



Strategy for Compliance and Violation of Pangkalan Kerinci Community Speech Acts in Buying and Selling Transactions

Zahra^{1*}, Mangatur Sinaga², Tria Putri Mustika³

¹²³Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Riau, Riau, Indonesia

*E-mail: zahra3217@student.unri.ac.id

ABSTRACT

The purpose of this study is to analyze and explain the strategies of compliance and violation of speech acts that occur in interactions between traders and buyers. This study was conducted in three main locations, namely Pasar Baru, Pasar BTN Lama, and Pasar Semina in Pangkalan Kerinci in April 2026. The population in this study included all transactional speech activities in the market area, with a sample of 40 spoken speech datum selected using a purposive sampling technique. Data collection was carried out using listening, recording, and note-taking techniques to document the dialogue in its entirety without disturbing the naturalness of interactions in the field. The research instrument used was the researcher himself as the main instrument (human instrument), assisted by a voice recorder, field notes, and lingual data transcription guidelines. The data analysis tool used a pragmatic equivalent method by aligning the concept of Leech's Principles of Politeness and Brown and Levinson's Speech Strategy to see the relationship between the content of moral values and the way speech is delivered in the field. The results of the study indicate two main interaction patterns: a mutually supportive pattern (harmonious interaction) and a conflicting pattern (economic conflict of interest). In the supportive pattern, speakers adhere to politeness maxims aligned with positive or negative small talk strategies to maintain comfort and test customer loyalty. Conversely, in the conflicting pattern, speakers deliberately violate politeness maxims through strategies of being blunt (on record), vague (off record), or even silent strategies due to the motivation of economic gain or deadlocked price bargaining. This study concludes that the combination of politeness rules and speaking strategies in traditional markets functions as a dynamic social balancing tool to align economic transaction targets without damaging the kinship ties of market residents.

Keywords: compliance and violation, Pangkalan Kerinci community, speech acts, buying and selling

Strategi Pemuatan dan Pelanggaran Tindak Tutur Masyarakat Pangkalan Kerinci dalam Transaksi Jual-Beli

ABSTRAK

Penelitian ini bertujuan mendeskripsikan strategi pemuatan dan pelanggaran tindak tutur dalam interaksi pedagang dan pembeli di Pasar Baru, Pasar BTN Lama, dan Pasar Semina, Pangkalan Kerinci. Penelitian dilaksanakan pada April 2026 dengan sampel 40 datum tuturan lisan yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui teknik simak, rekam, dan catat, kemudian dianalisis menggunakan metode padan pragmatis dengan mengintegrasikan Prinsip Kesantunan Leech (terj. Oka, 1993) dan Strategi Bertutur Brown dan Levinson (1987). Hasil penelitian menunjukkan adanya dua pola interaksi utama, yaitu pola yang saling mendukung dan pola yang saling bertabrakan. Pada pola mendukung, penutur cenderung mematuhi maksim kesantunan serta menggunakan strategi kesantunan positif dan negatif untuk menjaga hubungan baik dan loyalitas pelanggan. Sebaliknya, pada pola bertabrakan, penutur melanggar maksim kesantunan melalui strategi terus terang (bald on record), samar-samar (off record), maupun diam akibat kepentingan ekonomi dan kebutuhan tawar-menawar. Penelitian ini menyimpulkan bahwa kesantunan berbahasa dan strategi bertutur merupakan dua unsur yang saling berkaitan dalam membangun keseimbangan antara pencapaian tujuan ekonomi dan pemeliharaan hubungan sosial dalam transaksi jual beli di pasar tradisional.

