



Directive Speech Acts in Negotiations between Sellers and Buyers at a Gadget Accessory Store

Erika Liana Putri^{1*}, Nur Lailiyah², Marista Dwi Rahmayantis³

¹²³Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Nusantara PGRI Kediri, Jawa Timur, Indonesia

*E-mail: erikalianaputri03@gmail.com

ABSTRACT

This study aims to describe the forms, functions, and the influence of gender on the use of directive speech acts in negotiations between sellers and buyers. The research was conducted at the Indo Perdana Gadget Accessory Store, Kediri City, East Java, over five days in September 2025. A descriptive qualitative method with a pragmatic approach was used. The data sources were direct utterances of sellers and buyers that were recorded and transcribed during the negotiation process, with the researcher acting as the main instrument (human instrument), assisted by an audio/video recorder and a data classification sheet. The data were analyzed through data collection, data reduction, data display, and conclusion drawing, and their validity was tested through technique triangulation. The results show four forms of directive speech acts, namely commands, requests, invitations, and suggestions, each amounting to 15 data (60 data in total). Six functions of directive speech acts were also found, namely asking (11 data), pleading (3 data), inviting (4 data), advising (3 data), ordering (5 data), and pressuring (2 data). Furthermore, analysis of 37 data based on gender shows that male speakers (18 data) tend to communicate directly, transactionally, and goal-oriented, while female speakers (19 data) tend to communicate elaboratively, relationally, and affectively. These findings prove that buying-selling negotiation at a gadget accessory store is a complex social interaction process whose language use is shaped by both politeness strategies and the gender identity of the speakers.

Keywords: directive speech act, negotiation, sellers, buyers

INTRODUCTION

Negotiation is a form of social interaction between two or more parties aimed at reaching a mutual agreement (Nursolihah & Widiyanti, 2020). In practice, negotiation is never neutral; it is replete with linguistic choices, persuasive tactics, and symbolic actions that reflect the power dynamics among participants. The appropriate use of language can minimize misunderstandings while fostering an atmosphere conducive to productive discussion (Tazkiya et al., 2021), whereas communication strategies—such as active listening, the use of straightforward language, and the demonstra-

tion of empathy—have been shown to increase the likelihood of achieving a mutually beneficial agreement.

Negotiation is a common phenomenon in buying-and-selling interactions within Indonesian society, occurring in both traditional markets and modern retail outlets. This activity reflects not only economic transactions but also the sophisticated use of language as a tool to influence, persuade, and achieve specific communicative goals (Nisa et al., 2021). In the field of pragmatics, Searle (1969) explains that a speaker can perform three

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types of acts simultaneously through an utterance: locutionary, illocutionary, and perlocutionary acts. This concept of speech acts was first introduced by Austin (1962:94) in *How to Do Things with Words*, which asserts that speaking is not merely about conveying information but also about performing specific actions through language. This idea was further developed by Searle (1979:12), who classified illocutionary acts into five basic categories: assertives, directives, commissives, expressives, and declaratives.

Among these five categories, directive speech acts play a strategic role in negotiation because they are aimed at influencing the interlocutor to make a specific decision (Zahra, 2021). Sellers often employ various forms—such as requests, invitations, suggestions, and even commands—to persuade buyers; an example is the utterance, "Take a look at this one; the quality is better." In Indonesian culture, which places a high value on politeness, directive speech acts are frequently realized in a subtle manner to avoid threatening the interlocutor's "face," consistent with Brown and Levinson's (1987:61) politeness theory regarding face-threatening acts (FTAs).

This phenomenon is clearly observable at the Indo Perdana Gadget Accessory Shop, a setting characterized by direct, spontaneous, and dynamic interactions between sellers and buyers. Sellers do not merely convey product information; they also strive to persuade and influence buyers' decisions while taking social relationships and situational contexts into account. Although directive speech acts have been widely studied, research specifically examining their forms and functions within sales negotiations at gadget accessory shops—while also linking them to the speaker's gender—remains very limited. It is precisely this unique combination of an informal, face-to-face setting and the presence of economic interests that underscores the importance of this study.

