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Conversational Implicature in Buying-Selling Transactions at Bambu Kuning Market, Bandar Lampung: A Pragmatic Study

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ABSTRACT
Buying and selling transactions in traditional markets are forms of communication that often contain implied meanings in the utterances of sellers and buyers. This study aims to describe conversational implicatures based on sentence types in buying and selling transactions at Bambu Kuning Market, Tanjung Karang Pusat District, Bandar Lampung City. This study employs a descriptive qualitative approach. The data consist of oral utterances produced by sellers and buyers, collected through observation, note-taking, and recording techniques. Data analysis was conducted by identifying, classifying, and interpreting implied meanings based on the context of the utterances. The results show that seven speech events containing conversational implicatures were identified, consisting of two declarative sentence implicatures, two interrogative sentence implicatures, and three imperative sentence implicatures. Declarative sentence implicatures are used to indirectly reject price offers and convince buyers. Interrogative sentence implicatures are used to ask about prices while implying the intention to purchase, whereas imperative sentence implicatures indicate the buyer's agreement and decision to proceed with the transaction. These findings demonstrate that understanding conversational implicatures in buying and selling transactions requires consideration of the context and communicative purposes, rather than relying solely on the literal meaning of utterances.

Keywords: conversational implicature, buying-selling transaction, pragmatic analysis

Implikatur Percakapan pada Transaksi Jual-Beli di Pasar Bambu Kuning Bandar Lampung: Kajian Pragmatik

ABSTRAK
Transaksi jual beli di pasar tradisional merupakan bentuk interaksi komunikasi yang sering mengandung maksud tersirat dalam tuturan penjual dan pembeli. Penelitian ini bertujuan mendeskripsikan implikatur percakapan berdasarkan bentuk kalimat dalam transaksi jual beli di Pasar Bambu Kuning, Kecamatan Tanjung Karang Pusat, Kota Bandar Lampung. Penelitian ini menggunakan pendekatan deskriptif kualitatif. Data berupa tuturan lisan penjual dan pembeli yang dikumpulkan melalui teknik simak, catat, dan rekam. Analisis data dilakukan dengan mengidentifikasi, mengklasifikasikan, dan menginterpretasikan maksud tersirat berdasarkan konteks tuturan. Hasil penelitian menunjukkan bahwa ditemukan tujuh peristiwa tutur yang mengandung implikatur percakapan, meliputi dua implikatur kalimat berita, dua implikatur kalimat tanya, dan tiga implikatur kalimat perintah. Implikatur kalimat berita digunakan untuk menyampaikan penolakan terhadap penawaran harga dan meyakinkan pembeli. Implikatur kalimat tanya digunakan untuk menanyakan harga serta menyiratkan keinginan membeli, sedangkan implikatur kalimat perintah menunjukkan persetujuan dan keputusan pembeli untuk melakukan transaksi. Temuan ini menunjukkan bahwa pemahaman implikatur percakapan dalam transaksi jual beli perlu mempertimbangkan konteks dan tujuan komunikasi, bukan hanya makna harfiah tuturan.

Kata kunci: implikatur percakapan, interaksi jual-beli, kajian pragmatik

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INTRODUCTION

Language is one of the fundamental aspects of human life that plays an important role in supporting various social activities. The existence of language cannot be separated from human life because almost all forms of interaction, whether individual or group, require language as a means to convey ideas, thoughts, feelings, and desires. Kridalaksana (1984) views language as an arbitrary system of sound symbols used by members of society to cooperate, interact, and identify themselves. This view shows that language is not merely a series of sound symbols, but a communication system that enables humans to build relationships and carry out social life.

Halliday (1978) explains that language is a social semiotic system that functions as a means of forming and exchanging meaning in community life. Through language, individuals not only convey information but also build interpersonal relationships, express experiences, and represent social and cultural values that develop in their environment. Thus, the use of language is always related to the social context in which the language is used.

Verbal communication is a form of message delivery realized through the use of language, both verbally and written. In the oral communication process, the individual delivering certain information or intent acts as the speaker, while the party receiving and responding to the message is called the interlocutor or listener. In written communication, the role of the message conveyor is represented by the writer or author, while the message receiver occupies the position of the reader. Both forms of communication basically have the same goal, namely to convey information, express intentions, and build understanding among the parties involved in the communication process (Sartika Sari, Dava Febriant Fahlevi, 2022).

