

Sociolinguistic Analysis of the Commissive Speech Acts of Travelling Vendors in a Housing Complex in Palu City

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ABSTRACT: This study aims to describe the meaning and form of commissive speech acts used by traveling vendors and the implications of these types of speech acts expressed to customers and prospective buyers in a housing complex in Palu city. This type of research is qualitative, where the data in this study are oral data sourced from speech acts expressed by the traveling vendors to customers and prospective buyers during the interaction. Data collection was carried out through observation technique, recording technique, note-taking technique, and documentation. The results of the study indicate that traveling vendors more often use commissive speech acts of the 'promising' type of speech act and the 'guaranteeing' type of speech act through the choice of diction and utterances that make customers and other potential buyers feel well served and confident that what is being marketed is truly in accordance with the desires of customers and other buyers. The implications of the results of this study indicate that unique and varied speech acts with the right choice of diction in expressing the types of commissive speech acts, are able to attract buyers' interest and merchandise is sold more quickly.

KEYWORDS: Meaning, Illocutionary, Speech acts, Commissive, Travelling Vendor.

1. INTRODUCTION

The language used in every day communication can be adapted to the situation and conditions of the speech. The use of language in different fields will create different speech patterns (Jamiluddin et al., 2022). Although sentences are connected according to grammar, action sentences are not only statements, but they can also contain commands, offers, agreements, or other statements that can create a communication atmosphere or other statements that can create a communication atmosphere between the speaker and the interlocutor (Cutting, J. & Fordyce, K., 2021). Language is used by everyone, and everywhere. Every human being certainly uses language as a means of communication with others. Thus, language is used as a means of interaction to achieve a goal.

The interaction that occurs between one person and another through the language used as a means of communication is called a speech event. A speech event occurs when there is a linguistic interaction in one or more forms of speech involving two parties, namely the speaker and the interlocutor with one main topic of speech in a certain time, place, and situation. So the interaction that occurs between a trader and a prospective buyer, for example at a certain time using language as a means of communication is a speech event (Marta, R. (2017). Similar speech events can also be found in sales transactions between travelling vendors and prospective buyers in housing complexes in the city of Palu, and so on. Travelling vendors according to some experts are individuals who sell their merchandise by moving from one place to another, often by selling merchandise directly to consumers. They do not have a fixed place of sale and their mobility are their main characteristic.

Types of acts can be classified into several types, namely locutionary speech acts, illocutionary speech acts, and perlocutionary speech acts. According to Austin's theory of speech acts (1962) utterances have three kinds of meaning. The first kind is the propositional or locutionary meaning, the second kind is illocutionary meaning, and the third kind is perlocutionary force. Locutionary acts are the act of saying something with words and sentences according to the meaning contained therein. Illocutionary acts are speech acts that contain the intention and function of speech power. Wijana (1996) states that illocutionary acts can be defined as speech acts that are intended to inform something and do something. Perlocutionary speech acts are speech acts that foster influence on the speech partner. In illocutionary acts there are commissive acts, namely speech acts that function to express offers, for example swearing, promising, stating ability, making vows and guaranteeing something.

Commissive speech acts are often found in buying and selling transactions, for example, travelling vendors when selling their wares. When sales activities occur by the travelling vendors, there are many variations of speech. One type of commissive speech act where the speaker is bound to an action in the future, for example offering, promising, or vowing so that the speech act event runs not boring (Azul, A.K et al, 2023) To bind the interlocutor, the way of offering, the way of promising to the interlocutor, the speaker uses direct and indirect speech acts because the continuity and indirectness in the commissive speech act are utilized by

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traders or prospective buyers to gain benefits during the transaction, namely prospective buyers get satisfaction with what is purchased and traders get additional customers and buyers at the same time get benefits.

The commissive speech acts used by travelling vendors in this study focused on housing complexes because these areas are home to heterogeneous populations (of various ethnicities). With such diverse ethnicities, interactions between people naturally have unique communication characteristics within a speech event (Jamiluddin et al., 2022). Furthermore, the travelling vendors sometimes come from various ethnicities, including Javanese, Sundanese, Makassarrese, Bugis, Lombok, and others. The merchandise they sell is more or less the same, with only a few differences. However, the merchandise sold by the travelling vendors in housing complexes is generally more or less the same. Although the goods sold or offered are the same, the travelling vendors use different speech styles to attract potential buyers. This is done to ensure the goods are sold out and generate profits.

The research location was focused on travelling vendors who sell in the complex area, and potential buyers are residents of the residential complex. Therefore, the object of observation was focused on travelling vendors. Typically, traveling vendors peddle their wares from one street to another around the residential complex. When selling their wares, a vendor uses speech that can attract potential buyers. This form of speech is indicated to contain commissive speech acts, which are often used by vendors to promote their merchandise so that the goods sell quickly and generate profits.

