

## Directive Speech Acts of Street Vendors at Mardika Market, Ambon

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### Abstract

This research is conducted due to the researcher's keen interest in the sales practices of street sellers in Mardika Market in Ambon. They actively employ strategically prepared language to get potential consumers to view their merchandise, rather than passively awaiting customers. This research theoretically enhances the language corpus, especially for directed speech acts in pragmatic analysis. This research can enhance readers' understanding of the impact of directed speech acts on others. The advantages for the researcher include gaining insights into the types of directive utterances typically employed by street apparel vendors, while other researchers may utilize this as a foundation for further investigations into directive speech actions in various studies. This study employs a qualitative research methodology. The research data for this study comprises utterances classified as directive utterances, which include ordering, requesting, inviting, proposing, advising, and challenging forms. The data sources for this research are the narratives of street vendors at Mardika Market in Ambon. The employed data collection methods included observation, recording, field notes, and documentation. This study employed data reduction, data display, and conclusion drafting as its analytical methodologies. The researcher employed triangulation procedures involving theory and sources to verify the data's veracity. Field data revealed that street clothing vendors at Mardika Market in Ambon employed six types of directive speech acts: ordering or commanding (two instances), requesting (four instances), inviting (seventeen instances), suggesting or advising (five instances), demanding (one instance), and challenging (four instances).

**Keywords:** *Acts; Directive Speech; Street Clothes Vendors*



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## INTRODUCTION

Language serves as a medium for societal communication. Language enables humans to communicate, facilitating the exchange of experiences and fostering mutual understanding. Language serves as a medium for communication, facilitating mutual comprehension between speakers and listeners, or between authors and readers. Language is essential for all individuals in communication and engagement, and is utilized by people in all their endeavors. Language is an inseparable medium from humanity. In the absence of language, humans are unable to do their activities effectively. Cassirer (in Suria Sumantri 2001:171-173) asserts that humans are "animal symbolicum," signifying beings that consistently employ symbols or language in all aspects, including their cognitive processes. This study concentrated exclusively on street sellers selling clothing due to the researcher's keen interest in their sales methods. They actively employ strategically organized language to entice potential clients to view their products. An illustrative directive speech articulated by a street vendor at Mardika Market in Ambon: "This is our initial opportunity to unpack; we still possess an abundance of merchandise, ladies and gentlemen." This statement is classified as a directive utterance intended to extend an invitation. The implication of that statement is that the seller is soliciting prospective purchasers to examine their goods.

The researcher deems the speech actions of street merchants at Mardika Market in Ambon to be worthy of investigation due to their inclusion of directive speech acts.

## RESULT AND DISCUSSION

This section delineates the research findings, namely the types of directed speech actions employed by street apparel vendors in Mardika Market in Ambon. The account of these research findings corresponds with the research purpose, which is to identify the types of directed speech actions employed by street apparel vendors in Mardika Market in Ambon. Field data revealed that street apparel vendors at Mardika Market in Ambon employed six types of directed speech acts. The categories of these directive utterances are as follows: (1) Commanding/ordering, comprising 2 utterances; (2) Requesting, comprising 4 utterances; (3) Inviting/urging, comprising 17 utterances; (4) Advising/counseling, comprising 5 utterances; (5) Demanding, comprising 1 utterance; and (6) Challenging, comprising 4 utterances.

Every syllable is encoded based on its sequencing. Assign code PT1T1 to the initial utterance event, PT1T2 to the subsequent utterance event, and continue accordingly. The statements presented above were articulated by traders in Indonesian and Ambon Malay. Street vendors in Mardika Market in Ambon originate not just from Ambon City or Maluku but also from Sulawesi, Java, and other regions.

### 1. Directive/Imperative Utterances

Directive utterances are speech acts that aim to instruct or command the listener to do something. Here are the directives/commands found in the speech acts of street vendors at Mardika Market in Ambon.

