer at Klewer market. Klewer market is chosen by the researcher as the object of the research because the market is an icon market of Surakarta city. Also, the research has guessed there are many uniqueness of the market which can be found in bargaining process. Moreover, the market sells many things. Based on the reasons, the researcher wants to investigate the language functions on spoken discourse of sale-purchase transaction at Surakarta Klewer market and the relevance as a material of Indonesian language subject matter in Senior High School. The aims of this research are to describe 1. Language function on spoken discourse of sell-purchase transaction at Surakarta Klewer market, 2. Relevance of spoken discourse of sell-purchase transaction at Surakarta Klewer market as a material of Indonesian language subject matter in Senior High School. Stubbs (1985:1) says that discourse analysis is knowledge to investigate language organization in a whole more than a sentence or a clause. It investigates a unity of language such as conversation or written text. It also investigates the use of language in social context. Kartomiharjo (1992:1) argues that discourse analysis also uses sociolinguistics field, one of language branch that investigates the use of language on social background to investigate the meaning of language used by speaker on social interaction. In spoken language, language used by speaker has a dominant function. Each language has different function for the speaker. Buhler in Santosa (2003:19) says that language has 3 functions namely expressive function, connative function and representational function.

Expressive function focuses on speaker himself, connative function focuses on the reality rather than addressor and addressee. Besides that, Jakobson in Hymes says that language has function as expressive, directive, persuasive and contextual/situational (Stubbs :1983:46). While, Halliday in Sumarian,etc (2009:1-3) defines that language has instrumental function, interaction function, personal function, heuristic function and imaginative function.

- a. The instrument function is a language produces and causes a certain conditions. It means that a language functions to command, such as, “silahkan...”
- b. The regulatory function means a language is used to hold people for example, “Kalau.....”
- c. The representational function, means that language functions to make a statement, deliver a fact such as,.....
- d. The interactional function where language function to guarantee and to keep endurance, communication and social interaction such as,”.....
- e. The personal function means language is as a means of communication that shows ones characteristics whether he is happy/ not, angry or not, etc. for example ”.....
- f. The heuristic function means language is a question form that must be answered such as “....
- g. The imaginative function “ means language as a maker of system, opinion or imaginative story. This function is commonly found in fairy-tale story.

Abidin (2013: 3) defines learning as an activity conducted by students to gain their result of their study within teacher’s guide and motivation. Furthermore, UUD system says that learning is as a process interaction between students and teacher and source of learning on learning environment. (Susanto, 2013:18), in brief, learning is series of activities between student-teacher to achieve their goal and target as a fulfillment of basic competence which is taught. Teacher’s roles are so important to guide and motivate students. Sugandi dkk, (2000:25) argues that the aim of learning is to help students to gain experience from knowledge, skills, and norms which is functional to hold students’ attitude.

The good learning material above make the researchers are interested to elaborate negotiation text material with the process of sale-purchase transaction in Klewer market Surakarta. Learning this negotiation text is in line with 2013 curriculum syllabus in K.D. : 3.1.1 . analyze the content, structure (orientation, bargaining, proposing, agreement, and closing) and negotiation text language. And also K.D. 4.1. delivering proposal, offering, agreement and closing in negotiation text orally and written.

In the basic competency 3.11. Student must be able to analyze negotiation text structure. The structure can use the sale-buy transaction dialogue in Klewer market by coming to the market directly or listening the recording which has been done before. It is as the form of content analysis from the structural text negotiation. Then, In the basic competency 4.1 student can be a negotiator directly, it means that the student pretend to be a buyer in Klewer market. It can be as a contextual learning by asking the students going to the market directly.

The research can be relevant to be the learning material Class X Senior High School because this research focuses on sale-purchase transaction. Students and teacher himself can use the result of the research as the learning material about negotiation text so the learning can be more contextual and innovative or implicate directly the process of negotiation in the Klewer market.

The innovative learning makes students competent in doing sale-buy transaction. And the research can be also became the source of learning in learning negotiation text because has relevance with the learning material negotiation text class X Senior High School.

Research Methodology

The study uses descriptive qualitative methodology. The sources of the study come from the seller and the buyer at Klewer market, fieldnote and the Indonesian teacher Class X senior high school in Surakarta as an informant. The research uses purposive sampling as the sampling technique. The data collection are through observation, recording and interview. In the research uses triangulation methods to test the data validity. They are theory of triangulation, source triangulation and informant review. The data are analyzed by using an interactive model (interactive model analysis).

Result of the Research and Discussion

The analysis of language function about oral discourse in the sale-purchase transaction in Klewer market Surakarta.

