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## FISH TRADERS PERSUASIVE POWER IN THE SARONGGI MARKET OF SUMENEP REGENCY MADURA

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### Abstract

Traders should know much the ways how to communicate with the buyers or consumers. It means that the buyers or the consumers will take an interest with what they are selling. They, of course, have their own ways to promote theirs so that the buyers or consumers will buy their goods. Using good speech acts and convinced words are the ways that they must have to convince the buyers or consumers to buy. This research is a descriptive. It is focused on how speech act and persuasive power done by fish traders will influence the buyers or consumers at Saronggi Market of Sumenep regency-Madura. The approach used is pragmatic – the approach bases on the friends', reactions and ideas. The method used is the monitoring of involving statements – the buyers or consumers also hold a dialogue with the traders. The result of the research shows that there are speech acts such as: locutionary, illocutionary, and perlocutionary acts done by the fish traders at Saronggi Market of Sumenep regency-Madura. And in addition to that from those speech acts also show the existing of persuasive communication done by the fish traders to the buyers or consumers either from the phrase, clause and sentence levels. Many traders use the phrase level in order to save their speech act but it has strong sense to attract the buyers to be. Meanwhile the clause and sentence levels are used by them to greet the buyers or consumers, they are among others: Ebhu (mother), Mbhuk (older sister), Le' (younger sister), Bhing (the vacation of a girl), Jhi (hajj). In the sentence level the traders also use oral, informative, connotation, imperative and interrogative sentence

**Keywords:** Persuasive Attractive Power, Fish traders

### INTRODUCTION

Communication is an important thing needed by every people in their lives to be able to establish relationships with other people. The communication aims to convey messages and social relationships. Because men can not live without the existence of others in their lives where they are living.

Communication is a form of human cooperation that occurs from the relationship of interaction through the use of language in the dialogue or conversation. Through this conversation then established a deal in accordance with the needs of every people. Good and unique communication are ways that the traders do to attract buyers' sympathy. The use of polite language such as, flattering and convincing will be used by the traders so that their merchandise can be sold. The strategy is used by the merchants for the message to be conveyed to the buyers is well received. In that sense, the message does not damage the social relationship between them. Thus, after the communication process is complete, the buyers or partners will agree on the sale and purchase

transaction desired by both parties.

A persuasive language is a language that has a lot of charms used by the traders to attract buyers' attention. Keraf believes that persuasion can be incorporated in ways to make decisions (1991: 118). The buyers who receive persuasive speech from the merchants must be convinced that their decisions to buy the merchandises sold are the right decisions and the buyers want themselves without any coercion from the merchants.

Persuasive power done by the traders are not done violently or coercively to the buyers. To be accepted by the buyers, the merchants do things that can stimulate the buyers, one of them by offering evidence of the qualities of their wares. So then the buyers are interested and willing to buy the merchandise. The agreements are intertwined from several buying and selling dialogues that convey the wishes of each other, both about the price and the state of the merchandise. Persuasive communication is based on the trust of people who are invited to talk and vice versa. Therefore, the ability of persuasive communication must be owned by

the traders to be able to make merchandise in demand quickly and sold according to the price they want.

This study examines the efforts of merchants using persuasive communication to attract the customers or buyers. This research is descriptive research, it focuses on speech acts and persuasive power conducted by the fish traders in the Saronggi market of Sumenep regency - Madura. The research on persuasive power of fish traders in the Saronggi market of Sumenep regency-Madura is studied through sociopragmatic review. Sociopragmatic is an interdisciplinary study between sociolinguistic and pragmatic.

According to Sumarsono (2007: 1) Sociolinguistic is a study of the language associated with social conditions (studied by the social sciences, especially sociology). Pragmatics is a study of the use of language in accordance with actual reality, including judgement, deixis, implicature conversation, and speech acts (Sumarsono, 2007: 16).

Tarigan (1990: 36) states that in relation to the act of speech then every utterance or a particular utterance contains a specific purpose and goal as well. ie, both parties, in other words speakers and opponents of speech involved in a goal-oriented activities specific goals. In accordance with the description, the instrument in this study refers to the theory of speech acts.

According to J.L. Austin (in Hasan Lubis, 1991: 9), analytically speaking speech can be separated into 3 kinds of forms, they are among others:

a. Locutionary act is the linkage of a topic with a description in a phrase, similar to the 'subject' relationship with 'predicate' or 'topic' and an explanation in syntax.

