



Illocutionary Speech Acts of the Gorontalo Community in Buying and Selling Interactions at Meyambanga Market, Posigadan District

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ABSTRACT

This study aims to describe the types of illocutionary speech acts used by the Gorontalo community during buying and selling interactions at Meyambanga Market, Posigadan District; to identify the factors influencing the use of these speech acts; and to explain the implications of the findings for Indonesian language instruction in senior high schools. A qualitative descriptive method with a pragmatic approach was employed. Data sources consisted of members of the Gorontalo community directly involved in trade activities, acting as either sellers or buyers. Data collection was carried out using listening, recording, and note-taking techniques. The collected data were analyzed using the Miles and Huberman interactive analysis model, comprising data reduction, data display, and conclusion drawing. The results indicate the presence of four types of illocutionary speech acts in the Gorontalo community's buying and selling interactions: assertive, directive, expressive, and commissive. Assertive speech acts are used to convey information regarding the price, quality, condition, and origin of the goods being traded. Directive speech acts are used to make requests, negotiate prices, offer suggestions, and guide the actions of the interlocutor. Expressive speech acts are used to convey feelings—such as happiness or satisfaction—and to express gratitude. Meanwhile, commissive speech acts are used to express willingness, promises, or commitments regarding the provision of service to buyers. The use of these illocutionary speech acts is influenced by various factors, including the communication situation, the purpose of the utterance, the social relationship between seller and buyer, the speaker's age, and the cultural and politeness values prevalent in society.

Keywords : illocutionary speech acts, Gorontalo community, buying and selling

Tindak Tutur Ilokusi Masyarakat Gorontalo dalam Interaksi Jual Beli di Pasar Menyambanga Kecamatan Posigadan

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan jenis-jenis tindak tutur ilokusi yang digunakan oleh masyarakat Gorontalo dalam interaksi jual beli di Pasar Meyambanga Kecamatan Posigadan, mengidentifikasi faktor-faktor yang memengaruhi penggunaan tindak tutur tersebut, serta menjelaskan implikasi hasil penelitian terhadap pembelajaran Bahasa Indonesia di SMA. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dengan pendekatan pragmatik. Sumber data penelitian berasal dari masyarakat Gorontalo yang terlibat secara langsung dalam kegiatan jual beli, baik sebagai penjual maupun pembeli. Pengumpulan data dilakukan melalui teknik simak, rekam, dan catat. Data yang terkumpul kemudian dianalisis menggunakan model analisis interaktif Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa dalam interaksi jual beli masyarakat Gorontalo terdapat empat jenis tindak tutur ilokusi, yaitu asertif, direktif, ekspresif, dan komisif. Tindak tutur asertif digunakan untuk menyampaikan informasi mengenai harga, kualitas, kondisi, serta asal barang yang diperdagangkan. Tindak tutur direktif digunakan untuk menyampaikan permintaan, melakukan penawaran, memberikan saran, dan mengarahkan tindakan mitra tutur. Tindak tutur ekspresif digunakan untuk mengungkapkan perasaan, seperti rasa senang, puas, dan ucapan terima kasih. Sementara itu, tindak tutur komisif digunakan untuk menyatakan kesediaan, janji, atau komitmen dalam memberikan pelayanan kepada pembeli. Penggunaan tindak tutur ilokusi tersebut dipengaruhi oleh berbagai faktor, antara lain situasi komunikasi, tujuan tuturan, hubungan sosial antara penjual dan pembeli, usia penutur, serta nilai-nilai budaya dan kesantunan yang hidup dalam masyarakat.