Several previous studies underscore the importance of this research. Andriarsih and Budiasih (2020) examined directive speech acts in online sales interactions via WhatsApp, finding

that forms such as requesting, commanding, ordering, advising, and recommending were predominantly used to influence purchasing decisions, though they did not investigate the influence of gender. Priwardani & Assidik (2023) described the types and functions of directive speech acts at the Riza Helmet Shop, identifying three speech types—with pleading and pressuring as dominant functions—but their data was drawn solely from the sellers. Susanto (2021) analyzed negotiation speech patterns in the traditional market of Kolaka City and identified four primary patterns, yet did not address functions or gender. Subhani et al. (2021) examined the negotiation process at the Geudong Traditional Market but placed greater emphasis on the general processes and behaviors of negotiation. Juniarti and Pulungan (2022) analyzed negotiation communication patterns at the UD Selamat Jaya *panglong* (building material shop) and identified various illocutionary speech acts without providing an in-depth breakdown of forms, functions, and gender. These five studies reveal a common gap: the absence of research that integrates the analysis of form, function, and the influence of gender within the context of face-to-face sales negotiations.

Based on this background, the present study aims to (1) describe the forms of directive speech acts, (2) describe the functions of directive speech acts, and (3) describe the influence of gender on the use of directive speech acts during negotiations between sellers and buyers at the Indo Perdana Gadget Accessory Shop. Theoretically, this research is expected to enrich the fields of pragmatics and sociolinguistics, particularly regarding the understanding of variations in directive forms and functions within transactional communication. In practical terms, the research findings can help sellers understand the importance of language strategies when serving customers, serve as teaching material for pragmatics and discourse analysis, and act as a reference for communication training for micro, small, and medium enterprises (MSMEs).



According to Hermaji (2021:51), directive speech acts are forms of utterance aimed at influencing the interlocutor to perform specific actions; these encompass commands (requirements), requests (requestives), invitations, and suggestions. Commands are used to order, dictate, and regulate; requests are used to ask, plead, press, and solicit; invitations convey an intent to have the interlocutor do something jointly; and suggestions serve to recommend that the interlocutor perform an action deemed beneficial by the speaker. This perspective is reinforced by several recent studies. Natasia et al. (2023) found that forms such as asking, pleading, commanding, inviting, suggesting, and prohibiting appear consistently in sales transactions within traditional markets. Nurzabera et al. (2024) discovered that requests and suggestions are more prevalent than commands, as sellers tend to favor a persuasive approach. Larasati et al. (2022), Marizal et al. (2021), and Yuli and Nawawi (2023) demonstrated that directive speech acts also predominate in asymmetrical relationships, such as teacher-student interactions, while Ajmadewi et al. (2021) and Musawwir (2023) proved that directives appear in both virtual learning environments and academic forums. Collectively, these findings underscore the cross-contextual nature of directive speech acts, making them relevant for further study within the realm of informal, spontaneous sales negotiations—such as those examined in this research.

Beyond the aspects of form and function, gender is believed to influence language strategies in negotiations. Lailiyah et al. (2023) state that men tend to use direct and assertive speech, whereas women tend to employ more polite and indirect speech strategies. Isfianadewi (2023) adds that negotiation is not merely a technical skill but also reflects the speaker's emotional intelligence and social sensitivity. Drawing on these theoretical insights and relevant research, this study seeks to integrate three analytical dimensions—form, function, and gender—into a unified pragmatic

framework within the context of gadget accessory sales negotiations.

METHOD

This study employs a pragmatic approach, as it focuses on how context shapes the meaning of utterances in communication (Hermaji, 2021:12). This approach was selected because directive speech acts are highly contextual, relying on social relationships and the communicative goals of the speakers. A descriptive qualitative research design is used; as described by Sugiyono (2023:14), this involves research conducted in a natural setting with the researcher acting as the key instrument, characterized by a descriptive nature and an emphasis on meaning and process rather than numerical data. This method is deemed most appropriate because the study aims to understand the forms, functions, and gender-based influences regarding directive speech acts through in-depth interpretation of utterances, rather than through statistical hypothesis testing. The study was conducted at the Indo Perdana Gadget Accessory Shop—located at Jalan WR Supratman No. 14, Pocanan, Kediri City, East Java—over a five-day period in September 2025. The shop was selected due to its high volume of sales interactions (averaging over 100 visitors daily) and the seller's communication style, which actively employs persuasive language—such as directives, suggestions, requests, and invitations—making it a site rich in naturally occurring data on directive speech acts.

