

RESEARCH ARTICLE**MULTICULTURAL PRAGMATICS: CONVERSATIONAL IMPLICATURE IN SELLER-CONSUMER INTERACTION PADANG, INDONESIA****Widya Fhitri¹, Yalmiadi¹**¹Universitas Dharma Andalas, Padang, West Sumatera, Indonesia**Article History**

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ABSTRACT

This study explores the use of conversational implicature in seller-consumer interactions at cellular phone shops in Padang, Indonesia. It emphasizes how vendors employ implicit communication techniques to subtly communicate ideas, conform to cultural standards, and sway consumer choices. The study aims to comprehend how these nuanced language strategies support salespeople in establishing rapport, offering product details, and eventually achieving favorable sales results. By examining how well various tactics work, the study highlights how crucial culturally sensitive communication is to raising customer satisfaction and trust. Demonstrating the usefulness of language in transactional contexts advances the discipline of pragmatics. Leveraging Yule's and Searle's pragmatic frameworks, the research examines the types and functions of implicatures in these conversations. Using an observational qualitative method, data were collected through recording and note-taking techniques at three prominent locations in Padang. The findings reveal that conversational implicature is the most frequently used type, enabling sellers to subtly convey product information and build rapport without being overly direct. Representative functions dominate, as sellers provide product details and emphasize advantages. Commissive functions, such as promises of after-sales service, and expressive functions, aimed at rapport-building, are also prevalent. This study highlights the socio-cultural underpinnings of transactional communication, demonstrating how implicature aligns with local norms of indirectness in casual exchanges. The findings have practical implications for improving sales strategies, emphasizing the role of nuanced communication in consumer trust-building. This research contributes to the field of pragmatics by elucidating the role of language in shaping buyer perceptions and decision-making. Future studies could further explore the impact of implicature across different cultural and retail contexts to enhance cross-cultural consumer communication.

Introduction

The phenomenon of implicature in the conversations of cell phone sellers and customers reflects the complex communication interaction between language, persuasion, and pragmatics. In this fast-paced and sophisticated modern age, sellers must be able to maintain a balance between providing accurate information and having the ability to persuade customers to buy the products they offer. This is often evident in the cell phone industry. Today's technological advancements are undeniable. Varied product choices and different consumer tastes create a challenging environment for product sellers to communicate when selling. Sellers will often use indirect communication strategies, such as implicature, to convey messages that consumers cannot explicitly state but can infer. These pragmatic strategies allow them to address consumer concerns, highlight product features, and build rapport without appearing too assertive or pushy.

One phenomenon that can be studied is the strategic use of implicatures in seller-consumer interactions to manage expectations and indirectly influence consumers' views. For example, a salesperson states, "This model is selling well this month," rather than directly stating that this model is the right choice. The intent of the preceding statement (implicature) is that the product is reliable. In addition, the product is well-

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received, making it attractive for consumers to obtain social proof. Therefore, sellers can avoid direct statements that cause disputes with consumers. In addition, the seller can also steer consumers towards a favourable interpretation. This strategy is very beneficial to the seller. Sellers can balance persuasion and ethical communication, as overly direct language can reduce trust.

Implicature is used to explain the implicit meaning behind what is spoken or written as something that is implied. As one of the aspects of pragmatics studies, implicature pays primary attention to the use of language to understand the intent or utterance according to the context. Such implied meanings can be found in various fields, such as advertising, culture, news, politics, law, and business. In the context of this research, the focus is on cell phone salesmen at PT Lorus Celluler in Padang City. PT Lorus Celluler is an authorized dealer of cellular phones and parts for several well-known brands in Indonesia. In its business this company has branches in several locations in Padang City. The amount of interest and the high consumptive attitude of the community towards the use of cellular phones in Padang City makes cellular phones sold a lot at Lorus Padang stores. It is interested in looking at the phenomenon of language between sellers and consumers. In conducting sales and marketing activities, the seller uses language to attract consumers' attention to the products sold. Conversations between the seller and consumers are conducted in Indonesian or local languages, depending on the preferences of consumers and the atmosphere that salesmen want to create. The context and topics discussed in the conversation can also violate the rules of conversation and produce implicature. Communication between seller and consumers plays an important role in product sales. This phenomenon is interesting to analyze in a linguistic context because seller's utterances contain propositions or implicit statements that are different from what they actually say. Salespeople use implicit statements as a strategy to attract consumers' attention and communicate certain intentions. In this study, the types and functions of the conversation will be analyzed. This research is important because it can provide an understanding of the intent or implicit meaning in conversations between seller and consumers. By analyzing the implicature, this research can dig deeper into the communication strategies of the seller in selling products and how consumers respond to them.

