

**CONVERSATION STRATEGIES AMONG HAWKERS AND TOURIST : A STUDY AT  
SENGGIGI BEACH**



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# CONVERSATION STRATEGIES AMONG HAWKERS AND TOURIST : A STUDY AT SENGIGI BEACH

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## **ABSTRACT**

Conversation Strategies is need to do to observe the conversation especially adjecency pairs. Researcher use this method to know what kind of adjecency pairs that use in certain place. This study concern with descriptive analysis among hawkers and tourist at Senggigi beach. This study purposes some problems; the conversation strategies consist of question/answer, complaint/denial, offer/accept, request/grant, compliment/rejection and instruct/receipt. and also what factors the hawkers using English in the Senggigi beach. There are two reasearch question first one what is communication strategies used by hawkers in Senggigi, and the second one is what factors are may caused hawkers used the English. The actual sample is around ten hawkers but based on the fact and condition taken on the field there are only four hawkers are involved. The finding of this thesis there are two communication strategies used by hawkers those are question-answer and offer accept. There are some factors caused the hawker use English such as environment, financial problem and the last one English is important as an international language. This study expect the reader would get the knowledge and gain about conversation strategies through this research paper and able to differenciate the conversation form of adjecency pairs and also this study could be one the referencess in studying about conversation strategies.

Key word: *Descriptive analysis, conversation strategies,senggigi*

STRATEGI PERCAKAPAN ANTARA PEDAGANG ASONGAN DAN WISATAWAN:  
PENELITAIN DI PANTAI SENGGIGI

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**ABSTRAK**

Strategi Percakapan perlu dilakukan untuk mengamati percakapan terutama adjecency pairs. Peneliti menggunakan metode ini untuk mengetahui jenis adjecency pair apa yang digunakan di tempat tertentu. Penelitian ini berkaitan dengan analisis deskriptif antara pedagang asongan dan wisatawan di pantai Senggigi. Penelitian ini bertujuan beberapa masalah; strategi percakapan terdiri dari pertanyaan / jawaban, keluhan / penolakan, penawaran / penerimaan, permintaan / hibah, pujian / penolakan dan instruksi / penerimaan. dan juga faktor apa penjaja menggunakan bahasa Inggris di pantai Senggigi. Ada dua pertanyaan penelitian pertama apa strategi komunikasi yang digunakan oleh pedagang asongan di Senggigi, dan yang kedua adalah faktor apa yang mungkin menyebabkan pedagang asongan menggunakan bahasa Inggris. Sampel sebenarnya sekitar sepuluh pedagang asongan tetapi berdasarkan fakta dan kondisi yang diambil di lapangan hanya ada empat pedagang asongan yang terlibat. Temuan dari tesis ini ada dua strategi komunikasi yang digunakan oleh pedagang asongan yaitu tanya jawab dan tawaran diterima. Ada beberapa faktor yang menyebabkan penjaja menggunakan bahasa Inggris seperti environment, masalah keuangan dan yang terakhir bahasa Inggris adalah penting sebagai bahasa internasional. Penelitian ini mengharapkan pembaca akan mendapatkan pengetahuan dan mendapatkan tentang strategi percakapan melalui makalah penelitian ini dan mampu membedakan bentuk percakapan pasangan adjecency dan juga penelitian ini bisa menjadi salah satu referensi dalam mempelajari tentang strategi percakapan.

Kata Kunci: *Analisis deskriptiv, strategi percakapan, senggigi*

# CHAPTER I

## INTRODUCTION

### 1.1. Background

To introduce Lombok Island to the world of tourism, as well as to improve Lombok Island in the field of tourism, a lot of things must be considered by the people of Lombok Island and regional governments. In addition to consider a traditional gift such as songket and many more, it should be noted also by human resources. Human resources that mostly take a part and play a role in the field of tourism is called hawkers.

The development of tourism is expected to affect the lives of local people. Thus effect is influence many aspects of life, such as social, economic, cultural, religious, and the environment. Aspect in the economic field, they can earn additional income and while in the cultural aspects, living in tourism area can affect the surrounding residents, such as how they use clothing and daily activities. And many more impacts that could affect people who living in tourism area. The extent of the effect of tourism on the development of aspects of life can be studied independently. For example, the influence of the social field, the effect on the economy, or influence on the field of culture.

