



AN ANALYSIS OF LANGUAGE FUNCTION IN THE DISCOURSE PRODUCED BY TRADITIONAL MEDICINE SELLERS

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Abstract

The purpose of this research is to investigate the language function from the discourse produced by traditional medicine sellers. The method used in this research is descriptive method. The data of this research were obtained from the discourse produced by five medicine sellers in different area. The data were analyzed by using Geoffery Leech (1974) theory. The finding divided into three types, they were informative, directive, and phatic function. In informative function also found four type of informative, they were giving opinion, advice, making announcement, and admonish. In directive function was found two types, they were command and request. Last was phatic function. Most of conversations had similar types of language function. However, findings showed that there were some types of language function were not found in each section of conversation produced by traditional medicine sellers. The language functions used by traditional medicine sellers were in line with the purpose of marketing, they were to inform, persuade, and remind the costumer about the product that sold.

Key words: Traditional medicine seller, informative, directive, expressive, aesthetic, phatic.

A. INTRODUCTION

Human being as social creatures are born to interact each other to fulfill their need. In doing these, people use the tool that called language. According to Paul Gee (1999:1), many people think that the primary purpose of human language is to communicate information. Language in fact, serves many great functions like exchange information, giving and getting information, even in our new information like Information Age.

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By using language, people know about what others want or need. Besides, people also can share any ideas, information and opinion by using language. When talking, someone try to convey the listener about what the talking about, how informative the topic is delivered, relevant, well founded and perspicuous the message. Not only that, a communication also can be a tool to coordinate all activities that happen in an organization. For example when people go to the market for buying the product. For getting the product, people will ask seller about the product, then it will appear bargaining activity between them. In doing that, people use language to communicate. Similar with the seller, in marketing the product, the seller must communicate with people too. This communication has function of language. It relates with what should be said and not in marketing the product. They must communicate with people by introducing the product. In introducing the product, the seller have to use the language that can make people interested to the product, even the seller must make the people influenced, so people desire to get the product. Thus, when the seller has a good language, people will persuaded to buy the product or influenced themselves from do not want to buy become buying the product.

In this research, the researcher chooses the language functions in the discourse produced by traditional medicine seller. Medicine seller is the person who sell and order the medicine product or service in the way traditional marketing which usually find in traditional market. Mostly they use direct marketing in order the product and service. But there is also the medicine seller use the advertisement such as the paper to give more detail explanation in convince the product.

This research belongs to a marketing communication. Marketing communication is the attempt to inform, persuade and remind the costumer directly or indirectly about the product that they sell (Kotler and Keller, 2009). Kennedy and Soemanagara (2009: 5) explain, marketing communication activities are marketing activities which use communication techniques that function provide information to many people. In other words, marketing communication is a form communication that aims to strengthen marketing strategies.

Functional linguistics is the elements of a language and their relations in terms of their purpose in communication (Rifat, 2000, p.63). Functional linguistics purposes to describe languages. Functional description purposes to determine the characteristics of the language, and show what differences it from other languages. Relate in marketitng communication, to make people interested to the product, or to persuade people, the medicine seller must pay attention to the language that used. The use of language that will analyzed by the researcher. The researcher attempts to analyze the language, why the language used by medicine seller can influence people to buy the product. In this research, for analyzing the language function in the discourse produced by traditional medicine seller, the researcher uses the theory Geoferry Leech (1974). He divides language function into five. They are informative, directive, expressive, aesthetic, and phatic.

First, Informative function means everyone tends to assume that what said is important. This function concentrates on the message. It is used to give new

information and depends on truth and value. Informative function also divided into eight types. They are offer opinion, give advice, make announcement, lecture, admonish, news report, solicit input, and ask question. Second, directive function. It is for influence the behaviour or attitude of others. In directive, there are two type; command and request. Third, expressive function. That is used to express the feelings and attitude. Swear words and exclamation are the most obvious instance in expressive. Fourth is aesthetic. It is the use of language for sake the linguistic artifact itself and for no purpose. And last is phatic. The function of this is keeping communication lines open, and keeping social relationship in good repair. It can be said this phatic use for normal talks.

In doing this research, there are some reason motivate the researcher to do. First, the researcher is interested to language function that produced by the traditional medicine seller, in which, it spends much time in delivering the conversation. Second, the researcher interested to what the topic and the language of the traditional medicine seller delivered while the conversation is happening. The last reason is the object is not researched yet. Therefore, the researcher seeks to analyze and find the language function in the discourse produced by traditional medicine sellers.

B. RESEARCH METHOD

This study can be categorized into descriptive method because the researcher collected the data naturally in order to answer the research questions. According to Kothari (2004:2), the function of descriptive research is to describe and report all events and phenomena relate to what is being observed and happened. By using descriptive method, this study was intended to find the language function in the discourse produced by traditional medicine seller. This study examined the language function by using the Geoffery Leech (1974). There are five function of language. They are : Informative, expressive, directive, aesthetic, and phatic.