The results of this study on implicature's function in seller-consumer interactions offer important new information for raising customer satisfaction and boosting sales. Sellers can gently affect customer views and decision-making without coming across as unduly forceful or hostile by deliberately using implicature. For example, by making words like "This model is selling well this month" rather than directly promoting a product, vendors can establish credibility and offer social proof, successfully influencing customers to make positive interpretations and purchases. In addition to making the encounter more convincing, this strategy guarantees moral communication that doesn't jeopardize the consumer's confidence. These communication tactics can be widely used to strengthen customer relations, hone marketing strategies, and boost revenue in cutthroat markets.

Several literature reviews also discuss the field of implicature science. First Anggik Budi Prasetyo, et al in 2022 examined the implicature of Dempo Cosmetic salespeople's conversations. His research aims to find and describe the form of conversational implicature in marketing activities. The data used in this study are speech segments in the form of words indicated to contain conversational implicature. The data source in this study is the marketing activities of Dempo Cosmetic products at Roxy Square Jember. This research is included in qualitative research with descriptive methods and uses a socio-pract pragmatic approach. The results of this study indicate that seven conversational implicatures appear in the marketing activities of Dempo Cosmetic products. The seven implicatures are asking, suggesting, offering, convincing, comparing, ordering, and forbidding. Various illocutionary acts with different pragmatic functions realize the implicature. This implicature appears with the support of various contexts of speech that surround it.

Second, the research of teenagers' conversational implicature in motor sports clubs in Padang City written by Muhammad Iqbal AZ, et al in 2022 also has relevance to the research to be conducted. He examined the implied conversations of teenagers in motor sports clubs and those of non-conventional teenagers in motor sports clubs in Padang City. The type of research is qualitative which is descriptive. The theory used is the theory of Pragmatics by Charles Morris. Pragmatics is a science that examines the relationship between language signs. Data were collected by means of listening, speaking, recording, and data recording techniques. The data were analyzed by data reduction, data presentation, and conclusion drawing. The

results showed that: 1) Conventional Conversational Implicature of Teenagers in Motor Sport Clubs in Padang City is there are 6 conventional implicature conversation data from 13 conversational implicature data including conventional utterances obtained directly from the intention of teenagers' speech, and 2) Non-Conventional Conversational Implicature of Teenagers in Motor Sport Clubs in Padang City is there (7) nonconventional implicature data from the total data of 13 conversational implicatures. It can be concluded that a social group in which there are already various certain closeness between its members, it is very possible for an unconventional conversational implicature to occur in the communication process that occurs.

Third, Betari Anindya, 2019 also examined the implicature of conversations between salespeople and consumers. This research aims to explain the types of implicatures found in conversations between Mitsubishi car salespeople and consumers in Padang City. Based on the method and procedure of data analysis, this research uses a qualitative approach, because it produces descriptive data in the form of written or spoken words. The data in this study are the implied speech between Mitsubishi car salesmen and consumers in Padang City. The data were collected using the listening method. This method is realized by using basic techniques and advanced techniques. The basic technique used is tapping technique. While the advanced techniques used are free listening, recording, and note-taking techniques. Based on the analysis, 4 types of implicatures are used in conversations between Mitsubishi car salesmen and consumers in Padang City, namely 1) general conversational implicature, 2) special conversational implicature, 3) scale conversational implicature, 4) and conventional conversational implicature. Based on the research that has been done before, there are some similarities and differences with the author's research. One of the similarities is that this research also discusses implicature, while the difference lies in the object of study, namely the data obtained from the speech of cell phone salesmen with their customers.

The previous explanation shows some similarities and differences with the research to be carried out. The similarity is in the object, which analyzes the implicature between sellers and consumers, while there are differences in the data. The data of this research to be conducted is the utterances between sellers and consumers in a cellular shop that is quite crowded in Padang City.

The limitation of this research is the study of implicature between cell phone seller and consumers. PT Lorus in Padang City is the data collection place for this study. The utterances produced by the seller and their customers are the limitation of the problem to be studied. The problem formulations that will be discussed in this study are; (1)What types of implicatures are applied in the communication between the seller and customers?, (2)What is the function of the implicature contained in the communication between seller and their customers?. Based on the problem formulation above, the objectives of this study are; (1)to find the type of implicature used by the seller and consumers when communicating, (2)Finding the function of the implicature used by the seller and consumers when communicating. Beside that, this research has several benefits, among others; (a)This research is expected to be useful in the development of research in the study of Pragmatics, (b)This research is expected to increase the number of researches that discuss about implicature, (c)This research is also expected to contribute to the understanding of language use between sellers and consumers.

