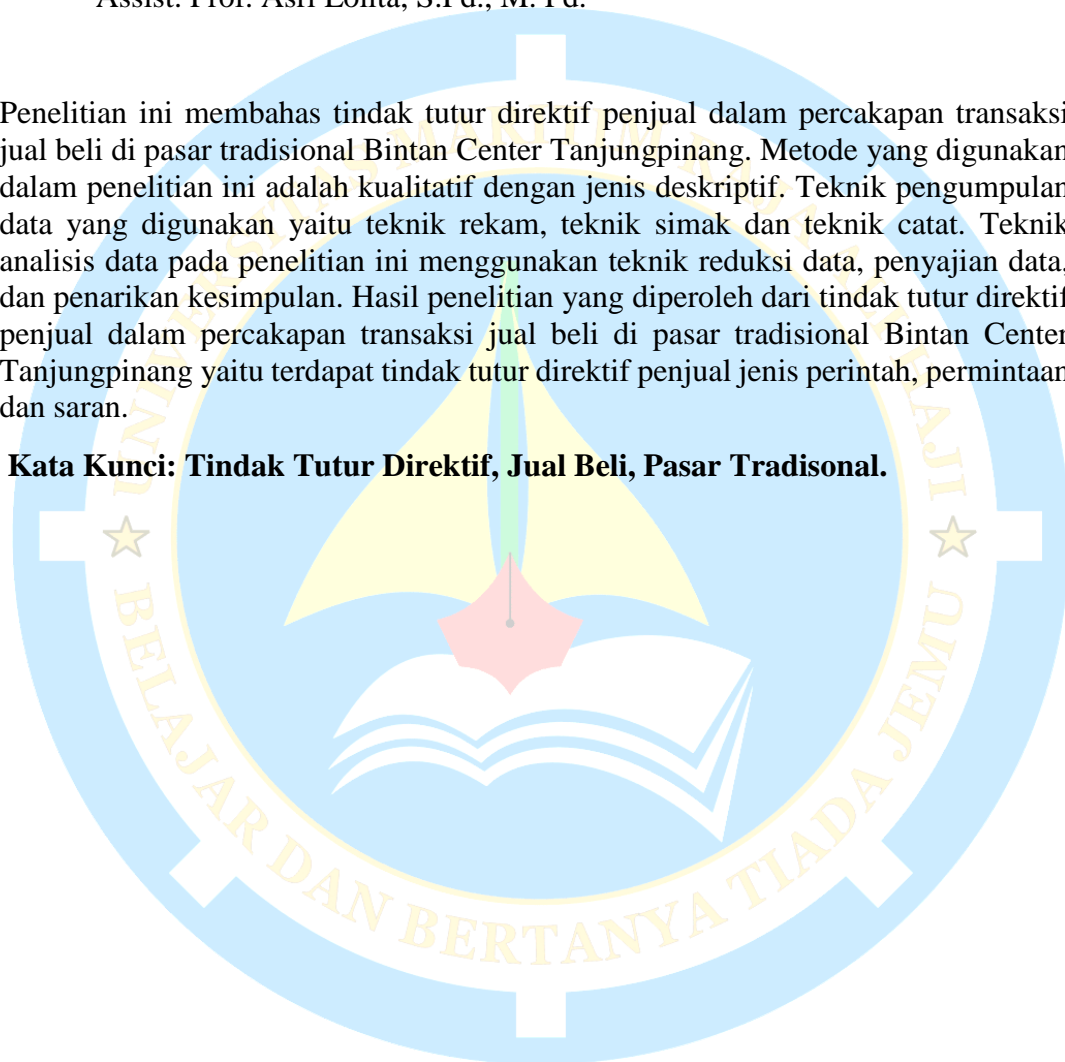


## ABSTRAK

**Nurzabera, 2023.** Tindak Tutur Direktif Penjual dalam Percakapan Transaksi Jual Beli di Pasar Tradisional Bintang Center Tanjungpinang. Skripsi. Tanjungpinang. Program Studi Pendidikan Bahasa dan Sastra Indonesia. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Maritim Raja Ali Haji. Pembimbing I: Prof. Dr. Drs. H. Abdul Malik, M. Pd. Pembimbing II: Assist. Prof. Asri Lolita, S.Pd., M. Pd.

Penelitian ini membahas tindak tutur direktif penjual dalam percakapan transaksi jual beli di pasar tradisional Bintang Center Tanjungpinang. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan jenis deskriptif. Teknik pengumpulan data yang digunakan yaitu teknik rekam, teknik simak dan teknik catat. Teknik analisis data pada penelitian ini menggunakan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian yang diperoleh dari tindak tutur direktif penjual dalam percakapan transaksi jual beli di pasar tradisional Bintang Center Tanjungpinang yaitu terdapat tindak tutur direktif penjual jenis perintah, permintaan dan saran.

**Kata Kunci: Tindak Tutur Direktif, Jual Beli, Pasar Tradisional.**



## ABSTRACT

**Nurzabera, 2023.** Sellers' Directive Speech Actions in Buying and Selling Transaction Conversations at Bintan Center Traditional Market in Tanjungpinang. Thesis. Tanjungpinang. Indonesian Language and Literature Education Study Program. Faculty of Teacher Training and Education. Raja Ali Haji Maritime University. Advisor I: Prof. Dr. Drs. H. Abdul Malik, M. Pd. Supervisor II: Assist. Prof. Asri Lolita, S.Pd., M. Pd.

This research discusses the directive speech acts of sellers in buying and selling transactions in the traditional market of Bintan Center Tanjungpinang. The method used in this research is qualitative with descriptive type. The data collection techniques used are recording techniques, listening techniques and note-taking techniques. Data analysis techniques in this study used data reduction techniques, data presentation, and conclusion drawing. The results of the research obtained from the directive speech acts of sellers in the conversation of buying and selling transactions in the traditional market of Bintan Center Tanjungpinang are there are directive speech acts of sellers of command, request and suggestion types.

**Keywords: Directive Speech Acts, Buying and Selling, Traditional Market.**