In the process of sale-purchase transaction in Klewer market Surakarta. The researcher finds the language function which is told by Haliday in his book Sumarlam,etc (2009:13). This function is one of discussion in oral discourse, there are six function; instrumental function, regulatory function, representative function, interaction function, individual function, and heuristics function. These are the explanation.

a. Instrumental function.

This function is on imperative form in sell-buy transaction, which make a certain condition in the particular context of utterance. Instrumental function has a role, it is to make the buyer ashamed if they don't buy the thing from the seller. The feel ashamed in Javanese means "pekewuh". The seller make the buyer feel ashamed so can change the situation in a particular context of utterance. This is a dialogue happens in "Linda Subroto" store blok E8 which happens in 13.35, at October 9th 2016.

- 637 Seller : " M motif beda " kata pedagang. " coba sik wae"
(saran pedagang agar pembeli mencoba baju yang pedagang sarankan.
638 Buyer : " empat puluh gak bias pak?"
639 Seller : " Lima puluh"
640 Buyer : " Kurang sepuluh lagi pak"
641 Seller : " Itu wae sudah dikurangin"

The sentence “coba sik wae” in data (637) is imperative form which take a role in a transaction. The seller is very responsive to the buyer. The buyer is served totally and it tries to be a solution for the buyer. To show the thing which is sold and ask the buyer to wear the clothes that will be bought. The way make the buyer feel “pekewuh” often used by the seller is imperative in Javanese.

b. The regulatory function

The regulatory function is to control and regulate others. In the study conducted this function is impartial in a purchase transaction. Position the seller has a position to play a role in this function, which controls the buyers to buy the merchandise. Instead, the buyer also has a position as the holder of this function by positioning itself as king. It is so because the buyer's ruling in conversation purchase transaction for the seller simply obey what a buyer are looking for . On the other hand, it is the seller plays as good stewards so that buyers feel comfortable. This was done, of course, have a purpose, namely to seek profit as much as possible. Furthermore, the shape of the regulatory functions of buying and selling in a store bag, which is housed in the east oprokan. Sellers are adult men and adult women buyers there. Sellers describe the advantages of various wares loud and fast, as well as the provision of the pronunciation prices to bring the negotiations between the two. The following fragment of conversation.

Pembeli: “Bahannya udah yang paling bagus ini, Mas?”

(181) Penjual : “Udah, Bu. Itu rajutan makannya mahal itu, Bu. Ini di dalam kantongnya banyak, bahannya bagus yang paling halus, paling rapi itu rajutannya juga!”

(182) Pembeli : “Yaudah, *tak* ambil sama yang tadi Rp65.000 jadi Rp45.000 ya, Mas!”

(183) Penjual: “Haha, ya udah boleh.”

The conversation above indicates that the seller is able to control the buyer to explain the advantages of the goods offered. It can be seen on the data (182) that the seller explained with full pressure and a loud voice. It can convince buyers that the negotiations were carried out successfully, it can be seen in the data (183) and (184). From the above conversation can obtain the conclusion that the seller holds the function of regulation in the sale and purchase transactions.

The regulatory function is also found in negligee seller located in Los A.114 Batik and Convection Hanang recorded on October 2, 2016 at 14:51. Owner figures of a woman and a buyer two middle-aged mother. Here is a fragment of a conversation negotiation.

(801) Pembeli 2 : “ni tiga lima?”

(802) Penjual : “Ho’o no...”

(803) Pembeli 2 : “O,ya dikurangi dikit no.”

(804) Penjual : “Ibu nanti keliling kalau ini mahal kembaliin.”

(805) Pembeli 1 : “Alah, tekan ngono.”

(806) Penjual : “Keliling dulu, biar cape.. haha, ini ya, Bu, ya?”

(807) Pembeli 1 : “Iya.”

(808) penjual : “Terima kasih.”

In the conversation above sellers dominate in acting regulatory function, look at the data (804) and (806). Both the buyer is able to be set by the seller confirms that it is the cheapest merchandise. The assertion is manifested in the imperative form, that tells the buyer to surround Klerwer market, if the purchased goods can be expensive collateral to be returned. It affected buyers to buy a house dress.

c. The representational function

The function of representation intends to make a statement, conveying the facts. In this function more dominant seller in a purchase transaction because the seller would use this function to strengthen the argument in attracting buyers. Therefore, this function often appears in the purchase transaction. Consider the following conversation.

(181) Pembeli : “Bahannya udah yang paling bagus ini, Mas?”

(182) Penjual : “Udah, Bu. Itu rajutan makannya mahal itu, Bu.

Ini di dalam kantongnya banyak, bahannya bagus yang paling halus, paling rapi itu rajutannya juga!”

