

## ABSTRACT

Roifah, Anisatur. 2023. "Illocutionary Speech Acts in Buying and Selling Interactions between Marketing Vocational School Students and Barokatul Ummat Shop Visitors". *Thesis*. Purwokerto: Faculty of Cultural Sciences, Jenderal Soedirman University.

Based on the results of observations at the Barokatul Ummat Shop, several utterances were found such as apologizing, thanking, welcome, offering, asking, granting, and so on, so this research focuses on illocutionary speech acts. This study aims to describe the forms and functions of illocutionary speech acts in buying and selling interactions between Marketing Vocational High School students and Barokatul Ummat Shop Visitors.

The method used in this study is descriptive qualitative, the source of this research data is the speech of students and visitors to the Barokatul Ummat Shop. Meanwhile, the research data is the context of speech and speech fragments of students and shop visitors in buying and selling interaction events. The data were collected by using observation method with uninvolved conversation technique and writing technique. At the data analysis stage, the researcher used the identity method with a technique in the form of a determining element sorting technique (PUP) and an advanced technique in the form of a distinguishing comparison technique (HBB).

The results of this study found five forms of illocutionary speech acts in buying and selling interactions between Marketing Vocational High School students and visitors to the Barokatul Ummat Shop. The five forms are assertive speech acts, directive speech acts, commissive speech acts, expressive speech acts, and declarative speech acts. The 11 functions of illocutionary speech acts found in this study include assertive speech acts (stating and describing), directive speech acts (asking and asking), commissive speech acts (offering), expressive speech acts (thank you, sorry, welcome. ); and declarative speech acts (forbidding, deciding, and granting). The most dominant form of speech act is expressive speech act and the most dominant speech act function is expressive speech act of thanking. Based on the results of data analysis and discussion, speech acts are closely related to the success of buying and selling.

Keywords: speech acts, buying and selling, students.

## **BAB I**

### **PENDAHULUAN**

#### **A. Latar Belakang Masalah**

SMK Ma'arif NU 1 Karanglewas merupakan salah satu dari beberapa sekolah di Kabupaten Banyumas yang memiliki program keahlian atau Jurusan Pemasaran. Jurusan Pemasaran adalah jurusan yang saat ini diminati oleh banyak pelajar sekolah menengah kejuruan (SMK). Jurusan Pemasaran memiliki prospek kerja yang sangat luas dan dibutuhkan di semua perusahaan. Siswa Jurusan Pemasaran di SMK Ma'arif NU 1 Karanglewas belajar dasar-dasar kemampuan dan keilmuan menjadi seorang pemasar baik secara konvensional maupun melalui media sosial. Siswa juga akan mempelajari strategi pasar dan membaca peluang di dunia usaha. SMK Ma'arif NU 1 Karanglewas memiliki toko sembako yang bernama Toko Barokatul Ummat. Toko Barokatul Ummat ini menyediakan kebutuhan bahan pokok seperti toko pada umumnya. Siswa Jurusan Pemasaran diberi kesempatan untuk praktik menjadi kasir atau penjual dalam kegiatan praktik pemasaran. Kegiatan tersebut menuntut siswa Jurusan Pemasaran berinteraksi dengan setiap pengunjung Toko Barokatul Ummat untuk melakukan kegiatan transaksi jual beli. Pada kegiatan tersebut, baik siswa (penjual) maupun pengunjung toko (pembeli) akan mengujarkan tuturan.

Peran bahasa sangat penting dalam kegiatan interaksi antar individu maupun kelompok di masyarakat. Bahasa memungkinkan manusia dapat