Travelling vendors use their own reasons for using language that can influence the interest of potential buyers. They use a variety of language, from simple offers to promises. According to Jamiluddin et al. (2023), this is done to attract the interest of potential buyers. For example, vendors sell the same merchandise, but they have their own unique and distinct ways of selling their wares. This can be seen from the differences in how they sell their merchandise using different language, which can then be seen in the comparison of profits that the vendors can generate. Therefore, language is crucial in selling goods to attract potential buyers.

The speech acts used by travelling vendors have several modes or depictions of the psychological atmosphere of what they are saying. Each utterance uttered by the vendor certainly has its own mode or purpose, both in the utterance itself and in the actions taken. This is done to sell out the merchandise being marketed, generate profits, and attract additional customers. Therefore, this study examines and explores the forms and types of commissive speech acts frequently used by the travelling vendors to potential buyers and the implications of these speech acts for the merchandise being marketed.

2. LITERATURE REVIEW

2.1. Social Interaction

Social interaction is a sign of human social life. Social interaction is felt and occurs when humans, both individuals and groups, converse with each other while engaging in transactions, such as buying and selling, collaborating, or engaging in other forms of transaction. Therefore, it can be said that social interaction is the foundation of dynamic social processes (Jamiluddin et al., 2019). Social interaction can occur if two conditions are met: social contact and communication. George Ritzer (2014) stated that the basis of social life is individuals and groups who are aware and interact with one another for various purposes, motives, and interests. In life, communication and interaction can give rise to certain possibilities that have both positive and negative impacts.

Soerjono Soekanto (2001) states that social interaction is the primary requirement for dynamic social activities involving relationships between individuals, groups, and individuals within groups. When two people meet, social interaction begins, with them greeting each other, speaking to each other, shaking hands, and so on. All of these activities are forms of interaction. As social beings, humans always desire to talk, exchange ideas and experiences, send and receive information, collaborate with others to meet their needs, and so on. Interaction requires techniques to ensure successful information delivery.

Suranto (2010) identifies communication techniques, including (a) informative communication, which is a communication technique by conveying messages repeatedly to provide information to the communicant. This communication process is one-way, from the communicator to the communicant in order to disseminate information, (b) persuasive communication is communication carried out in a subtle manner and persuades the communicant, (c) instructive/coercive communication, this communication technique is characterized by the application of coercion and sanctions from the communicator to the communicant, and (d) communication that pays attention to ethical values to create a humane communication atmosphere or situation.

Alwasilah, A. Chaedar (1996) said that there are several factors that influence someone in communicating with others, namely (a) background, where are we when using the language? In what conditions?; (b) participants, who is involved in using the language?; (c) purpose, what is the speaker's purpose in using the language?; (d) channel, does the communication take place face to face?, does it use a telephone, and so on?; (e) topic, what is the communication about? Is it about daily life? Or is it about the development of prices of goods, and so on? All of these factors influence the use of language or language variants in communication. For example, a traveling salesman communicates with a potential customer who has a different ethnicity, of course the salesman adapts, at least there are code variants that are sometimes inserted so that intimate communication and mutual understanding can occur.

2.2. Pragmatics

Pragmatics is a branch of linguistics that studies the meaning of language in relation to the context in which it is used. Azul, A. et al. (2023) stated that pragmatics is more concerned with analyzing what is meant by utterances, rather than what is meant by words or phrases. This includes how speakers use language, how listeners interpret language, and how context influences the meaning of utterances. In short, pragmatics is about meaning in use, not just the meaning of the words or sentences themselves. Pragmatics pays close attention to context, both situational and social contexts, including who is speaking, to whom, when, where, and why. Thus, pragmatics looks not only at lexical meaning (word meaning), but also at the intended meaning of the speaker in a given situation. Therefore, one important concept in pragmatics is the speech act, which is the action someone performs through speech.

Wijana & Rohmadi (2011) stated that pragmatics is the study of language that is bound by context. Context plays a strong role in determining the speaker's intention in interacting with the interlocutor. Furthermore, Leech (1993) states that pragmatics studies the language used in communication, and how it investigates meaning as a context, not as something abstract in communication. Pragmatics is concerned with the inferences that interlocutors draw from their utterances and reactions. In line with this opinion, Yule (2014) defines pragmatics as the study of meaning conveyed by speakers (or writers) and interpreted by listeners (or readers). As a result, this study is more concerned with analyses of what people mean by their utterances or expressions than with the separate meanings of the words or phrases used in the utterances themselves. Thus, pragmatics is the study of speaker intent.

