CHAPTER V

CONCLUSION

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This last chapter consists of two parts. The first part is the summary, in which all the main points that have been elaborated in the previous chapter are summarized. The second one gives some suggestions that may be useful to the people that deal with sociolinguistics, particularly those who are doing their research on speech styles and those who deal with social context.

5.1 Summary

This sociolinguistic study focuses on the style form of a system communication. The system communication itself is influenced by the social interaction of the speakers. In fact, speech styles are divided into two major groups that are Formal Styles and Informal Styles. The Formal Style consists of Elaborate and Deliberative while the Informal Styles are Consultative, Casual and Intimate. In this case the writer was interested in finding what speech styles were used by the Bali seller in persuading the consumers who came from multilingual communities and in what social context was each style used.

In persuading the consumers, each sellers in Bali had different style when they spoke to their consumers. The seller's style of speech was important in trading because it could make the consumers buy the goods, foods or souvenirs. Mostly sellers in Bali used Casual, Consultative and Intimate Style in the way they speak. Deliberative occupies the highest rank of the speech style analyzed in this study. Usually this style was used for the high class economy business such as export or important trading which indicated the power and solidarity.

A speaker should pay attention to the correct construction of grammatical

use in using Deliberative Style. If someone uses standard language "Bahasa Indonesia", he or she has to use it in correct pronounciation, and grammar. However in multilingual communities such Bali, it is hard to use good standard language eventhough it is English or Indonesian. They are accustomed to speaking in various code choice whereas it is relatively easy for the Balinese seller in persuading the consumers.

Consultative Style was commonly used in conversations which was held by the sellers in Bali and consumers (conversations A,C,D and G). The sellers supplied background information about their goods to the consumers. This style usually occurs in less formal situation. It was one type of speech style needed by every speaker especially in the communication with the strangers. Besides, it was the common form of speech which was used in small group such as in Kuta, who are trading in the surroundings. The characteristic of this style was while the seller was speaking, the buyer gives short responses : "Mmm", "Oh I see", or "Ugh".

Casual Style was also used a lot in conversation in urban area. This happened because this style was flexible and the language could be used properly in formal situation.

Intimate Style has several ways to indicate the term of intimacy, for instance : by using nickname or petname, another by using personal name or sometimes by using words that show intimacy.

Every person has different social background. In this case there were many factors influencing someone's speech style. One of them was the social factors which include participants, social setting, topic, social distance, status and formality of speech. In some conversations, we could see social class background may effect person's linguistic repertoire for example people who came from higher social class compared with people from lower class. It seemed that

neighborhood may influence people's ways of thinking.

5.2   Suggestions

This research was a sociolinguistic study. It is a small part of the broad part of a sociolinguistic study. The speech styles on Balinese sellers in persuading the consumers were analyzed by focusing it only on social factors that have important parts on communication activities. This study is still far from perfect. The theory, the techniques for analyzing the data and the parameter used were limited. In fact the theory of speech style only exists a little. Therefore to complete this study speech style was connected with the social factor. Moreover, there have never been a related study to support and strengthen this research. The parameter used was very simple because of the limited theory of speech style.

The writer suggested that other researches of speech style be varied on other different speeches and settings. The ceremony was held in one country, the speech styles of TV reporters or the teachers' way of speaking at campus will be an exciting research. If possible this sociolinguistic study is analyzed together with Discourse theory using better techniques such as speech act.

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