The research data consists of direct utterances arising from negotiation interactions between the seller and buyers, encompassing commands, requests, invitations, suggestions, and questions that carry directive illocutionary force. Data was obtained directly from recordings of negotiation conversations, which were subsequently transcribed into written form and supplemented with notes on context and the speech situation to facilitate a deeper understanding of the utterances' meanings and purposes (Sugiyono, 2023; Razak, 2017).

The data collection procedure was carried out in five continuous stages: (1) direct observation of the negotiation process to gain a comprehensive understanding of the speech situation; (2) audio/video recording to ensure the conversation was fully documented; (3) transcription of the conversation into written text; (4) data classification based on the form and function of directive speech acts, referencing Hermaji's (2021) theory; and (5) data tabulation into tables for systematic presentation. The primary research instrument was the researcher (acting as the "human instrument"), responsible for establishing the research focus and for collecting, evaluating, analyzing, and interpreting the data (Sugiyono, 2023:293); this was supported by tools such as audio/video recorders, data classification sheets, and field documentation.

The data analysis technique followed Sugiyono's (2023:321) interactive model, comprising four stages: data collection via observation and documentation; data reduction by summarizing and focusing on information relevant to the research scope; data presentation in narrative and tabular formats; and drawing conclusions—a process that was systematic yet remained tentative and open to refinement. Data validity was tested through technique triangulation—combining observation and documentation methods on the same data source—to ensure the consistency, accuracy, and validity of the findings (Sugiyono, 2023:397).

RESULTS

1. Imperative Forms (requirements)

Directive speech acts of command are among the most explicit forms of utterance used to convey a speaker's intent to an interlocutor. According to Hermaji (2021:46), a directive speech act of command is an utterance used to order, dictate, or direct the actions of the interlocutor. In the context of negotiations at a gadget accessory store,

imperative forms arise from both parties—seller and buyer—with varying intentions based on their respective positions in the transaction. Presented below is data categorized under directive speech acts of command.

Data 001

"May I try it out first, *Mas*?"

"Certainly, go ahead and try the headphones."

Speech Context: This utterance is spoken by a male buyer to a male seller during transaction 9. The buyer, who is considering purchasing Bluetooth headphones, asks the seller for permission to try the product firsthand before buying. The utterance is delivered with an interrogative tone but carries a directive intent.

Data 001 represents a directive speech act of command realized through a request for permission. The phrase "may I try it out first" is used by the buyer as a more polite way to express the desire to test the headphones prior to purchase. Although phrased as a question, the utterance conveys the intent for the seller to grant permission and facilitate the product trial. The use of the word *dulu* (first) indicates that the trial is viewed as a preliminary step necessary before making a purchasing decision. Additionally, the form of address *Mas* serves to maintain politeness and establish a friendly rapport between the buyer and the seller.

Data 002

"Would you like me to test the new unit for you as well?"

Speech Context: This utterance is made by a male seller to a male buyer during transaction 9, after the buyer has decided to purchase the headphones. The seller offers to test the new unit before handing it over to the buyer to ensure the product is in proper working order.

Data 002 constitutes a directive speech act—specifically a command—conveyed through an offer of service to the buyer. The utterance "Do you want me to test it first while I'm at it?" functions not merely as a question but also conveys an intent to steer the buyer toward agreeing to a product test before the item is handed over. The use of the word *sekalian* (while I'm at it/as part of the process) indicates that testing is a standard service procedure, while the word *dulu*



(first) signifies that this step must occur prior to the next stage. Although phrased politely as an offer, the utterance aims to influence the buyer's actions to ensure they accept the product test.

2. Request forms (requestives)

Data 003

"Can you lower the price, *Mas*? Make it just Rp40,000."

Utterance Context: This utterance is spoken by a female buyer to a male seller during Transaction 1. After learning that the premium screen guard costs Rp45,000, the buyer attempts to negotiate the price to secure a lower rate.

Data 004 represents a directive speech act in the form of a request. It demonstrates a plea for the seller to lower the price to the amount desired by the buyer. The question form "Can you lower the price?" serves as a polite strategy for making the request, avoiding an impression of coercion. Meanwhile, the phrase "make it just Rp40,000" clarifies the price proposed by the buyer as the outcome of the negotiation. The use of the word *aja* (just/only) conveys the impression that the request falls within reasonable limits. In the context of a sales transaction, price negotiation is a common practice, reflecting the buyer's effort to obtain a price that better aligns with their preferences.

