

## **GENDER DIFFERENCES ON COMMUNICATION IN TRADITIONAL MARKET OF MEDAN**

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### **Abstract**

This paper deals with gender differences on communication. The aim of this paper is to analyse how female buyer and male seller communicate and different characteristics of female buyer and male seller in the market especially in process of buying and selling. The data of this study is the language differences between male seller and female buyer in traditional market of Medan, while the source of data of this study is the utterances of male seller and female buyer. In this study, the writer uses qualitative method because the data will be delivered by giving explanation in the form of words and sentences. The instrument of data collection are recorder and interview. The result of analysis shows that there are many differences of communication between female buyer and seller in the market. Female buyer mostly used polite form in conversation with male seller. Male seller tend to use the language directly and indirectly. He used direct and indirect communication based on the context of communication.

***Keywords: Gender Differences, Communication, Traditional Market***

## **CHAPTER I**

### **INTRODUCTION**

From the childhood, male and female are different in many ways, both physiologically and psychology. There are not only different in their physical appearance, but also in the way they use the language. Each person has different styles of communicating with other people. To say one intention, some can say it in different way. Holmes (1992) stated that language provides as variety of ways of saying the same thing. It depends on a lot of things, where people come from, educational background, age, and it also depend on gender. In study of language and gender, there are numerous studies that have describe raised many issues on difference between male and female in the way of speaking. Tannen (1990) stated that male and female in their ways in communication. Male tend to use language to gain status, while female use language to negotiate closeness and intimacy. Female use rapport talk to build and maintain relationship, while men use report talk to communicate factual information. It can be inferred that male and female have different objective in using the language and they differently treat the language in their communication. Male use the language to gain the status while female uses the language to negotiate closeness and intimacy. In reality, not all women communicate to gain status and not all men communicate to negotiate closeness and intimacy. Not all people communicate in accordance with its cultural identity background. Each person has different character to communicate. It could be gender and culture influence the ways people communicate but not may not. In this case, man and female are differently in communication. Therefore, based on the theories above, this research intends to investigate the language differences between male seller and female buyer in traditional market of Medan and the writer formulated the research question on what are the characteristics of communication ways between male seller and female buyer? Report Talk and Rapport Talk Tannen (1990) state that both of genders have their own characteristic in communication. Tannen (1990) believed that women and men have different speech styles, and she defined them as rapport talk and report talk. Women use conversation for intimacy, hence Tanne's term rapport talk. Women's conversation is used as negotiation for closeness in which they try to seek and give confirmation and support to reach consensus. For men, conversations are for information, thus report talk. Men negotiate to maintain the upper hand in conversation and protect themselves from other's perceived attempts to put them down.

The features of report talk and rapport talk in communication can see in the below table.

THE FEATURES OF REPORT AND RAPPORT TALK		
No	REPORT TALK	RAPPORT TALK
1	Direct Request	Using Qualifiers
2	Longer Talk in Public Context	Apologizing
3	Speech Includes Slang or Swear words, Teasing and Banter	Taking Blame
4	Give advice to solve problem	Thanking
5	Mixing Business and Non-Business Talk	Maintaining an Appearance of Equality, Downlapping Qualification
6	Rarely Give Praise or Compliment	Establishing Relationship, Using polite Form
7	Showing Authority	Downplaying Authority

## **CHAPTER II**

### **RESEARCH METHOD**

This is qualitative research. The data of this study is the language differences between male seller and female buyer in traditional market of Medan, while the source of data of this study is the utterances of male seller and female buyer in traditional market of Medan. The subject of this research is Kiki as female buyer and Andi as male seller. The female buyer is 29 years old and she is Javanese, while male buyer is 38 years old and he is Javanese, too. The instrument of data collection are recorder and interview. Some techniques of data collection in this study as follow:

1. Recording the conversation or utterances of male seller and female buyer in traditional market of Medan.
2. Transcribing the conversation or utterances of male seller and female buyer in traditional market on transcript.
3. Identifying the differences of utterances of male seller and female buyer in traditional market.
4. Analyzing the differences of utterances of male seller and female buyer in traditional market of Medan.

### CHAPTER III

#### DISCUSSION

The data of this study was taken from utterances of male seller and female buyer in traditional market of Medan. The data was analyzed to see the language differences between male seller and female buyer in traditional market of Medan related to the theory of gender language. The writer used Tannen theory in analyzing the data.

#### Data 1:

FB : bang, kayak gini warna lain ada?

MS : iya, warna ini sesuai dengan contoh

In this data, the female buyer asked the man seller the other thing, the male seller answer her question based on the female' buyer question. It is indicated that male seller tend to use direct language.

#### Data 2:

FB : talinya bagus gk kayaknya ni bang?

MS : Bagus ni, kalau mudah copot gak kayak gini dia, ini bagus kak.

In this conversation, the female buyer tend to ask shoes string indirectly question, it shown "kayaknya". Female used indirect question in asking, while male buyer tend to give advice to solve problem and showing support by saying –kalau mudah copot gak kayak gini dia, ini bagus kak.

#### Data 3:

FB : kalau model ini Cuma satu warna, Cuma talinya cepat rusak kayaknya ini.