Kata kunci: tindak tutur ilokusi, masyarakat Gorontalo, jual beli

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INTRODUCTION

As social beings, humans cannot be separated from the use of language. Language serves as the primary tool for conveying ideas and thoughts. Through language, individuals can articulate their desires more clearly and understandably. In every interaction—whether formal or casual—and across various types of transactions, language acts as a vital link ensuring smooth communication. Language use is crucial in any setting, location, or time, including within the marketplace. Markets serve as spaces of interaction where sellers and buyers from diverse backgrounds meet to conduct transactions. It is here that various conversational exchanges frequently occur: offering goods, bargaining, rejecting offers, reaching agreements, and even using persuasion to secure a mutually acceptable price. All such forms of communication require a polite manner of speaking to maintain positive relationships between the participants. A speaker is considered polite when they can adapt their speech—whether formal or informal—to the prevailing situation (Jumanto, 2017:75). The function of language in communication extends beyond the mere transmission of information; it also plays a role in maintaining harmonious relationships between the parties involved, both during and after the interaction. When communication proceeds smoothly and without hindrance, both the speaker and the listener are left with a positive impression of the exchange. In oral interactions, the way a person speaks is heavily influenced by the intended audience. To ensure communication between the speaker and the listener is effective and harmonious, the speaker must adhere to the cultural values governing language use within their society. These cultural values reflect local wisdom, encompassing principles of politeness regarding both linguistic aspects and social relationships. Language ethics and social behavior are closely linked to the choice of language variety, prevailing norms, and the local cultural system. Therefore, when communicating, it is essential to be mindful of language choices and social norms to uphold

linguistic politeness. In today's modern era, many people in Gorontalo still pay little attention to their language use during interactions, tending instead to employ slang in daily conversation. If this habit persists unchecked, there is a concern that it will lead to a departure from the principles of linguistic politeness. Diverse regional backgrounds influence how individuals speak, including the level of courtesy they display. Yet, individuals serving the public—particularly in the trade sector—ought to uphold ethical, moral, and polite standards when communicating with anyone in their social environment.

This research relates to the Indonesian language subject within the 2013 Curriculum, specifically the material on negotiation texts taught in Grade X. The objective of this instruction is for students to gain firsthand experience and develop language skills. The buying and selling activities at Meyambanga Market can be integrated into the Indonesian language curriculum regarding negotiation texts; consequently, the researcher is interested in examining the actual learning process within the school setting.

This research also benefits students by helping them understand how to use polite language in real-life situations, particularly during market negotiations. This enables students to improve their communication skills, respect their interlocutors, and maintain courtesy while bargaining. Indonesian language instruction becomes more contextual and meaningful because it is grounded in events close to the students' lives, thereby supporting the development of speaking and writing skills related to negotiation texts. In this way, students learn to be more empathetic, respect others, and maintain good relationships through the use of polite language.

METHOD

This study employs a descriptive method with a pragmatic approach, designed to depict social reality as it exists by collecting data directly from phenomena observed in the field. The findings are presented through a narrative description, utilizing



appropriate and relevant data collection and analysis techniques. The entire research process is rooted in the natural setting where the phenomena occur (Sotari & Komariah in Datunsolang, 2021:22; Razakm 2017:176; Abubakar, 2021:19).

The data for this study consist of the illocutionary speech acts of the Gorontalo community during buying and selling interactions at Meyambanga Market, Posigadan District. The data comprise assertive, directive, expressive, commissive, and declarative utterances obtained from conversations between sellers and buyers during daily transactions. These utterances are analyzed based on their types and the factors influencing the use of illocutionary speech acts in community communication within the market environment.

Data collection techniques: This study utilizes listening, recording, note-taking, and observation techniques.

Data analysis is conducted through several stages. First, data reduction is a crucial stage in qualitative research that serves to filter and organize raw data, making it more structured and easier to interpret. Second, data presentation is a vital stage aimed at arranging and organizing information so that it can be clearly understood. Third, data analysis is conducted from the moment the researcher begins collecting data in the field. Fourth, drawing conclusions begins during the initial stages of fieldwork, meaning the researcher must start interpreting the meaning of the information obtained right from the start.