C. RESULT AND DISCUSSION

1. Research Finding

Language Function in conversation of traditional medicine seller.

No	Language Function	C1		C2		C3		C4		C5		F	(%)
		f	%	f	%	f	%	f	%	f	%		
1.	Informative												
	Offer Opinion	1	4,5	-	-	-	-	-	-	-	-	1	0,5
	Give Advice	1	4,5	-	-	6	7,3	2	7,7	5	10,4	14	6,7
	Make Announcement	13	59,1	20	66,7	43	52,4	15	57,7	31	64,6	122	58,7
	Lecture	-	-	-	-	-	-	-	-	-	-	-	-
	Admonish	2	9,1	-	-	-	-	1	3,8	-	-	3	1,4
	News Report	-	-	-	-	-	-	-	-	-	-	-	-
	Solicit Input	-	-	-	-	-	-	-	-	-	-	-	-
	Ask Question	-	-	-	-	-	-	-	-	-	-	-	-
2.	Expressive	-	-	-	-	-	-	-	-	-	-	-	-
3.	Directive												
	Command	3	13,6	9	30	31	37,8	7	26,9	10	20,8	60	28,8
	Request	1	4,5	-	-	-	-	-	-	1	2,1	2	1
4.	Aesthetic	-	-	-	-	-	-	-	-	-	-	-	-
5.	Phatic	1	4,5	1	3,3	2	2,4	1	3,8	1	2,1	6	2,9
	Σ	22	100	30	100	82	100	26	100	48	100	208	100

Table above showed the language function produced in conversation of traditional medicine seller. In informative function was found the types such as offer opinion, give advice, make announcement, and admonish. In offer opinion was found 1 (0,5%) from five conversation. Give advice was found 14 (6,7%) from five conversation. Also make announcement was found 122 (58,7%), last admonish was found 3 (1,4%) from five conversation. Besides, also found the function of language that is directive. In directive function divided into two types. They were command and request. Command was found 60 (28,8 %) from five

conversation, then request was found 2 (1%) from five conversation. Last that found was phatic function. This phatic was found 6 (2,9%) from five conversation.

2. Discussion

From the study of conversational structure in traditional medicine seller, there are three kind of language function found. They are informative, directive and phatic. From conversation 1 to 5 have similarity in language function. Mostly these conversations give information about the product also benefit of the product and disease relate to the product. This information belong to informative function, that is giving information relate to the product. In informative function also found the elements in the conversations . They are offer opinion, give advice, make announcement, and admonish.

Offer opinion in the conversation only found in the first conversation.

Ado nan pai bakuli maangkek, tukang becak, urang susah ayah e, urang susah abak e, anak e banyak bakarajo barek tiok hari. Dapek panyakik ambeyen paruik turun, a kini ndak ado lai mencari ndak ado bausaho, lah manuang jo abak e di rumah. Lai ibo awak mancaliak abak ndak ado mencari lah manuang je, lah duduak jo dirumah nyo lai. Abak manuang amak lah manuang lo dirumah. Ndak ado nan kadiusaho. (There is people who are a coolie, tricycle laborer, the father is not rich, he has many children and hard work everyday. When he got piles, now he do not work, he only can pounder at home. Do not you feel pity when look him pounder. There is nothing to do).

In this conversation, the medicine seller gives his opinion about people who suffer the disease, in which, the function of this opinion is informative. The medicine seller give information to people about what he know then offer the product.

A tu mangkonyo diagiah tahu kok ado salah seorang keluarga yo yang mandapek panyakik tu, kok baru panyakik tu ubek lakeh. Alah lamo ubek capek, ndak usah diandok an kana badan diseso kana badan diri dianiayo. Awak batanyo je nyeh, nan dapek panyakik ko anduang nyeh. Batanyo tu kan ndak mambayiah doh buliah e nyeh. (I inform you, if one of your family got this disease, let's treat it quickly. Do not hid it because it can make your body difficult. I just one ask, people who have this disease is my grandmother. No worry, asking is free)

In this conversation, the medicine seller gives advice to the costumer about what should they do when suffer the disease. Then also advise the medicine to choose the appropriate medicine to treat the disease. Next about making the announcement. In the research, it is found many announcement about the product. It include the product, element in the product, benefit, and disease relate the product. In can be seen in the sentence below :

- *“Ko ambo datang mambao ubek yang bisa maubekan panyakik yang paling acok diderita urang awak, ubek tanpa operasi”* (Here, I come to bring the medicine that can treat the disease which often suffered by people. Medicine without operation).

This information is the announcement from the medicine seller. The medicine seller tell about the purpose of his coming to people. **Then followed by :**

- *Wasir ambeyen, paruik turun, dubur nan kalua.* (Wasir, Ambeyen, Paruik Turun, Dubur nan Kalua).