A hawker is a merchant of merchandise that can be easily transported; the name is roughly synonymous with salesman or costermonger. In most places where the term is used, a hawker sells inexpensive items, handicrafts or food items. Whether stationary or mobile, hawkers often advertise by loud street cries or chants and conduct banter with customers, so to attract attention and enhance sales. When accompanied by a demonstration or detailed explanation of the product, the hawker is sometimes referred to as a demonstrator or promoter (Mayhew, 1861)

Tourism is a trip for pleasure or profession; also the theory and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism may be international or within the traveler's country. The World Tourism Organization defines tourism more commonly, in terms which go "beyond the common perception of tourism as being limited to holiday activity only", as

people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure and not less than 24 hours, business and other purposes" (World Tourism Organization. 1995)

## **1.2. Research Question**

- 1.2.1 What is communication strategy used by Hawkers in Senggigi?
- 1.2.2 What factors are may cause the hawkers use the English?

## **1.3. Purpose of The Research**

Regarding formulation of the research problem stated previously, this research is intended to find out :

- 1.3.1 The Hawkers conversation strategies in Senggigi beach
- 1.3.2 The factor are caused the hawkers used english

## **1.4. Significance of the Research**

- 1.4.1 Theoritically this research is to enrich the basic knowledge of the reader about conversation strategies especially adjecency pairs that includes question/answer and offer/accept.
- 1.4.2 Practically this reasearch to make the other learners to study deeply about adjecency pairs in another object because this study is limited only concerning about adjecency pairs.

## **1.5. Limitation of Study**

This study is only focusing on observing the Hawkers conversation strategies including the adjecency pairs aspect. i.e. Question and Answer, Complaint and Denial, Offer and Accept, Request and Grant, Compliment and Rejection, Instruct and Receipt. and also observing the Hawkers using English in Senggigi influenced by envirotnment, economnic condition and hobby.

## 1.6 Definition of Key Terms

### 1.6.1 Conversation

A form of linguistic analysis which focuses on transcripts of real-life spoken interactions. It is often referred to as the study of talk in interaction. While analysts study private, informal conversations, they also examine institutional interactions. (Drew and Heritage, 1992)

### 1.6.2 Strategies

The strategy is a high-level plan to accomplish one or more purposes under conditions of uncertainty. In the understanding of the art of the general, siegfraut, logistics etc., the term came into use in the 6th century AD in East Roman terminology and was translated into Western vernacular languages only in the 18th century. From then until the 20th century, the word “strategy” came to denote “a comprehensive way to try to continue political ends, including the threat or actual use of force, in a dialectic of wills” in military conflict, in which both adversaries interact. (Freedman and Lawrence, 2013)

### 1.6.3 Hawkers

A Hawker is a vendor of merchandise that can be easily transported; the term is roughly equal with peddler or custermonger. In most places where the term is used, a hawker sells low-priced items, handicrafts or food items. Whether stationary or mobile, hawkers often display by loud street street cries or chants and conduct banter with customers, so to attract attention and improve sales. Mayhew categorizes hawkers, hucksters, and peddlers as a single group of an itinerant salesman and claims that he is unable to say what distinction was drawn between a hawker and huckster.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Literature Review**

Influence of environment on humans are having an impact diverse in terms of psychology, action, communication, behavior and especially the impact of the language that will be discussed here, because the environment is shaping the character of every human being entering into an environment that includes communication and getting new language. Social human beings will never be separated from interaction with others, both within the family and in the surrounding communities. It has thus been proved that humans will always be tied to the surrounding environment as a child will always be in a family environment, students will always interact in the school environment, and as well as the student will not be released to the campus itself. Seeing such things, the environment plays an important role in influencing student achievement where a well will be able to give a positive or negative impact on individuals of its own. This environment that directly or indirectly affect a person's character or nature.

#### **2.2 Aspect of Tourism Area**

##### **2.2.1 Tourism**

Tourism is a person who is supposed to leave his/her hometown (permanent placae) on temproray, basis fort he purpose of seaking new experiences, having fun & entertaining, doing sports, seeing cultural & historical places (attractives) etc. On the condition that she/he should stay no less than 1 day and no longer than 12 months, make use of a tourist facility for accomodation and spend her/his own Money trough their holiday.