Example: 'I buy', somebody defines 'I' as the first person (the speaker), and 'buy' refers to 'want to buy something', without intending to ask.

b. Illocutionary act is the pronouncement of a statement, bid, promise questions and so on.

Example: I buy ', that is to ask to buy something, which is an act of illocution.

c. Perlocutionary act is the result or effect generated by the expression to the listener, in accordance with the circumstances and the pronunciation of the sentence. The response is

not only in the form of words, but also in the form of action or deed. This effect or power of influence can be intentionally or unintentionally created by the speakers.

Example: 'I buy', which is spoken by the speaker gives effect to the listener, that is by the reaction of giving or offering goods to the speaker. Further Leech (1993: 19-21) reveals that the word or speech situation consists of several aspects.

### **Speakers and Foes say.**

Aspects to be observed from speakers and opponents of speech are gender, area, origin, level of familiarity, and other socio-cultural background that can be a determinant of the presence of the meaning of a speech.

### **Context of Rules**

The context of speech in linguistic research encompasses all relevant physical and social settings of a speech. The physical context is called the cotext, while the social context is often called the context. In a pragmatic framework, the context is all the assumed / possessed knowledge background and understood to interpret the intent of the speaker in his speech.

### **Discourse goal**

The forms of speech appear to be motivated by a particular purpose and goal. In other words, speakers and opponents of speech are engaged in a goal-oriented activity. Pragmatically, a form of speech can have various purposes and goal. Conversely, a speech intent or purpose will be realized by different forms of speech.

### **Speech as a Form of Action**

Pragmatic handle language in a more concrete level than grammar. It is called a concrete act (speech act) in a certain setting. Everything related to it, such as the identity of the speaker and the involved opponent, time and place can be known clearly.

### **Speech as a Verbal Action Product**

Speech is basically the result of verbal acts in the activity of greeting. Therefore, the speech is distinguished with sentences. Sentence is a structural product entity, while the speech is the product of a verbal act that emerged from a pertuturan. Makna semantically studied is the meaning of linguistics (semantics meaning) or semantic meaning (semantic sence), while the

meaning of pragmatic is the meaning of speakers (speaker sense).

Discourse is a product of the use of language in the form of oral and written through linguistic structure that is related with sentences. As for action is something that is done by someone actively. Which are the conditions of validity among them, namely (a) the person expressing and the situation of the utterance of the utterance should be appropriate; (b) the act must be taken seriously by the speaker and the spokesperson, and (c) the speaker and the spokesperson must have a genuine intention to take action (Wijana 1996: 24).

Communications conducted by fish traders in the Saronggi market of Sumenep regency-Madura is a persuasive communication to attract buyers. Communication is an aspect of human life is the most basic, important, and complex. Our everyday life is greatly influenced by our own communication with others, even by messages coming from people we do not know well (we can not communicate). Due to the complexity of communication, Little John (2009) says, communication is something that is difficult to define. Meanwhile, according to the free encyclopedia, communication is a process of delivering messages (ideas) from one party to another, in order to have mutual influence between them (traders and buyers).

In the communication process, there are five basic elements proposed by Harold Lasswell with the term "Who Says What in Which Channel to Whom with What Effects". The five basic elements are Who (source or communicator), Says What (message), in Which Channel (Channel), to Whom (Receiver), with What Effect (Effect or impact). The five basic elements of communication presented by Harold Laswell above will be able to help the communicators in carrying out noble tasks.

The success or failure of a communication depends on the five basic elements. How communicators can influence their customers, so it can act in accordance with what is expected by the communicator, and even can change attitudes and behavior of the communicants. However, communicators, messages, channels that will be able to change attitudes and communicants' behaviors, as well as what changes are expected to be a very big concern for us all.

In the science of communication, we know the existence of persuasive communication, the communication that is affecting the audiences, so that they act in accordance with what is expected by the communicators. According to K. Anderson, persuasive communication is defined as a communication behavior that aims to change the beliefs, attitudes or behaviors of individuals or other groups through the transmission of multiple messages. Meanwhile, according to R. Bostrom that persuasive communication is a communication behavior that aims to change, modify or shape the response (attitude or behavior) of the recipient.

## **METHODS**

The approach used is a pragmatic that is based on the reaction or response according to the partner' talks. The method of this research is using "simak libat" that is buyers (researcher) join dialogue with the merchants so that they can know the agreements reached and persuasive trader's speech can be known clearly.