Sellers is a man aged about 40 years, while the buyer is a woman. This transaction took place in the corner of the main road in Oprokan timur. Steady seller in conversation, loud and full suppression.

In the above conversation, the seller conveys facts to convince buyers. Sentences were seen at (182) reads 'good material the most refined, most neatly knitted as well'. Elicitation uttered by buyer raises the fact argument that is uttered by seller. On the other hand, if viewed from the perspective of speech act theory of Austin (1962), locutions given the buyer to the seller as a form of emphasis that the goods was looking for a bag of knitting the most good, can be seen in the data (181), in line with the statement Sulistyio that locution is speech delivered to the hearer or speech act that refers to the act of utter speech that semantically have a meaning (2013: 6). Illocutionary from the buyer, which is to obtain a clearer description of the quality of knitting bags to be bought. Furthermore, Sulistyio says illocution speech means what is to be conveyed to the hearer or speech acts which is relevant to action issued utterances, semantic meaning in addition to issuing force also has the power of speech or the intent of utterances (2013: 7).

Sellers interpret the buyer to convey the facts in detail about the quality of the knitting bag. Submission of the facts to the seller called the perlocution. In line with the statement that the follow perlocution Austin is spoken utterances of a speaker that often has the effect or power of influence (1962: 108). The effects of the elicitation buyers have an impact on speech emphasis on the quality of goods.

Thus, the function also includes the representation of speech acts based on the theory of Austin. This is so because in a conversation must purchase includes such locutions speech acts, illocutionary, and perlocution.

d. The Interactional Function

Interaction function serves to guarantee and strengthen resilience and sustainability of communication and establish social interaction. Sumarlam says the success of these interactions requires sufficient knowledge about the dialect, jargon jokes as seasoning communication, folklore, and culture (2008: 2). For example, people should be greeted with a greeting greet appropriate and respectful. Furthermore, the speaker is also very necessary to consider what he said and how the partners as well as local cultural mores that apply to a particular region.

In the events that occurred in Klewer market Surakarta, researchers discover the function of the interaction or the interactional function as a form of mutually familiar with each other. This proved found several conversations in the sale and purchase transactions using refined language or “*ngoko karma*”. The following conversation of buying and selling in bulk bags Sugeng Jaya.

(43)Penjual :”*Model kados pundi ingkang badhe dipadosi?*,”

(44)Pembeli :”Yang merek *Alto* ada Mas?,”

(45)Penjual :”Ada,”

(46)Pembeli :”Yang model gendong apa cangklong?,”

(47)Penjual :”Yang gendong Mas,”

(48)Penjual :”Buat anak-anak atau *sampeyan?*,”

(49)Pembeli:”Yang modelnya untuk bapak-bapak kantor,”buat bapak soalnya Mas,”

Fragment of the conversation above is a conversation between buyers a teenage boy and seller of a man aged about 28 years. The context of the conversation is in the context of buying and selling, which started from a young man saw a bag in stall Sugeng Jaya buyers then sellers respond to treatment with “Krama Alus”. Interaction both are good, the seller Alus manners utilize language as a form of homage to the buyer and the buyer to use the Indonesian language. Seen in the data (43) interrogative sentence with Krama Alus '*Model kados pundi ingkang badhe dipadosi?*'. Then in honor of shoppers also looked at the data (48) in the use of the pronoun both in the form of “*karma inggil*”, namely '*sampeyan*'.

The function of interaction in this case reveals that the real buyer and the seller are two personas have different purposes in the container sell-buy transactions. Both have a good relationship when communication uttered have the same background. In this context both have in common the same culture, seen sellers are Javanese while buyers also Javanese ethnicity. Awards through Krama Alus also got considerable implications both to the buyer so that the negotiation process was running liquid.

e. The personal function

Individual function serves as a means of communication that can indicate a person's personality, if he is happy, sad, angry, annoyed, frustrated, excited, and so forth. Furthermore, Sumarlam (2008: 2) concluded that this function provides an opportunity for the speaker to express feelings, emotions, personal and profound reactions. In this study, it was found the personal function when buying or selling at Klewer market. Researcher finds in kiosks negligee Ratna on Tuesday, 1 November 2016 at 11.00. there is woman who is dealing a transaction, ranging in age from 40 years and two teenage girls who happen shopping for negligee. The following fragment of conversation.

(685) Pembeli : “Ya tadi yang 40 di kurangi dulu.”

(686) Penjual : “*Yo wes tak kurangi 2500.*”

(687) Pembeli 1 dan 2 : “Ya Allah..”