The tourism sector ranked as the 4th largest among goods and services export sectors. During 2016 about 12.02 million foreign tourists visited Indonesia, which was 15.5% higher than that of 2015. On 2015, 9.73 million international visitors entered

Indonesia, staying in hotels for an average of 7.5 nights and spending an average of US\$1,142 per person during their visit, or US\$152.22 per person per day. Singapore, Malaysia, China, Australia, and Japan are the top five sources of visitors to Indonesia. The Travel and Tourism Competitiveness Report 2017 ranks Indonesia 42nd out of 136 countries overall with Travel and Tourism Competitiveness Index score of 4.2. The 2015 report ranks the price competitiveness of Indonesia's tourism sector the 3rd out of 141 countries. It mentions that Indonesia has quite good travel and tourism policy and enabling conditions (ranked 9th). The country also scores quite good on natural and cultural resources (ranked 17th). However, the country scored rather low in infrastructure sub-index (ranked 75th), as some aspect of tourist service infrastructure are underdeveloped. In 2016, the government was reported to be investing more in tourism development by attracting more foreign investors. The government has given priority to 10 destinations as follows: Borobudur, Central Java; Mandalika, West Nusa Tenggara; Labuan Bajo, East Nusa Tenggara; Bromo-Tengger-Semeru, East Java; Thousand Islands, Jakarta; Toba, North Sumatra; Wakatobi, Southeast Sulawesi; Tanjung Lesung, Banten; Morotai, North Maluku; and Tanjung Kelayang, Belitung. As quoted in The Jakarta Post, the government is aiming for 275 million trips by domestic tourists by end of 2019. The government has also secured commitments from potential investors, totalling US\$70 million in the areas of building accommodation, marina and ecotourism facilities in 3 of the 10 areas.

That West Nusa Tenggara Province (NTB) has the riches of tradition and culture showing the character and the identity of its society as the owner. West Nusa Tenggara is divided into two main islands, those are Lombok and Sumbawa islands. It has very good potential in tourism or culture tourism, both of which have reviews their own advantages to attract tourist to visit it. One of famous island in West Nusa Tenggara that has a charm in tourism field is Lombok Island. Lombok is a small island in Indonesia but it has a lot of well known main tourism objects because it provides variety of culture and nature as tourist destination. Lombok island is located close to Bali Island. According to West Nusa Tenggara's official (2009-2013) West Nusa Tenggara especially Lombok Island is one of the tourist destinations which is very promising when developed in ways that are

objective. Nationally, Lombok tenderloin become a top priority in the aspect of tourism, cultural and natural richness that extend from top of the mountain to sea base.

### **2.3 Relationships Culture and Language**

Culture and language have a very close relationship. Culture and language in this case is limited to the national culture of Indonesia . The relationship is not only limited to Indonesian is part of the national culture of Indonesia, but also seen as a revealer of language function, conservationists, and to the culture of Indonesia. The relationship of culture and language is that language as a communication system, will have meaning only in a culture that becomes the container. It means to understand a language, at least should be familiar with the culture. And vice versa, in order to understand the culture of a region or a country will be more perfect if also understand the language. (Allicia,2015)

### **2.4 Factor Affecting Language Mastery**

#### **2.4.1 Motivation**

When a child understands the importance of understanding a language and can see how it directly applies to their life, they learn faster. We've found that a contextual, theme-based curriculum can help get students more excited to dive into language learning. When they are interested in learning a language and they see meaningful connections to their lives, they begin to take risks to produce language, which helps them to acquire it faster. ( Allicia,2015)

#### **2.4.2 Support at Home**

We've found that exposure is an important factor in language comprehension and acquisition. If a child's family only speaks one language, are they able to provide help when the student needs it? It also matters how much value parents place in learning an additional language. Parents who prioritize language learning are more likely to push their child to keep trying even when it feels difficult. ( Allicia,2015)

## 2.5 Communication Strategy

In the course of learning a second language, learners will frequently encounter communication problems caused by a lack of linguistic resources. Communication strategies are strategies that learners use to overcome these problems in order to convey their intended meaning. (Richards & Schmidt 2009). Strategies used may include paraphrasing, substitution, coining new words, switching to the first language, and asking for clarification. These strategies, with the exception of switching languages, are also used by native speakers. (Ellis 1997, pp. 60–61).