Materials and Methods

This research adopts a descriptive qualitative approach to convey and understand the meaning of actual phenomena observed during the study. The researcher employs an observational method supported by various techniques. The study investigates the phenomenon of implicature between sellers and consumers in cellular stores. The researcher analyzes the utterances produced through non-numerical data analysis, including observation, content analysis, and contextual interpretation. The researcher collects data from the utterances of sellers in Padang City. The researcher conducts the study at Lorus Cellular stores, which have branches on Patimura Street, Perintis Kemerdekaan Street, and the central market. The researcher collects data by observing the sellers as they serve consumers purchasing cell phones or spare parts, following the supervisor's instructions. To gather data, the researcher applies the observational method, sorting the data by observing the use of language. The data collection process begins with the researcher tapping conversations between sellers and consumers using the tapping technique, which is a fundamental

observational method. Subsequently, the researcher listens and pays close attention to the utterances between sellers and consumers using the advanced observation method and technique. In this stage, the researcher refrains from actively participating in the conversation. Lastly, the researcher filters the data by categorizing it based on the types and meanings of implicatures in the conversations. The researcher records the results using both recording and note-taking techniques.

The researcher employs three methods for data analysis: the referential method, the translational method, and the pragmatic parity method. Using the referential method, the researcher identifies the referents of the language through reality as formed by language. The researcher analyzes utterances containing implicatures between sellers and consumers through the referential pairing. When the speech data involve the Minangkabau language, the researcher applies the translational parity method to translate it into Indonesian, facilitating data analysis. The researcher uses the pragmatic parity method to interpret the meaning of speech based on context, relying on the speech partner as the determining tool. The researcher further employs this method to analyze the functions of implicatures in utterances, referring to theories by George Yule (1996) and Searle (1969).

After completing the analysis, the researcher presents the results narratively. The narrative presentation follows formal and informal methods as Sudaryanto (2015) outlined. Through the formal method, the researcher uses signs, symbols, and charts to illustrate various implicature phenomena between sellers and consumers. For illustrations and numerical data, the researcher simplifies the explanation using sentences, making the analysis more accessible and easier to understand, as highlighted by Revita (2009). The informal method involves presenting the data analysis results in words to explain speech phenomena related to pragmatic aspects, such as descriptions, explanations, and arguments. The presentation begins with conversations containing implicatures between sellers and consumers, followed by a narrative that describes the types and functions of implicatures used by the sellers. This narrative concludes with the findings and conclusions of the research.

Results and Discussion

The analysis results showed that conversational implicature is the most common type of implicature that happens during the interaction between seller and consumers. Due to the contextual, pragmatic, and goal-oriented nature of communication in transactional contexts, conversational implicature is more common in exchanges between sellers and consumers. Both sides frequently use implicit meanings in these situations to facilitate communication and accomplish goals like pricing negotiations, product feature discussions, or rapport-building. Conversational implicature is especially useful for sellers who want to communicate more effectively and persuasively without giving away every information. When a merchant states, "This is our best-selling product," for example, they hint at popularity or high quality without making these claims directly, leaving the buyer an opportunity to interpret. Social and cultural conventions frequently shape these relationships. Conversational implicature flourishes in many countries because indirect communication is encouraged in informal or casual contexts like marketplaces or small stores. This interactional style helps seller build consumer trust and engagement by striking a balance between professionalism and friendliness. Conversational implicature has useful benefits since it allows seller to express several levels of meaning with fewer words, which is particularly advantageous in hectic or fast-paced settings.

Furthermore, the function of implicature most often applied in utterances between seller and consumers is representative. Representative functions involve statements or claims about the world, such as providing information or explaining something. Sellers often use this function to provide information about products, give explanations about product features, or show the advantages of their products. Commissive and expressive functions are the next most frequently used implicature functions after the representational function. The commissive function in seller-consumer interactions indicates the speaker's intention to commit to a future course of action, which is especially important for fostering mutual understanding and trust. "If you face any issues, we'll take care of it," for instance, is an example of an implicature used by a seller to indirectly assure the customer of after-sales service without providing specific parameters. This implicature allows for flexibility while establishing a sense of dependability. In a similar way, the expressive

function is essential to producing an interaction that is both emotionally impactful and captivating. In order to establish a cordial and reliable environment during transactions, speakers use expressive implicature to communicate sentiments, attitudes, or emotional states. For example, when a seller says, "I'm so glad you like this product," they implicitly establish rapport and happiness while acknowledging the customer's preference. This feature frequently improves the relationship component of the exchange, giving customers a sense of worth and appreciation.

