

**ERROR AND COMMUNICATION STRATEGIES EMPLOYED BY  
SOUVENIR'S SELLERS AT SUKARARA VILLAGE**



**A THESIS**

**presented as a Partial Fulfillment of the Requirement for Master Degree in English  
Education Program Faculty of Teacher Training and Educational Mataram University**

**By**

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## THESIS SUPERVISORS' APPROVAL

This thesis entitled:

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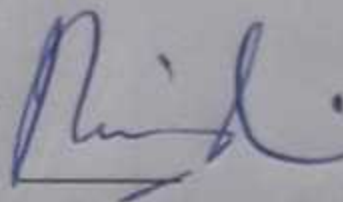
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## ABSTRACT

A speaker needs strategy in communication especially when they are making error in order to make the interlocutor understand and receive the message clearly. This study aims to discover (1) The error made by souvenir's sellers in communicating with foreign visitors at Sukarara village, (2) factor caused the error, and (3) strategies employed by the souvenir's sellers in encountering their problem in communication. This study used descriptive qualitative as its research design. Recording, observation, and interview were the techniques to collect the data. There were three sellers at Sukarara village that come from three different art shop as the sample of this study. The result of the study showed that (1) there are three kind of errors occurred in the conversation those were grammatical error, lexical error and contextual error, (2) factors that caused the error were seller's lack of English vocabulary, seller's lack of culture diversity, and Seller's educational background, (3) the strategies employed by the sellers included code switching, body language, message abandonment and circumlocution.

**Keywords:** Error, communication strategies, souvenir's sellers.