(688) Penjual : “*Kok malah koor yo piye? 30 yang ini, mepet!*”

Transactions between the girls and the women stall holders ratna the fragment above shows thye feelings of aggravation between the two. Aggravation looks at the buyer

requested that the bid price could fall again. However, the seller only loses 2,500. Unconsciously two buyers said 'Ya Allah' look at the data (686). Resentment against the seller realized with positive words, this shows that resentment does not always channeled with obscenities.

Furthermore, the seller also feels the same thing that annoyed the two buyers were not being completed its offer so that the impact of utterance says ' *Ya Allah* 'simultaneously reward with a funny satire on a high note in the form of *Kok malah koor piye yo? 30 yang ini mepet! 'Kok malah paduan suara itu gimana? Rp30.000 ini sudah mepet!* . Aggravation of the seller to the buyer does not mean annoyance that leads to anger. However, aggravation happens because it is not appropriate convergence of prices between sellers and buyers, causing a bit of aggravation between the two. This function is often found in the negotiations as a form of directness. This is in line with the conclusions of the study Hariadi (2014: 265) concerning compatibility between forms and functions of language can be explained that the sale and purchase transactions of people tend to be forthright.

f. The heuristic function

Heuristic function is a form of questions that require answers. In line with the theory Sumarlam (2008: 2) that the heuristic function is reminiscent of what is generally known as a question, because this function is often delivered in the form of questions that demand answers. Furthermore, Sumarlam (2008: 194) concludes that the heuristic function is the use of language which is shown to acquire knowledge. In this function is often found when the purchase transaction takes place, it becomes impossible if negotiations are not accompanied by questions that require answers. Questions submitted by the buyer here is a question asking about the price of goods, the quality of goods, the size of the goods, and the origin of the goods to be purchased.

Automatically seller is explained in detail to convince buyers to purchase merchandise offered so as to achieve the agreed meeting point. In this research, heuristic function dominates in the sale and purchase transactions in Klewer market compared with other functions. This is so because this function is vital in the sale and purchase transactions conducted in Klewer market Surakarta.

Furthermore, the form is found in the heuristic function of buying and selling in stalls Mrs. Hajah Suliyah. The transaction is done on Saturday, October 15, 2016 at 13.15. Buyer is a young man while his negotiating partners is an employee of the male sex aged approximately 30 years. Heuristic function in this transaction serves to initiate the emergence of the transaction between the two. Buyers, start with interrogative sentences containing heuristic function. The following forms of conversation.

(1) Pembeli: "Permisi Pak ada tas.. Ini sekitaran berapaaan ini, Pak?"(menunjuk ke tas yang digantung)

(2) Penjual : "Itu seratus sepuluh ribu rupiah."

Fragment of the above conversation is a form of questions to ask the price of the goods. In accordance with the theory of Halliday that this function is used to search for knowledge. In this context, the knowledge sought is the price of goods. Not only that, this function also serves as an orientation in a purchase transaction. It proved, once this

function appears both interact with each other to get the deal, seen negotiations on attachment corpus of data (3), (4), (5), (6), (7), (8), (9), (10), (11), (12), (13), (14), (15), (16), (17), although ultimately in this transaction, no finding common ground between the two.

Oral Discourse relevance Buy Sell Transactions in Pasar Klewer Surakarta as a matter of Learning in High School

The preparation of learning materials Indonesian high school curriculum tailored to the content. The curriculum is a guide for teachers to determine the points that will be taught to students. The current curriculum is the curriculum of 2013. This curriculum includes basic competence of the negotiating text as learning activities students have to do. Learning the negotiating text is certainly referring to the 2013 curriculum syllabus in K.D: 3.11. Analyzing the content, structure (orientation, submission, bidding, approval, cover) and linguistic negotiating text, and also K.D: 4.1. Delivering submission, bidding, approval and closing in the negotiating text, orally or in writing.

On the basis of competence 3:11 students are directed to analyze the structure of the negotiating text, while the basic competencies 4.1 students can be a negotiator directly. The lack of teaching materials contained in textbooks published by the government led to the renewal in the present teaching materials. Sufficient teaching materials using text books alone but blends with the surrounding environment utilization. One is on the negotiating text materials, teachers can use the traditional markets to be used as learning objects. given that the teaching material is relatively new negotiating text and reference materials will be minimal material. Therefore, the researchers discovered the relevance of buying and selling in Pasar Klewer Solo as Indonesian Learning Materials on negotiating texts class X High School. To strengthen the feasibility object Klewer market as learning materials negotiating text, researchers deliberately strengthen these statements by conducting in-depth interviews with teachers class X who teach in Surakarta, among others teacher Indonesian SMA N 7 Surakarta, SMA ABBS Surakarta, SMA Muhammadiyah PK Surakarta, and SMA Santo Paulus Surakarta. Relevance Klewer market with Indonesian learning materials make the learning process more interesting and innovative. It is to minimize the boredom that occurs in the classroom. Precisely with the practice of negotiation in Klewer market, the students can understand and improve students' ability to communicate verbally and understand the context of discussion of the hearer. Implicitly, the above in accordance with the opinion of Listya Buana Putra.