This discussion explains the form of the types of implicatures used and the functions of implicatures applied by cellular phone sellers to the customers in buying and selling interactions. After conducting research and transcribing oral data into written form, the data is presented as the author will explain below. The translation of the data is presented in English. The data that contain implicature in each conversation are marked with bold writing. Therefore, to clarify the types of implicature and the function of implicature contained in the interaction of cell phone seller to customers in buying and selling interactions, the researcher describes the following:

Data 1

Seller	: "Can I help you sir? Good morning. Our latest models are the Samsung ZFold and S24 Ultra sir. 5G cutting-edge technology. Perfectly suited to your content needs sir"
Consumer	: "200 MP main camera, 10 MP telephoto lens, and 12 MP ultra-wide, right ma'am? Hmmm... the photos must be good. Is 5G safe to use here, Ma'am?"
Seller	: "That's right, sir. The photos are very clear and detailed. It can be zoomed very optimally sir. For 5G, although the network is not yet evenly distributed, in big cities it can already be enjoyed."
Customer	: "Oh, I see. How is the battery? Does the battery run out quickly?"
Seller	: "No need to be afraid, sir. The battery capacity is 5000mAh and supported by fast charging technology, so you can use it all day long."
Customer	: "That's cool too! What colors are there?"
Seller	: "For colors we have black, gray, yellow and violet."
Customer	: "Okay. I'll think about it."
Context	: The conversation took place between seller (woman) and a customer (women) at a cell phone sales counter.

According to Yule (1996), the four types of implicatures are conversational, calculative, conventional, and bounded conventional. The following type of implicature is seen based on the conversation conducted by the saleswoman and the customer, which is conversational implicature. This implicature occurs when additional information or inferences are obtained from the context of the conversation. For example, the seller discovers that customers are interested in the product's technical features when they hear about the camera specifications and 5G technology. For example, if the seller says the phone has a 5000mAh battery and fast charging feature, the customer may say the battery life is quite good. Speech acts have a certain role in communication, according to Searle (1969). In the conversation, the implicature applied by the seller and the customer has an Expressive function. This implicature allows the parties involved in the discussion to express their wants, needs, or interests in the products offered. For example, when the customer expresses her admiration for the camera specifications, the implicature shows her interest in the feature. Furthermore, the Informative function is also present in the speech. The implicature also conveys information about the product. For example, when the salesperson informs consumers about the available color options, the implicature informs them about the variety of the product. As a result, the implicatures in the communication between salespeople and customers not only contain additional information, but also serve to achieve certain communicative purposes, such as providing information, showing interest, and providing additional relevant information.

The cultural implications of implicature in seller-consumer interactions show how social dynamics, cultural norms, and values impact communication tactics. The seller's use of honorifics like "sir" and polite language in the exchange illustrates how important civility and respect are in Indonesian culture, particularly in work-related contexts. This type of communication builds a good rapport and fits perfectly with Indonesia's relational culture, which places a high value on harmony. Furthermore, the tactlessness in handling certain product flaws, such as the restricted availability of 5G networks, is an example of a culturally ingrained tactic to steer clear of conflict and have a good attitude. This indirect method fits in well with Indonesia's high-context communication style, in which meaning is conveyed primarily through context and subtlety. The cultural significance of paying attention and establishing a rapport during transactions is further highlighted by the seller's flexible reactions, such as offering thorough descriptions of product qualities based on the customer's interests. Additionally, the cultural inclination for subtly persuading others is in line with the usage of implicature to enlighten and convince without being unduly pushy. These cultural dynamics highlight how implicatures function as tools to traverse and fortify social interactions within the cultural framework and serve language goals.