## **DISCUSSION**

This section of analysis and discussion discuss the persuasive power of fish traders in the Saronggi market of Sumenep regency-Madura. The first section presents the form of speech acts that occur between fish traders / sellers, chicken sellers, and egg traders. All datas are collected from the conversation which occurs with these three traders. The discussion in the next section is to display a persuasive power analysis of the merchants' speech with the buyers.

The approach used in this research is pragmatic approach that is approach based on reaction or response according to the talk partner Data analysis technique used is the technique of goal method. In short it can be said that the problem-solving strategy by speakers can be seen as a form of path-of-destination analysis.

The analysis of speech acts that occurs between the merchants or sellers and the buyers found the act of speech, illocution, and perlocutionary. while speech on persuasive analysis found in terms of phrase level, the phrase widely used by the traders with the aim of saving speech but contains a strong meaning to attract the attention of potential buyers.

Clause and sentence levels used by merchants related to the persuasive power of traders' language that uses a lot of greetings such as Èbhu (Mother), Mbhuk (Mbak), Lè '(Dik), Pa' (Pak) Bhing (call for girls), and Bhu Ajjhi (Bu Haji). Oral sentences such as telling, suggesting, pleading, and informative sentences such as sentence connotations and command sentences. The explanation of speech and persuasive power that occurred in fish traders in the Saronggi market of Sumenep regency-Madura is shown in the following data;

### The Fish Traders' Speech Act in the Saronggi Market of Sumenep Regency-Madura

In this section, the analysis of speech acts (lousi, ilokusi, and perlokusi) took place between the fish traders and seafood fish traders, chicken meat traders, egg traders in the Saronggi market of Sumenep regency-Madura with female buyers.

#### Data 1

Context: Sea fish traders offer their wares to the mothers who are nearby. Then came a buyer who looked not so much different from the seller, looking neat.

Pj: *Bhu-èbhu, torè kandhibâssâ, mosèm pettengan panèka, Bhu, oladhi dhimèn, Bhu, ghi 'seggher, bânne èssan. Jhuko'na raddhin padâna sè mellè"*

" Ladies, come on, here is dorangnya, **dark season**, Mom, see first, Mom, still fresh **not frozen. they are pretty** as the buyer" (while flipping through the fish and showing to the buyer)

Pb: *šaponapa nèka?"*

" how much is this ?" (approach and see fish condition thoroughly.)

Pj: " *Sakilo saèket nèka, Bhu ajjhi.obângi kabbhi ghi?"*

" just fifty thousand, Hajj, buy all oke!"

Pb: *Bhunten, pèra 'enneng kaduwâ'ân, satengnga bhâi, Bhu, manabi odâng saponapa?"*

"No, just a couple of pounds, Mom, what about shrimp, how much?"

Pj : *Lèma bellâs èbu saparapat, dâ-modâ, Bhu Ajjhi, manabi ka kaulâ not kèra èco-koco, arghâ pas, ngala 'sakonè' ghun, ta 'cèk-lècèkan'Ngobângana, Jhi?*

("Fifteen thousand for a quarter, it is very cheap, isn't it? Hajj, I may not

Pb:" *Èngghi pon, kandhibâssâ satengnga, odâng saparapat, bhungkos palaèn ghi, tètèbhân polana. "*

" Yes, fish dorang pound, quarter shrimp, ask for help to be wrapped separately, because of the deposit.

Pj: " *Panèka ', Bhu ajjhi, sakalangkong."*

"here they are, Mrs Hajj, thank you.

Pb: *èngghi padâ."*

"Yes, you are welcome". (while handing over the money)

According to Chaer and Leonie Agustín, the notion of locutionary, illocutionary, and perlocutionary speech acts are rather difficult, but if they are described in terms of semantic speech act (semantic act semantic) are more understandable. When someone expresses a "sentence", there could be three kinds of speech acts, namely locutionary, illocutionary, and perlocutionary (2010: 53-54).

Based on the above data on the word *mosèm pettengan* (dark seasons) there is a locutionary speech act that is the state of many fishes. On the illocutionary act, it means a lot of fishes, so the fishes become cheap and in the perlocutionary act that is merchants who flick through the fishes that is only shown to the buyer so that they are interested to buy fish which at that time is the season and the price is also cheap, with proof of attitude of partner said who approached and saw the condition of the fishes thoroughly while asking the price of fishes, a sign of a desire to buy.