Kata kunci: pemuatan dan pelanggaran, tindak tutur, masyarakat Pangkalan Kerinci, transaksi jual beli

Submitted
04/06/2026

Accepted
23/07/2026

Published
27/07/2026

Citation	Zahra, Z., Sinaga, M., & Mustika, T. P. (2026). Strategy for Compliance and Violation of Pangkalan Kerinci Community Speech Acts in Buying and Selling Transactions. <i>Jurnal Pembelajaran Bahasa dan Sastra</i> , Volume 5, Nomor 4, Juli 2026, 3369-3378. DOI: https://doi.org/10.55909/jpbs.v5i4.1579
----------	---

Publisher
Raja Zulkarnain Education Foundation

INTRODUCTION

Bargaining interactions in traditional markets are always marked by a clear clash of financial interests. At Pasar Baru, Pasar BTN Lama, and Pasar Semnai in Pangkalan Kerinci, vendors naturally strive to maintain profit margins, while buyers strive to keep prices as low as possible. This clash of economic interests is not resolved through physical action, but rather tactically managed through language. The reality on the ground shows that the speech produced by the Pangkalan Kerinci community is heavily influenced by the region's sociocultural heterogeneity. As an urban area that brings together local Malays and immigrants from various regions, the speech strategies used in commercial transactions are highly complex. Speakers are not only focused on price agreements but also must be clever in choosing language strategies to achieve their economic goals without harming the listener's psychological well-being.

In the reality of everyday conversation in these three markets, linguistic phenomena emerge in the form of adherence to and violation of norms of politeness. For example, when a transaction is cooperative, a vendor is often willing to lower the price while offering praise or a warm, kinship greeting to secure customer loyalty. Conversely, during intense bargaining, buyers often offer veiled criticism about the quality of a product, or sellers often reject offers with stiff and blunt language. In fact, unilaterally cutting off communication by simply walking away is often chosen as an interpersonal strategy. These empirical facts demonstrate that the way the Pangkalan Kerinci community combines compliance with and violations of language etiquette serves as a pragmatic instrument for managing material conflict in the public sphere.

Universally, this speech activity, tied to socio-religious and economic interests, is covered by the branch of sociopragmatics, specifically concerning the variables of politeness principles and self-image defense strategies. To measure the level of moral value in an utterance, a brief examination

of Leech's concept of politeness principles (translated by Oka, 1993) serves as a fundamental operational basis. This concept divides politeness rules into six main maxims: wisdom, generosity, praise, humility, agreement, and sympathy. Adherence to or deviation from these six maxims serves as a parameter for assessing how communicators suppress their egos to respect others. However, these maxims do not stand alone in practice. Executing them in spoken language requires social identity protection tactics consistent with Brown and Levinson's (1987) theory of speaking strategies. This theory explains that every act of speaking carries the risk of threatening the speaker's "face" or sociopsychological self-esteem, requiring speakers to choose one of five main strategies: being bald on record, positive politeness, negative politeness, being vague (off record), or even using silence.

Based on the research background described above, the problem formulation in this research is formulated as follows:

1. What are the forms of compliance and violation strategies for the speech acts of the people of Pangkalan Kerinci in buying and selling transactions at Pasar Baru, Pasar BTN Lama and Pasar Semnai?
2. What is the function of the strategy of compliance and violation of speech acts in the dynamics of buying and selling transactions in the people of Pangkalan Kerinci?

Based on the problem formulation described above, the research objectives can be formulated as follows:

1. To outline and explain compliance strategies and violations of speech acts that occur in interactions between traders and buyers at Pasar Baru, Pasar BTN Lama, and Pasar Semnai, Pangkalan Kerinci.
2. Analyze the function of forms of compliance and violation of politeness principles in the context of economic transactions in the field.

The results of this study are expected to provide both theoretical and practical benefits:



1. Theoretically, this study contributes to the development of pragmatic studies, particularly in understanding the hybrid integration model between Leech's speech partnership moral values (translated by Oka, 1993) and Brown and Levinson's (1987) facial defense tactics in the traditional commercial ecosystem of a multicultural society.
2. Practically, this study is useful as a reflective basis for assessing language practices in society, thus providing consideration in fostering language ethics and developing more contextually adaptive commercial communication.