RESULTS

1. Illocutionary Speech Acts of the Gorontalo Community in Buying and Selling Interactions at Meyambanga Market, Posigadan District

Based on data obtained through observation and interviews regarding interactions between sellers and buyers at Meyambanga Market, Posigadan District, it was found that the Gorontalo

community predominantly employs assertive, directive, expressive, and commissive speech acts in their communication. These forms of speech acts align with the classification proposed by John Searle. Their usage is manifested through various politeness strategies that reflect local cultural values, such as mutual respect, close social ties, and a sense of solidarity.

1.1 Assertive Speech Acts

Assertive speech acts—also known as representative speech acts—are linguistic acts used to state the truth or forms of speech that bind the speaker to the veracity of the expressed proposition; examples include stating, proposing, boasting, complaining, and claiming (Searle, in Markoem, 2017:242). Based on the analysis, the following assertive speech acts were identified in this study:

Data 1

Buyer: "How much is the tomato, Auntie?"

Seller: "20 thousand per kilo; will you take some, Ma'am?"

Buyer: "Can't the price be lowered?" Seller: "I can't do that, Ma'am; that's the fixed price, especially since the tomatoes are still really fresh."

Buyer: "Okay, weigh out a kilo for me."

Based on the dialogue, several forms of assertive speech acts used by the seller and the buyer can be identified. An assertive speech act is an utterance that functions to state or explain something the speaker believes to be true. In John Searle's classification of speech acts, assertive (or representative) speech acts commit the speaker to the truth of the proposition being uttered. The seller's statement, "20 thousand for a kilo," is an assertive speech act because it serves to provide information regarding the price of the goods. The seller states a fact about the tomato price without any element of command or request. Furthermore, the statement "especially since the tomatoes are still really fresh" also qualifies as an assertive speech act, as the seller conveys information about

the condition of the goods that they believe to be true.

Throughout the dialogue, it is evident that assertive speech acts dominate the interaction. Their primary function is to convey information regarding price and quality. However, in this context, assertive speech acts do not stand alone merely as a means of stating facts; they also serve a social function. Information conveyed through polite language helps build a harmonious relationship between the seller and the buyer. Overall, the dialogue demonstrates that assertive speech acts during buying and selling interactions at Meyambanga Market serve as a means of exchanging information while simultaneously acting as a tool for building trust and maintaining social harmony.

2. Factors Influencing the Illocutionary Speech Acts of the Gorontalo Community During Buying and Selling Interactions at Meyambanga Market, Posigadan District

2.1 Speech Setting and Situation

The speech setting and situation are crucial factors influencing language use in a communicative event. The speech setting refers to the location where the interaction takes place, while the speech situation relates to the conditions or circumstances forming the backdrop of the communication. In the fields of pragmatics and sociolinguistics, the setting and atmosphere of speech significantly influence the choice of words, language style, and level of politeness employed by speakers. According to Dell Hymes, the context of the setting and atmosphere in a speech event plays a vital role in determining the form and function of the language used by speakers.

In this study, the interaction takes place in a traditional market, which serves as a hub for the community's economic activities. The market is a venue where sellers and buyers meet to conduct transactions for various daily necessities. Interactions in the market typically occur directly—face-to-face—between sellers and buyers. The bustling, open, and informal nature of

the market environment tends to foster communication using everyday language that is simple and easily understood by both parties. The speech atmosphere in the market is generally relaxed and familiar. Nevertheless, the community still observes elements of linguistic politeness.

This is evident in the use of address terms such as *ibu*, *tante*, *Om*, or *Bapak* when initiating conversations. The use of such terms demonstrates the speaker's effort to show respect for their interlocutor and maintain positive social relations throughout the interaction. Thus, even though the communicative atmosphere in the market is informal, speakers still uphold standards of politeness. Furthermore, the bustling market atmosphere influences the forms of speech used by sellers and buyers. Due to the multitude of simultaneous activities, the speech employed is usually concise, clear, and direct.