- *Susah buang aiah gadang, sakik paruik acok tiok sabanta sakik paruik ka aiah dek tasasak. Dapek tibo diaiah manuang ndak namuah kalua berak tu wasir. Kalau dibawo ka rumah sakik, dipareso namoe ka dokter, a diagiah tahu kalau dokter nan maagiah tahu namonyo wasir tu ado bangkak disekitar anus tu namonyo.* (It is hard to defecate, always stomachache when I have to the toilet for urgent need . Arrive in the toilet, it can not be defecate, that's hemorrhoids. If we take to hospital it examined by the doctor that hemorrhoids is the swelling in anus).

The information about the disease also include to the announcement from the medicine seller. Not only the disease but also the information about the product, benefit, strength the product, etc. The announcement that provided by the medicine seller can relate with the element in marketing the product, in which, the element like interest and desire belongs to informative function that is make announcement.

Then, informative function with the type admonish also found in the conversation.

Tu dek urang awak satangah bapadiaan sajo batahun-tahun maraso indak ka ba a. Beko kalau lah tigo hari ampek hari taraso buang aiah gadang bapaso lai sabok lah ampek hari ndak berak-berak. Lah tigo hari ndak buang aiah gadang, raso ka sagadang langan berak katapanca. A tu dek urang awak bahajat, dek bahajat lai kalua bantuak cik kambiang agak tigo inceh bulek-bulek ngenek-ngenek. A kadang-kadang badarah, beko kok talampau ajaan lapeh cingkuuik e tu tauluah paruik kalua dubur. A tu ambeyen lai dek ulah berak kareh, dek ulah buang aiah gadang tu kareh, dek bapaso berak tu kalua, lah tauluah paruik lah kalua jakua . (Some people let it, they think that it will be alright. After three or for days, that defecate will be forced because after for days is not occurring. After three days, we do not defecate, we feel put out big defecate. That's because we defecate, it put out like goat's feces. Sometimes it is bleed, if we force, there will put out anus. Then it is piles, that's because defecate which forced).

In this conversation, the medicine seller give admonition for people who suffer the disease but they do not treat it. This admonition is one of the information that useful for people who has suffer the disease or not. So, this admonition belongs to informative function

Next, because the conversation about the conversation in marketing the product, so the medicine sellers have convince and make people believe to what they said. The way to convince people to the product is by giving the offer to try

the product. Giving this product is done by asking people to use it. This belong to directive function. In this directive function found two kind of element, they are request, and command. Both of this are used in offering the product to people.

All of conversation have command. In marketing the product especially this medicine, the medicine seller provide the free medicine to the costumer. So, before the costumer try the medicine, the medicine seller will ask the costumer to try the medicine and feel the benefit of the medicine. As presented below :

Datang kamari obat ambeyen atau wasir ubek paruik turun. (Come here, it is the medicine for piles, hemorrhoids)

In this conversation, the command that done by the medicine seller is giving the offer to costumer to try the product. The medicine seller command the costumer to take and use the product. If we relate this to the element in marketing the product. The command is same with the action elment, in which the medicine seller command the costumer, when the costumer do what the medicine seller said, so the costumer will do the action. It is taking the product and using it.

Also found the request in the conversation.

Batanyo jadih maliek buliah. Sambia lalu ko singgah lah. Ko ditunggu mah sambia-sambia ka pulang. (You may ask and see. While you walk, please stay. I am waiting after you coming back)

In this conversation, the medicine seller ask the people to come and wait for them. In other word, the medicine seller directly say it to the people who walk around him. In other word, this is the request from the medicine seller. And the function of language in this conversation is directive. Last is phatic function. The function of this language is to maintain social relationship, and to begin or continue the conversation. In this research all of the conversation has the phatic, that is to begin and close the conversation.

Bismillahirrahmanirrahim (bismillahirrahmanirrahim)

In this conversation the medicine seller use greeting to maintain social relationship with others. As stated above the medicine seller says greeting to make the communication keep running. The findings of this research is caused the conversation belongs to marketing discourse. In Marketing communication is the attempt to inform, persuade and remind the costumer directly or indirectly about the product that they sell (Kotler & Keller, 2009). Because the purpose of marketing the product is to inform, so in this conversation is much found the informative function of language. It is the language function that give an important information to people such as the infomation about the product, benefit of the product, element in the product aslo the disease that can treated by using the product. Beside, other purpose is to persuade, it is similar with the directive function, it is to influence people. In this conversation found many utterances that function as directive. It is by giving offer to people for trying the product. So from the utterances that function as directive can persuade or influence people to follow what the medicine seller ask.

D. CONCLUSION AND SUGGESTIONS

In case the function of language. There were five kinds of function of language . In this conversation only found three kinds. First, Informative function was found in this conversations. Informative function contained eight elements. But in this conversation only found four elements. They were; offer opinion, give advice, make announcement and admonish. Then directive function. In this research was found the two element of directive that were command and request. Although not all conversation contained these elements. Last was phatic. In this research were found the phatic function in each conversation.

Relate to the people who are interested in marketing. This research can help people in studying about how the way in marketing the product.They can follow the finding of this research to be a successful market agent in the future. So, the researcher suggests people to know about this research.

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