This research on language dynamics in the public sphere is supported by several relevant previous studies from online scientific journals, namely: This research on language dynamics in the public sphere is supported by several relevant previous studies from online scientific journals. Studies by Alawiyah et al. (2022), Hasanah et al. (2024), and Zulkarnain et al. (2024) focused on analyzing adherence to Leech's politeness principles to maintain harmonious social interactions, both in the artificial medium of film and formal public debate. Meanwhile, Brown and Levinson's speech strategies have been extensively studied in the realm of one-way digital media, such as by Agustina A (2022) and Thahirah & Amin (2025). Furthermore, portraits of the speech strategies of communal speech communities in everyday life have also been conducted by Rohmah et al. (2023) on diglossian communities, Ningsih & Fatmawati (2024) on Gen-Z digital communication, and Irwanto and Muhlis (2025) on instructive patterns of ethnic language.

The limitations of these three previous studies create a research gap that this study fills. While previous studies tended to view the relationship between politeness theory in a linear and separate manner, this study, conducted at Pasar Baru, Pasar BTN Lama, and Pasar Semnai Pangkalan Kerinci, goes further. This research reveals how politeness rules and speech strategies merge into a single

adaptive formula due to the pressures of financial conflict in a heterogeneous urban market. Therefore, this research is crucial to complement the still-lacking sociopragmatics literature.

METHOD

This research focuses on analyzing compliance strategies and violations of speech acts of the people of Pangkalan Kerinci in buying and selling transactions at Pasar Baru, Pasar BTN Lama, and Pasar Semnai, using a qualitative method that prioritizes a qualitative descriptive approach. A qualitative descriptive approach allows researchers to collect richer and in-depth data, considering that language politeness strategies are often hidden in the nuances of word choice, the context of market situations, and social relationships between speech actors (Kountur, 2005). The analysis process was carried out by directly observing verbal interactions in the field, recording spontaneous bargaining dialogue between sellers and buyers, and recording speech that contained elements of compliance or violation of politeness maxims.

The data analysis technique in this research refers to the steps proposed by Bungin (2003) as follows: 1) Classifying data based on forms of compliance and violation of politeness maxims; 2) Classify data based on the type of speaking strategy used; 3) Conclude the results of the classification of politeness forms and the function of speaking strategies in the dynamics of economic transactions.

The following are the stages of the research procedure: 1) selecting research objects and locations at Pasar Baru, Pasar BTN Lama, and Pasar Semnai; 2) collecting data through observation, recording, and note-taking techniques during peak market operating hours; 3) classifying data into a politeness analysis matrix table; 4) interpreting the social and sociocultural context of the local community; 5) compiling a research report.

According to Sugiyono (2013), Razak (2017), triangulation is a data validity checking technique that utilizes something other than the data itself as a means of comparison or cross-checking. The

credibility testing in this study employed three types of triangulation: theoretical triangulation by combining the concepts of politeness maxims and face defense strategies; source triangulation by comparing audio recordings and field observation notes; and researcher triangulation through a validation process by the supervisor to avoid subjectivity in the analysis.

RESULT

The data in this study were obtained by directly observing how vendors and buyers communicated during transactions at Pasar Baru, Pasar BTN Lama, and Pasar Semnai Pangkalan Kerinci. The author found various forms of conversation in the field, both demonstrating mutual respect (adhering to rules of politeness) and deliberately violating language rules for personal gain. Through this analysis, it was also evident that market participants often chose specific words to convey their hidden intentions. These choices of speech not only functioned to facilitate smooth bargaining but also reflected the closeness of social relationships and how the local cultural background influenced their communication styles. The various forms of politeness that emerged in the conversations of these market participants are described as follows:

1. Adherence to the Maxim of Politeness

Adherence to the maxim of politeness occurs when someone uses good and polite language to respect the person they are speaking to, minimize the burden or loss of others, and maintain a comfortable communication atmosphere.

Maxim of Wisdom

Data 1

Context: A buyer is browsing thrift clothing displayed at a vendor's stall in Pasar Baru. To entice buyers to buy the clothes in bulk, the seller immediately offers a package deal, which is cheaper than buying them individually.

Seller: "Take this, Sis. One for 10,000, three for 25,000."

Buyer: "Oh yeah? Okay. Three for just this, Bro."

The conversation in this first instance falls within the maxim of wisdom. This is because the seller consciously seeks to provide financial benefits and freedom of choice to the buyer. Through the offer, "Take this, Sis. One for 10,000, three for 25,000," it's clear that the package deal is the seller's primary means of reducing the buyer's expenses. From a linguistic perspective, the use of the greeting "Sis" and the prefix "lah" demonstrate the friendly and sociable nature of Pangkalan Kerinci residents, enabling transactions to take place in a friendly atmosphere.