#### UTTERANCE 1

Name : Arul  
 Age : 30 years old  
 Location : Tantui Angkot Terminal, Mardika Market Ambon  
 Time : Thursday, March 2, 2017  
 Setting : Nighttime, the market is crowded.  
 Data Code : PT1T1  
 Utterance (1) : "We've put it right on the table."  
                   "We've put it right on the table."

Context of the Utterance: The merchant is telling this to two women who are approaching his stall.

Utterance (1) is articulated by the merchant in Ambon Malay. The statement is a directive that commands or orders. The merchant recounted the tale to two women who approached his stall. The statement indicates that the merchant has arranged clothes on the table and plans to invite the two women visiting his stall to select from the displayed garments.

**UTTERANCE 2**

Name : Deris  
 Age : 29 years old  
 Location : Angkot Terminal LIN III, Mardika Market Ambon  
 Time : Friday, March 5, 2017  
 Setting : Nighttime, the market is crowded.  
 Data Code : PT2T2  
 Utterance (2) : "T-shirts are available in sizes for teenagers, children, and adults."  
 Context of Utterance: The merchant speaks while pointing to his merchandise.

Utterance (2) is a directive utterance that is commanding/ordering. The utterance was spoken by the vendor to a potential buyer while pointing at their merchandise. The utterance not only informs the buyer that the vendor has t-shirts in all sizes, but its intention is for the vendor to encourage the potential buyer to choose from the available shirts in all sizes.

**2. Directive Speech Request**

Directive utterances are speech acts intended to request the listener to do something. Here are the forms of speech acts of requesting found in the speech acts of street clothing vendors at Mardika Market in Ambon.

**UTTERANCE 1**

Name : La Piando  
 Age : 27 years old  
 Location : Tantui Minibus Terminal, Mardika Market Ambon.  
 Time : Wednesday, March 1, 2017  
 Setting : Nighttime, the market is crowded  
 Data Code : PT1T3  
 Utterance (3) : "Please check the quality of those who understand, comprehend, and know the motive."  
 Context of the Utterance: The merchant sees several potential buyers feeling the texture of the fabric of his merchandise.

Utterance (3) categorizes as a directive utterance that constitutes a request. This statement was made after the merchant observed multiple prospective buyers feeling the texture of the fabric of his goods. This statement indicates that the merchant is advising the prospective consumer to exercise caution prior to completing a transaction.

Utterance Code: PT1T4

Utterance (4): "Hold and make your choice, brother. Bring home the best of your chosen color and taste."

Context of Utterance: The vendor speaks while holding two pieces of clothing that he is showing to potential buyers who are choosing clothes.

Utterance (4) qualifies as a directive utterance characterized by its requestive nature. The shopkeeper narrated this while displaying two garments to a prospective consumer selecting apparel. The statement signifies that the vendor is requesting the prospective buyer to make a decision.

**UTTERANCE 2**

Name : Deris  
 Age : 29 years old  
 Location : LIN III Angkot Terminal, Mardika Market Ambon  
 Time : Friday, March 3, 2017  
 Setting : Nighttime, the market is crowded.  
 Data Code : PT2T5  
 Utterance (5) : "Please look first, hold it first, and finish the goods."  
 "Please look first, hold it first, and finish the goods."

Context of the Utterance: The merchant is telling this to a potential buyer who is choosing clothes.

Utterance (5) is an instruction that constitutes a request. This statement is articulated by a merchant to a prospective customer selecting garments. This statement indicates that the merchant is requesting the

prospective consumer to verify the quality of the goods to instill confidence in the purchasing decision.

Data code: PT2T6

Utterance (6): "If you feel like a bargain, please raise your hand to have it wrapped; if you're hesitant, please step back."

Context of Utterance: The vendor is saying this to a potential buyer who has been choosing clothes for a long time but hasn't made a decision yet.

Utterance (6) is a directive utterance that is a request. The merchant told the story to a potential buyer who had been choosing clothes for a long time but hadn't made a decision yet. The meaning of that utterance is that the seller is asking the potential buyer to make a decision immediately.