Similarly with the word *ghi 'segger, bânne èssan, jhuko'na raddhin*, the act of speech locutionary on the word signifies the condition which is still fresh and not preserved by cooling (frozen) with ice cubes while acts of perlocutionary have intention, fresh fish is a fish not an impression and that means the fish sold by the merchant is a fish of good quality, and the act of perlocutionary is because the traders sell fish with good quality then the partner said willing to buy and it is also accompanied by the action of the partner (buyer) that is approaching and looking fish condition carefully then ask the price of the fish.

In the word "*sakilo saèket, Èbhu*"the act of tutorials are to inform that the price of fish dilo

*sekilo* only fifty thousand, the acts of illecionary is that the price of fish is only fifty thousand, one kilo indicates that the price of fish is cheap and the act of tuturperlokusinya is because the price of the fishes are cheap which one kilo only fifty thousand then the partners said interested to buy this is also evidenced by the attitude of the said partner who then bought the fish.

In the word *arghâ pas, ngala 'sakonè', ta 'cèk-lècèkan* is the lecutionary speech act that the merchant has taken a little profit of the fish, and he did not lie. From these statements, the act of tutorials are the trader intend that his fish is not rebargained because traders have taken a small profit, according to the market price. The speech of perlcutionary is because there is a price statement that the fishes fit and fortunately, a little then the buyer will not bid again it is evidenced by the agreement reached that the buyer approves the price and buy dorang fish half pounds and a quarter for the shrimp.

#### Data 2

CONTEXT: A young woman looks around and then approaches the chicken trader.

Pj: *Nyarè napè, Lè '? Nèko 'mellè ajâm bhâi, ghi' anyar "*

" what are you looking for, Dik? Just buy chicken, **it is still new** "

Pb: *Bâdâ ajâm kampong ghi, Bhuk? Polana èkaghâbâyâ molot."*

" do you sell free-range chicken, Mam? **It will be made for maulid**"

Pj: *Neko 'bâdâ, pèlè lajhu, Lè'"*

" yes, I do. Come on, just choose it, Sis!"

Pb: *Sanapa sakilo?"*

" how much does it cost for 1 kilo?"

Pj: *Mon ajâm kampong saèket lèma '."*

" just fifty-five thousand.

Pb: *Ta 'ollè korang ghi?"*

" Should not be less huh?"

Pj: *Ta 'ollè, Lè'. Mon terro ka sè modâ mellè ajâm potong bhâi, ghun tello polo èbu sakilo 'Ajâmma ghi 'anga' kèya nèko."*

" If you want a cheaper price, buy chicken only cut, Dik. just thirty thousand for 1 kilo. **they are still warm**. Here it is".

Pb: *Empa 'lèma' ghi ajâm kampongnga, Bhuk? Kaulâ ngobângana tello kilo. "*

" what about fourty-five for the free-range chicken, Mbak? I want to buy three pounds. "

Pj: *Pagghun ta 'ollè, Lè'. Saèket tello 'pas pon. "*

" oh no, you may not. **Fifty-three.**"

Pb: *Èngghi pon, Bhuk. Ngala'a tello kilo, kèng èmbuwi ghi? "*

" Yes, Mbak. but please give me bonus, okay?"

Pj: *Èberri'anna lè'èr degghi '"*

" oke, just a neck"

In the word *ghi 'anyar dan ajemma ghi' anga '*, it has lecutionary speech act which indicates that the chicken meat has just been slaughtered is still fresh. The problem is that the trader intends to convince the buyer to buy his fresh merchandise. At his perlcutionary speech act the buyer is interested to buy free-range chicken to the merchant.

In the word *èkaghâbâyâ molot* has a speech act of lecutionary, that is to say chicken will be served in the event of Muh.'s birthday , is act of lecutionary that is buyers ask to look for a good chicken cut, while the perlcutionary speech act is trader tells the choicer to choose chicken own the good quality.

In the word *saèket tello' pas pon* has lectionary speech act that is the price of the free-range chicken fits according to the market price. It is said the trader intention is that his chicken is not bargained anymore. The perlcutionary speech act is the buyer agrees on the price and buy his chicken according to the price agreed.

#### Data 3

Pj: *" Tello-tello, Bhu èbhu, lè'-alè '! bâdâ Tello kampong, tello ostrali, poyo, ètèk!*

" Eggs, eggs, Mothers, brothers and sisters! **There are free-range chicken egg, Australian eeg, quail egg, and duck egg!**

Pb: *" Tello ostralina sanapa'an, Pa'?"*

how much is for the Australian eeg, sir?"