Maxim of Agreement

Data 2

Context: A customer wants to pay for his purchases based on the remaining money in his wallet after previously buying shrimp for Rp 35,000. Because he only has Rp 15,000 left, he asks the seller to provide enough money to buy mackerel and also asks for an additional fish as a token of agreement.

Buyer: "Sir, give me Rp 15,000. Match my remaining Rp 50,000. Add one more."

Seller: "Add one more? Yes."

Buyer: "Yes, that's it. Thank you, sir."

The conversation in data 2 demonstrates adherence to the maxim of generosity. Here, the seller happily provides convenience and a bonus item to the buyer without asking for additional payment. By replying briefly, "Add one more? Yes," the seller demonstrates a willingness to compromise and reduce his personal profit to satisfy the buyer. The seller's willingness to comply with the buyer's wishes also demonstrates a concern for customer satisfaction, thereby maintaining good relationships in the market.

Praise Maxim

Data 3

Context: A customer compliments the friendliness of a vegetable seller at Semnai Market who always serves customers with a smile. The seller responds with a sentence that minimizes self-praise.



Customer: "Your vegetables are so fresh, Miss. Your sales are always busy because you're so friendly." Seller: "Oh, it's just normal, Miss. I'm just making a small fortune, the important thing is that it's blessed."

The utterance in data 3 exemplifies the maxim of praise. This language rule directs the speaker to minimize self-praise or to be humble when receiving appreciation. By saying, "Oh, it's just normal, Miss. I'm just making a small fortune," the seller refuses to boast and chooses to equalize with the buyer, making communication more comfortable and less awkward.

Humility Maxim

Data 4

Context: At Seminai Market, a customer compliments the freshness and size of the oranges neatly arranged in the stall. Upon hearing the compliment, the seller didn't immediately brag about his merchandise, but instead responded with great humility.

Buyer: "These oranges are really nice, sir. They're big and really fresh."

Seller: "Oh, they're just so-so, Sis. They're from a small garden, as long as they're worth selling."

The utterance in point 4 can be classified as a form of adherence to the maxim of humility. This rule of language etiquette emphasizes minimizing self-praise. The seller chose to downplay his own earnings by referring to his land as a "small garden" out of respect for the buyer's position. This manner of speaking is also combined with a strategy of softening social distance through the opening clause, "Oh, these are just so-so," which serves to demonstrate the traditional trader's down-to-earth personality and respect for the presence of customers in the market area.

Maxim of Agreement

Point 5

Context: A bargaining transaction took place over a carton of chicken eggs at the Old BTN Market. After a lengthy discussion regarding the price dif-

ference, the buyer finally decided to give in and agree to the seller's mid-price offer.

Seller: "I can't go any lower, bro. Eggs are going up, so the right price is just Rp. 48,000."

Buyer: "Okay then, sir. Wrap it up in one piece, the price is right."

This statement in point 5 exemplifies the maxim of agreement. This language rule encourages both parties to increase their agreement and avoid arguments. By lowering their ego and understanding the current soaring market price by saying, "Okay then, sir. Wrap it up in one piece," the buyer has created a harmonious speech. This choice of agreement sentence works very well to end the bargaining session peacefully, resulting in a mutually satisfying transaction.

Maxim of Sympathy

Point 6

Context: At the Old BTN Market, a buyer sees a fish vendor busy tidying up his stall under a light drizzle. The buyer greets him with a caring tone before asking about the price of the fish.

Buyer: "It's really a hassle this afternoon, isn't it, sir, using the drizzle too. Isn't your stall wet?"

Seller: "Yes, that's how it is, Sis, for the sake of keeping the kitchen smoking. Please choose your fish."

The statement in point 6 demonstrates adherence to the sympathy maxim. The buyer demonstrates empathy and concern for the vendor's uncomfortable situation due to the weather. The question, "Is your stall wet?" serves to build a positive emotional bridge, so the vendor feels valued not just as a transaction object, but as a fellow market member struggling.