Sellers typically offer goods using simple sentences designed to attract the buyer's attention, whereas buyers usually ask directly about the price or quality of the items they wish to purchase. Nevertheless, the manner in which the utterance is delivered still prioritizes politeness to avoid offending the listener. The setting and atmosphere of the interaction also influence intonation and expression during communication. In a bustling market, speakers typically raise their voices slightly so that the listener can hear them. Furthermore, a friendly facial expression and a polite demeanor play a crucial role in maintaining linguistic courtesy. Sellers usually display a friendly attitude to make buyers feel comfortable and interested in purchasing the goods on offer.

Based on observations of buying and selling interactions in the market, it can be concluded that the setting and the communicative situation significantly influence language use among the people of Gorontalo. The bustling yet relaxed market environment encourages speakers to use informal language during communication. This demonstrates that the people of Gorontalo continue



to uphold values of politeness in their speech, even in informal communicative situations.

2.1 Speech Participants

Speech participants are a crucial element of a communicative event, influencing language use during an interaction. They are the parties directly involved in the communication process: the speaker (who conveys the message) and the interlocutor (who receives it). In the fields of pragmatics and sociolinguistics, the nature of the speech participants largely determines the form of language used, including the level of politeness. According to Dell Hymes, speech participants are a key component of a speech event, influencing how a speaker conveys a message to their interlocutor.

In market buying and selling interactions, the speech participants typically consist of the seller and the buyer. These two parties play distinct roles in the communication process. The seller acts as the party offering merchandise, while the buyer acts as the party inquiring about, selecting, and purchasing desired goods. These differing roles influence the forms of speech used during communication.

The social relationship between the seller and the buyer also affects the level of politeness in their language. If the seller and buyer are strangers to one another, they tend to use more polite and cautious language. This serves to maintain good social relations and prevent communicative misunderstandings. Conversely, if the seller and buyer already know each other or engage in frequent transactions, the language used is typically more relaxed, though it still retains elements of politeness.

Additionally, age is a factor that influences speech forms in interactions between sellers and buyers. In Gorontalo culture, showing respect to older individuals is a highly cherished value. Therefore, younger speakers typically use polite forms of address—such as *ibu*, *Tante*, *Om*, or *Bapak*—when speaking to older individuals.

Differences in social status or standing within the community can also influence language use in communication. For instance, sellers often use friendly and polite language to make buyers feel comfortable and encourage them to make a purchase. Meanwhile, buyers also strive to use polite language when negotiating prices so as not to offend the seller.

Differences in roles, social relationships, age, and the level of familiarity between seller and buyer influence how speakers choose words, use forms of address, and convey their intentions during communication. Thus, the identity of the participants is a highly influential factor in language use during market-based buying and selling interactions among the people of Gorontalo.

2.3 Communicative Purpose

Communicative purpose refers to the intention or goal a speaker wishes to achieve through the utterance addressed to their interlocutor. In any communicative event, every utterance typically serves a specific purpose—whether to provide information, make a request, offer goods, or negotiate. This purpose significantly influences the linguistic forms employed, including the level of politeness. According to Dell Hymes, communicative purpose is a crucial element of a speech event, determining how an utterance is conveyed from speaker to listener.

In market transactions, the primary goal of the speech exchanged between sellers and buyers is to facilitate the sale and purchase of goods. Sellers aim to offer and sell their merchandise, while buyers aim to acquire the goods they need at a suitable price. Consequently, the communication between them typically revolves around product offers, explanations of product quality, price setting, and the bargaining process.

The communicative purpose also shapes word choice and sentence structure. Sellers often use friendly and polite language when offering goods to buyers. This approach aims to put the buyer at ease and generate interest in the products on offer.

For instance, sellers frequently use phrases such as "Please, Ma'am, the fish is very fresh" or "Come take a look, Ma'am; the vegetables just arrived from the farm." Such utterances demonstrate the seller's effort to attract the buyer's attention in a courteous manner.