In social life, oral communication is one of the most frequently used forms of interaction to meet various human needs. Its use can be found in various community activities, whether in the family, education, work, or economic environments. One context that shows intensive verbal communication is the buying and selling transaction activity in the market environment. Interaction in these activities involves the use of language to convey information about merchandise, ask about prices, make offers, reach agreements, and complete transactions. This communication phenomenon can be observed both in traditional and modern markets, with interaction characteristics and language usage patterns that can differ according to the situation and the underlying social context.

Pragmatics is a branch of linguistics that specifically studies the meaning of language based on its context, including intentions or messages not explicitly stated by the speaker. From a linguistic perspective, pragmatics places language as the object of study from an external aspect, by paying attention to the relationship between speech forms, communicative intentions, and the underlying situations of communication. Pragmatic studies are oriented towards examining the meaning of language units, whose interpretation is greatly influenced by the context of language use. Thus, understanding an utterance is not sufficient based solely on the explicit linguistic meaning, but also requires understanding of the context and the intent intended by the speaker (Bila et al., 2023).

One important concept in pragmatic studies is implicature, which is additional meanings or implied messages contained in an utterance that are not always directly expressed through its linguistic structure. Rahardi (2006) and Yule (2014) discuss implicature as an important part of understanding the communicative intent of the speaker. In general, implicature can be divided into two types: conventional implicature and conversational implicature. Conventional implicature relates to meanings that arise based on conventions or characteristics of certain linguistic elements, so their meanings are relatively tied to linguistic conventions. Meanwhile, conversational implicature is the implied meaning that arises through the process of interpreting an

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utterance, considering the conversational context, communication situation, and applicable interaction principles. In this case, the intention intended to be communicated by the speaker is not always identical to the literal meaning of the utterance conveyed

The emergence of implicature in communication is closely related to the application of conversational principles that form the foundation of verbal interaction. The principle of conversation functions as a guideline for the speaker and interlocutor in building effective communication so that the message conveyed can be understood according to the intended purpose. The success of the communication process is not only determined by the appropriate use of language forms but also influenced by the shared knowledge, experience, and contextual understanding among the parties involved in the conversation. In this interaction, there is a shared assumption that each communication participant strives to convey and understand the utterances based on the surrounding context. This mutual understanding is what gives rise to implied meanings or implicatures in everyday language use.

Understanding pragmatic principles makes the speaker and interlocutor interpret the message not solely based on the literal meaning, but also by considering the intent contained behind an utterance. Through the use of implicit expressions, the speaker can convey communicative intentions or intentions indirectly, while interlocutors are required to interpret the message based on linguistic information and available communication situations. This interpretive process is influenced by several aspects, including the social relationship between the speaker and the interlocutor, interpersonal closeness, conversational situations, as well as prosodic elements such as intonation in oral communication. Intonation plays an important role because it can provide emphasis, clarify intent, and even change the interpretation of an utterance. Thus, understanding meaning in pragmatic communication cannot be separated from the interconnection between linguistic elements and the accompanying contextual factors (Fatoni et al., 2023).

One social environment that shows the complexity of language use in daily interactions is the market. The market is a social and economic space where the exchange of goods or services takes place through interactions between sellers and buyers. In this transaction process, verbal communication becomes the main means to convey information, ask questions, make offers, negotiate, and reach price agreements. The bargaining activities that take place between sellers and buyers not only reflect the process of economic value exchange but also show the existence of speech events containing various communicative intentions, both conveyed directly and implicitly (Fransisca et al., 2025).

The use of language in speech events in buying and selling transaction activities is influenced by various components that form the context of communication. The use of language in a speech event relates to the situation and conditions of communication, the events underlying the utterance, the participants, the purpose of the communication, and the prevailing interaction norms. These components indicate that utterances in bargaining activities cannot be interpreted separately from the surrounding social context. Therefore, the interaction between sellers and buyers in the market becomes a relevant phenomenon to be studied from a pragmatic perspective, especially in identifying and interpreting the implicature that arises during the negotiation process (Isdayanti, 2019).

As a traditional market in the Tanjung Karang Pusat district, Bandar Lampung City, Bambu Kuning Market has long served as a center of social and economic activities for the surrounding community. The transaction actors in this market, both sellers and buyers, come from diverse socio-cultural backgrounds, including the Lampung, Palembang, and Javanese ethnic groups. This diversity forms the market as a meeting space among individuals who bring various languages,

speaking habits, and different modes of interaction. Against this background, research on conversational implicature in buying and selling transactions at Bambu Kuning Market has its own urgency. The bargaining process requires sellers and buyers to convey their intentions, interests, and negotiation strategies, which is often done indirectly. The high frequency of interaction over a short period, combined with differences in socio-cultural backgrounds among speakers, increases the likelihood of implied meanings emerging in conversations. Therefore, interpreting an utterance cannot stop at its literal meaning. Such interpretation needs to consider the context of the utterance, social relations among participants, and the underlying communication objectives.