MS : kalau buka ini, kayak gini kak, talinya kebelakang, tahan dia kak

In this conversation, the female buyer tend to ask shoes string indirectly question, it shown "Cuma talinya cepat rusak kayaknya ini". Female used indirect question in asking, while male buyer tend to give advice to solve problem by showing support by saying ||kalau buka ini, kayak gini kak, talinya kebelakang, tahan dia kak".

#### Data 4:

FB : Gak ada model lain bang? Gak ada warna hitam bang? Yang ini kuat bang?

MS : Yang ini kuat kak, tahan dia. Bagus kalau kakak pakai ini

In this conversation, male buyer used language to give advice to solve problem by showing support to female buyer's question by saying –Yang ini kuat kak, tahan dia. Bagus kalau kakak pakai ini.

#### Data 5:

FB : Dapat lha bang?

MS : Gak dapat kak.

In this conversation, female buyer used polite form in asking the price, she used language to show downlapping authority. She tend to indirect, tactful and use coutesy word “dapat lha bg”? while male seller answered her question directly statement.

**Data 6**

FB : Jangan diatas 100 ribu lha bang!

MS : Mank diatas 100 harganya kak, udah murah itu kak. Gak mungkin buka harga jauh, masih

pagi ni kak , dipakek kak cantik kalau kakak pakek ini.

In this conversation, female buyer used polite form, she used language to show downlapping authority by building closeness and intimcy. The male seller used language to show authority by supporting statement of female buyer’s question. The male seller aslo gave complement to the female buyer.

**Data 7:**

FB :Kurang lha bang harganya!

MS : Iya kak, udah kurang tu kak

In this conversation, the female buyer used polite form in asking the price, she used language to show downlapping authority by building closeness and intimcy, while male seller answered her question directly

**Data 8:**

FB : Jangan lha bang diatas 130.

MS : Buka dasar ni kak, pelaris jha ni kak.

In this conversation, female buyer used polite form, she used language to show downlapping authority by building closeness and intimcy. She also bargain the low price, while male seller used language to show authority by supporting statement of female buyer’s question.

**Data 9**

FB : Kurang lagi lha bang?

MS : Jangan kak, entar gaji saya dipotong.

In this conversation, female buyer used polite form, she used language to show downlapping authority by building closeness and intimcy. She also bargain the low price, while male seller tend to use language to show authority.

**Data 10:**

FB : Ayo lha bang, 100 jha lha bang.

MS : Udah murah tu kak, kalau kakak ke pajak baru, yang ada ac, mahal lagi harganya kak, gila-gilaan harganya kak, udah males entar kak, kita murah-murah jha kak, yang penting enak didengar ma orang kak.

In this conversation, the female buyer used polite form in asking the price, she used language to show downlapping authority by building closeness and intimacy. She also bargain the low price, while male seller tend to use language to show authority and give advise to support her statement.

## CHAPTER IV

### FINDINGS

After having analyzed the data, there are some points as the important one to be discussed in this research. From the data analysis above, the writer found that female buyer mostly used polite form in conversation with male buyer. She used polite form in bargaining the price in order to make the price low. In addition, female buyer in this case also used language indirectly. She asked the quality of goods indirectly to make sure that goods is good. She used this form of language to respect male buyer. Then, female buyer most talkative in conversation in negoitation the goods. She talk much than male saller in process of negoitation. She also showed downlapping authority to negotiate closeness and intimacy. However, there are many differences of communication between female buyer and saller in the market. In this case, male seller tend to use the the language directly and indirectly. He used direct and indirect communication based on the context of communication. Then, male buyer tend to give advise to support female buyer's statement in order to praise and show the good quality of the goods. In the last, male seller used the language to show the authority in selling process. He maintain the standard price of goods eventhough the female buyer bargains and negoitates the low price. He keep his authority in this case.

#### **Implication the Findings**

This research imply to all female buyers and male sellers to have appropriate ways of communication in process of buying and selling. The female buyers should have polite way of communication in bargaining and negoitating the goods. The female buyers should apply indirect language in asking the quality of goods and they aslo show respecting to seller. The male should have indirect communication, showing authority and giving advice and supporting to the negetiation. So, female buyer and male seller should have the characteristics of way communication above in order to make good relationship in trading.



## **CHAPTER V**

### **CONCLUSION**

This research was concerned of gender differences on the way of communication of female buyer and male seller in the market. It was aimed at describing how female buyer and male seller speak and describing the different characteristics of female buyer and male seller in the market, especially in process of buying and selling. After analyzing the data, some conclusions can be stated as the following:

1. Both female buyer and male seller in communication used report and rapport talk in their ways of communication. Female buyer mostly used polite form in bargaining and negotiating the goods, she used the language indirectly in asking the goods and price. She also respect the buyer in asking the quality of goods.
2. Male seller tend to use the language directly and indirectly, it depend on the context. The male seller aslo used the language in giving advice or supporting the customer to the goods. In the last, the male seller praised the customer or female buyer.

#### **Suggestion**

The writer suggest that male and female to use the appropriate characteristic the ways in communication, especially female buyer and male seller. The appropriate characteristic ways in communication of buying and selling process is important in order to make good understanding between female buyer and male seller.

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