
PRAGMATICS' ASPECTS IN DAILY LIFE

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Abstract: *Pragmatics deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. In this research, the researcher used the qualitative research. Qualitative research in particular deals with gathering and interpretation of non-numerical data for the purpose of understanding human and social environment. the researcher took the data from observation by visiting the location of the data and observe the written languages who were hanging on the wall or around the areas so that the researcher really got the true data and then the researcher also interviewed about the owner or the employees. the researcher has taken the data from the writings which were used in the supermarket, stores, coffee shops, the common places/areas in Kisaran North Sumatera. Many people know the pragmatic meaning in the statements of the common areas or in the coffee shop because the statements are so familiar in their life and they are so important in the pragmatics aspects in their daily life.*

Keywords: *Pragmatics', Daily Life*

Abstrak: Pragmatik berhubungan dengan ujaran, yang kita maksud dengan peristiwa tertentu, tindakan yang disengaja dari penutur pada waktu dan tempat, biasanya melibatkan bahasa. Dalam penelitian ini, peneliti menggunakan penelitian kualitatif. Penelitian kualitatif khususnya berkaitan dengan pengumpulan dan interpretasi data non-numerik untuk tujuan memahami lingkungan manusia dan sosial. peneliti mengambil data dari observasi dengan cara mengunjungi lokasi pengambilan data dan mengamati tulisan-tulisan yang digantung di dinding atau di sekitar area tersebut agar peneliti benar-benar mendapatkan data yang sebenarnya kemudian peneliti juga melakukan wawancara tentang pemilik atau karyawannya. Peneliti mengambil data dari tulisan-tulisan yang digunakan di supermarket, toko, kedai kopi, tempat/daerah umum di Kisaran Sumatera Utara. Banyak orang yang mengetahui makna pragmatis dalam pernyataan-pernyataan di tempat umum atau di kedai kopi karena pernyataan-pernyataan tersebut begitu familiar dalam kehidupan mereka dan begitu penting dalam aspek pragmatik dalam kehidupan sehari-hari.

Kata kunci: Pragmatik, Kehidupan Sehari-hari.

INTRODUCTION

Language is a human's means of communication to deliver the speaker's message (Omotunde & Agbeleoba, 2019). It means that human must use language to communicate to other people either in their society or in the common situations. Without language, the human can not do anything to deliver their message so that other people will be able to understand what the people's wishes (Akmal, Indra

Ramadona Harahap, 2022; Akmal et al., 2022; Akmal & Nasution, 2021).

Many people often communicate to many people but they never realized that the language which they used, have the important roles and they also use the pragmatics in speaking to other persons.

Pragmatics deals with utterances, by which we will mean specific events, the intentional acts of speakers at times and places, typically involving language. Logic and semantics traditionally deal

with properties of types of expressions, and not with properties that differ from token to token, or use to use, or, as we shall say, from utterance to utterance, and vary with the particular properties that differentiate them (Allan, 2013).

From the explanation of pragmatics, it is clear that pragmatics is utterances of humans either in spoken or in written language in their daily life. Many people never realizes that actually they have used the pragmatics in communicating to other people in the society. Then the researcher took the data from the written and spoken languages.

Leech (1983:13-4) cited by Ali Siddiqui (2018), stated that the pragmatics is a study of meaning and the way to relate that speech with any provided situations, along with an aspect to make a speech in a situation and further it paves a path to determine a core principle that whether it deals with semantic or the pragmatic phenomenon (Siddiqui, 2018). Then Crystal (1987:62-5) cited by Mazulfah (2019) give the definition that Pragmatics deals with the factors that manages the language for what we want to choose within the pool of language that could satisfy whenever it is used within a social interaction and its effects on others (Mazulfah, 2019).

Thomas (1995: 2) mentions two tendencies in pragmatics which is divided into two parts, first, by using a social perspective, connecting with the pragmatic meaning of the speaker (speaker meaning), and second, by using a cognitive perspective, connecting with the pragmatic interpretation of utterances (utterance interpretation). Furthermore, Thomas (1995:22), assumes that meaning is a dynamic process that involves negotiation between speaker and listener and the context of utterance (physical, social, and linguistic) and the potential significance of the speech utterances may, defines pragmatics as a field of study meaning in interaction (meaning in interaction) (Susi Herti, 2013).

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way to relate that speech with any provided situations, along with an aspect to make a speech in a situation and further it paves a path to determine a core principle that whether it deals with semantic or the pragmatic phenomenon. The more important aspects of pragmatics have indicated that it is the study of meaning that is related towards speech making situation. Within pragmatics, the five vital aspects that are mainly focused have been mentioned below: a) Addressees or addressers (hearer and speaker). b) An utterance in context, Leech agreed to say the involvement of relevant utterance in social and physical setting, however, he did emphasizes more on the background knowledge that is related to the context. c) Leech defines the goals of an utterance as well as the meaning of intention towards uttering it. d) The utterance is a form of activity or an act, within pragmatics, the verbal utterance can also be performed like acts to parch needs of a particular situation. e) The utterance that is in a form of enclosed verbal acts does tends to identify for sentence or token tagging that in their real sense are not the sentences, but similarly can be the piece of language that classify as short and long single sentence (Siddiqui, 2018).