### 3. Directive Utterances (Inviting/Inviting)

A directive speech act is a communicative act intended to request or encourage an individual to perform a specific action. This document presents the many forms of invitation speech acts identified in the discourse of street merchants at Mardika Market in Ambon.

#### UTTERANCE 1

Name : La Piando

Age : 27 tahun years old

Location : Tantui Minibus Terminal, Mardika Market Ambon.

Time : Wednesday, March 1, 2017

Setting : Nighttime, the market is crowded.

Data Code : PT1T7

Utterance (7) : "An opportunity for mother, father, brother, and sister is currently available at a discounted price; do not allow the inventory to deplete."

"An opportunity for mother, father, brother, and sister is currently available at a discounted price; do not allow the inventory to deplete."

Context of Utterance: The merchant speaks while looking towards a mother and several people behind her who are starting to approach his stall.

Utterance (7) is a directive utterance that is persuasive. The merchant shared this story as he saw a mother and several people behind her begin to approach his stall. The meaning of this utterance is that the merchant is inviting potential buyers to purchase their goods.

Data Code : PT1T8

Utterance (8) : "Jang cuma nonton-nonton, pegang dia, ciom dia, masih bau Jakarta itu".

"Don't just watch, touch and smell his clothes, they still smell like Jakarta."

Context of the Utterance: The merchant is telling this story to a woman who seems to be enjoying watching the merchant sell his goods.

Utterance (8) is a directive utterance that is persuasive. The utterance was spoken by the merchant to a woman who seemed engrossed in watching the merchant sell his wares. The meaning of this utterance is that the merchant is inviting the potential buyer to join them.

Data Code: PT1T9

Utterance (9): "Ladies and gentlemen, show your charm. Step forward and turn off one light.

Choose the best and bring your partner home a t-shirt for Rp20,000.00.

Context of the Utterance: The merchant is telling this to visitors at Mardika Market in Ambon, who are around his stall.

Utterance (9) falls under directive utterances that are persuasive in nature. The merchant told this to visitors at Mardika Market in Ambon, who were near his stall. The purpose of this statement was for the merchant to invite visitors to Mardika Market in Ambon to buy his goods.

Data Code : PT1T10

Utterance (10): "Ladies and gentlemen, we have these items on sale for you at Rp20,000.00."

Context of Utterance: The vendor is addressing the visitors at Mardika Market in Ambon, who are near their stall.

Utterance (10) is categorized among the persuasive directive utterances. The shopkeeper conveyed this information to patrons at Mardika Market in Ambon, who were in proximity to his stall. This remark aimed

to encourage tourists to Mardika Market in Ambon to purchase his clothing.

#### UTTERANCE 2

Name : Arul

Age : 30 years old

Location : Tantui Minibus Terminal, Mardika Market Ambon

Time : Thursday, March 2, 2017

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Setting : Evening, the market is busy.

Data Code: PT2T11

Utterance (11): Our place, a cheap place, a bargain board.

Context of Utterance: The merchant speaks while looking at the people passing in front of his stall.

Utterance (11) falls under directive utterances, which serve to invite. The vendor said this while looking at the people passing in front of his stall. The meaning of this statement is that the vendor is inviting those people to come closer and make his stall lively.

Code Data : PT2T12

Speech (12): "Don't be shy here, it's free for 20 thousand.

"No need to be shy, it's free here for 20 thousand."

Context of Speech: The trader said this to a man who seemed to want to approach his stall.

Utterance (12) was spoken by a trader using Ambonese Malay. Utterance (12) is a directive utterance that has an inviting nature. The trader utters this utterance to a man who appears to be wanting to approach his stall. The purpose of this utterance is that the trader invites the man to approach his stall without feeling embarrassed or hesitant.

Data Code: PT2T13

Speech (13): "We have the opportunity to dismantle this first step, there are still lots of things, ladies and gentlemen."