The term communication strategy was introduced by Selinker in 1972, and the first systematic analysis of communication strategies was made by Varadi in 1973. There were various other studies in the 1970s, but the real boom in communication strategy scholarship came in the 1980s. This decade saw a flurry of papers describing and analyzing communication strategies, and saw Ellen Bialystok link communication strategies to her general theory of second-language acquisition. There was more activity in the 1990s with a collection of papers by Kasper and Kellerman and a review article by Dörnyei and Scott, but there has been relatively little research on the subject since then. (Ellis 2008, pp. 501–502).

## 2.6 Previous Study

Some studies related to this study have been conducted by several researchers first a thesis by Ida (2012), “*Communication Strategies Used In The Interaction Between Tourist Guide and Foreign Tourist In Borobudur Temple*”. The method that she used of her research is qualitative method by recording and taking note of some tourist guides in Borobudur temple. The primary data of this research was in the form of words, sentences, and attitude of the speakers. They were presented in transcript for each conversation. There were four tourist guides her research subjects. Therefore, there were four transcripts of conversation used as the data. In addition, this research was conducted through qualitative approach since it aims to describe the communication strategies in the conversation. From the analysis of four recorded conversations done by a total of 15 speakers she found out that almost all strategies proposed by Celce-Murcia et al (1995)

were employed by the speakers in their conversation in order to compensate for communication breakdowns, except retrieval. In that study, Celce-Murcia et al (1995) model of communication strategies is considered as the most complete and detailed. She divided communication strategies into five main categories. They are avoidance, achievement, stalling, self-monitoring strategies, and interactional strategies. From the percentage of the findings, she concluded that the most frequently strategy used was stalling or time gaining which uses filters as it has a 21.94% percentage compared to the total amount of the strategies used in the four recorded conversation.

## **CHAPTER III**

### **RESEARCH METHOD**

#### **3.1 Research Design**

This research has used descriptive research method. Descriptive research is designed to obtain information the current status of phenomenon (Ary et al,2010). This research aims to find out the english mastery level of society in Senggigi and how the local people use the adjecency pairs aspect. i.e. question/answer, complaint/denial, offer/accept, request/grant, compliment/rejection, and instruct/receipt.

#### **3.2 Research Setting**

This research takes place around Senggigi Beach. the reason for choosing this place are : The scope to that area is reachable for researcher, the object of the esearch is the people around there specifcly the hawkers, because they are frequently interact with the tourist and the native speaker. There so many hawkers that selling their stuff and many tourist come to senggigi beach for holliday. So, senggigi beach is good place to do this research.

#### **3.3 Population and Sample**

##### **3.3.1 Population**

The target population this study are hawkers around there at Senggigi beach.

##### **3.3.2 Sample**

The sample of this research are 5-10 people. They are mostly the hawkers that selling their souvenir to the tourist. it is better all of them are used.

### **3.4 Data Collection**

This research Applies a descriptive qualitative approach. Qualitative phenomena can be understood its meaning is good if it is done through interaction with the subject through observation. In addition, efforts can be made by observation in the background where the phenomenon is in progress." Based on the statement, this research Applies observation, recording and also note and taking as the techniques for collecting data.

### **3.5 Data Analysis**

The research analyzed the data by using descriptive qualitative method. The writer collected the data by using two instruments these are observation and recording. Observation is used to collect the data by asking the hawkers and looking up the condition on the tourism area. The other steps is recording, this type of instrument is used to collect the data by recording conversation among hawkers and tourist. The third steps is note taking, this type of method to get clearer data in order to use for further analysis. And the last steps is interview, this steps is used to answer the second research question by asking the hawkers.

## CHAPTER IV

### FINDING AND DISCUSSION

After analyzing the observation, recording and note taking the researcher has found some strategies used by hawkers in their conversation with tourist and also proving what factors caused the hawkers use the english.