Proses pembicaraan antara dua belah pihak atau lebih yang dimana kedua belah pihak itu berbeda pandangan. Berarti disitu akan dicari bagaimana menemukan kesepakatan. (Putra:I)

Understanding the differences is a form of communication. It is, indicates that the pragmatic lessons indirectly excavated at these learning materials. Good communication functions can shape the character of students in order not to be selfish. Selfishness arises because the character has not been established tolerance. Learning the negotiating text which takes the object in Klewer market foster students to be tolerant towards the buyer

and seller pricing decisions, although all the items in the traditional markets can be compromised.

The relevance of this material makes Klewer market as one of the solutions to foster student interest because if the students during the process of teaching is done simply read a book, work on the problems, and homework then boredom experienced students will appear protracted and it will have an impact on lazy nature.

The learning process is saturating will indirectly have an impact on the material presented by the teacher that a student is difficult because the psyche has said that he is living a boring lesson. Therefore, the object to be a place of learning Klewer market negotiating text makes one solution to overcome the saturation of students in learning activities. The high interest in learning the negotiating text is a part of innovative learning. It shows the creativity of teachers in planning and learning process takes time. The learning process that leads students to see and experience it directly, it is confirmed by Listya Buana Putra.

pembelajaran sekarang itu harus dimodel pembelajaran induktif bagaimana siswa itu diajarkan untuk melakukan sebuah penelitian atau terjun langsung ke lapangan. Salah satunya, ya ke Pasar Klewer itu. Disitu mereka bisa melihat bagaimana bernegosiasi, mungkin juga mereka bisa mencoba bagaimana melakukan negosiasi itu ketika membeli sesuatu (Putra: IV).

It can be said also that the learning that makes the object Klewer market as learning material is a model of inductive learning. Learning is obviously making students observe the negotiations and become a negotiator with the purchaser of the goods in Klewer market through a bidding process.

In the selection of instructional materials, teachers and policy makers should pay attention to compliance with the basic competencies specified in the syllabus. Sometimes, a lot of cases found that learning materials that are used are not adapted to the underlying syllabus. This will lead to redundant if executed. Therefore, checking teaching materials created with the syllabus that has been written is important. Learning materials that utilize Pasar Klewer as learning materials by Latifah Arub KD Sukmawati highly relevant to the curriculum in 2013.

Iya. Di silabus terbaru yang K-13 ini di KD 3.10 itu terdapat KD yang berbunyi seperti mengevaluasi. Jadi itu kan menilai terkait struktur yang ada di teks negosiasi baik lisan maupun tertulis. Jadi mungkin yang tertulis itu sudah dipelajari di kelas, lihat dari buku teks seperti itu, nanti untuk yang lisannya bisa belajar langsung. (Sukmawati)

Fragment of the interview above shows that the learning materials that use the negotiating text object Klewer Market already meet basic competence in curriculum syllabus of 2014. This is very important because to clarify and prove their relevance in sale and purchase transactions in Klewer market as learning materials negotiating text. It

is also disclosed by Sari Gunanto N 7 Surakarta high school teacher who said that learning in Klewer market is suitable and relevant.

“wah, cocok mas. Mereka bisa belajar langsung untuk jadi seorang negosiator. Ya, walau sepele belajar tawar menawar dengan *bakul*. (Gunawan: II).

Clearly from the interview excerpt above suggests that the market is very worthy Klewer market if used as learning materials Indonesian in the negotiating text. This shows that the students can learn with a basket or a merchant there though clandestinely or merely pretending.

In addition to the relevant teaching materials, process of assessment is also relevant. It is fundamental to the opinion Arub Latifah.

Eee.. penilaiannya nanti bisa kita lihat dari laporan observasi mereka ya. Jadi mereka sudah mendapatkan apa saja di sana, mungkin dengan transkrip. (Sukmawati: III).

Material assessment according to this study is to assess the report on the observation that a student made. The report contains transcripts of conversations, field notes and descriptions that describe their observations during the plunge in Klewer market. From the transcripts searchable text structure by analyzing the structure of the negotiating text in the transcript of conversation and also the rules of the language that surrounds the standard word usage and punctuation. After the analysis of the transcript in terms of structure and rules of language, students create a report of negotiations that were to include in the core competency 4.