Tarigan (1990) states that pragmatics is the general study of how context influences the way we interpret sentences. Another opinion is put forward by Wijana (1996), who explains pragmatics as a branch of linguistics that studies the external structure of language, namely how language is used in communication. Therefore, the meaning studied in pragmatics is context-bound meaning, or in other words, studying the speaker's intent. Pragmatics can be used by each speaker to understand the intent of the interlocutor. Speakers and interlocutors can utilize shared experiences to facilitate interaction. Based on the opinions above, it can be concluded that the study of pragmatics cannot be separated from language and context. Therefore, it can be concluded that pragmatics is a branch of linguistics that studies speakers to adjust their sentences according to the context, so that communication can run smoothly. Good language skills lie not only in the conformity of grammatical rules but also in pragmatic rules. An utterance is an utterance delivered by a speaker to a speech partner when communicating. An utterance in pragmatic studies can be understood as a form of speech act itself in addition to being understood as a product of a speech act (Nadar, 2009). A similar thing was also conveyed by Leech (1993) that an utterance in pragmatics is interpreted as a product of a verbal action. According to Wijana (1996) an utterance used within the framework of pragmatics is a form of speech act. From this understanding, an utterance can be interpreted as an utterance produced from the process of speech acts which contains meaning and is used in certain situations.

2.3. Speech Acts

A speech event is essentially a series of organized speech acts to achieve a goal. A speech event is a momentary phenomenon, while a speech act is an individual phenomenon. Its continuity is determined by the speaker's linguistic ability to deal with a particular speech situation. Azul, A.K., et al. (2023) state that a speech act itself is seen more in terms of the meaning or significance of the actions in the utterance. Furthermore, it is stated that a speech act is a view that emphasizes that an expression or utterance can be understood and comprehended well if it is linked to the context in which the expression occurs, which then gives rise to a meaning. Speakers will demonstrate speech acts through utterances in the form of sentences. These speech acts will be expressed in various forms of sentences, and through these sentences we can interpret the speaker's language actions.

In analyzing speech acts, sentences are not the only object of analysis, because sentences are not neutral, but contain meaning (semantics) that must be understood in the context of the utterance. Speech acts can be seen as the smallest communication units that determine the meaning or purpose of sentences. However, it is important to understand that the successful production of speech act utterances depends on certain sociocultural and sociolinguistic abilities. Sociocultural ability refers to the respondent's skill at selecting speech act strategies that are appropriate for (1) the culture involved, (2) the age and sex of the speakers, (3) their social class and occupations, and (4) their roles and status in the interaction (Elaine, 1982).

Munfarijah, A, et al (2025) define a speech act as a piece of speech produced as part of social interaction. Speech acts tend to be individual symptoms, psychological in nature, and determined by the speaker's language ability in dealing with certain situations. Speech acts are communication events, one of which is the illocutionary act, namely speech acts related to granting permission, expressing gratitude, ordering, offering, and promising. Thus, illocutionary speech acts produce forms that reflect the speaker's desires and attitudes towards the interlocutor.

Wijana and Rohmadi (2011) stated that illocutionary acts are very difficult to identify because they must first consider who the speaker and the interlocutor are, when and where the speech act occurs, and so on. Stanbo, R et al (2019) said that an illocutionary act is an act of doing something with a specific purpose and function. This speech act can be said to be the act of doing something. For example, the utterance "*my head hurts*" uttered by the speaker is not merely intended to inform the interlocutor that at the time the utterance is uttered, pain is lodged in the speaker's head, but more than that, the speaker wants the interlocutor to take certain actions related to the pain in his head, for example, the speaker wants the interlocutor to give medicine. According to Nadar (2013),

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an illocutionary act is what the speaker wants to achieve when saying something and can be an act of stating, promising, apologizing, threatening, predicting, ordering, requesting, and so on.

The illocutionary act can be said to be the most important act in the study and understanding of speech acts. Rahyono (2012) argues that an utterance formed from constituents in the form of words cannot be used as an instrument of verbal communication if it is not accompanied by illocutionary force. Thus, the illocutionary act is a central part of understanding speech acts. Based on the opinions of the experts above, it can be concluded that an illocutionary act is a speech act that contains a specific intention within it. So, it is not only limited to saying and informing, but there are other meanings in the utterance.

Wahyuni & Anita (2021) classify illocutionary speech acts into five categories: assertive, directive, commissive, expressive, and declarative. Understanding these classifications and criteria is crucial because it helps a person (1) understand the true intent of a speech act, (2) avoid misunderstandings and conflicts in communication, and (3) improve overall communication skills. By understanding these criteria, a person can identify the purpose and meaning the speaker intends to convey. This is important not only for linguists but also for every individual who wants to communicate effectively and build good social relationships.