2. Violation of the Politeness Maxim

A violation of the politeness maxim occurs when someone speaks in a manner that deviates from the rules of politeness. The speaker usually intentionally diminishes respect, makes criticisms, or simply shows a lack of concern for the other person's feelings for some reason.

Maxim of Wisdom

Point 7

Context: At Pasar Baru, a fruit vendor, feeling his goods were already very cheap, immediately interrupted a customer who was trying to haggle over the price.

Buyer: "Sir, if you take two kilos of these apples, you can..."

Seller: "No way, Sis. That's the fixed price, no more haggling."

The utterance in point 7 violates the maxim of tact. This maxim requires the speaker to grant an advantage or broad freedom of speech to the interlocutor. By immediately interrupting the buyer with the sentence "No, Sis. That's the fixed price," the seller limits the buyer's right to engage in economic negotiation. The seller employs a straightforward strategy to maintain the value of his commodity, even though this action compromises the buyer's comfort.

Maxim of Generosity

Point 8

Context: A buyer at Pasar Baru aggressively bids on a pair of shoes, forcing the seller to sell them at a very low price for his own personal gain.

Buyer: "Just give me Rp 50,000, Sir; you don't have much capital. It's better than not selling them all the time."

Seller: "I haven't got it yet, Sis; that's called a dealer's loss."

The statement in point 8 demonstrates a violation of the maxim of generosity. The buyer selfishly maximizes his own profit and imposes a significant material loss on the seller with the sentence "Just give me Rp 50,000; you don't have much capital." This direct-speaking strategy ignores the principle of balanced self-sacrifice in traditional commerce.

Praise Maxim

Data 9

Context: A customer at Seminai Market is buying granulated sugar. However, he doubts the purity

of the sugar offered by the seller because the color looks somewhat dull and not white enough. The buyer's question subtly indicates his dissatisfaction with the quality of the product.

Buyer: "You only have half the sugar."

Seller: "What else?"

Buyer: "Hey, no white ones, Miss?"

Seller: "Here you go."

The utterance in point 3 violates the maxim of praise because the buyer gives a negative assessment of the seller's merchandise by asking, "Hey, there's no white one, Miss?" This question implicitly criticizes the color of the sugar provided. This kind of remark could actually damage the seller's reputation, as the buyer is more focused on finding flaws in the product than appreciating it. However, the buyer uses a subtle strategy of presenting the criticism by pretending to ask for other color options to avoid directly offending the seller.

The Maxim of Humility

Point 10

Context: At a grocery store in Pasar Baru, a middle-aged vendor exaggeratedly praised the wealth and social status of a customer who was selecting goods, intending to intimidate her into haggling over the price.

Seller: "You're a rich person from the next complex, so you'll definitely buy the premium quality ones, not this cheap one."

Buyer: "Oh, you can do that, sir."

The utterance in point 10 is categorized as a violation of the maxim of humility. This rule requires speakers to minimize compliments and maximize self-deprecation. Although the compliment is offered by the seller to the buyer, the context of the situation suggests an ulterior motive that makes the buyer feel uncomfortable, forced into a certain social status in the public space. The buyer's seemingly awkward response demonstrates that this forced compliment violates the comfort of natural language.



Agreement Maxim

Data 11

Context: At the Old BTN Market, a stalemate occurred when a buyer insisted on a very low price for red chilies, below the farmer's initial capital. The seller firmly refused, without offering any compromise options.

Buyer: "Just ten thousand a kilo, sir, it's already late."

Seller: "No way. Just look elsewhere if the price is that much."

The utterance in data 11 reflects a violation of the agreement maxim. The seller immediately cuts off communication and maximizes disagreement with the sentence "Just look elsewhere if the price is that much." The seller chooses to act confrontationally to protect his economic profit margin, thus triggering a rigid social distance and neglecting efforts to reach common ground in traditional market commercial communication.

The Maxim of Sympathy

Data 12

Context: At the Old BTN Market, a customer came and asked about the type of meatballs sold at a stall. As soon as the seller answered that they were chicken meatballs, the customer simply walked away without saying a word or politely refusing.