Pj: *" Sakilona pa 'bhellâs, Bhing, mon mellè sèttongan sè kènè' bâlungatos sè*

rajâ saèbu. "

**One kilo is fourteen, Bhing, if you just buy one is eight hundred, a bigger one is a thousand "**

Pb: " *Dubellas ghi, Pa ' . Mellèya bennya 'kaulâ polana, sapolo kilo .* "

Twelve thousand, sir. I want to buy a lot, ten kilos! "

Pj: *Biâsana ta 'ollè, Bhing. Kèng polana mellèya bennya "*

Usually, it is not the price, Bhing. **But because you want to buy a lot.**" (While selecting the eggs requested buyer)

In the word *Tellor kampong, the tellor ostrali, poyo, ètèk*, stated that the act of locutionary that the seller tells various kinds of goods in the form of chicken eggs, eggs of Australian, quail eggs and duck eggs. In the act of illocutionary speech act is the buyers are interested to buy his complete merchandise. While the perlocutionary speech act is merchants are interested to buy.

In the word "*sakilona pa 'bhellâs, Bhing*" declared the locutionary speech act, it is to inform the price of his wares. The locutionary speech act is that the buyers are interested to buy cheaper than the unit price, the perlocutionary speech act is the buyer bought a large Australian egg as much as ten kilos.

In the word of locutionary speech act "*how much is the price of the egg, ghi bhu?*" a buyer asks to other buyers about the price of eggs purchased by the first buyer. The illocutionary speech act is the buyer wants to buy eggs if the price is suitable, its perlocutionary is that the price is suitable and the second buyer also bought the egg. Proof of data.

In the word "*kèng polana mellèya bennya*" has locutionary speech act that is the seller gives merchandise to the price offered by seller. The illocutionary speech act is that the traders want many buyers buy their merchandise, while the act of its perlocutionary is the buyers buy ten kilos.

**Persuasive Power on Fishermen's speech act at Saronggi Market of Sumenep Regency-Madura**

The form of persuasive speech can be analyzed from the syntactic structure, the expression of persuasive sale and purchase identification can be a word, phrase, or

sentence. The traditional expert grammars usually give sense to the word based on the meaning and otografi. According to them word is a unit of language that has one sense; or word is a row of letters flanked by two spaces, and has one meaning (2012: 162). Chaer also defines phrases as grammatical units in the form of a combination of words that are non-predictable, or commonly called a compound word that fills one of the syntactic functions in in the sentence (2012: 222). While the sentence is understood as a unit of language "direct" is used as a unit of speech in verbal communication only done by humans (Chaer, 2012: 239).

Aristotle in his book Rhetoric proposed three conditions that must be met for persuasion. First, the character and credibility of the speaker; second, the speakers control the emotions of the audience, and third, the evidence or facts necessary to prove a truth. If one of the three conditions is not met, then agreement will be more difficult to achieve (in Keraf, 1991: 121).

Likewise what happens to buy and sell transactions conducted by traders and buyers in the market. Besides that the traders must have good persuasive communication skills, they must also have or present evidences as a persuasive supporter of the state of the goods they sell. This should be done by the merchant as an attempt to convince the buyer to be interested with his or her merchandise. The persuasive force is the power of influence with the use of language done by the traders.

The evidences or facts done by the traders to convince the buyers can be seen in the following data:

**Phrase Level**

Table.1  
Madurese Phrases

No	Madurese Phrases	Indonesian-English meaning	Persuasive Power
1	mosèm pettengan	Musim gelap-dark season	Kualitas bagus-good quality  Harga murah-cheap price
2	ghi 'seggher	Masih segar-still fresh	- Kualitas bagus-good quality
3	bânnè èssan	Bukan dibekukan-not frozen	Kualitas bagus-good quality