Commissive Speech Acts

Commissive speech acts are a form of communication that is not only linguistic but also imbued with values of social and moral responsibility. Based on this concept, the function of commissive speech acts plays a crucial role in building the speaker's commitment to what has been expressed through their utterances. Habiburrahman et al. (2020) stated that commissive speech acts play a crucial role in binding the speaker to carry out everything mentioned in their utterances in several future actions. This speech act serves to bind the speaker to certain obligations, ensuring that everything conveyed will be realized in the future (Istiqomah, N, 2025). This commitment includes various forms of speech acts, such as promising, swearing, offering, guaranteeing, binding oneself, and threatening, each of which has different purposes and impacts in the context of communication. Through commissive speech acts, speakers not only convey information but also instill personal or professional responsibility for their utterances. This shows that the function of commissive speech acts is not only oriented towards linguistic aspects but also reflects social and moral ties (Salsabila, 2022).

In many situations, commissive speech acts are used to create agreements, affirm commitments, or even exert pressure for certain actions to be carried out in accordance with the speaker's wishes. Thus, the use of commissive speech acts is a crucial element in communication interactions, both in formal and informal contexts (Habiburrahman, et al, 2020). Commissive speech acts are speech acts that bind the speaker to carry out what is stated in the utterance and can also relate to the future. This speech act is understood by the speaker to bind himself to future actions. Dwi Hariyanti, Y (2018) states that commissive speech acts are forms of speech that function to make promises or offers, for example promising, vowing, and offering something. Therefore, this speech act is directed at the individual and is characterized by the utterances of promising, swearing, and committing. In other words, after the speaker performs a commissive speech act, the speaker is bound to carry out an action in the future based on the purpose and intent of the previous utterance.

Yule (2014) argues that a commissive speech act is a type of speech act understood by the speaker to bind themselves to future actions. This speech act states whatever the speaker intends. Kridalaksana (1993) suggests that a commissive speech act is a statement that entrusts the speaker with an action that will be carried out by the speaker themselves. A commissive speech act is an action with the aim of obliging the speaker to do something. In other words, a commissive act is a speech act that binds the speaker to carry out what is stated in the utterance and can also relate to the future.

Austin (in Suyono, 1990) explains that commissive acts include offering, promising, intending, swearing, and vowing. Regarding commissive acts, Rustono (1999) states that commissive acts are those that bind the speaker to carry out what is stated in the utterance. Promising, swearing, threatening, declaring ability, making vows, and offering are all types of commissive acts. All of these tend to be more convivial than competitive, and are carried out to better meet a person's interests. Therefore, commissive acts function to encourage the speaker to do something.

Commissive speech acts involve the speaker in some future action, for example: promising, offering, and vowing. All of these tend to be more convivial than competitive, carried out more to fulfill someone's interests than the speaker's. According to Wijana (2015), commissive speech acts are speech acts that bind (commit) the speaker to carry out the action as promised. An example of a commissive speech act is "*Saya berjanji untuk setia kepadamu selama-lamanya*" (English: "I promise to be faithful to you forever."). In this speech, the speaker promises to be faithful to the hearer forever. This speech binds the speaker to do something that he promised. The hearer must believe that the speaker can fulfill his promise.

3. RESEARCH METHOD

This study uses a qualitative research method based on the philosophy of positivism or interpretative because it is used to examine the conditions of natural objects, where the researcher is the key instrument. Sugiyono (2022) explains that qualitative research is research that produces descriptive data in the form of written or spoken words from people and observable behavior. The data obtained in this study are speech segments and their accompanying contexts obtained through observations of the activities of traveling vendors in selling merchandise in the Palu city housing complex. According to Arikunto (2002), descriptive research is

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research that attempts to describe or describe symptoms, events, or incidents that occur currently in natural conditions without any control. By using a descriptive design, this study can present the realities found in the field because the object of study is the use of language, namely the commissive speech acts of hucksters.

The data of this research is the speech segment of traveling vendors in the form of speech context in the speech event of marketing merchandise in the housing complex of Palu city, which is indicated to contain commissive speech acts and speech modes by the vendor. According to Moleong (2001) the main data source in qualitative research is words and actions, the rest is additional data such as documents and others. Thus, the data source is the speech of hucksters in marketing merchandise in the housing complex of Palu city.

Data collection in this study was carried out using observation, recording, note-taking, and interviews. According to Sugiyono (2022), observation is a complex process, a process composed of various psychological processes. Two of the most important are the processes of observation and memory. The observation in this activity is non-participatory observation, where the researcher is not directly involved. The researcher only acts as an observer, a recorder, and does not participate in the speech events conveyed by traveling vendors. In this activity, the researcher observes the activities of vendors in selling their merchandise. During the observation, the researcher observes and then records the speech acts in the activities of marketing the merchandise by the vendors. Speech acts indicated to contain commissive speech acts are observed, then recorded, and then analyzed for their implications on the hucksters' sales items.

The recording technique involves recording conversations with informants, particularly those related to the research problem. This technique is used because the data being studied is oral. The recording technique was used in this study while the traders were marketing their merchandise. The recordings were conducted to collect the necessary data for the study. The recordings were audio recordings, using a mobile phone. The recording technique was used to obtain data from the traders' speech, which was indicated to contain commissive speech acts.