Buyer: "What kind of meatballs are these?"

Seller: "Chicken." (The customer simply walked away)

Seller: "It's okay, Miss?"

The actions and statements in data 4 can be categorized as a violation of the maxim of sympathy. The customer was considered impolite for interrupting the conversation and leaving after the seller had answered his curiosity. This indifferent attitude demonstrated a lack of respect for the seller, who had intended to provide good service. Because the customer ignored the seller's presence as a conversational partner, the seller became confused and was forced to retort with

the phrase "It's okay, Miss?" to ensure the transaction continued.

3. Function of Building Social Closeness and Accelerating Commercial Transactions

Meanwhile, the functions of the speaking strategies used by people when transacting in Pangkalan Kerinci markets are described as follows.

3.1 Function of Building Social Closeness and Accelerating Commercial Transactions

This function is used by speakers to lighten the mood, eliminate social distance, and expedite the price agreement process between sellers and buyers from various ethnicities.

Data 13

Context: A clothing seller at Pasar Baru tries to convince a buyer of the superiority of the housedress material she is selling, so that the buyer feels confident and interested in purchasing it immediately.

Seller: "Usually people sell it for up to Rp. 80,000, this one is only Rp. 50,000. Which one do you want? This is a good material."

Buyer: "You can choose one, sir."

The above utterance serves to build closeness and expedite the buying and selling process. This is evident when the seller offers friendly assistance by saying, "Which one do you want? This is a good material." The seller deliberately creates a sense of comfort so that the buyer feels like they're being treated like a close friend. On the other hand, the statement, "People usually sell it for up to Rp. 80,000, here it is for only Rp. 50,000," serves as an economic incentive. The seller offers a much lower price comparison so the buyer can immediately make a purchase decision without feeling hesitant or suspicious of being cheated.

3.2 Function of Controlling Conflicts of Interest and Safeguarding Bargaining Position

This function serves as a social brake when someone wants to criticize product quality, negotiate a price, or cancel an order safely without triggering

a verbal argument or anger in a public place.

Data 14

Context: Referring back to the case of a buyer who questioned the cleanliness of granulated sugar at Seminai Market to a female vendor called "Nte." The buyer wanted to get a good item without having to argue with the seller.

Buyer: "Hey, don't you have any white ones, Nte?"

Seller: "Here you go."

The utterance in the data above serves to control conflict while protecting the buyer's bargaining position. In the conversation, the buyer expressed his disappointment by asking, "Hey, there aren't any white ones, Nte?" At first glance, this phrase might seem like a simple question, but in the market environment, it transforms into a subtle weapon for buyers to pressure sellers. This way, buyers can obtain better-quality goods, while maintaining harmonious social relationships because the seller's dignity is not compromised in front of others.

DISCUSSION

The results of this study indicate that linguistic politeness in buying and selling transactions at Pasar Baru, Pasar BTN Lama, and Pasar Seminai Pangkalan Kerinci plays a highly crucial role in facilitating economic transactions while simultaneously maintaining the dynamics of social relations among market residents. Commercial activities at these locations utilize two main patterns of politeness principles in a balanced manner, namely six forms of maxim observance and six forms of maxim violation. This balance in data quantity indicates that linguistic activity in traditional markets is never rigid or unidirectional; rather, it constitutes a highly dynamic sociopragmatic arena. From a sociolinguistic perspective, observance of the maxims of tact, generosity, approbation, modesty, agreement, and sympathy represents a form of social investment to build harmonious relationships between traders and buyers. Amidst the heterogeneous community of Pangkalan Kerinci, the use of polite speech,

local kinship honorifics such as "*Bang*" (Bro), "*Kak*" (Sis), or "*Nte*" (Aunty), as well as the provision of commodity bonuses, acts as a cultural bridge that dismantles inter-ethnic barriers. Conversely, when viewed from a rational economic standpoint, the maxim violations occurring in the field do not represent a communication breakdown but are instead defensive strategies deliberately produced by market actors. Both traders and buyers consciously modify or ignore formal politeness rules to secure their bargaining positions, control the course of negotiations, and avoid financial losses without triggering open conflict in traditional public spaces.