Conversely, buyers also have specific objectives when speaking to sellers. They typically use polite language when inquiring about prices or negotiating. This is done to avoid offending the seller and to ensure the transaction process continues smoothly. For instance, a buyer might use phrases such as "Could you lower the price a little, Ma'am?" or "If I buy in bulk, can I get a discount?" These expressions demonstrate the buyer's attempt to convey their wishes in a polite manner.

Beyond merely conducting a transaction, the purpose of speech in buying-and-selling interactions also relates to maintaining a positive social relationship between the seller and the buyer. In Gorontalo culture, maintaining harmonious relationships during communication is considered important. Therefore, even though the primary goal of the interaction is to carry out an economic transaction, speakers still strive to use polite language and show respect for their interlocutors.

Based on the analysis, it can be concluded that the communicative goal significantly influences the use of linguistic politeness during buying and selling interactions in the market. The seller's aim to offer and sell goods, combined with the buyer's aim to acquire goods at a suitable price, drives both parties to use friendly and polite language to ensure smooth communication and the successful completion of a transaction. Thus, the communicative goal is a key factor influencing the polite speech acts employed by the people of Gorontalo during market transactions.

2.4 Topic of Discourse

The topic of discourse refers to the subject matter or core issue of a communicative event. It relates to the content or material discussed by the

speaker and the interlocutor during the communication process. In pragmatics, the topic of discourse is a factor influencing the linguistic forms used by speakers, as the subject matter can determine word choice, sentence structure, and the level of linguistic politeness. According to Dell Hymes, the topic of discourse is an element of the speech event that shapes the flow of communication between the speaker and the interlocutor.

In market buying and selling interactions, the topics discussed by sellers and buyers generally revolve around the transaction itself. These topics include the price and quality of goods, the quantity to be purchased, and the bargaining process between the parties. This topic forms the core of market communication because the primary purpose of the interaction is to conduct a sale. During the communication process, the seller typically initiates the exchange by offering their goods. Sellers may convey information regarding the condition or quality of their merchandise—such as the freshness of fish, the quality of vegetables, or the asking price. Such utterances aim to attract the buyer's attention and provide necessary information before the buyer decides whether to make a purchase. Meanwhile, buyers usually respond by inquiring about the price or quality of the goods, or by negotiating the price proposed by the seller.

In this situation, buyers often use polite language to ensure the bargaining process proceeds smoothly without causing misunderstandings or offending the seller. For instance, a buyer might use phrases like "How much is this, Ma'am?" or "Could you lower the price a little, Auntie?" Such utterances demonstrate that the buyer maintains a polite tone during communication, even while negotiating the price. The subject matter of the interaction also shapes the flow of conversation between seller and buyer. Since the topic relates directly to the transaction, the utterances used tend to be concise, clear, and straight to the point. This



approach ensures effective communication and prevents delays in the ongoing market transaction. Furthermore, topics concerning price and product quality can give rise to various types of speech acts: directive acts (e.g., when a buyer asks the seller to lower the price), expressive acts (e.g., when a buyer praises the quality of the goods), and commissive acts (e.g., when a seller agrees to offer a discount). Thus, the subject matter influences not only the content of the conversation but also the forms of speech acts that emerge during the interaction.

Based on the analysis, it can be concluded that the subject matter is a key factor influencing buying-and-selling interactions in the market. Topics regarding price, quality, and bargaining prompt speakers to use a relaxed conversational style, facilitating smooth communication and the successful completion of the transaction. Consequently, the subject matter serves as a crucial element in determining the form and function of speech within market interactions among the people of Gorontalo.