The Listen and Note Technique is data collection technique used to obtain written data, including speech and the context of the speech. This technique is used when vendors sell their wares in housing complexes. This technique facilitates data analysis and will be validated with the results of the recordings. Interview Technique. This technique is used to obtain data in the form of utterances indicated to contain commissive speech acts, the reasons why travelling vendors use these utterances, the modes of utterances, and the effects caused by using utterances indicated to contain commissive speech acts. The interviews were conducted using unstructured interviews to obtain the desired data. The researcher played a full role in interviewing the speakers (traveling vendors) and their conversation partners (buyers).

Data analysis techniques. The data analysis used in this study is qualitative descriptive data analysis. According to Miles and Huberman (1992), data analysis techniques consist of several steps, namely data reduction techniques, data presentation techniques, and drawing conclusions. Data reduction techniques are used to sharpen, classify, direct, discard unnecessary data, and organize data in such a way that final conclusions can be drawn and verified. Therefore, in data reduction, the data needed for research material is selected, simplified, and classified. The data obtained is then selected, sorted, and grouped based on commissive speech acts, utterances expressed, and speech act modes.

Data Presentation Techniques. These data presentation are carried out after data reduction is complete. The data presentation is processed using selected and classified data. Next, the data are interpreted using commissive speech acts. The data presentation, in addition to the form of commissive speech acts, also explains the reasons why travelling vendors use commissive speech acts and the resulting effects after using commissive speech acts.

Drawing Conclusions. The data that have been analyzed, classified, presented, analyzed, and concluded based on the concepts and theories used as references in this study. Thus, conclusions can be drawn regarding the reasons why the traders use commissive speech acts and the effects of using commissive speech acts. Therefore, the results of this study are accurate and can be accounted for.

4. RESULTS AND DISCUSSION

4.1. Results

This section present the results of the research conducted, presenting data obtained through the instruments used in data collection. The results are written and described as follows:

Observation Results. Observations were conducted for approximately 2 (two) weeks with a specific day break. The results of this observation obtained data that the traveling vendors, generally use motorbikes and enter the housing complex area at uncertain times. Sometimes they come quite early (around 6:30 a.m or around 7 a.m) and sometimes at 8 to 9 a.m. This shows that traveling vendors have flexible hours because they are not bound by time. The use of commissive speech acts by traders is an effective communication strategy to increase sales and build relationships with customers and buyers.

The results of observations of traders revealed that the types of commissive speech acts used were offering, promising, vowing, guaranteeing, and binding. Traders often use the speech act of „offering“ to promote their merchandise, namely (1) “*Coba coba dulu bu!, baru beli*” (English: “Try it first, ma’am!, then buy it”). They also often utter the words (2) “*Saya jamin ini manis*”(English:

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"I guarantee this is sweet"). Another type of speech act is „promising“. The commissive speech act of „promising“ is to provide a guarantee of the quality of the goods sold, namely (3) *“Jika tidak manis, saya gantikan besok”* (English: “If it’s not sweet, I’ll replace it tomorrow”). (4) *“Besok saya akan bawaan yang segar dan baru dipetik, bu!”* (English: “Tomorrow I’ll bring fresh, freshly picked ones, ma’am!”). Another type of speech act is the commissive speech act of „vowing“, to provide a special offer for the goods sold, namely (5) *“Ambil bu ini semua, saya kasih harga khusus untuk ibu”* (English: “Take all of this, ma’am, I’ll give you a special price”), (6) *“Ambil bu ini semua, saya kasih harga khusus untuk ibu”* (English: “especially for you as a regular customer, I’ll give you this! or that, ma’am!”) while pointing.

The results of observations of other traders obtained data that traders more often expressed 'promising' utterances with different expression patterns, namely (7) *“Bu!, besok saya bawaan yang lebih segar, Jangan khawatir bu!”* (English: 'Ma'am!, tomorrow I will bring a fresher one, Don't worry ma'am!'), (8) *“langganan pasti dikasih harga khusus besok, yang penting ‘aku tak rugi mba”* (English: 'Subscribers will definitely be given a special price tomorrow, the important thing is 'I won't lose out, ma'am'). This last expression also falls into the category of using the speech act 'promise' because there is the utterance 'special price'. Other utterances obtained data that 'subscribers' traders are sometimes treated differently from other buyers. The researcher obtained this data by expressing the utterance (9) *“coba ini bu!, kalau tidak manis, saya gantikan besok”* (English: "Try this ma'am!, if it's not sweet, I'll replace it tomorrow"). Meanwhile, prospective buyers who are not regulars, the expression uttered is (10) *“Manis ini bu! coba saja dulu”* (English: "This is sweet ma'am! Just try it first"). This expression or utterance is in the form of a commissive act 'offering'.