The argument regarding this duality of language function finds a solid empirical foundation when confronted with a series of relevant previous studies. The patterns of observing the generosity and modesty maxims frequently found in Pangkalan Kerinci transactions share substantive similarities with the findings of Alawiyah et al. (2022) and Hasanah et al. (2024), which position politeness as a verbal instrument to maintain interactional balance and create a conducive communication climate. This is further reinforced by the theoretical study of Zulkarnain et al. (2024), which states that the application of the six politeness maxims contributes significantly to strengthening mutual respect across various cultural contexts. However, the theoretical novelty of this study emerges when observing that traditional markets legitimize a flexibility in linguistic norms that is not as rigid as that found in digital academic realms (Ningsih & Fatmawati, 2024) or one-way lectures (Agustina A et al., 2022). Clashes of economic interest in the Pangkalan Kerinci market are frequently circumvented by utilizing a situational integration between Brown and Levinson's choice of speech strategies and Leech's compliance or violation of maxims. The phenomenon of a buyer criticizing the color quality of granulated sugar in Data 9, for instance, proves that an off-record (indirect) strategy is effectively employed as a social buffer to depress prices



without bruising the trader's self-esteem in public, aligning with the implicit speech patterns of diglossic communities portrayed by Rohmah et al. (2023) and the implicit patterns of Bugis speakers by Irwanto & Muhlis (2025). Conversely, the bald on-record (direct) strategy in the violation of the tact maxim in Data 7 is deliberately adopted by the trader to halt negotiations that cross the baseline of production capital, a dominant finding also touched upon by Thahirah & Amin (2025) within the context of confrontational face protection. As a consequence of this argument, the author suggests the importance for micro-entrepreneurs in Pangkalan Kerinci to continue controlling the level of aggressiveness in their speech; maintaining compromise-oriented and empathetic communication can serve as a natural competitive advantage for traditional markets in retaining customer loyalty amidst the onslaught of modern markets.

Methodologically, this study possesses a significant advantage in the aspect of the sharpness of field data analysis, which is presented symmetrically and integrally. Unlike the majority of previous studies that tend to discuss speech strategies separately or unevenly on one side only (compliance only), this article successfully captures linguistic reality in its entirety through a paired classification structure of six observances and six violations of maxims. This analytical approach offers a systematic novelty in mapping the direct correlation between the choice of verbal strategies and the occurrence of maxim observance or violation in real-life buying and selling transactions. Nevertheless, the author acknowledges the external limitations inherent in this study, particularly in terms of sample size and the geographical scope of data collection. The conversational data analyzed were restricted to verbal interactions within three markets in the Pangkalan Kerinci region alone, with an utterance sample size that has not yet been able to capture all seasonal market fluctuations. Furthermore, the

variables of this study remain limited to the integration of politeness maxims and their strategic functions, without deeply involving macro-sociolinguistic variables such as the specific ethnic background of the speakers, ethnic honorific markers, or the comparative economic income levels of market actors. This limitation in the number of locus samples and variables causes the generalization of the findings to be restricted and may not necessarily represent the linguistic behavior of traditional market communities in major cities or other cultural regions. As an academic recommendation for post-study research, future researchers are expected to expand the sample size of data collection loci and increase the number of dependent variables by correlating linguistic politeness with sociological factors of gender and the socioeconomic stratification of speakers in a more comparative manner.

CONCLUSION

Based on the data analysis, linguistic politeness in buying and selling transactions at Pasar Baru, Pasar BTN Lama, and Pasar Semina Pangkalan Kerinci yields two main conclusions. First, the forms of politeness in the field demonstrate a balanced sociopragmatic pattern between the observance and violation of Leech's six politeness maxims. Maxim observance is utilized as a social investment to dissolve psychological distance and foster harmonious relations among the heterogeneous market residents. Conversely, maxim violations are consciously engineered by both traders and buyers as defensive tactics to safeguard bargaining positions, govern negotiations, and insulate economic interests from the risk of material losses without inciting open confrontations.