Context of the Speech: The trader tells the speech to visitors to the Mardika Ambon Market who are around his trading stall.

The utterance (13) is included in the directive utterance which has an inviting nature. The trader utters this utterance to visitors to the Mardika Ambon Market who are around his stall. The utterance is not only informing that the trader has just opened his stall but the intention of the utterance is that the trader invites visitors to the Mardika Ambon Market to see his merchandise.

Code Data : PT2T14

Speech (14): "T-shirts, trousers of all sizes with super quality, this is the place."

Context of the Speech: The trader tells the speech to visitors to the Mardika Ambon Market who are around his trading stall.

The utterance (14) is included in the directive utterance which has an inviting nature. The trader utters this utterance to visitors to the Mardika Ambon Market who are around his stall. The utterance is not only informing that the trader provides super quality t-shirts and trousers but the intention of the utterance is that the trader invites visitors to the Mardika Ambon Market to see and buy his merchandise.

#### EVENT SPEECH 3

Name : Deris

Age : 29 years old

Location : LIN III Angkot Terminal, Mardika Ambon Market

Time : Friday, March 3, 2017

Setting : At night, the market is crowded.

Code Data : PT3T15

Speech (15) : "Long kaostangan shirt, short sleeves choose freely, hela one by one, one by one, one by one, amea per amea.

"Free to choose, long-sleeved t-shirts, short-sleeved t-shirts, pull them one by one."

Context of Speech: The trader speaks while lifting one of his wares and his body movements are as if he is inviting people to come to his place of business.

Utterance (15) is a directive utterance that is inviting in nature. The trader utters this utterance while holding up one of his merchandise items and his body movements look as if he is inviting people to come to his stall. The intention of this utterance is that the trader is inviting potential buyers to choose his merchandise.

Code Data : PT3T16

Speech (16): "Choose freely, choose freely, choose the best, ladies and gentlemen."

Context of Speech: The trader speaks while pointing to the clothes he is selling with body movements as if he is inviting people to come to his place of business.

Utterance (16) is a directive utterance that is inviting in nature. The trader utters this utterance while pointing to his merchandise with body movements as if inviting people to come to his stall. The meaning of this utterance is that the trader invites visitors to the Mardika Ambon Market to immediately see his merchandise.

Code Data : PT3T17

Speech (17): "We deliberately auctioned it for you, the quality is very good."

Context of Speech: The trader speaks while pointing to the clothes he is selling with body movements as if he is inviting people to come to his place of business.

Utterance (17) is included in the directive utterances which are inviting in nature. The trader utters this utterance while pointing to the clothes he is selling with his body movements as if he is inviting people to come to his place of business. The meaning of this utterance is that the trader invites visitors to the Mardika Market in Ambon to immediately see his merchandise.

Code Data : PT3T18

Speech (18): "The price is cheap, what else can you think?"

"Cheap price, what else is there to think about?" Context of Speech: The trader is speaking while looking at several people who are just passing in front of his stall.

Utterance (18) is a directive utterance that is inviting in nature. The trader utters this utterance while looking at several people who are just passing by in front of his stall. The intention of this utterance is that the trader invites the people passing by to join him and see and buy his merchandise.

#### EVENT SPEECH 4

Name : Jumaili

Age : 35 years

Location : Tantui Angkot Terminal, Mardika Ambon Market

Time : Sunday, March 5, 2017

Code Data : PT4T19

Speech (19) : "Don't let the handsome guys run out, don't miss out."

Context of Speech: Padagang spoke while looking at four teenagers who passed in front of him.

Utterance (19) is a directive utterance that is inviting in nature. The trader utters this utterance towards four teenagers who pass in front of his stall. The meaning of this utterance is that the trader invites the four teenagers to join him.

Data Code: PT4T20

Speech (20): "Counting endless cat hairs, thinking about the sky without pillars, it's better for you to join us here than to be left behind."