Based on these characteristics, Bambu Kuning Market is relevant as a research location to reveal the use of conversational implicature in interactions between sellers and buyers. This research is important to identify the forms of implicature that appear during the transaction process, explain the communicative intent behind the utterances, and analyze the contextual factors that influence the interpretation of implied meaning. Through this study, it is hoped that a more comprehensive understanding can be gained of language use in bargaining practices, especially in traditional market environments that have social and cultural diversity.

The conversational implicature that arises in interactions between sellers and buyers in the market environment can be analyzed through the grammatical forms of utterances used by communication participants. These utterances can be realized in various types of sentences, including declarative sentences, interrogative sentences, and imperative sentences. Putrayasa (2010) explains that ideas, thoughts, and concepts contained in a person's mind are generally expressed through sentence construction as a linguistic unit used to convey certain intentions. Thus, the sentence forms used in a conversation can be an important aspect in identifying and understanding the speaker's communicative intentions.

Based on this perspective, this study focuses the analysis on conversational implicature, which is examined based on the sentence forms used in interactions between sellers and buyers. This grouping includes three main categories: (1) implicature in news or declarative sentences, (2) implicature in interrogative or interrogative sentences, and (3) implicature in imperative sentences. These three categories are used as the basis to identify how implied intent is realized through utterances in the process of buying and selling transactions in the market.

Research on conversational implicature from a pragmatic perspective has been conducted by several researchers using various communication contexts, especially in buying and selling transaction activities in traditional markets. Research on conversational implicature in the context of trade was conducted by Halid and Erlina (2024) through a study entitled *Forms of Conversational Implicature in Buying and Selling Transactions at Sumani Market, X Koto Singkarak District, Solok Regency*. This study specifically places the form of conversational implicature as the focus of analysis in buying and selling transaction activities in traditional markets.

Fatoni et al. (2023) conducted research entitled *Conversational Implicature in the Negotiation Process of Clothing Sellers and Buyers at the Morning Market in Samarinda City*. This study pays special attention to the use of implicature in the negotiation process between sellers and buyers. Another study was conducted by Pratama, Effendi, and Nufus (2022) through *research on Implicature in Conversations between Sellers and Buyers at Pasar Selasa, Cintamanis Baru Village, Air Kumbang District, Banyuasin*. The study discusses general and specific conversational implicatures found in trade interactions. Both studies show that the negotiation process and buying and selling transactions are communication contexts that allow the emergence of various implied intentions in utterances.

Research on previous studies shows that the study of conversational implicature in buying and

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selling transactions has developed with diverse orientations, including violations and compliance with the cooperative principle, classification of forms of implicature, as well as negotiation strategies between seller and buyer. Nevertheless, utterances in buying and selling transactions are highly contextual, as their interpretation is determined by the speaker's identity, speech situation, and the communicative purpose underlying it. These characteristics cause findings in one market to not be immediately generalized to other markets. Therefore, a study that specifically examines conversational implicature in markets with certain socio-cultural characteristics is needed. This study addresses this need by placing Bambu Kuning Market, Central Tanjung Karang District, Bandar Lampung City, as the study locus, and analyzing implicature based on three sentence forms: news sentences, interrogative sentences, and command sentences. This study aims to describe the forms and intents of conversational implicature in the utterances of news sentences, interrogative sentences, and command sentences in transactions sale and purchase between seller and buyer at Bambu Kuning Market, Central Tanjung Karang District, City Bandar Lampung.

METHOD

This study uses a qualitative approach with a descriptive method. The choice of this method is based on the research objective, which is to reveal and describe linguistic phenomena as they occur naturally within the research environment. Through this approach, phenomena related to language use are analyzed based on empirical facts obtained from the subjects and objects of the research in the field. Specifically, the qualitative descriptive method is used to identify, classify, and describe various forms of utterances that appear in interactions between sellers and buyers during the sale and purchase transaction at Bambu Kuning Market, Central Tanjung Karang District, Bandar Lampung City.