Second, the choice of Brown and Levinson's speech strategies deployed by market residents bears a direct correlation to the success of negotiations and the management of bargaining conflicts. The off-record strategy is applied situationally as a social buffer to convey criticisms

regarding product quality or price rejections without mended the hearer's face. Meanwhile, the bald on-record strategy is employed resolutely to mitigate communication deadlocks when the tolerance threshold for profit has been reached. Consequently, politeness practices in the traditional markets of Pangkalan Kerinci do not merely reflect compliance with normative linguistic rules, but rather operate as strategic-persuasive instruments that seamlessly integrate the preservation of social solidarity with economic imperatives.

REFERENCES

- Agustina A, I. (2022). Strategi Kesantunan Tuturan Fahrudin Faiz dalam Video Ceramah Ngaji Filsafat pada Kanal Youtube Mjs Channel. *Jurnal Skripsi Mahasiswa*.
- Alawiyah, S. A., Sumarno, S., & Ningsih, N. M. (2022). Kesantunan Berbahasa dalam Film Keluarga Cemara Sutradara Yandy Laurens sebagai Alternatif Bahan Ajar di Sekolah Menengah Atas. *Stilistika: Jurnal Pendidikan Bahasa dan Sastra*, 15(2), 337–348. <https://doi.org/https://doi.org/10.30651/st.v15i2.12490>
- Bungin, B. (2003). Analisis Data Penelitian Kualitatif Pemahaman Filosofis dan Metodologis ke Arah Penguasaan Model Aplikasi. Jakarta: Raja Frafindo Persada.
- Brown, P., & Levinson, S. C. (1987). Politeness: Some Universals in Language Usage. Cambridge: Cambridge University Press.
- Hasanah, A., Aziz, A., & Susetya, H. H. H. (2024). Kesantunan Berbahasa Pada Dialog Debat Calon Presiden 2024. *Teaching and Learning Journal of Mandalika (Teacher)* e-ISSN 2721-9666, 5(2), 342–349. <https://doi.org/https://doi.org/10.36312/teacher.v5i2.3157>
- Irwanto, I., & Muhlis, M. (2025). Pola Kesantunan Berbahas Bugis dalam Tindak Tutur Memerintah di Samarinda Seberang Kalimantan Timur. *Jurnal Basataka (JBT)*, 8(1), 758–772. <https://doi.org/https://doi.org/10.36277/basataka.v8i1.947>
- Kountur, R. (2005). Metode Penelitian untuk Penulisan Skripsi dan Tesis. Cetakan ke-3. Jakarta: Penerbit PPM.
- Leech, G. (1993). Prinsip-prinsip Pragmatik (Diterjemahkan oleh M. D. D. Oka; Pendamping Setyadi Setyapranata). Jakarta: Penerbit Universitas Indonesia (UI-Press).
- Ningsih, R., & Fatmawati, F. (2024). Realitas Kesantunan Berbahasa Gen-Z di Era Digital. *Jurnal Onoma: Pendidikan Bahasa, dan Sastra*, 10(1), 215–224.
- Razak, A. (2017). *Metode Riset: Menggapai Mixed Methods dalam Pembelajaran Bahasa Indonesia*. Pekanbaru: Ababil Press.
- Rohmah, F., Martutik, M., & Roekhan, R. (2023). Strategi Bertutur Masyarakat Diglosia dalam Ragam Bahasa Madura Kecamatan Besuki Kabupaten Situbondo. *Jurnal Onoma: Pendidikan, Bahasa, Dan Sastra*, 9(2), 1284–1295.
- Sugiyono, S. (2013). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Thahirah, K., & Amin, M. F. (2025). Strategi Kesantunan Berbahasa dalam Percakapan Video Youtube Najwa Shihab: Kajian Pragmatik. *Wicara: Jurnal Sastra, Bahasa, dan Budaya*, 4(1), 43–50.
- Zulkarnain, M. F., Hilalludin, H., & Haironi, A. (2024). Prinsip Kesantunan Berbahasa dalam Komunikasi Siswa di Sekolah. *Jurnal Pendidikan dan Bahasa*, 1(3)(3), 117–125. <https://doi.org/10.62383/dilan.v1i3.457>