Data 005

"Can you lower the price, *Mas*? I actually know the owner here."

Speech Context: This utterance is made by a male buyer to a female seller during Transaction 2. After trying on an iPhone 15 case and finding it suitable, the buyer attempts to negotiate the price by employing an emotional approach through the phrase "friend price" (*harga teman*).

Data 005 represents a directive speech act (a request) accompanied by an emotional-relational approach strategy. The utterance "Can you lower the price?" (*bisa kurang nggak*) is a directive construction commonly used in price negotiations; it serves as a rhetorical strategy implying closeness or familiarity between the seller and buyer to soften

the seller's resistance. In the context of Indonesian transaction culture, the utterance "I actually know the owner" is a sociolinguistic strategy that leverages interpersonal relationships to secure a lower price. The speaker does not directly specify a desired price figure but instead leaves the decision to the seller, operating on the assumption that a "friend price" implies a cost lower than the standard rate.

3. Form of Invitations

Data 006

"Absolutely, *Kak*. Let me help you pair it with your phone first so you can try it out right away and feel more confident before buying."

Speech Context: This utterance is made by a female seller to a female buyer during Transaction 3. When the buyer asks for permission to test the sound quality of the TWS (True Wireless Stereo) earbuds before purchasing, the seller responds enthusiastically and invites the buyer to try the product immediately.

Data entry 006 constitutes a directive speech act—specifically an invitation—conveyed with enthusiasm and a proactive attitude. The phrase "boleh banget" (absolutely/by all means) signals enthusiastic agreement, followed by an active invitation via the words "sini saya bantu" (come here, let me help), which encourages the buyer to step closer so the seller can assist with the pairing process. The purpose of this invitation is clarified by the utterance itself; this strategy is effective because it offers the buyer a hands-on experience—a practice known in consumer psychology to boost purchase intention.

4. Form: Suggestion

Data 007

"If you spend a lot of time outdoors or value your privacy, the 'privacy' type is a great choice. But if you prefer the screen color to remain perfectly clear, the 'full clear' type is more suitable."

Utterance Context: This statement was made by a male seller to a female buyer during Transaction 1. After explaining the options—

premium 'full clear' and 'privacy' screen guards—the seller offered a recommendation based on the buyer's usage habits to help her select the most appropriate product.

Data entry 007 can be categorized as a directive speech act in the form of a suggestion, as the seller aims to guide the customer toward considering and selecting the screen protector type that best aligns with her needs and preferences.

Grammatically, the utterance takes the form of a statement explaining the characteristics of two product types: "privacy" and "full clear." Pragmatically, however, the seller is doing more than just conveying information; they are encouraging the customer to align her choice with her specific usage conditions. The seller links the "privacy" product to the need for screen confidentiality in public spaces, while associating the "full clear" product with the need to maintain optimal display clarity.

4.1 Function: Requesting

The requesting function is predominantly used by speech participants to elicit specific information regarding gadget products, consumption patterns, the certainty of after-sales services, and the price points of products. Data 008

"We do, actually. There are a few options available. What do you use it for most often? Just standard typing, or do you use it intensively every day?"

Speech Context: This utterance is made by a male salesperson to a customer looking for a wireless keyboard for work and college assignments (Transaction 16). The salesperson responds by inquiring about the intensity of the device's usage.

Data 008 represents a directive speech act with a requesting function. The linguistic indicator underpinning this classification is the use of an interrogative construction—specifically an alternative question—marked by the phrase "what do you use it for most often?" Pragmatically, the

speaker's goal is to elicit specific information regarding the interlocutor's usage patterns and actual needs. In the context of a sales negotiation, this information-seeking function serves as an initial strategy for the salesperson to gauge the buyer's purchasing power and preferences, thereby enabling the formulation of the most accurate product offer in the subsequent stages of the transaction.

4.2 Pleading Function

The pleading function is characterized by the use of high-level politeness markers to request freedom of action—whether asking for permission to handle an item or requesting patience regarding time constraints.

Data 009

"May I take a look?"