Data 2

Seller	: "Sorry Mas. We have a phone with a 6.7-inch AMOLED screen. It suits the needs of those who like to play games. Would you like to see it?"
Consumer	: "A 6.7-inch AMOLED screen? Isn't that huge, ma'am? How about the screen, is it resistant, Ma'am? Also, is it not easily damaged? Like scratches?"
Seller	: "Of course not, sir. Because the screen is equipped with Gorilla Glass 5. So this phone is very resistant to scratches and light impacts. It's very strong."
Consumer	: "Is it waterproof?"
Seller	: "Definitely, sir. It is water resistant to a depth of 1.5 meters for 30 minutes."
Consumer	: ""Okay. That's good. Then is there a remission warranty from the center?"
Seller	: "Of course, ma'am. The official warranty is one year and we also provide complete after-sales service."
Consumer	: "Thank you for the information."
Context	: The utterance occurred because the seller was offering her products to the customers who came.

Based on the conversation between the seller and the consumer, the following type of implicature is seen as conversational implicature. This is when additional meaning or inference is derived from the context of the conversation. For example, when the consumer expressed her concern about the durability of the screen, the salesperson inferred that the consumer was concerned about the quality and durability of the product. In addition, calculative clichés are formed from inferences or logical calculations made by the listener based on the information provided. For example, when the salesperson mentions that the phone is equipped with Gorilla Glass 5 and has IP68 certification, consumers can imply that the phone has good resistance to scratches and water.

In the conversation, the function of implicature applied by the seller and the consumer has an Expressive function: The implicature allows the parties in the conversation to express their desire, need, or interest in the product being offered. For example, when the consumer states "Good, good" after hearing about the warranty and after-sales service, it expresses her satisfaction with the information received. Informative function is also seen in the conversation. Implicature is also used to convey additional information relevant to the product. When the seller provides information about the one-year warranty and after-sales service, it provides additional information to the consumer to make a more informed purchase decision. Thus, the implicature in the communication between seller and consumers provides additional information and

functions in achieving communicative purposes, such as expressing interest, providing additional information, and certifying satisfaction or agreement.

The way the salesperson modifies her message to conform to Indonesian especially west Sumatra social and cultural norms demonstrates the cultural ramifications of implicature in seller-consumer interactions. The use of courteous and respectful words, such as calling the customer "Mas" and "Ma'am," indicates the value placed on civility and preserving goodwill in the culture. This method fosters a friendly and courteous environment, which is crucial in Indonesian society, where respect and harmony amongst people are highly prized. Furthermore, the seller's attempt to provide a thorough and comforting response to the buyer's worries regarding quality and durability emphasises the cultural value placed on paying attention and establishing trust during transactions. Indirect and courteous comments demonstrate the Indonesian penchant for avoiding direct criticism or overly strong assertions, such as highlighting the product's strength and warranty. Without coming across as forceful, the seller can gently explain and persuade the customer with these conversational implicatures. Features like water resistance and Gorilla Glass 5 demonstrate the seller's awareness of customer needs and cultural sensitivity to the pragmatic worries of Indonesian purchasers.

Data 3

Seller	: "How can we help you, sir? This weekend we are having a promo. A phone that features 8GB RAM with 512GB internal memory. It seems like a good deal for you who are looking for a multitasking phone that can store more data."
Consumer	: "Oh yes ma'am? What's the promo? Is it big?"
Seller	: "If you buy now, every purchase of this phone entitles you to a 30 percent discount."
Consumer	: "So, what other promotions do you have?"
Seller	: "You will also get additional bonus accessories, if you make a transaction now"
Consumer	: "Seriously Ma'am?" "How long does the discount last?"
Seller	: "The discount is valid until the end of this month, sir."
Consumer	: "Can the payment be made in instalments?"
Seller	: "Yes, sir. We offer 3 instalments with 0% interest."
Consumer	: "In that case, I'd like to buy, ma'am."
Context	: The conversation took place between a seller and a customer who were conducting a buying and selling transaction.

Conversational implicature is the type of implicature found in the conversation. Conversational implicature mainly occurs when both parties understand the implied meaning of the question and answer without giving a clear explanation. When the customer asks, "What's the promotion?" the salesperson says, "If you buy now, every purchase of this phone you are entitled to a 30 percent discount," it shows that they are giving a discount to encourage immediate purchase. However, the question "So, what else is the promotion?" indicates that the customer is interested in the promotion but needs more information. In addition, specific conversational implications are also present in the conversation. This is because the information and answers given are related to the context of selling cell phones. "How long is the discount?" indicates that the customer is considering when to buy. Consumers want to know about more flexible payment options because of the question "can it be paid in instalments?"