2.5 Medium of Speech

The medium of speech is a factor that influences language use in a communicative event. It refers to the channel or tool a speaker uses to convey a message to an interlocutor. In the fields of pragmatics and sociolinguistics, the medium can range from direct oral communication to indirect communication via specific channels. The choice of medium significantly affects how a speaker conveys a message, influencing aspects such as intonation, word choice, and the level of politeness. According to Dell Hymes, the "instrumentality" (or means of speech) is an element of a speech event that refers to the channel or medium used in the communication process.

In market transactions, the means of speech employed by the people of Gorontalo typically involves direct, face-to-face oral communication between seller and buyer. This interaction occurs

spontaneously at the market site when a seller offers their wares and a buyer approaches to inquire about or purchase the goods. Because the communication takes place directly, the speaker can convey messages more clearly, making them easier for the interlocutor to understand.

In face-to-face communication, speakers utilize not only spoken language but also nonverbal elements such as vocal intonation, facial expressions, hand gestures, and body language. These elements help clarify the intent of the speech and reinforce the meaning the speaker wishes to convey. For instance, sellers often employ a friendly intonation and an amiable tone when offering goods to buyers. This approach aims to create a comfortable communication atmosphere, ensuring buyers feel valued and interested in purchasing the offered items.

Furthermore, the medium of direct communication allows for greater flexibility in the interaction between seller and buyer. Price negotiations can take place in real-time, enabling both parties to adjust their speech based on the other person's responses. In such situations, speakers typically use polite language that avoids causing offense, thereby facilitating a smooth negotiation process. Direct communication also reflects a sense of social closeness between the seller and the buyer. In Gorontalo culture, face-to-face interactions are often accompanied by friendliness, smiles, and the use of polite forms of address such as *Ibu*, *Tante*, or *Bapak*. This demonstrates that communication serves not only to conduct economic transactions but also to maintain harmonious social relationships among community members.

Based on the analysis, it can be concluded that the primary medium of speech used in market transactions is direct oral communication between seller and buyer. This medium enables speakers to convey messages more effectively by combining spoken language with nonverbal elements like intonation, facial expressions, and body language. Thus, the medium of communication plays a

significant role in shaping the linguistic politeness observed among the people of Gorontalo during market transactions.

DISCUSSION

Illocutionary Speech Acts of the Gorontalo Community in Buying and Selling Interactions at Meyambanga Market, Posigadan District

Research on the illocutionary speech acts of the Gorontalo community during buying and selling interactions at Meyambanga Market, Posigadan District, reveals that the community employs various forms of speech acts during communication between sellers and buyers. Interactions within the market environment demonstrate that language serves a function far broader than merely conveying information; it acts as a medium for maintaining harmonious social relationships between the speaker and the interlocutor.

In the field of pragmatics, a speech act is defined as an action performed through an utterance delivered by a speaker to an interlocutor. This concept was proposed by John Searle (1969), who posited that every utterance spoken by a speaker carries not only linguistic meaning but also a specific communicative function or action. Consequently, during market transactions, sellers and buyers do not simply exchange information regarding goods and prices; they also perform various actions through the utterances they exchange.

The research findings indicate that the illocutionary speech acts used by the Gorontalo community at Meyambanga Market encompass several categories: assertive, expressive, directive, commissive, and declarative speech acts. These forms appear in various communicative situations throughout the transaction process. Expressive speech acts are those used by speakers to convey feelings or attitudes regarding a particular situation. In market interactions, expressive speech acts frequently occur when a buyer praises the quality of the goods being sold—for instance, by

remarking, "The fish looks so fresh," or noting the vibrant color of the tomatoes. Such utterances reflect the buyer's positive attitude toward the goods offered by the seller. The use of expressive speech acts in this manner can also foster a more cordial and pleasant communicative atmosphere between the seller and the buyer. In addition to expressive speech acts, the use of directive speech acts is also found in buying and selling interactions. A directive speech act is one intended to request or direct the interlocutor to perform a specific action (Fauzia, 2019: 34). In the context of market transactions, directive speech acts typically occur when a buyer asks the seller to lower the price, requests that an item be wrapped, or inquires about the quantity of goods available. For instance, a buyer might use utterances such as "Could you lower the price a little?" or "Please wrap up ten of them." Such utterances demonstrate the buyer's attempt to influence the seller's actions while maintaining linguistic politeness.