#### 4.1 Finding

##### 4.1.1 Observation

Based on the observation that had been done in Senggigi, the condition after the earthquake most of the hawkers turn back to their usual activity in their village. Such as sell the groceries in their minimart that make them safes in working. So is not easy to find the hawkers in Senggigi areas, and also many of the tourist go back to their country.

##### 4.1.2 Recording and note taking

There are some conversation among hawkers and tourist

#### **Between Rahman and Natali**

Rahman (hawkers) : hello,excuse me miss, do you want buy my t shirt?

Natali (tourist) : can I see first?

Rahman : yeah, you can see

Natali : what size it?

Rahman : M

Natali : how did you make it?

Rahman : one hour

Natali : oh pretty good, there is a lot of beatiful colours

Rahman : what?

Natali : how much for the t shirt?

Rahman : it is very price, one hundred thousand rupiah

Natali : can you get little bit lower, i think it is very expensive

Rahman : yes

Natali : how much for the sure price?

Rahman : I give you fifthy

Natali : that's a good price

Rahman : ok thank you

## 4.2 Discuccion

This section discusses about summary of adjecency pairs in conversation between hawkers and tourist in Senggigi beach. The data analysis result is taken from the process of recording the hawkers and the tourist, conversation to get more further analysis of the adjecency pairs that includes, question/answer and offer/accept.

### 4.2.1 Communication strategies used by hawkers

Based on the result in the field the communication strategies used by the hawkers. Most of the strategies that hawkers used in their conversation is question/answer and second is offer/accept. Here are provided some result conversation between hawkers and tourist, also explanation in every strategies that used.

#### 1. The Types of Adjecency Pairs Between Hawkerc and Touist

This section is presents the data classification of Question / Answer, Complain / Denial, Offer / Accept, Request / Grant, Compliment / Rejection, and Instruct / Receipt taken from conversation.

#### 2. Question and Answer

Question and Answer is more much found in the conversation between Hawkerc and Tourist, the result is there are 25 Question and Answer from the four conversation above as follows :

Data 1

Natali (tourist) : can i see first?

Rahman : yeah, you can see

Natali : what size it?

Rahman : M

#### **4.2.2 Factor caused the hawkers used English**

The observation result show that the environment is the most affecting factor on their English used. Most of the hawkers from the surrounding environment only rely on mental and the minimum of English knowledge. There are several factors of the society especially the hawkers to learn english beside the environment wich are the economic problem that they are faced enforced them to learn english to overcome their economic problem. This fenomenon really occure in the area of Senggigi beach based on the observation that had been taken from that place moreover the tourist from various country dominating the area of senggigi beach is one of the reason the hawkers self-study the english and also as stated before hawkers relized English as the modern language. Below are the details of explanation of each factors.

## **CHAPTER V**

### **CONCLUSION**

After reviewing and describing conversation strategies of adjacency pairs that consist of question/answer and offer/accept, also after inspecting the reason why most of the hawkers using English. The researcher concludes this chapter, presents two terms those are conclusion and suggestion.

#### **5.1 CONCLUSION**

Having explained the data stated in the previous of the study and finally, this chapter makes some conclusion based on findings and the discussions as follows:

Based on analysis of the hawkers in their conversation strategies with tourists there are two strategies found those are question/answer and offer/accept. These two strategies are the most used by the hawkers in their selling conversation, because based on the fact taken from the field there is no other adjacency pairs such as complaint/denial, request/grant, compliment/rejection and instruct/receipt.

#### **5.2 SUGGESTION**

This section provides some suggestion as follows:

For the readers

This study expects the readers would get the knowledge about Conversation Strategies through this research paper, the reader would be able to differentiate the hawkers' conversation in form of adjacency pairs that includes question/answer, complaint/denial, offer/accept, request/grant, compliment/rejection, and instruct/receipt.

For other researcher

This study could be one of the references in studying about conversation strategies. There are many aspects that another researcher can analyze. It is suggested to

other researcher and students of English Departement who are interested in similar study to discuss about adjency pairs more deeply and could be adding the turn taking aspect in the anlysis. It is also suggested to analyze conversation strategies not only hawkers but also in another subject such as tour guide and travel agent.

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