Data collection in this study was carried out through observation and note-taking techniques supported by conversation recording activities. The observation technique was applied by directly observing and listening to the use of language in interactions between sellers and buyers, while note-taking techniques were used to document utterances relevant to the research focus. The data collection process was carried out in a communication situation that naturally occurred within the Bambu Kuning Market environment, so that the data obtained could represent the use of language in the context of actual buying and selling transactions.

The data source of this study comes from oral communication events involving sellers and buyers in trading activities at Bambu Kuning Market, Central Tanjung Karang District, Bandar Lampung City. The research data consist of utterances or conversations produced by the participants during the transaction process, especially utterances containing conversational implicature. These data were obtained through systematically arranged recordings and field notes. Furthermore, all collected data were selected and classified based on the research focus for analysis to produce data conclusions.

RESULTS

Conversational implicature is one aspect of pragmatic study used to reveal the implied intent or message contained behind an utterance. In interactions between sellers (Pj) and buyers (Pb) in the market environment, the presence of implicature can be analyzed through the linguistic forms used by the participants. These utterances can be manifested in the construction of news sentences (declarative), interrogative sentences (interrogative), or imperative sentences. Putrayasa (2010) explains that ideas, thoughts, and concepts possessed by a person are generally expressed through language units in the form of sentences. Therefore, the sentence forms used in communication can serve as a basis for identifying the intent intended by the speaker.

Based on this foundation, this study classifies the use of conversational implicature found in

interactions between sellers and buyers at Koga Market, Kedaton District, Bandar Lampung City. Data grouping was carried out by paying attention to the sentence forms used in each utterance, resulting in three main categories: implicature in news sentences, implicature in interrogative sentences, and implicature in command sentences. The analysis results show that conversational implicature in buying and selling transaction activities at Koga Market is found through these three sentence forms. These findings show that the conveyance of intent can indirectly be realized through various sentence constructions in interactions between sellers and buyers. The research data representing each category of implicature are presented as follows. 1.

Implicature of News Sentences A news sentence is a sentence that contains information or informs readers or listeners about something. Its distinguishing feature lies in a tone that tends to be flat, meaning neither too high nor too low. The sentence structure is not the main criterion for determining news sentences, as their structure is basically almost the same as other types of sentences. In buying and selling transactions at Pasar Bambu Kuning, news sentences appear in conversations between sellers and buyers, as seen in the following data.

Speech Event 1

Seller : *[Ikannya baru datang tadi subuh, Bu]* The fish just arrived this morning, ma'am.

Buyer : *[Kembung ini berapa sekarang?]* How much bloating is this now?

Seller : *[Tiga puluh lima ribu sekilo.]* Thirty-five thousand per kilo.

Buyer : *[Kok naik? Minggu lalu tiga puluh.]* Why did it go up? Last week it was thirty.

Seller : *[Sekarang nelayan susah melaut, ombaknya tinggi.]* Nowadays, fishermen struggle to go to sea, the waves are high.

Seller : *Kalau kurang lima ribu bisa?* [If it's less than five thousand, is it possible?]

Buyer : *Modal saya sudah segitu, Bu. Ambil untungnya tipis sekali.* [My capital is already that much, Ma'am. The profit is very small.]

Seller : *Ya sudah, satu kilo saja.* [Alright, just one kilo.]

Buyer : *Yang ini masih segar, matanya jernih. Mau sekalian dibersihkan?* [This one is still fresh, the eyes are clear. Want to clean it too?]

Seller : *Iya, dibersihkan ya.* [Yes, it was cleaned up.]

Buyer : *Baik, ini satu kilo. Jadi tiga puluh lima ribu.[*Okay, here's a kilo. So thirty-five thousand.]

Speech event (1) occurs at a fish seller's stall. News sentence implicature is found in the seller's statement, namely "My capital is already that much, Ma'am. Take the profit very thinly" with the aim of informing the buyer that the price cannot be reduced. A short buyer's response by receiving the seller's explanation delivered indirectly, or referred to as information alongside rejection, indicates that the implicature of the sentence falls under the news sentence.

Speech Events 2

Seller : *[Bawang, tomat, terong']* Onions, tomatoes, eggplants.

Buyer : *[Kalau yang tomat itu, satu kilo berapa?]* If it's a tomato, how much is one kilo?

Seller : [*Satu kilo dua puluh ribu. Ini ada, cukup satu kilo. Yang terong sama, minggu lalu dua puluh lima, ini saya kasih lebih murah saja*.] One kilo twenty thousand. This one is enough, one kilo is enough. The eggplant is the same, last week twenty-five, I just give it cheaper.