Furthermore, commissive speech acts are also found in buying and selling interactions at the market. A commissive speech act is one that indicates the speaker's commitment or willingness to perform a specific action (Fauzia, 2019: 34). In interactions between sellers and buyers, commissive speech acts typically occur when a buyer expresses a willingness to purchase an item or when a seller expresses a willingness to fulfill a buyer's request. For instance, the utterance "I'll have you set aside three of them; I'll come back to pick them up later" implies the buyer intends to return after checking prices elsewhere, or the seller is committing to preparing the items requested by the buyer. Such utterances demonstrate the speaker's commitment to a future action.

Additionally, this study identified the presence of declarative speech acts in market transactions. A declarative speech act is used to state or establish a specific state of affairs. In a buying and selling context, declarative speech acts usually arise when a seller states a fixed price for an item or declares that the stock is sold out. For example, the



statement "It's twenty thousand for one, Auntie" establishes the price of the fish, or a similar statement might indicate that the item the buyer is seeking is no longer available. These utterances directly establish a condition within the transaction process.

Based on this analysis, it can be concluded that the use of speech acts during buying and selling interactions at Meyambanga Market reflects the Gorontalo community's application of illocutionary speech acts. This politeness is evident in the use of respectful forms of address, refined word choices, and a manner of speaking that avoids offending the interlocutor. Such polite language use demonstrates that the Gorontalo community continues to uphold values of courtesy in communication, particularly during social activities like market transactions.

Thus, the polite speech acts employed by the Gorontalo community during transactions at Meyambanga Market serve not only to convey information regarding the sale but also to maintain harmonious social relations between sellers and buyers. This demonstrates that language plays a crucial role in fostering positive social interaction within the community.

Factors Influencing the Illocutionary Speech Acts of the Gorontalo Community During Buying and Selling Interactions at Meyambanga Market, Posigadan District

Based on the research findings and discussion regarding the factors influencing the illocutionary speech acts of the Gorontalo community during buying and selling interactions at Meyambanga Market, Posigadan District, it can be concluded that speech acts in communication are influenced by various factors underlying the interaction between sellers and buyers. These factors include the setting and atmosphere of the speech event, the participants, the purpose of the speech, the topic of conversation, and the medium used during the communication process.

The setting and atmosphere of a traditional market—characterized by bustle and informality—

influence the forms of speech used by the community. In such situations, sellers and buyers tend to use concise, direct language that gets straight to the point, while still observing politeness through the use of respectful forms of address and a delivery style that avoids offending the interlocutor. Factors such as age differences, social relationships, and the level of familiarity between the speakers determine the choice of words and the communication style employed.

The communicative goals associated with buying and selling transactions also shape the speech forms used. Sellers typically employ friendly and polite language to attract buyers' attention, while buyers use courteous language when inquiring about prices or negotiating. This demonstrates that language use serves as a communication strategy for reaching agreements during commercial transactions.

Furthermore, the subject matter—covering aspects such as price, quality, quantity, and the bargaining process—influences the speech forms used. Given that the conversation centers on economic transactions, speakers generally use clear, easily understood language to prevent misunderstandings between seller and buyer. Meanwhile, the medium of communication—direct, face-to-face interaction—allows speakers to convey messages more effectively by utilizing both verbal and non-verbal elements, such as vocal intonation, facial expressions, and body language. Thus, the illocutionary speech acts employed by the Gorontalo community during buying and selling interactions at Meyambanga Market in Posigadan District are influenced not only by linguistic factors but also by the various social and situational contexts underlying the communication. This highlights the vital role language plays in maintaining harmonious social relationships between sellers and buyers during market transactions.

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