The utterances expressed by traders in the form of commissive speech acts, as previously stated, are expected by traders to increase the trust of potential buyers and build good relationships with potential buyers, with the hope of becoming repeat customers. Another equally important aspect is increasing sales. In short, using commissive speech acts effectively can increase sales and build good relationships with customers and other buyers. Therefore, this research is expected to discover something new (novelty) about commissive speech acts and their implications.

Recording Result

The data obtained from this data collection instrument is some of the data that has not been recorded using other data collection instruments. The recorded data contains a wide variety of speech acts expressed by the traders. The selected recorded speech acts include, among others (11) *“Mudah-mudahan besok pagi saya bawaan ibu”* (English: "Hopefully I will bring it tomorrow morning, ma'am"), (12) *“Semoga saya ingat, bu!”* (English: "Hopefully I remember, ma'am!") (13) *“Semoga besok-besok sudah murah bu!”* (English: "Hopefully it will be cheaper tomorrow, ma'am!") (14) *“InsyaAllah besok udah turun harganya”* (English: "God willing, the price will go down tomorrow"). Furthermore, the selected recorded results expressed by the traders are (15) *“Agak mahal ini, bu!”* (English: "This is a bit expensive, ma'am!"), (16) *“Kalau saya, ini segar, bu!”* (English: "For me, this is fresh, ma'am"), (17) *“Semua barang-barang naik sejak bulan kemarin”* (English: "All goods have gone up since last month"), (18) *“saya percaya, besoklah, bu!”* (English: "I believe, tomorrow, ma'am!"), (19) *“Sebaiknya disimpan dulu, bu!”* (English: "It's better to keep it for now, ma'am!"), (20) *“Bisa bu, saya bawaan besok?”* (English: "It can be, ma'am, I'll bring it tomorrow?"), (21) *“Bagaimana, bu, saya bawaan besok?”* (English: "How about it, ma'am, I'll bring it tomorrow?"), (22) *“Apa ada yang suka ini?”* (English: "Does anyone like this?"), (23) *“Jadi ambilkan?”* (English: "So, take it?"), (24) *“Ibu suka, kan?”* (English: "You like it, right?"), and many more expressions expressed by traders to prospective buyers to convey information, state facts, or express opinions, and so on to prospective buyers in the housing complex in Palu city.

Listen and Note-Taking Technique

Through this data collection instrument, namely Listen and Note, the researcher listened and simultaneously recorded the utterances made by the traders to prospective buyers. Things that need to be noted if there are speech acts that have not been recorded through the data collection instrument used in this study. This is done to complement the data that has been obtained from other data collection instruments. Of course, data that has been obtained through other data collection instruments will not be recorded again to avoid repeated data. The results of the commissive speech acts recorded are (25) *“Maaf bu, kapan-kapan saya bawaan”* (English: "Sorry ma'am, I'll bring it sometime"), This is a kind of „vow/promise. (26) *“Saya jamin, ini bagus bu!”* (English: "I guarantee, this is good ma'am!"), (27) *“...karena langganan,..ambil sudah, bu!”* (English: "...because my regular customer regular,..take it, ma'am!"), and (28) *“Bisa besok saya datang sebelum jam 7, bu!”* (English: "I'll be here before 7 a.m.) This final utterance refers to „binding“. Through this instrument, not all listening results are recorded because some have been obtained from other data collection instruments.

Interview Results

The results of interviews with traders revealed that the variety of types of commissive speech acts expressed by traders can help more effectively interact with speech partners (potential buyers) with full familiarity, increase buyer satisfaction, build good relationships, increase trust, differentiate themselves from competitors, increase buyer confidence, increase sales, build relationships with potential buyers. Therefore, each trader always expresses speech through a choice of diction (words) that pleases customers and other potential buyers.

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When using commissive speech acts, the traders must ensure they can fulfill promises or commitments made to buyers. Failure to do so can damage trust and negatively impact sales. Interviews also revealed that the merchants' language toward potential buyers is intended to encourage trust. Their language is concise, concise, polite, and polite. Their language toward customers and potential buyers is more solution-oriented, leaving customers and other potential buyers satisfied.

The interview results, in addition to using variations of commissive speech acts, also revealed that traders always maintain the feeling of customers, especially to prospective buyers in the hope that they will become regular customers. Therefore, when expressing a promise/promise speech act, something must be fulfilled to maintain the image of the trader because the seller's selling place is located in a housing complex. The interview results obtained data that to maintain the continuity of the selling place, traders believe that by providing friendly and trustworthy service, of course customers and other buyers always feel lost if the trader does not appear to sell for one or two days in the housing complex.

