

ABSTRACT

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This study investigates the transactional language, which are commonly used in trading by the Borobudur sellers, especially the peddlers in selling souvenirs to the English-speaking tourists. The purpose of this study is to find out the reasons why the sellers fashion the English expressions in selling their stuffs, the ways the Borobudur sellers learn the English expressions, the various Borobudur sellers' English expression used in selling their stuffs to the foreign tourists, and whether all of the sellers' English expressions used in selling stuffs to the foreign tourists are communicative and acceptable.

The procedures in conducting the study are as follows. First, I collected the data through the interviews done with some souvenir sellers. Then, the natural-occurring conversations between the souvenir sellers and the tourists were videoed and collected by the writer. Next, other source of data was obtained from the brochures and some literatures on Borobudur temple were obtained from the Borobudur temple Information Center and Internet and consisted of vivid and meaningful information about the description of Borobudur temple. Finally, the data collected by recording the interviews and videoing the natural conversations were transcribed, checked, edited, and analyzed qualitatively to answer the statements of the problems.

The result of the data collected shows that the main reason why the sellers fashion the English expressions is the needs on fulfilling the financial needs. Then, the ways the Borobudur sellers learn the English are by habitual activities, the assistance of tourist guides, and attending language program held by the Borobudur Management. Next, the result of the analysis reveals that there are various transactional language used by Borobudur sellers. These various expressions can be categorized into opening, persuasive techniques in offering, bargaining process, and closing in stuff selling. It is found that the English expressions were communicative enough as a mean of transactional language. Other finding is that the expressions used are acceptable.

From the result of this research, I recommend that dedication to society (One of Tri Dharma Perguruan Tinggi) should be done on target especially for all components of English Department of Semarang State University to give them good models of English language. In addition, the Borobudur Management should provide a place for the souvenir sellers in order to give good impression to the tourists.