

ABSTRAK

Moda, Erniati Thomas. 2012. *Jenis Implikatur dan Penerapan Prinsip-prinsip Percakapan Tawar-menawar antara Penjual dan Pembeli Pakaian Di Trotoar Malioboro Yogyakarta*. Skripsi. Yogyakarta: PBSID, FKIP, Universitas Sanata Dharma.

Penelitian ini berusaha menemukan jawaban atas dua masalah, yaitu: 1) Jenis implikatur apa sajakah yang terdapat dalam percakapan tawar-menawar antara penjual dan pembeli pakaian di trotoar Malioboro Yogyakarta? 2) Bagaimana penerapan prinsip-prinsip percakapan tawar-menawar antara penjual dan pembeli pakaian di trotoar Malioboro Yogyakarta? Data penelitian ini berupa tuturan lisan percakapan tawar-menawar antara penjual dan pembeli pakaian di trotoar Malioboro Yogyakarta. Data diambil pada bulan Mei 2011 sampai dengan bulan Juni 2011. Jenis penelitian ini adalah penelitian deskriptif. Metode pengumpulan data yang digunakan adalah metode simak dengan teknik catat.

Berdasarkan rumusan masalah di atas, diperoleh temuan sebagai berikut: *pertama*, percakapan tawar-menawar antara penjual dan pembeli pakaian di trotoar Malioboro Yogyakarta mengandung dua jenis implikatur. Kedua jenis implikatur tersebut muncul di dalam tindak tutur (Parker *via* Wijana, 1993: 30-36), yakni: tindak tutur langsung literal dan tindak tutur langsung tidak literal. *Kedua*, percakapan tawar-menawar antara penjual dan pembeli pakaian di trotoar Malioboro Yogyakarta telah melanggar prinsip-prinsip percakapan, *pertama* prinsip kerja sama (Grice *via* Wijana, 1996: 46-53) yang terdiri atas maksim kuantitas, maksim relevansi, dan maksim pelaksanaan. Sedangkan maksim kualitas sudah ditaati penjual dan pembeli dengan baik. *Kedua* prinsip sopan santun (Leech, 1993: 206-207) yang terdiri atas maksim kearifan, maksim kedermawanan, maksim pujian, maksim kerendahan hati, maksim kesepakatan, dan maksim simpati.

ABSTRACT

Moda, Erniati Thomas. 2012. *Types of Implicatures and Application of Conversation Principles Between Clothes Sellers and Buyers at Malioboro Sidewalk Yogyakarta*. Undergraduate Thesis. Yogyakarta. PBSID, FKIP, Sanata Dharma University.

This research aims at attaining the answers on two problems, namely: 1) the variants of implicature used for bargaining-based conversation between the cloth seller and cloth buyer on the sidewalk of Malioboro Yogyakarta 2) The usage of bargaining-base conversation between the cloth seller and cloth buyer on the sidewalk of Malioboro Yogyakarta. The data compiled for this research falls into type of oral speech act on the base of bargaining conversation between the seller and buyers of cloth along the sidewalk of Malioboro Yogyakarta. The data compiled between the terms of May 2011- June 2011. The sort of this research comes into the matter of descriptive research. The method employed for compiling the data is observational method on the base of recording process.

Based on the given problems above, there are several things revealed as research findings: the first, the bargaining conversation between the seller of cloth and buyers of cloth on the sidewalk of Malioboro Yogyakarta conforms into two variants of implicatures. These two variants of implicature are performs within the speech act (Parker via Wijana, 1993: 30-36), namely: the oral direct speech act and oral figurative speech act. The second, the bargaining conversation between the seller and buyers of cloth on the sidewalk of Malioboro Yogyakarta has taken into the cases of violation on maxim of conversation, namely the maxim of cooperation (Grice via Wijana, 1996: 46-53) that comprises of maxim of quality, maxim of relevance and maxim of operation. On the other hand, maxim of quality has been adhered by the seller and buyer in such expected ways. Second, the maxim of politeness (Leech, 1993: 206-207) that comprises of tact maxim, generosity maxim, approbation maxim, modesty maxim, agreement maxim, and sympathy maxim.