Context of Speech: The trader speaks while looking around his stall with an inviting tone of voice.

Utterance (20) is a directive utterance that is inviting in nature. The trader utters this utterance while looking around his stall with an inviting tone of voice. The intention of this utterance is that the trader invites people around his stall to join him.

Code Data : PT4T21

Speech (21): "The red-red teak beetle, the red clothes captivate the heart. Take a look at the items here, who knows, they might catch your eye."

Context of Speech: The trader is speaking while looking at a woman in red who is passing by his stall.

Utterance (21) is included in the directive utterances which are inviting in nature. This utterance In the form of a pantun, the trader tells this story while watching a woman in red passing by his stall. The

intention of the story is to invite the woman to look at his wares.

Code Data: PT4T22

Speech (22): "Please choose, don't just watch from the outside."

Context of Speech: The trader speaks as if inviting a woman who only sees his merchandise from afar.

Utterance (22) is a directive utterance that is inviting in nature. The trader utters this utterance as if inviting a woman who has only seen his merchandise from afar. The meaning of this utterance is that the trader invites the woman to look at his merchandise.

#### EVENT SPEECH 5

Nama : Agus

Age : 22 years old

Location: LIN III Angkot Terminal, Mardika Ambon Market

Time : Monday, March 6, 2017

Setting : At night, the market is crowded.

Code Data: PT5T23

Speech (23): "We are displaying good goods, brother, high quality goods, guaranteed quality, we are really dropping the prices cheaply."

Context of Speech: The trader speaks while looking at the visitors to the Mardika Ambon Market who are around his stall.

Utterance (23) is a directive utterance that is inviting in nature. The trader utters this utterance while looking at the visitors to Mardika Market, Ambon, who are around his stall. The intention of this utterance is that the trader invites the visitors to look at his merchandise.

#### 4. Directive Speech Suggesting/giving advice

A directive speech act suggesting or giving advice is a speech act that aims to suggest or advise someone to do something. The following is a form of the speech act of suggesting found in the speech act of a street clothing vendor at Mardika Market, Ambon.

#### EVENT SPEECH 1

Name : La Piando

Age : 27 years old

Location : Angkot Tantui Terminal, Independence Market Ambon.

Time : Wednesday, March 1, 2017.

Setting : At night, the market is crowded.

Data Code : PT1T24

Speech (24) : "Excellent today, dead tomorrow, even if dead, the important thing is to live and look good, eating is secondary, the important thing is to wear new clothes. Don't worry about eating anymore, the important thing is to buy new clothes."

"Stylish today, die tomorrow, let the important thing die, live in appearance, eat, the second important thing is to wear new clothes. There is no need to eat, the important thing is to buy new clothes."

Context of Speech: The trader speaks with a serious expression and the prospective buyer laughs when he speaks.

Utterance (24) is a directive utterance that is suggestive in nature. The trader utters this utterance while looking at a prospective buyer who is choosing clothes. The meaning of this utterance is that the trader advises the prospective buyer to live up to their appearance even if they don't eat, the important thing is to buy new clothes.

#### EVENT SPEECH 2

Name : Arul

Age : 30 years old

Location : Tantui Angkot Terminal, Mardika Ambon Market

Time : Thursday, March 2, 2017

Setting : At night, the market is crowded.

Data Code: PT2T25

Speech (25): "Touch him, 20 thousand as long as it's cheap, as long as it's available, as long as it's cheap,

don't run out of stuff, don't regret it."

"Hold it, 20 thousand as long as it's cheap, as long as it's available, as long as it's cheap, don't run out of stuff, don't regret it."

Context of Speech: The trader speaks while looking at the prospective buyer who is choosing clothes in a soft tone of voice.

Utterance (25) is included in the directive utterances which are of a suggestion nature. The trader utters this utterance while looking at the prospective buyer who is choosing clothes in a soft tone of voice. The meaning of this utterance is that the trader advises the prospective buyer to choose the clothes while they are still available and cheap before the merchandise runs out and makes the prospective buyer regret it.