Selvia adds that the judgment in this learning material using performance assessment. The following fragment of conversation interview.

Untuk penilaian yang nanti seumpama ke pasar terjun lagi ke pasar ya?
Eee.. berarti nanti unjuk kerja ya. (Kumalasi:V).

Performance assessment which is done, the students presented the results of his observations in Klewer market through media power points made by the students. This assessment is regarded as an objective assessment in the assessment of learning materials directed to Klewer market because of accountability that students have done some of this learning activity. From the above explanation can be concluded that the learning material purchase transactions in Pasar Klewer Surakarta material relevant to the negotiating text. It is seen from various aspects, namely adequacy, student motivation, KI and KD in 2013 curriculum syllabus and assessment processes. It makes learning more innovative so that attract students to study well.

DISCUSSION

Researchers found that language function raised by Halliday in his Sumarlam, et al (2009: 1-3). Seven functions referring to the theory of Halliday is the form found in analysis language function of buying and selling in Klewer market Surakarta. The function of the seven, imaginative functions not found in this study because imaginative function usually appears in the literature.

Discussion Analysis Forms function Language

a. Instrumental function

Researcher says in his analysis that this function is used to convince buyers, changing an event by creating a context of “pekewuh” buyers so it can change events in a narrative context. Furthermore, it is used to take over the role in the sale and purchase transactions and share information through the imperative sentence. The findings of this study, that the use of instrumental function taken from 40 samples kios, which consists of five types of merchants found there are 21 forms of usage instrumental function. This suggests that are the form of an order to change the context of the events are also included in the negotiations sellers and buyers in Klewer market Surakarta.

b. Regulatory functions

Sellers take advantage of the regulatory function in the imperative form, that tells the buyer to surround Klewer market, if the purchased goods can be expensive collateral to be returned. It affected buyers to buy a house dress. Seller strength lies in the ability to speak in the role of negotiation, as well as statements van Dijk (1993: 250) that the directive speech acts (direct) like command (command) and message (order) used to create power. Sentence command has been utilized as a power seller proof that the price of merchandise sold cheaper. Researchers have found that there are nine forms of regulation in conversation selling at Klewer market Surakarta. It was taken from the 10304 conversation recording using 38 samples of 5 types of traders in Klewer market, the trader of bags, batik cloth, batik shirts, nightgowns, and clothing supplies worship. These regulations are found in number "(182) - (183)", "(207) - (208)", "(322) - (323)", "(375) - (402)," (400) - (401) ", "(425) - (430) ", "(496) - (502) ", "(609) - (612) "and" (1044) - (1054). The purpose of this regulatory function is to control the buyer and the seller and as a form of affirmation

c. function Representation

Researchers found there are 24 forms this function in a conversation buying and selling at Klewer market Surakarta. It was taken from the 10304 conversation recording using 38 samples of 5 types of traders in Klewer market, the trader of bags, batik cloth, batik shirts, nightgowns, and clothing supplies worship. The representation form is found some 24 forms. This indicates that the facts presented during a transaction are necessary to find common ground between buyers and sellers.

d. Interaction function.

Researcher discovers the function of the interaction to make a purchase order in the conversation. Understanding of the speaker and hearer in the context of communication to bring flexibility in the conversation, it indicates that the function of the interaction is very important in keeping the harmonization in negotiations.

Furthermore, based on research on the function of the interaction, the researcher finds there were 19 forms of interaction in conversation selling at Klewer market Surakarta. This, taken from the 10304 conversation recording using 38 samples of 5 types of traders in Klewer market, the trader of bags, batik cloth, batik shirts, nightgowns, and supplies of worship.

e. Individual function.

Findings from this study that the individual function in sell-buy transactions in the form of manifestation aggravation Klewer Market is an expression of the expression of the seller to the buyer is not bidding to existing standards. The findings further at this function is the expression of anger, this is so because it found that the transaction has reached the point agreement granted by the buyer canceled for no apparent reason. Based on research on individual functions, researchers found there are two forms of the personal selling function in a conversation at Pasar Klewer Surakarta. It is taken from the 10304 conversation recording using 38 samples of 5 types of traders in Pasar Klewer, the trader of bags, batik cloth, batik shirts, nightgowns, and clothing supplies worship.

f. Heuristic functions

The finding of this study is a form of questions to ask the price of the goods. In accordance with the theory of Halliday that this function is used to search for knowledge. In this context, the knowledge sought is the price of the merchandise. This function is also used to find out the model of the arrangement of the fabric and the availability of stock merchandise.