The implicature function that can be identified in the data is representative. The salesperson provides information about goods and advertisements. The statement, "This weekend we have a promo. A phone with 8GB of RAM and 512GB of internal memory." Customers may ask questions to obtain additional information that may influence their decision. "What's the promo? Is it big?" Questions like and "How long is the discount?" help the salesperson provide additional information. The commissive function is also

applied in the data. The saleswoman provides customers with purchasing options that can influence their decisions. An offer is also seen in the data, "You will also get additional bonus accessories, if you make a transaction now." It aims to bind the salesperson to give a bonus to the customer if the customer makes a purchase at that time. We can find that in the communication between the sales-woman and the customer, Searle's theory of speech act function (1969) and Yule's theory of implicature (1996) are present. Conversational Implicature and Special Conversational Implicature are the implicatures applied in the conversation and the representational (giving information), instructional (asking questions), and commissive (giving bonuses and instalment options) implicature functions are the speech act functions used. By using implied meaning and various functions of speech acts, this analysis helps us understand how business communication works.

As demonstrated in this discussion, the cultural ramifications of implicature in seller-consumer interactions emphasise the significance of relationship management, social conventions, and trust-building in commercial communication in the Indonesian environment. The salesperson demonstrates cultural norms of respect and attentiveness by using courteous and accommodating language, such as calling the consumer "sir" and providing thorough explanations regarding the promotions. In West Sumatera culture, where cordial relationships are highly prized, the salesperson's tone and mannerisms are intended to foster a sense of personal connection and understanding.

The focus on promotional offerings, like discounts and extra accessories, indicates a societal expectation that merchants will offer incentives and added value, which might make the customer feel more satisfied with the purchase. This is consistent with the cultural characteristic of Indonesians to value deals and additional advantages in negotiations. Additionally, the customer's repeated questions on the discounts and payment plans reveal a culturally influenced desire for comprehensive information prior to making financial decisions. Because consumers frequently want to make sure they are making educated decisions, this behaviour emphasises how crucial trust and openness are in consumer interactions.

By providing interest-free instalment plans in response to the buyer's worries, the seller demonstrates cultural sensitivity to financial issues and flexibility of payment method. This strategy takes into account the wide range of customer financial capacities and meets their demands in a way that fosters trust and promotes purchases. Furthermore, the seller's use of conversational implicature to gently encourage quick action—for example, by highlighting the discount's time-limited nature—aligns with persuasive techniques that respect the customer's autonomy while discreetly influencing their choice. Finally, the cultural ramifications of these exchanges highlight how important relationship harmony, respect, and attentiveness are in Indonesian seller-consumer interactions. By using implicature, sellers can meet cultural norms, communicate extra meaning, and build collaboration and trust, all of which contribute to a successful and culturally acceptable transaction.

Data 4

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| Consumer | : "Afternoon Ma'am. I'm looking for a cell phone with a sophisticated camera, are there any?" |
| Seller | : "Afternoon ma'am. Oh there is ma'am. This phone is equipped with AI features. This camera can recognize various types of objects and adjust the settings automatically." |
| Consumer | : "what does that mean Ma'am?" |
| Seller | : "Well, ma'am. The phone's camera can recognize whether the object being photographed is a human, animal, or landscape. Then, the settings adjust ma'am. It's automatic, ma'am." |
| Consumer | : "Wow, interesting. Yes. What about photos in dark places, ma'am?" |
| Seller | : "With AI technology and the Night Mode feature, photos in low light conditions remain clear and minimal noise." |
| Consumer | : "That's cool. What's the price, Ma'am?" |
| Seller | : "There is a price, ma'am. However, we do offer instalments." |
| Consumer | : "Okay. Let me ask my husband first." |

Context : The conversation took place between seller and a customer who was offering goods.

The implicature applied in data 4 is a conversational implicature. It is a type of meaning that is taken from the context without explicitly explaining it. When the customer asked, "Hmmm... what does that mean Ma'am?" When the seller said, "This phone's camera can recognize whether the object being photographed is a human, animal, or landscape. Then, the settings adjust ma'am. It's automatic ma'am", it indicates that the customer does not fully understand the feature and needs additional explanation. However, some implications only appear in certain conversational contexts. These include specific conversational implications. When the customer asked, ""Wow, interesting. Yes. What about photos in dark places, ma'am?" indicates that the customer wants to ensure that the camera feature works well in various lighting conditions. The implicature function that can be identified in data 4 is the representative function. The seller provides accurate information about the product. "Afternoon ma'am. Oh there is ma'am. This phone is equipped with AI features. This camera can recognize various types of objects and adjust the settings automatically. Next, there are instructions. The customer asks for additional information. "Hmmm... what do you mean Ma'am?" is a type of question that encourages the salesperson to provide more explanation. The commissive function is also applied to the data, the saleswoman makes the purchase easier for the customer. The seller offers an instalment option to make it easier to bind consumers to buy the product. It can be concluded that the results of the analysis show how the salesperson provides the necessary information to customers, answers their questions, and offers attractive options to help them make a purchase decision.