#### EVENT SPEECH 3

Name : Deris

Age : 29 years old

Location of LIN III Bus Terminal, Mardika Ambon Market

Time : Friday, March 3, 2017

Setting : At night, the market is crowded.

Data Code : PT3T26

Speech (26) : "Take a lot to really profit, take a little loss because this item is not available every day, goodbye ship."

"Take a lot to really profit, take a little loss because this item is not every day, the ship goes goodbye."

Context of Speech: The trader spoke while looking at a prospective buyer who was confused about choosing between two items of clothing that were being sold. it holds.

Utterance (26) is a directive utterance that is suggestive in nature. The trader utters this utterance while looking at a prospective buyer who is confused about choosing between two items of clothing he is holding. The meaning of this utterance is that the trader suggests to the prospective buyer to take more than one item of clothing.

#### EVENT SPEECH 4

Name : Jumaili

Age : 35 years

Location : Tantui bus terminal, Independence Market Ambon

Time : Sunday, March 5, 2017

Setting : At night, the market is crowded

Code Data : PT4T27

Speech (27) : "To be more sure, hold the item first, you won't regret it."

Context of Speech: The trader speaks while looking at a prospective buyer who is confused about choosing the clothes he is holding.

Utterance (27) is included in the directive utterances which are of a suggestion nature. The trader utters this utterance while looking at a prospective buyer who is confused about choosing the clothes he is holding. The meaning of this utterance is that the trader advises the prospective buyer to hold the merchandise so that they are more confident and will not regret it later.

#### EVENT SPEECH 5

Nama : Agus

Age : 22 years old

Location : LIN III bus terminal, Mardika Ambon Market

Time : Monday, March 6, 2017

Setting : At night, the market is crowded.

Data Code: PT5T28

Speech (28): "It's embarrassing to ask if you get lost on the way, it's embarrassing to ask if you don't know the way. 70 thousand for women's jeans, you have to be brave, don't hesitate, even if you don't have money, the important thing is to smile."

"It's embarrassing to ask if you get lost on the way, it's embarrassing to ask if you don't know the way."



20,000 Rupiah requires courage and no hesitation, so you don't have to spend money, the important thing is to smile."

Context of Speech: The trader speaks while looking at a prospective buyer who only looks at the clothes but does not ask about the price of the item.

Utterance (28) is included in the directive utterances which are of a suggestion nature. The trader utters this utterance while looking at a prospective buyer who only looks at the clothes he is selling but does not ask about the price of the goods. The meaning of this utterance is that the trader advises the prospective buyer not to hesitate to ask questions and to keep smiling even if they do not buy the goods.

#### 5. Directive Speech Demands

A directive speech act that demands is a speech act that is intended to demand the listener to do something. The following is a form of speech act that demands found in the speech act of a street clothing vendor at Mardika Market, Ambon.

##### EVENT SPEECH 1

Name : La Piando

Age : 27 years old

Buyer : 25 year old woman

Location: Tantui bus terminal, Independence

Market Ambon

Time : Wednesday, March 1, 2017

Setting : At night, the market is crowded.

Data Code: PT1T29

Speech (29): "You can have it, you can return it, you have to use it if you want to change it, if you want to return it, you can."

"No, you can't return it. You have to get other clothes or if you don't want them, you have to exchange them. You can't return the money anymore."

Context of Speech: The trader said this because a buyer wanted to return the clothes he had bought and asked for his money back.

Utterance (29) is included in the directive utterances which are demanding in nature. The trader utters this utterance because there is a buyer who wants to return the clothes he has bought and asks for his money back. The meaning of this utterance is that the trader demands that the prospective buyer must take other clothes or exchange the clothes he has chosen because his money can no longer be returned.

#### 6. Challenging Directive Speech

A challenging directive is a speech act intended to challenge the listener to do something. The following is a form of challenging speech act found in the speech act of a street clothing vendor at Mardika Market, Ambon.