In a communicative activity, aspects of speech situation should be taken into account. Leech (1990, p. 13) mentions the aspects of speech situation as follows. 1). Addressers or addressees. Addressers are the other term used to refer to speakers or writers, whereas addressees refer to hearers or readers. 2). The context of an utterance. Context is any background knowledge assumed to be shared by speaker and hearer and which contributes to hearer's interpretation of what speaker means by a given utterance. 3). The goal(s) of an utterance. In Leech's view, the goal of an utterance is to talk about the intended meaning of the utterance, or speaker's intention in uttering it. The term goal is more neutral than intention because it does not commit its user to dealing with motivation, but can be used

generally of goal-oriented activities. 4). The utterance as a form of act or activity: a speech act. 5). The utterance as a product of a verbal act.(Krisnawati, 2011).

METHOD

In this research, the researcher used the qualitative research. Qualitative research in particular deals with gathering and interpretation of non-numerical data for the purpose of understanding human and social environment(Adedoyin, 2020; Cropley, 2019; Liskin-Gasparro, 2008). In this qualitative research, the researcher took the data from observation by visiting the location of the data and observe the written languages who were hanging on the wall or around the areas so that the researcher really got the true data and then the researcher also interviewed about the owner or the employees. After getting the data, the researcher also asked the customers or the guests who came to the areas how their reactions to the written language (Cropley, 2019).

Subjects of this study were the customers who came and enter the locations or areas such as coffee shop, supermarket, stores, and common places or areas around Kisaran. Kisaran was a capital of Asahan which was located in North Sumatera. There were some coffee shops, stores which have been just opened

FINDINGS AND DISCUSSIONS

In this part, the researcher has taken the data from the writings which were used in the supermarket, stores, coffee shops, the common places/areas in Kisaran North Sumatera. The researcher also often saw the writings such as:

1. Parking Area (in supermarket and the offices),
2. No Smoking (in the Air Conditioner areas),
3. off 30%, (in Supermarket and stores)
4. Buy 1 get 1 free. (in Supermarket

and stores)

5. Anda sopan, kami segan. (in the doctor's office and general areas)

From the findings which the researcher got at the supermarket, stores, and the common places or areas when the researcher was at the places. He has gone the places to look at the writings on their areas.

After getting the data, the researcher sat and order a drink and food so that he would be able to ask other customers about the writings and interviewed them. When he asked about the writing Parking Area at the Irian Supermarket. Some customers went to the parking area in the basement, but sometimes the basement was full, some customers chose on the sidewalk location where the men (called pemuda setempat in Indonesia) because the position was nearby the street and it is not difficult to get it. Actually, the supermarket still had another parking area. so the words were done by the people (customers) directly.

The researcher saw another writing No Smoking! This statement is a prohibition and many people knew about the statement when they were in the air conditioner rooms or areas. Most people who were in the situation, they will never do to smoke at that areas because they knew that it had the negative impact if they did smoking in the air-conditioner areas. The statement of Off 30%. It is a statement the charge is off 30%. It was always seen when we went to the shopping mall or centre especially in the clothing and shoes sales. This statement is offering statement so that many people came to enclose it. It was true that when the customers saw the writing, they would enclose the statement and the goods which were sales. Without commanded, they do. The statement buy 1 get 1 free. This statement was same to the statement off 30%. Both statements were offering statement and the people or the customers who have read the writing, automatically they would give the response and reactive response especially the women or the girls

who liked to shop many things at the shopping centre or supermarket (in small area).

The last statement which the researcher saw Anda sopan kami segan when he was in the location especially in the doctor's offices or in the restaurants. The customers or the patients in the doctor's offices did what the statement on the wall because there are many different people in the location and some of people can understand about the statement. this statement is a request statement or command statement. Many people would do what they directly.

CONCLUSIONS

From the elaboration in the previous pages, it can be concluded that:

1. Pragmatics is a study of meaning and the way to relate that speech with any provided situations, along with an aspect to make a speech in a situation and further it paves a path to determine a core principle that whether it deals with semantic or the pragmatic phenomenon.
2. The objects of writing pragmatic consist of command, offering, and prohibition statements which have been by the maker (speakers) on their wall so that the people read and understood the meaning of statement to do in the location. All the statements were easily to understand either in Indonesian Language or in English Language. They give the response directly by reading or seeing the statement (text) on the wall.

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