The implicature around the installment offer demonstrates a cultural awareness of the buyer's financial concerns. Offering installments is a popular sales strategy used in various cultures to lessen the financial strain of a purchase, particularly for pricey goods like cellphones. The seller's proposal is in line with the cultural norm of accommodating a wide variety of customer capabilities, and this practice shows an understanding of the socioeconomic aspects that influence purchase decisions. The seller's choice of courteous, deferential language ("ma'am") illustrates a cultural norm that many service-oriented cultures place a high value on professionalism and respect in client contacts. By reaffirming that the customer's requirements and preferences are paramount to the transaction, this courteous formality contributes to the preservation of a great customer experience. The implicature in this discussion highlights the social and cultural norms ingrained in buyer-seller relationships in addition to the product specifications. Because it fits with the buyer's knowledge, tastes, and purchasing power, the seller's ability to negotiate these cultural quirks through verbal implicature increases the chances of a successful sale.

Data 5

Seller : "Good afternoon, Mas. How can I help you?
 Consumer : "Yes, I want to find a phone that can use NFC."
 Seller : What a coincidence, Mas, we have a cell phone with NFC features.
 Winning lately many customers are cai this type of phone Mas."
 Consumer : "Oh, yes. Because now payment methods are simpler, right?"
 Seller : That's right.
 Consumer : "Does the battery last long?"
 Seller : "The battery is 4500mAh, sir, and is equipped with a power-saving
 feature that can save power usage."
 Consumer : "How's the audio?"
 Seller : "The audio quality is very good, sir. It is equipped with Dolby Atoms
 technology that provides an immersive audio experience."
 Consumer : "Seriously, sir. What are the colour options?"
 Seller : "Yes, sir. For colours, there are black, white and green colours."
 Consumer : "Okay then. I just want the black colour."
 Seller : I will prepare it.

Context : The conversation took place between a seller and a customer who was offering goods. Consumers buy goods after holding a discussion with the seller.

The types of implicatures implemented in the conversation are contemporary implicatures. It shows that they are offering a new product that meets the customer's needs. The implied implicature is that the merchant thinks the customer might be interested in buying the new phone on offer. When the customer stated, "yes, I want to find a cell phone that can use NFC." The phone that will be offered to the customer will be one that meets the customer's needs. Although the customer is interested in the feature, the question "Does the battery last?" shows that they want to make sure that the phone has a good battery life. Data 5 has special implications. The customer's question about audio quality is, "How is the audio Mas." This shows that sound quality is very important to customers when they decide to buy something. Furthermore, if seen from the salesperson's answer about colour choices, "Yes Mas. For colours, there is black, white and green." The saleswoman answered the customer's specific question and showed that consumers can choose from a wide range of colour options.

The implicature function contained in data 5 is representative. The seller provided accurate information about the phone's features. The seller also provided accurate information about the battery life of the cell phone, and the seller explained that the cell phone's audio was no doubt. Besides providing a representative function, the data also has an expressive function. Customers show interest in the information provided. "Seriously Mas? What colour options Mas?" are questions that show interest in the product and a desire to learn more about the options. The analysis shows how seller and consumers use different types and functions of implicatures to communicate and help them make decisions. The data analysis utilizes Yule's theory of implicature (1996) and Searle's theory of speech acts (1969) to determine what implicatures occur in the communication between sellers and their customers. The seller-consumer exchange demonstrates how implicature has cultural ramifications that influence how people communicate and negotiate, especially in service-oriented settings. As seen in this discussion, implication reflects the cultural norms of indirect but intentional communication by enabling both parties to effectively convey information and address particular concerns without revealing every detail openly. Cultural values of respect and friendliness in seller-consumer interactions are further reflected in the usage of polite terminology, such as "Mas," which is a respectful term for addressing a young guy in Indonesian. A crucial cultural value in many South-east Asian civilisations, this manner of addressing improves the interpersonal dynamic by making the discourse feel more intimate and polite. The seller's frequent use of this courteous phrase demonstrates their understanding of how language affects the transaction's relational component.