Speech Context: Spoken by a buyer interested in the seller's explanation regarding the physical specifications of the Robot wireless keyboard during Transaction 16.

Data 009 is classified as a directive speech act with a requesting function. The linguistic indicator of this function is the permission-seeking modal construction "may I..." (*boleh saya...*), which conveys a high level of politeness. The pragmatic goal of this utterance is to solicit the seller's willingness to transfer physical control of the item to the buyer so that they may...

4.3 Inviting Function

The inviting function is realized through the offer of cross-selling complementary items and by encouraging the customer to experience direct interaction with the product.

Data 010

"Certainly. Please, go ahead and try it. I've already connected the receiver."

Speech Context: The seller hands over the device requested by the buyer while setting up the necessary supporting hardware so it can be operated immediately during Transaction 16.



Data 010 falls under the category of a directive speech act with an inviting function. The dominant linguistic indicator is the use of the politeness marker "silakan" (please/go ahead) combined with the emphatic particle *saja* (just/simply) in the phrase *silakan dicoba saja* (please, go ahead and try it). The seller's pragmatic goal is to encourage the buyer to interact directly with the product. Within the negotiation, the seller strategically employs this inviting function to create a positive impression on the buyer, with the aim of accelerating the conclusion of the transaction.

4.5 Suggesting Function

The suggesting function is actualized by offering opinions based on technical advantages and functional considerations to guide the consumer's purchasing decision.

Data 011

"In that case, I'd recommend this one. It's a Robot brand wireless keyboard. The keys have a nice, soft feel, and it has a full-size layout—so it includes a numeric keypad. A lot of people buy it for work."

Speech Context: The utterance is spoken by the seller while recommending a *Robot* brand wireless keyboard to the buyer, after having ascertained the buyer's daily usage requirements during Transaction 16.

Data 011 constitutes a directive speech act serving a suggesting function. The linguistic indicator determining this function is the use of the performative lexical marker "saya sarankan" (I suggest). The speaker employs the suggesting function with the pragmatic aim of offering a technical opinion regarding the product's advantages—specifically that "the keys are quite soft" and "the layout is full-size"—to persuade the interlocutor. Within the transaction dynamics, this function acts as a guide for the purchasing decision; the seller directs the buyer toward a specific unit without appearing coercive, relying instead on arguments regarding the product's utility.

4.6 Commanding Function

The commanding function encompasses instructions to conclude the verbal transaction, orders regarding the selection of device build quality, physical execution, and the processing of financial transactions.

Data 012

"Alright. I'll just take this one. I've tried it out, and it really is comfortable to use."

Speech Context: The buyer expresses final agreement to purchase the keyboard unit after the seller states the price of Rp185,000 during Transaction 16.

Data 012 is a directive speech act that realizes a commanding function. Although phrased as a declarative statement, the utterance carries a strong directive force through the phrase "saya ambil yang ini saja" (I'll just take this one), accompanied by the explanatory causal conjunction "soalnya" (because/the reason is). The buyer's pragmatic goal is to command the seller to halt the sales pitch and immediately proceed to the packaging stage for that specific unit. In the context of a sales transaction, this implicit commanding function signals that a mutual understanding has been reached in the negotiation.

4.6 Pressing Function

The pressing function is implemented to manage the customer's emotional stability and regulate the rhythm of physical interaction within the store's service area.

Data 013

"Understood. I'll clean the screen first before applying it, so no dust gets in."

Utterance Context: The seller agrees to the buyer's request and outlines the hygienic procedure for the phone screen prior to applying the screen protector (Transaction 18).

Data 013 is classified as a directive speech act incorporating a pressing function. The pressing function here operates through an implicit yet tactical approach, utilizing a chronological, explanatory sentence structure—"I'll clean it first"—

reinforced by a hygiene-related rationale: "so no dust gets in." The seller's pragmatic aim is to exert indirect pressure on the buyer to remain patient and stationary, allowing the phone to stay under the seller's control throughout the cleaning process. This function regulates the rhythm of physical interaction at the store's service counter.

5. Directive Speech Act by a Male Speaker

Data 014

"Mas, please get me a screen protector for the Samsung A54."

Speech Context: The utterance is made by a male buyer to a seller upon entering the shop, immediately stating his requirement during Transaction 1.