Interview results also revealed that selectively communicating with potential buyers is an effective communication strategy for increasing sales and building positive relationships with customers and other potential buyers. Using polite and friendly language, tailoring offers to the needs of customers and other potential buyers, guaranteeing product quality, and building positive relationships with customers and potential buyers are all parts to a successful merchant. In short, providing good service and maintaining trust with customers and other buyers is a strategy that needs to be maintained.

After collecting all the available data, the researchers grouped them based on the type of commissive speech act, the utterances used, and the mode of the speech act. The researchers, of course, did not repeatedly transcribe the utterances revealed by the data collection instruments. The data can be seen in the table below.

No	Types of Speech Acts	Utterances
1	Offering	(1) "<i>Coba coba dulu bu!, baru beli</i>" (English: "Try it first, ma'am!, then buy it") (9) "<i>Coba ini bu!, kalau tidak manis, saya gantikan besok</i>". (English: "Try this ma'am!, if it's not sweet, I'll replace it tomorrow") (10) "<i>Manis ini bu! coba saja dulu</i>" (English: "This is sweet ma'am! Just try it first".) (15) "<i>Agak mahal ini, bu!</i>" (English: "This is a bit expensive, ma'am!") (21) "<i>Bagaimana, bu, saya bawakan besok?</i>" (English: "How about it, ma'am, I'll bring it tomorrow?")
		(22) "<i>Apa ada yang suka ini?</i>" (English: "Does anyone like this?") (23) "<i>Jadi ambilkan?</i>" (English: So, take it?") (24) "<i>Ibu suka, kan?</i>" (English: "You like it, right?") (27) "<i>..karena langganan,..ambil sudah, bu!</i>" (English: ".....because my regular customer,..take it, ma'am!")

2	Promising	(3) “<i>Jika tidak manis, saya gantikan besok</i>”. (English: “If it’s not sweet, I’ll replace it tomorrow”) (4) “<i>Besok saya akan bawaikan yang segar dan baru dipetik, bu!</i>”. (English: “Tomorrow I’ll bring fresh, freshly picked ones, ma’am!”) (7) “<i>Bu!, besok saya bawaikan yang lebih segar; Jangan khawatir bu!</i>” (English: ‘Ma’am!, tomorrow I will bring a fresher one, Don’t worry ma’am!’) (8) “<i>Langganan pasti dikasih harga khusus besok, dan seterusnya ’yang penting ’aku tak rugi mba’</i> (English: ‘Subscribers will definitely be given a special price tomorrow, the important thing is ‘I won’t lose out, ma’am’) (11) “<i>Mudah-mudahan besok pagi saya bawaikan ibu</i>”, (English: “Hopefully I will bring it tomorrow morning, ma’am”) (12) “<i>Semoga saya ingat, bu!</i>” (English: “Hopefully I remember, ma’am!”) (13) “<i>Semoga besok-besok sudah murah bu!</i>” (English: “Hopefully it will be cheaper tomorrow, ma’am!”) (18) “<i>Saya percaya, besoklah, bu!</i>” (English: “I believe, tomorrow, ma’am!”) (25) “<i>Maaf bu, kapan-kapan saya bawaikan</i>” (English: “Sorry ma’am, I’ll bring it sometime”)
3	Vow/Swear	(5) “<i>Ambil bu ini semua, saya kasih harga khusus untuk ibu</i>”, (English: “Take all of this, ma’am, I’ll give you a special price”) (6) “<i>Khusus ibu sebagai langganan, saya kasih ini! atau itu bu!</i> (sambil menunjuk) (English: “especially for you as a regular customer, I’ll give you this! or that, ma’am!”)..while pointing.
4	Guarantee	(2) “<i>Saya jamin ini manis</i>” (English: “I guarantee this is sweet”) (16) “<i>Kalau saya, ini segar, bu</i>”, (English: “For me, this is fresh, ma’am”) (14) “<i>InsyaAllah besok udah turun harganya</i>” (English: “God willing, the price will go down tomorrow”) (17) “<i>semua barang-barang naik sejak bulan kemarin</i>”, (English: “All goods have gone up since last month”) (26) “<i>Saya jamin, ini bagus bu!</i>” (English: “I guarantee, this is good ma’am!”)
5	Binding	(20) “<i>Bisa bu, saya bawaikan besok</i>”, (English: “It can be, ma’am, I’ll bring it tomorrow?”) (28) “<i>Bisa besok saya datang sebelum jam 7, bu!</i>” (English: “I’ll be here before 7 a.m.”)