Speech event (2) occurs at the vegetable seller's place. The implicature of the news sentence

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is found in the seller's statement, namely "The eggplant is the same, last week twenty-five, I just gave this one cheaper" with the aim of informing the buyer that the current price has decreased or a discount compared to the previous price. The seller provides information about the price comparison as a way to convince the buyer without being asked, indicating that the implicature of the sentence falls under the news sentence because it functions to provide information alongside the price determination process.

2. Implicature of Interrogative Sentences

Question sentences are one type of sentence in Indonesian that is interesting to study. This is because question sentences have their own distinctive characteristics in their use. As a grammatical unit, question sentences not only show certain structures and meanings but also reflect communication and interaction situations between speakers. Therefore, question sentences can be examined not only from syntactic and semantic aspects but also from pragmatic and interactional perspectives (Rahmawati, 2020). In buying and selling transactions at Bambu Kuning Market, question sentences appear in conversations between sellers and buyers, as seen in the following data.

Speech Events 3
Seller : *[Yang bawang merah itu, Bu.]* That shallot, Ma'am.
Buyer : []These little ones?
Seller : []Yes.
Buyer : []Thirty-five thousand per kilo.

Speech event (3) occurs at a vegetable selling place. Implicature arises through the buyer's utterance, namely "That shallot one, Ma'am." This utterance implies that the buyer intends to ask the seller about the price of shallots, but it is conveyed indirectly. The seller first confirms to confirm the item by asking, "Which small ones?" After the buyer confirms, the seller immediately mentions the price. This shows that the seller understands the buyer's intention, namely asking about the price of the shallots. Thus, the implicature contained in the utterance is that the buyer asks (about the price).

Speech Events 4
Seller : [*Tahu lima belas ribu, dapat berapa potong itu, Bang, kalau dihitung?*]You know fifteen thousand, how many pieces do you get, Bang, if you count them?
Buyer : [*Sebentar ya, Kak, sekitar sepuluh potong lebih kayaknya.*]Wait a minute, sis, about ten pieces more, I think.
Seller : [*Baik, Bang, ini uangnya.*]Alright, Bang, here's the money.

Speech event (4) takes place at a tofu and tempeh vendor's stall. The implicature is seen in the buyer's utterance, namely "Fifteen thousand tofu, how much do you get if you count it, bro?" The utterance implies that the buyer intends to buy tofu with that amount of money but first wants to know how many pieces they will get. The seller understands that the buyer's intention is not just to ask but also to ask to know how much to be calculated and prepared. The seller responds by stating an estimated amount, "About ten pieces more than that." After that, the buyer immediately hands over the money as a sign of agreement. So, the implicature contained in the utterance is that the buyer intends to buy (transact) according to the amount of money he mentioned.

3. Implicature of Command Sentences

A command sentence is a sentence that contains a request or command to the interlocutor to perform an action according to the speaker's wishes. Its delivery can be either firm or subtle, depending on the situation and the way it is expressed. The meaning of command sentences can be understood from the form of the sentence and the context behind it. In buying and selling activities at Bambu Kuning Market, command

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sentences can be found in the conversations between sellers and buyers, as seen in the following data.

Speech Events 5

Seller : [*Mau cari apa, Bu? Ini ayam potong, seekor harganya tiga puluh lima ribu*] What are you looking for, Ma'am? This is a broiler chicken, one costs thirty-five thousand.

Buyer : [*Yang ini harganya berapa, Pak?*] How much does this cost, Sir?

Seller : [*Tiga puluh lima ribu juga.*] Thirty-five thousand as well.

Buyer : [*Besarnya sama semua, ya, Pak*?] The size is the same, right, Sir?

Seller : [*Iya, sama, Bu*] Yes, ma'am.

Buyer : [*Bisa tolong dipotong delapan, Pak!*] Can you please cut it by eight, Sir!

Seller : [*Bisa, Bu. Mau berapa ekor*?] Yes, Ma'am. How many fish do you want?

Buyer : [*Seekor saja, Pak.*] Just one, sir.