Data 014 represents a directive speech act performed by a male speaker. The male speaker employs a direct imperative construction marked by the performative lexeme "tolong" (please) followed by the action verb "ambilkan" (get/fetch). These linguistic indicators reflect a tendency among male speakers to be "to the point" when expressing needs, avoiding lengthy pleasantries. From a gender perspective, male speech tends to be oriented toward transactional goals and information efficiency; consequently, the request is conveyed concisely yet clearly, without placing significant weight on the listener's affective state.

6. Directive Speech Act by a Female Speaker

Data 015

"Yes, I'm looking for a case for the iPhone 15. If you have one, I'd like it in black because it's simpler and suitable for everyday use."

Speech Context: A female buyer conveys her need for an iPhone case to the seller, including aesthetic preferences and reasons related to daily use during Transaction 2.

Data 015 represents a directive speech act functioning as a request, performed by a female speaker. Unlike the male communication pattern, this female speaker includes aesthetic considerations and the context of daily usage to justify her

color choice. The phrase "suitable for everyday use" demonstrates a focus on harmony and the product's social relevance, rather than merely its technical function. Female speakers tend to link the product to their lifestyle and personal identity as part of the negotiation process.

DISCUSSION

Forms of Directives (requirements)

Fifteen instances of directives were identified. Directives in negotiations at gadget accessory shops are not always conveyed explicitly through direct imperative sentences; instead, they frequently take the form of permission-seeking questions, such as "may I see" and "may I try." These findings align with Priwardani and Assidik (2023), who also observed that functions of requesting and exerting pressure were more prevalent than firm, authoritative commands in face-to-face sales interactions. However, a distinction exists: while Priwardani & Assidik (2023) focused solely on seller utterances, the present study found that buyers also frequently issue directives, thereby demonstrating that power dynamics in informal transactions do not always rest with the seller.

Requests (requestives)

Fifteen instances of requests were identified, making this the most dynamic category—particularly during price bargaining. Examples include conditional strategies ("if it could be lower"), emotional appeals ("Oh come on, surely not that much?"), and loyalty-based appeals ("I'm a regular customer here"). These findings align with Andriarsih and Budiasih (2020), who also identified requests as the dominant form in online buying-and-selling interactions. However, this study differs by drawing on face-to-face conversations, which reveal a richness of oral strategies often difficult to capture in written discourse like WhatsApp. Another request strategy is evident in the utterance "Can I listen to the sound quality first?" This frames the request as a plea for permission to test the product before committing to a



purchase, underscoring that requests in face-to-face negotiations are not solely price-oriented but also focus on quality verification.

Invitations

Fifteen instances of invitations were identified, predominantly initiated by sellers who proactively guide the buyer's shopping experience—for example, through utterances like "Please, feel free to try it" and "Why not grab two while you're at it?" These findings reinforce the results of Juniarti & Pulungan (2022) regarding the active use of illocutionary speech acts by merchants; however, this study goes further by detailing the specific linguistic construction patterns of these invitations.

Suggestions

Fifteen instances of suggestions were identified, making this the most informative category. It is dominated by sellers offering product recommendations through three formats: explicit suggestions ("I suggest..."), conditional suggestions ("If..., I suggest..."), and implicit suggestions conveyed through comparative information. These findings align with Susanto (2021), who identified an offer-acceptance pattern in negotiations; however, this study reveals a more detailed gradation of suggestion formats, demonstrating that politeness in making suggestions constitutes a range of strategies rather than a single concept. The function of requesting is the most dominant (11 instances) and appears frequently from both parties—sellers probing for buyer needs and buyers seeking technical and pricing assurances. This bidirectional flow demonstrates that negotiations in gadget accessory shops are dialogic and consultative in nature, contrasting with the findings of Priwardani and Assidik (2023), who characterized such interactions as one-sided seller initiatives due to their data being limited to seller utterances. The function of pleading (3 instances)—marked by politeness markers such as "may I" and "if I may ask"—expands upon Subhani et al.'s (2021) findings regarding reciprocity in bargaining by specifying the associated lin-