4.2. Discussion

Research data on commissive speech acts show that the utterances expressed by traders to customers and prospective buyers vary greatly in both the expressions and the choice of diction used. These types of speech acts are offering, vowing, promising, guaranteeing, and binding oneself. The utterances expressed are short, concise, and full of meaning. Traders more often express commissive speech acts, namely the language act of 'promising' or 'pledging' something and the language act of 'bargaining' or 'offering'. This finding is supported by the results of research by Munfaridah, A et al (2025) which revealed that the type of commissive speech act 'promising' is more often uttered by traders. The reason for using the speech act 'promising' is to build trust, increase commitment, and increase satisfaction. The implications of the speech act 'promising' are how to be responsible, have positive consequences, and grow the credibility of the trader. Thus, using the speech act 'promising' can have significant implications in communication and relationships between speakers and interlocutors. Another implication is the speaker's responsibility to fulfill their commitments. Consequently, if the speaker fails to fulfill their commitment, it can have negative consequences for the

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relationship between the speaker and the interlocutor. Promising can affect the speaker's credibility if they fail to fulfill their commitment (Ratnani et.al, 2021).

The least revealed and found type of commissive speech act in this study is the speech act of 'rejection' because when the type of speech act of 'offering' is uttered by traders to prospective buyers, the interaction always ends with the type of speech act of 'promising' and 'guaranteeing'. Thus, the type of speech act meaning 'rejection' is very rarely revealed because traders immediately express the type of speech act of 'promising' and the type of speech act of 'giving a guarantee'. This phenomenon according to Dwi Hariyanti, Y (2018) can be interpreted and understood that between one trader and another trader embrace customers and prospective buyers, so that traders selectively choose the right diction and try to avoid the type of speech act of 'rejection'.

The type of commissive speech act that means 'binding oneself' is very rarely spoken by traders. This research data only found the expressions (20) "Yes ma'am, I'll bring it tomorrow", and (28) "Yes I can come tomorrow, before 7 o'clock, ma'am!" This means that the trader binds himself to do it at a later date. This type of speech act has more or less the same meaning as the type of speech act 'promise', 'guarantee', but when observed and then analyzed, the difference is only in the context of when the speech act occurs. Speech that means 'binding oneself' occurs between traders and buyers when the trader does not sell a type of goods and prospective buyers are looking for that type of goods, then the trader expresses this type of speech act to keep the buyer's attention to the trader, Dwi Hariyanti, Y (2018). One of the most common types of commissive speech acts used by traders is the "promise" type. This type of speech uttered by traders is intended to make customers and potential buyers feel bound by the utterance, thus having its own appeal. Similarly, the "guarantee" type of speech act. These expressions are more or less the same as the "promise" type of speech act, only the utterances expressed by traders contain guarantees and hopes for customers and potential buyers in the following days (Octavia, M., 2006). When viewed from the perspective of Indonesian culture, values, and customs, this type of speech act, namely "guarantee," certainly has a more positive meaning because its goal is to build trust. When trust is well maintained, customers and potential buyers naturally feel appreciated, which can accelerate sales. This is in line with the results of research by Aditama, R et al., (2017) which shows that commissive speech acts and their types are used by traders to build trust and increase buyer satisfaction. When using commissive speech acts, traders must ensure that they can fulfill the promises or commitments made to prospective buyers. Failure to do so, it can damage buyer trust and negatively impact sales. Traders, as those who constantly encounter people with varying characters, naturally understand how to select and select the speech they will convey to prospective buyers. The Mosaic theory illustrates that language is related to human daily life. Purwanti, C. (2019) states that humans can interpret their daily lives through language. Human daily activities and the language used are inherently related (Purwanti, C., 2019). Therefore, traders certainly understand when and in what context the speech is ideally expressed, and what consequences arise from using this speech act.

A person who uses commissive speech acts must at least understand the specific social and cultural context when expressing their speech to their interlocutor. A trader, when expressing something to a prospective buyer, must pay attention to the context and culture that apply at that location. Therefore, understanding the language structure and situational context in analyzing commissive speech acts is very important. Commissive speech acts have several characteristics, such as binding oneself, making a commitment, expressing a promise or ability to do something. This is in line with the view of Aditama, R, et al. (2017), who stated that commissive speech acts are a type of speech act used to bind oneself to actions that will be carried out in the future.

5. CONCLUSION

Based on the results of the research and discussion on the Commissive Speech Acts of Travelling Vendors in the Palu City Housing Complex, it can be concluded that commissive speech acts in the speech events of travelling vendors' buying and selling interactions produce varied findings regarding the types of commissive speech acts, namely offering, promising, vowing/swearing, guaranteeing, and binding oneself. Each vendor has its own way of marketing their merchandise. Each utterance has its own uniqueness. These utterances are used only to attract customers and potential buyers. Travelling vendors more often use commissive speech acts of the 'promising' type of speech act and the 'guaranteeing' type of speech act through the choice of diction and utterances that make customers and other potential buyers feel well served and confident that what is being marketed is truly in accordance with the desires of customers and other buyers. The implications of the results of this study indicate that unique and varied speech acts with the right choice of diction in expressing the types of commissive speech acts, are able to attract buyers' interest and merchandise is sold more quickly.

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