In utterance (5) above, implicature appears in the buyer's utterance, namely "Can you please cut it by eight, Sir!". Indirectly, this utterance implies the buyer's decision to buy chicken from the seller. The seller is able to grasp the buyer's intent even if the buyer does not explicitly state "I buy one" when making the request. The buyer's purchase interest is conveyed through the utterance "Can you please cut it by eight, Sir!". Through the command or request sentence, the buyer asks the seller to perform a certain action on their goods, namely cutting the chicken into eight pieces. This action carries another meaning that the item has been selected and will be bought, so the seller responds by asking the order quantity before fulfilling the request.

Speech Events 6

Buyer : [*Ini seikatnya berapa, Bu?*] How much is this, Mom?

Seller : [*Kalau bayam tiga ribu seikat, yang sawi lima ribu seikat.*] If spinach is three thousand bunches, mustard greens are five thousand bunches.

Buyer : [*Minta kantongnya, Bu, bayamnya tiga ikat saja*.] Please give me the bag, Ma'am, just three bunches of spinach.

In utterance (6) above, implicature is found in the buyer's utterance, namely "Ask for the bag, Ma'am, only three bunches of spinach." Indirectly, this utterance states the buyer's decision to buy spinach at the price offered by the seller. The seller is able to understand the buyer's intention even if the buyer does not explicitly state "I bought spinach" or "I agree with the price." This decision is implied through the utterance "Ask for the bag, Ma'am, only three bunches of spinach." Through the request sentence, the buyer asks the seller to provide a container (bag) and also determine the quantity of goods to be purchased. This utterance carries another meaning that the buyer has finished considering the price and decided to transact immediately, so the seller responds by fulfilling the request for the quantity of goods.

Speech Events 7

Buyer : [*Ini berapaan udangnya, Pak*?]How many shrimp are these, Sir?

Seller : [*Itu sekilo seratus dua puluh ribu*.]That's one hundred twenty thousand kilos.

Buyer : [*Minta dikupas kulitnya, Pak*!]Asking for the skin to be peeled, Sir!

Seller : [*Bisa, Bu.*]Yes, ma'am.

In utterance (7), implicature is identified in the buyer's utterance, namely "Request the skin peeled, Sir!". Implicitly, this utterance represents agreement to the price offered as well as the buyer's decision to make a purchase. The seller is able to

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interpret this intention even if the buyer does not explicitly express approval of the one hundred twenty thousand rupiah price or purchase intention. The decision is only expressed through the utterance "Request the skin to be peeled, Sir!". Through the command or request sentence, the buyer directs the seller to perform an action, namely peeling the shrimp shell, with the implied intention that the purchase choice has been set. This additional service request in the form of peeling serves as a sign that the negotiation phase has ended and the interaction has entered the finalization stage of the transaction.

Speech Events 8

Seller : [*Pisangnya yang ini sudah matang semua, Pak*?] Are all the bananas ripe, Sir?

Buyer : [*Belum semua, Bu. Ada yang masih mengkal.*] Not all of them, Ma'am. Some are still rejected.

Seller : [*Ambilkan yang matang saja, Pak!*] Come on, get the old one, sir!"

Seller : [*Baik, Bu. Saya pilihkan.*] Okay, Ma'am. I picked it.

In utterance (8), implicature is identified in the buyer's utterance, namely "Just take the ripe ones, Sir!". Implicitly, this utterance indicates that the buyer wants the banana in a ripe condition ready to be consumed. The buyer does not directly convey that they are interested in buying the banana, but the command to get the ripe banana indicates that the buyer has determined the type of item they want. The command sentence functions to direct the seller to select the goods based on a certain level of ripeness. Thus, the utterance contains implicature in the form of the buyer's decision to choose goods of quality that suit their needs.

4. CONCLUSION

Based on the results of the analysis of the utterances of sellers and buyers in sales transactions at Bambu Kuning Market, Tanjung Karang Pusat District, Bandar Lampung City, it can be concluded that conversational implicature appears through three forms of sentences: news sentences, interrogative sentences, and imperative sentences. Implicature in news sentences is used to convey rejection of requests for price reductions indirectly and to convince buyers through information about cheaper prices. Implicature in interrogative sentences is used to convey the intention to ask indirectly while also indicating the intention to buy, such as the utterance "That shallot, Ma'am" which means asking about the price of shallots. Meanwhile, implicature in imperative sentences is seen in the buyer's request to cut chickens, provide bags, and peel shrimp, which implicitly indicates agreement to the price and the decision to buy.

These findings show that sellers and buyers convey their intentions indirectly through various forms of sentences. Thus, understanding the meaning of utterances in buying and selling transactions is not only based on literal meaning but also needs to consider the context and purpose of communication.

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