guistic markers. The function of inviting (4 instances) reflects the sellers' soft-selling and cross-selling strategies—consistent with Juniarti and Pulungan (2022)—yet this study reveals that the inviting function also serves a dual purpose as a tool for increasing transaction value. The function of suggesting (3 instances) reinforces the view held by Munir et al. (2021) regarding the social control aspect of directive speech acts, albeit within the context of a personal dialogue that is more adaptive than the one-way communication found in public service announcements. Interestingly, the directive function (5 data points) is predominantly initiated by buyers to specify product criteria—contrasting with teacher-student interaction patterns, which tend to be unidirectional, flowing from the authority figure (Larasati et al., 2022; Marizal et al., 2021; Yuli & Nawawi, 2023)—thereby indicating that power relations in informal sales negotiations are more fluid. The pressure-exerting function (2 data points) is manifested implicitly through procedural narratives that alleviate buyer anxiety, reinforcing the perspective of Tazkiya et al. (2021) regarding the importance of comfort as a foundation for transactional trust.

Male speakers (18 data points) tend to communicate in a transactional, direct, and goal-oriented manner; this is evident in direct imperatives such as "please get that for me," specific technical inquiries like "Bluetooth or USB?", and independent decision-making. These findings align with Lailiyah et al. (2023), who state that men predominantly use direct and assertive speech, with the additional observation that they tend to delegate the product selection process to the seller after establishing clear criteria.

Conversely, female speakers (19 data points) exhibit a communication style that is elaborative, relational, and affective—such as providing lengthy background narratives before stating their needs and employing affective strategies during price negotiations, for instance, "Oh, but I'm a regular customer here." These findings reinforce the views of Lailiyah et al. (2023) regarding the tendency of women to employ more polite and in-

direct speech strategies, while linguistically detailing how such politeness is operationalized through affective interjections, softening particles, hedging, and relational metaphors.

The strength of this study lies in its integration of three analytical dimensions—form, function, and gender—into a unified pragmatic framework, an approach not comprehensively undertaken in previous studies, which typically focused on only one or two dimensions in isolation. However, the study has limitations, specifically the relatively small dataset (127 instances) collected from a single location over a five-day period; consequently, the findings cannot be generalized to sales negotiation contexts in other locations or store types. On the other hand, the study excels in the depth of its contextual analysis, as the data were derived directly from authentic face-to-face conversations rather than written discourse or secondary sources; it also stands out for capturing the speech of both parties (sellers and buyers) and linking this to the gender variable—an aspect rarely addressed in similar research.

CONCLUSION

Based on the research findings and discussion regarding directive speech acts in negotiations between sellers and buyers at the Indo Perdana Gadget Accessory Shop, the following conclusions can be drawn.

Regarding the forms of directive speech acts, this study identified four types used in negotiation interactions: commands (requirements), requests (requestives), invitations, and suggestions. Each of these four forms was represented by 15 data points, totaling 60 data points for the category of forms. Commands tended to be conveyed indirectly—through constructions involving requests for permission, offers of assistance, or offers of service—as a means of maintaining politeness. Requests proved to be the most dynamic form, particularly within the context of price negotiations, which showcased a variety of creative linguistic strategies. Invitations were predominantly initiated by sellers, who acted

proactively to guide buyers. Suggestions represented the most informative form, reflecting the seller's role as a competent product consultant. Regarding the functions of directive speech acts, this study identified six functions within the negotiations: requesting (11 data points), pleading (3 data points), inviting (4 data points), suggesting (3 data points), commanding (5 data points), and pressuring (2 data points). The requesting function was dominant, serving as the primary mechanism for information exchange in these dialogic negotiations. These six functions operated synergistically and complemented one another to establish an effective and memorable negotiation structure. These findings confirm that sales negotiations at a gadget accessory shop are not merely transactional economic activities but constitute a complex social interaction process with rich pragmatic dimensions.

Regarding the influence of gender on the use of directive speech acts, this study found significant differences between the communication patterns of male and female speakers. Male speakers (18 data points) tend to employ a transactional, direct, efficient, and goal-oriented communication style, favoring logical arguments, technical data, and independent decision-making. Conversely, female speakers (19 data points) exhibit a more elaborative, relational, and affective communication style, characterized by a tendency to provide lengthy background narratives, openly share personal circumstances, use a richer array of politeness markers, and seek validation from the salesperson before making a decision. These differences confirm that gender is a significant sociopragmatic variable in shaping language strategies during negotiations.

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