The researcher concludes the findings of the analysis of the function of language that the heuristic function is a function of the dominant language in the oral discourse of buying and selling in Klewer market with a sample of 38 kiosks used as a purchase transaction. Thirty-eight of the sample consisted of 6 stalls, namely stall bags, batik cloth, nightgowns, batik shirts, and supplies for Islamic worship. The achievement is a matter of finding heuristic function 70 forms of conversation. This indicates that the heuristic function is very important in the purchase transaction. This function is used to find out the price of goods, types of goods, and the reason the form of the arrangement of items. context of the situation on the transaction gives the buyer a sense of curiosity generating discourse and influence on the shape of the social concept of a problem situation (Gavran and Glazkova, 2015: 237). It confirms that the heuristic function becomes an important function in the sale and purchase transaction for the negotiations be fair if both are asking the knowledge of things that will be agreed upon.

Tabel : Frequency of the language function

Fungsi Bahasa	1-10	11-20	21-30	31-40	41-50	51-60	61-70
Fungsi instrumental			21				
Fungsi regulasi	9						
Fungsi representasi		24					
Fungsi interaksi		19					
Fungsi perorangan	2						
Fungsi heuristik							70

According to the table above, heuristic functions dominate the discourse of transactions in Pasar Klewer Solo performance data obtained up to 70 findings. This indicates that the heuristic function is often used by buyers to determine the price of goods, quality, availability of goods, and also branded goods. It is undeniable that this

result is also found in other traditional markets because in this case has the same context, the context of buying and selling.

Individual functions listed only found two forms of function. This indicates that the form of service in the sale and purchase transactions in Klewer market is very good. Although we find the failure of negotiations between the seller and the buyer in determining the price. Surely that means sellers at Klewer market Surakarta have a polite and friendly manner. In line with the words Dijk (1976: 94) embodiment of meaning in representation of meaning in memory referred to as a preposition. A preposition is specified in terms of concept, embodied by the natural language expression community. In this case the individual is a reflex function and accidental because it is a representation of the feelings being felt when transacting with buyers.

The second form of this function, it becomes a cohesion which form the conclusion that the service and fast reaction in the purchase and sale transactions in Surakarta Klewer Market is characterized by dominating heuristic function. Furthermore, the shape of hospitality and comfort are represented by the discovery of two individuals in the form of buying and selling on Klewer market.

Attaches to the conclusion above that the hospitality and comfort in a purchase transaction is the role of linguistics, in this conversation, give meaning to social practices are fundamental to the theory of Fairclough (2005: 90) states that the embodiment of linguistic relates to the use of language in the text or conversation, to give meaning to the group (phoneme, morpheme, clauses, etc.) and social practices, to events, and to the social reality (Rizwan, 2011: 75)

Relevance discussion Oral Discourse Buy Sell Transactions in Pasar Klewer Solo as Indonesian Learning Materials in High School.

This research is conducted by interviewing five teachers who teach the class X in Surakarta. This is so because he saw that the Klewer market is located in Surakarta, so bring a relevance between a high school teacher in the city of Surakarta in Klewer market. The findings from these interviews is negotiating text can teach students to understand and improve students' ability to communicate verbally and understand the context of discussion of the hearer. It also teaches about differences of opinion should be resolved.

The lesson can be learned by using the maximum when the object Klewer market as a student learning. It fosters students behave tolerance to both buyer and seller to pricing decisions, although all the items in the traditional markets can be compromised.

Learning materials which use the Klewer market can cultivate students' interest in learning the negotiating text. It was a solution to the problems of saturation in the negotiating text material, namely by getting students to observe the symptoms of negotiations and practices negotiator at Klewer market. In addition, making the object of Klewer market as learning material is a model of inductive learning. Learning is obviously making students observe the negotiations and become a negotiator with the purchaser of the goods in Klewer market through a bidding process.

On the other side of this learning will provide the cognitive development of social interaction because during the learning process in Klewer market Surakarta students would be cast negotiator directly related to the buyer. Just as said by Hall and Bishop

(2001) types of development and self-knowledge does not occur in isolation but going through the cognitive development of social interaction and moral conflict between the mind and the behavior that results will be better, consistent and there is understanding of the behavior of perspective taken (Hsiang-Ping Chen, Lien Chi-jui, Len Annetta and Yu-Ling Lu, 2010: 95).