4	jhuko'na	lkannya cantik-	Kualitas bagus
5	Arghâ pas	Harga pas- not negotiable	tidak boleh ditawar-may no be bargained  harga murah-cheap price  Kualitas bagus-good quality
6	ngala 'sakonè'	Hasil sedikit-take (gain) a little	tidak boleh ditawar-may no be bargained  harga murah-
7	Ta 'lècèkan	Tidak berbohong-not lie	harga murah-cheap price  kualitas terjamin-guaranted
8	ghi 'Anyar	Masih baru disembelih-still	Kualitas bagus-good quality
9	ghi 'anga'	masih hangat-still warm	Kualitas bagus-good quality
10	ajâm kampong	Ayam kampung-free-range chicken	Harga lebih mahal tapi kualitas bagus-more expensive price and good quality  Bermutu-high
11	Ajâm potong	Ayam pedaging (potong)-chicken pieces	Harga murah-cheap price
12	tellor kampong	Telur ayam kampung-free-range chicken's	kualitas bagus-good quality
13	tellor ostrali	Telur ayam australia-Australian hen's	Harga murah-cheap price

On the phrase “*mosèm pettengan*” 'state of the dark season has a strong persuasive power for buyers to be. This is due to the implicatur of conversations that include, *mosèm pettengan* (good quality and cheap price) means that theree many fish at that time, and if theree many fish, the price of the fish become cheap. But the merchant implicates the many fish and the price is cheap, he just says *mosèm pettengan*, the buyers themselves have understood the real meaning of the expression.

In the phrase “*ghi 'seggher, bânne èssan*,

*raddhin, ghi' anyar, ghi 'anga'”* (good quality) implicitly, states that the fish is a non-ice fish means that the trader's sale is provided with good quality, chickens are still warm because of new slaughter, indirectly traders intend to inform the state of its quality is good.

In the phrase *arghâ pas, ngala 'sakonè'*, implicitly, states that the merchants already have taken a little profit and fit price of the fish, according to the market price. Pada phrase, ajâm kampong and kampong instructor in conclisit from merchants want to convey that the merchandise is expensive but good quality and quality.

On the phrase *tellor ostrali dan ajâm potong* (pieces), implicitly, states that the merchants want to inform the buyers that the Australian egg, the chicken pieces have a cheaper price than free-range chicken and free-range chicken's egg.

Persuasive power in the form of a phrase, often used by merchants for the purpose of saving speech but has a strong meaning to attract the attention of potential buyers.

#### Clauses and sentence levels used by merchants related to the persuasive power of the trader's language.

At the sentence level, Ramlan divides the sentence into a affirmative sentence, a question sentence, and an imperative sentence (2005: 40). The phrase that many fish traders use in the Saronggi market of Sumenep regency is a sentence that uses many greetings such as *Èbhū* (Ibu), *Pa* '(Pak), *Bhuk* (Mbak), *Lè'* (Dik), *Bhing* (call for girls), and *Bhu Ajjhi* (Bu Hajj).

Traders in the Saronggi market of Sumenep regency of Madura also use oral sentences such as ordering (example *obângi kabbhi ghi?*), Suggesting (example *mon terro ka sè modâ mellè ajâm potong bhâi*), and pleading (example *pagghun ta 'ollè, Lè*), and informative sentences (example *bâdâ Tellor kampong, tellor ostrali, poyo, ètèk*) are any sentences of connotation (example *èberri'anna lè'èr degghi* ') sentence and command line (example *mènta tolong bhungkos palaèn ghi*) and sentence (example *tellor ostralina sanapa'an, Pa* '?).

All of the above sentences are used by merchants to influence potential buyers to be interested in buying their wares. A trader certainly has a different persuasive power

between one trader and the other trader, these differences will distinguish their sales level. Even persuasive power is the greatest skill possessed and dominated by most traders.

### CONCLUSION

Every merchant always promotes his wares by using good words and convincing buyers. It certainly aims to attract the buyer to buy his wares at a predetermined price and is expected to provide benefits to the seller / trader as desired.

After the data analysed and discussion of several conclusions raised as follows: 1). The speech done by traders side-to-pauk to the buyers in the market Saronggi Sumenep Madura regency in the act of locutionary, illocutionary and perlocutionary. 2). Persuasive power of speech acts done by fish traders to buyers in the Saronggi market of Sumenep regency-Madura in terms of phrase level, the phrase is widely used by traders with the aim of saving words but it contains a strong meaning to attract the attention of potential buyers. 3). Clause level and sentences used by merchants related to the persuasive power of the traders' language are sentences that use a lot of greetings such as *Ebhu* (Mother), *Mbhuk* (Mbak), *Lè* (Dik), *Bhing* (call for girls), and *Bhu Ajjhi* (Bu Haji) . 4). Oral sentences (such as telling, suggesting, and pleading), informative, connotations, and command as well as a question sentences.

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