##### EVENT SPEECH 1

Name : La Piando

Age : 27 years old

Location : Angkot Tantui Terminal, Independence Market Ambon.

Time : Wednesday, March 1, 2017

Setting : At night, the market is crowded.

Data Code: PT1T30

Speech (30): "There are those selling it cheaper, take it home here and I'll give you your money back."

Context of Speech: The trader said this after a man asked about the price of his clothes and then he left the trader.

Utterance (30) is a directive utterance that is challenging in nature. The trader utters this utterance after a man asks about the price of his clothes and then leaves the trader. The meaning of this utterance is that the trader challenges potential buyers to return his merchandise if they find another trader selling clothes at a cheaper price.

Data Code: PT1T31

Speech (31): "Check the prices in shops, kiosks, on the porches, street vendors, some sell them cheaper, take them home here for me. its quality."

Context of Speech: return the money, what is important is that the trader said this after a woman bargained over the price of the clothes.

Utterance (31) is a directive utterance that is challenging in nature. The trader utters this utterance after a woman haggles over the price of clothes. The meaning of this utterance is that the trader challenges potential buyers to test the price and return the merchandise if they find a shop or street vendor selling cheaper clothing with the same quality as the merchandise.

#### EVENT SPEECH 2

Name : Deris

Age : 29 years old

Location : LIN III Angkot Terminal, Mardika Ambon Market

Time : Friday, March 3, 2017

Setting : At night, the market is crowded.

Data Code: PT2T32

Speech (32): "Please check, this is not junk from Malaysia, Singapore, China, the Philippines, it is not made in Timor Leste but was imported directly from the capital city of Jakarta."

Context of Speech: The trader said the speech in a challenging tone.

Utterance (32) is included in the directive utterances which are challenging in nature. The trader utters the utterance in a challenging tone. The meaning of the utterance is that the trader challenges potential buyers to check his merchandise.

#### EVENT SPEECH 3

Nama : Agus

Age : 22 years old

Location : LIN III bus terminal, Mardika Ambon Market

Time : Monday, March 6, 2017

Setting : At night, the market is crowded.

Code Data: PT3T33

Speech (33): "You can check our system is different from others, even if the profit is small, the important thing is that the goods are sold out, the important thing is that the goods sell.

Context of Speech: The trader said the speech in a challenging tone.

Utterance (33) is included in the directive utterances which are challenging in nature. The trader utters the utterance in a challenging tone. The meaning of the utterance is that the trader challenges potential buyers to check and compare their sales system with the sales system of other traders.

## CONCLUSION

Based on the analysis results that have been displayed in chapter 4, the following conclusions can be drawn:

1. The forms of directive speech acts carried out by street clothing traders at the Mardika market in Ambon are in the form of ordering/commanding, requesting, inviting/inviting, demanding, suggesting/giving advice, and challenging.
2. The research results found thirty-two forms of directive utterances consisting of two utterances of ordering/commanding, four utterances of requesting, seventeen utterances of inviting/inviting, five utterances of suggesting or giving advice, one utterance of demanding, and three utterances of challenging.
3. The directive utterances found were spoken by traders in Indonesian and Ambonese Malay.
4. Context can influence the form of directive speech.

Based on the results of the discussion contained in the analysis of directive speech acts carried out by street clothing traders at Mardika Market, Ambon, the suggestions that can be recommended by the author are as follows:

1. For students of the Indonesian Language and Literature Education Study Program, as people who work

in the field of language, we should be adept at applying linguistic knowledge. Linguistics encompasses not only grammatical research but also encompasses matters directly related to language use, such as the directive speech acts used by street clothing vendors at Mardika Market, Ambon.

2. It is hoped that this research can be used by traders or readers to increase their creativity in selling merchandise.
3. This research is also expected to provide input for future researchers to develop the topic of directive speech into more complex research.

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