The findings further, on learning that is done by Selvia using Traditional Market. From this, the researchers obtained information that the material used as learning market is growing interest of students compared to the learning done in class lectures. Learning materials that utilize Klewer market as learning materials are highly relevant to KD 3:10 containing evaluate the structure of the negotiating text. Ratings on this matter, namely the assessment of performance. These assessments, which students presented the results of his observations in Klewer market through media power points made by the students. This assessment is regarded as an objective assessment in the assessment of learning materials directed to Klewer market because of accountability that students have done some of this learning activity. From the above discussion it can be concluded that oral discourse of buying and selling in Klewer market is especially relevant if used as learning materials negotiating text tenth grade high school. It is fundamental to the principle of negotiation, motivation of students, core competence and basic competences in 2013 appropriate curriculum and assessment in the form of performance assessment is included in the curriculum of 2013.

Conclusion

Based on the results of research and discussion about the function of language spoken discourse sale and purchase transactions in Pasar Klewer and relevance as a matter of learning Indonesian language in the negotiating text class X High School gained some conclusions, among others: (1) The form of language functions found in this study include , instrumental function, regulatory function, the function of representation, interaction function, the function of the individual, and the heuristic function. Researchers found heuristic function dominate in this study with the number of 70 findings of data, (2) oral discourse sale and purchase transactions in Pasar Klewer is relevant to learning materials Indonesian on negotiating texts class X Senior High School. Relevance is reviewed from various aspects, among others, cultivate good character, part of real learning, in accordance with the basic competencies and core competencies contained in the curriculum syllabus in 2013, cultivate students' motivation in learning, in accordance with the assessment contained in the curriculum of 2013.

BIBLIOGRAPHY

Abidin, Y. (2013). *Pembelajaran Bahasa Berbasis Pendidikan Karakter*. Bandung: Rosdakarya.

Austin, J.L. (1965). *How Do Things with World*. New York: Oxford University Press.

- Dijk, T.A. (1993). Principles of Discourse analysis. *Discourse and Society*, 4 (2). pp. 249-283.
- _____. (2009). Discourse Meaning and memory: Review Article of Walter Kintsch, the Representation of Meaning in Memory. *Journal of Literacy Research*, 8(1). pp:89-110.
- Djatmika.(2014). *Pernik Kajian Wacana*. Yogyakarta: Graha Ilmu.
- Gavra, D. dan Glazkova. (2015). Communicative Strategies and Misunderstanding. Discourse Analysis of the Russian North Caucasus Case. *Journal Asian Social Science*, 11 (19).
- Hariadi, T. (2014). Penggunaan Bahasa dalam Transaksi Jual Beli di Warung “Bude Sarmi” Jalan Surya Utama Jebres Surakarta (Sebuah Kajian Sociolinguistik Lisan di Luar Kelas. *Jurnal Pendidikan Bahasa*, 3(2). 253-266.
- Hsiang-Ping Chen, Chi-Jui Lien, Len Annetta dan Yu-Ling Lu. 2010. The Influence of an Educational Computer Game on Children’s Cultural Identities, *Educational Technology and Social*. 13 (1). pp: 94-105.
- Idat, T.F.DJ. (1994). *Wacana Pemahaman dan Hubungan Antarunsur*. Bandung: PT Eresco.
- Lomas, Brian. (2008). *Kiat Sukses Bernegosiasi*. Jakarta: Publikatama.
- Rizwan, Snobra. (2011). Feminities and Masculinities a Feminist Critical Discourse Analysis of Hindi Film Songs. *Pakistan Journal of Women’s Studies*, 18 (1). 73-82.
- Santoso, Riyadi. (2010). *Logika Wacana ; Analisis Hubungan Konjungtif dengan Pendekatan Linguistik Semantik Fungsional*. Surakarta : UNS Press.
- Sulistyo, E.T. (2012). *Kajian Pragmatik Tindak Tutur Direktif dalam Serat Wedhatama Karya KGPAA Mangkunagaran IV*. Desertasi: UNS.
- _____. (2013). *Pragmatik Suatu Kajian Awal*. Surakarta: UNS Press.
- Susanto, Ahmad. (2013). *Teori Belajar dan Pembelajaran di Sekolah Dasar*. Jakarta: Kecana Prenada Media Group.
- Suwandi, S. (2008). *Serbalinguistik: Mengupas Pelbagai Praktik Berbahasa*. Surakarta: UNSPRESS.
- Stubbs, Michael. (1983). *Discourse analysis: The sociolinguistic analysis of natural language*. Chicago : The University of Chicago Press.
- Sumarlam (ed.), Kundharu Sadhono, Usdiyanto, Chatri S. Widyastuti,dkk (2009). *Teori dan Praktik Analisis Wacana*. Surakarta : Pustaka Cakra.

Wijana dan Rohmadi.(2009). *Analisis Wacana Praktik: Kajian Teori dan Analisis*.
Surakarta: Yuma Pustaka.