In terms of culture, this exchange demonstrates how polite speech actions and implicature are employed to promote a satisfying consumer experience in addition to providing information. A cultural standard of offering a comprehensive service experience is reflected in the seller's ability to balance accuracy, persuasion, and civility. This guarantees that the customer feels appreciated, knowledgeable, and eventually more likely to buy. Further highlighting the culturally complex communication dynamics in seller-consumer interactions is the relationship between the expressive and representative functions of implicature, as examined by Yule and Searle's ideas.

Discussion

The analysis highlights the predominance of conversational implicature in seller-consumer interactions, particularly in transactional contexts such as marketplaces. This finding underscores communication's dynamic, pragmatic, and goal-driven nature in these environments, where both parties often rely on implicit meanings to achieve their objectives. Sellers use conversational implicature to communicate more efficiently and persuasively without overtly stating every detail. For example, when a seller says, "This is our best-selling product," they imply quality or popularity, allowing consumers to interpret the statement while fostering engagement. Such indirect communication aligns with the social and cultural norms in many regions, where informal and casual exchanges are preferred in marketplaces. This interaction style balances professionalism and friendliness, helping sellers build trust and rapport with their customers.

Additionally, conversational implicature serves as a strategic tool in fast-paced environments, such as crowded markets, where efficiency is crucial. By using fewer words to convey multiple levels of meaning, sellers can manage conversations more effectively while retaining consumer attention. This indirect yet impactful communication style is particularly advantageous for achieving practical goals such as negotiating prices, explaining product features, or fostering goodwill. The cultural dimension of implicature also plays a significant role, as indirect communication is often valued in contexts where politeness and subtlety are appreciated.

From a functional perspective, the analysis reveals that sellers most frequently employ the representative function of implicature during interactions. This function focuses on providing information, explaining product features, or highlighting advantages, allowing sellers to establish themselves as knowledgeable and credible. For instance, statements such as "This fabric is handwoven" inform the customer and position the seller as a reliable source of authentic products. This representative function enhances the transactional value of the conversation, providing clarity while subtly promoting the product. Following the representative function, the commissive and expressive functions also play significant roles in seller-consumer exchanges. The commissive function, characterized by promises or assurances, fosters trust and mutual understanding. For example, a seller's statement, "If you face any issues, we'll take care of it," implies a commitment to after-sales support, thereby enhancing the customer's confidence in the transaction. The flexibility of such statements ensures a sense of dependability without overcommitting to specific actions. Similarly, the expressive function, which conveys emotions and attitudes, contributes to the relational aspect of the interaction. Utterances like "I'm so glad you like this product" acknowledge the customer's preferences and create a positive emotional connection, fostering loyalty and satisfaction. So, this study highlights the multifaceted role of implicature in seller-consumer interactions, illustrating how sellers use indirect communication to navigate transactional and relational goals effectively. The representative function of implicature ensures clarity and credibility, while the commissive and expressive functions strengthen trust and emotional rapport. By leveraging these linguistic strategies, sellers can enhance their interactions' efficiency, impact, and relational quality, aligning with cultural norms and pragmatic needs in dynamic marketplace settings. This underscores the importance of pragmatics and discourse analysis in understanding the nuances of communication in informal economic exchanges.

Conclusions

The analysis reveals that seller-customer interactions frequently incorporate both conversational and conventional implicatures, with conversational implicatures being the most commonly used. This predominance suggests that sellers often rely on context and indirect language to convey meaning effectively. Among the functions of implicature, the representative function emerged as the most prevalent, as it enables sellers to provide accurate and reliable information about their products, thus establishing credibility and facilitating informed purchasing decisions.

Despite these insights, the study acknowledges certain limitations. The data was collected from interactions between a specific group of cell phone sellers and their customers, which may not accurately represent communication patterns in different sales contexts or cultural settings. Additionally, relying on qualitative and observational methods may overlook subtle nuances of implicit communication or introduce subjective interpretations. These limitations suggest the need for further exploration to generalize the findings across broader contexts and demographics.

Future research could expand the scope to include diverse seller-consumer interactions and adopt mixed-method or quantitative approaches to deepen the understanding of implicature's role in communication. Such studies could uncover more precise insights into how implicature influences consumer behavior. Practical implications include developing sales training programs that emphasize the strategic use of implicature to enhance clarity, trust, and rapport with customers. This approach could significantly improve both customer satisfaction and seller performance in retail settings, offering valuable benefits for the broader retail industry.

Declaration of Conflicting Interest

The author affirms that no conflicts of interest are associated with the publication of this paper. The findings and interpretations presented in this paper result from objective analysis and are based on accurately collected data.

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