Multimodality in Fruit Transaction Conversations at a Traditional Market

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Abstract

The topic of this research is the multimodality in fruit transaction conversations happening at a traditional market in Wonogiri. This research aims to explain the multimodality used by sellers and buyers at traditional market in Wonogiri. The data used in this research are utterances (verbal modes) and gestures (nonverbal modes) used in 10 conversation videos of fruit transactions at a traditional market in Wonogiri, Central Java, Indonesia. The data was transcribed using the ELAN software and classified based on the concepts of adjacency pairs in the conversation analysis. The findings are the multimodality used by buyers and sellers in transaction conversations. The buyers' multimodality are (i) asking the price of apple (verbal mode) while holding an apple and looking at the seller (nonverbal mode), (ii) asking for jicama and cucumber (verbal mode) while looking at the seller and pointing at the cucumber (nonverbal mode), (iii) asking for pineapple (verbal mode) while looking at the seller, pointing at the pineapple, and holding money (nonverbal mode), (iv) bargaining for the price of pineapple (verbal mode), while touching, checking, and inspecting the pineapple (nonverbal mode), (v) asking for the availability of fruit (verbal mode), while holding a pakel (a type of mango). The seller's multimodality are (i) asking for information on the quantity of fruit wanted (verbal mode) while holding and packing the fruit (nonverbal mode), (ii) asking for information on the quantity of fruit (verbal mode) while peeling the fruit, (iii) requesting information on the quantity of fruit (mode verbal) while packing fruit and receiving payment (nonverbal mode), (iv) offering other types of fruit (verbal mode) while patting the fruit (nonverbal mode), (v) offering other types of fruit (verbal mode) while receiving payment from the buyer (nonverbal mode), (vi) praising fruit physical condition (verbal mode) while showing the papaya (nonverbal mode), (vii) praising fruit's fragrance and providing price information (verbal mode) while receiving the mango given by the buyer and putting it in a basket (nonverbal mode). The seller uses more various verbal modes than the buyers. The buyers generally ask the price or availability of fruit. However, in addition to asking for the amount wanted by the buyers, the seller also offers different types of fruit and praises the fruit's physical condition, taste, and fragrance. In terms of the nonverbal modes, the seller uses more various nonverbal modes than the buyers. The buyers normally only use nonverbal modes of pointing at fruits, looking at the seller, and holding money. On the other hand, the seller uses nonverbal modes of holding, peeling, packing, patting fruits, receiving money, and putting money in a basket. This shows that seller uses more nonverbal modes than buyers, talking while doing other things such as peeling or packing fruits or packing them.

Keywords: multimodality, conversation, fruit transaction, traditional market, speech act, gesture

1. Introduction

In transactions, especially at a traditional market, there is an exchange of bargaining utterances between the seller and the buyer. This commonly happens verbally. However, in the initial observation, the buyers do not only bargain verbally, but also touch, hold, and smell the things they want to buy. In addition, these are sometimes accompanied by other activities such as walking toward the desired things, nodding while listening to the price information, or walking away from the seller to end the conversation. Therefore, there are various verbal and nonverbal modes used by sellers and buyers in the buying and selling interactions.

The studies on buying and selling transactions have been conducted by Muzekki (2021), Susanto et al. (2021), Syahidayanti (2021), Belinda et al. (2019), Pujihastuti (2019), Mutmainah (2019), Wijaya (2019), and Sinta (2018). These studies are about speech act analysis, the principal of cooperation, and the principal of politeness. They found that the speech acts of telling, asking, rejecting, and deciding (whether to buy or not) exist in a transaction. In a research on transaction conducted by Susanto et al. (2021) adjacency pairs were found in transactions, namely the calling-answering pattern, the asking information-giving information pattern, the asking-inviting pattern, the offering-accepting pattern, and the offering-rejecting pattern. This study focused on verbal analysis, excluding the nonverbal modes. Therefore, to get a complete picture of a transaction, the combination of verbal and nonverbal modes needs to be taken into account.

A study about nonverbal modes in cheese transactions has been done by Mondada (2019). Mondada observed the nonverbal modes such as gestures, movements, and actions performed by the participants in cheese transactions. She recorded and observed videos of cheese transactions in a cheese store. The finding in Mondada's study (2019) was in the form of sensory analysis of nonverbal modes related to the human senses namely smelling, touching, and tasting cheese when buying cheese. Although Mondada did observe nonverbal modes in cheese transactions utterances, she did not analyze them from a cultural perspective. Hence, our research discusses both the verbal and nonverbal modes in fruit transactions at a market in Wonogiri. Fruit transactions were chosen as there seemed to be various nonverbal modes based on initial observations. In addition, a market in Wonogiri was chosen as it is located on the border between Central Java and East Java.

The main topic of this study is the multimodality in fruit transation conversations at a traditional market in Wonogiri. This topic covers several sub-questions (i) How are verbal modes used in fruit transactions at a market in Wonogiri? (ii) How are nonverbal modes used in fruit transactions at a market in Wonogiri? (iii) What are the patterns of these verbal and nonverbal modes, and how are they related to cultural perspectives, especially the culture of fruit transactions at a market in Wonogiri. The purpose of this study is to explain the mutimodality used by the sellers and the buyers in fruit transactions at a traditional market in Wonogiri.

2 Methodology

2.1 Data

The data used in this study is utterances (verbal modes) and gestures (nonverbal modes) used by the fruit seller and the buyers at a traditional market in Wonogiri using the Wonogiri-Javanese language. The verbal utterances analyzed in this study are those spoken by the seller and the buyers during fruit transactions. There are various units of utterances, (i)

clauses/sentences, (ii) phrases, and (iii) words. Meanwhile, the nonverbal data analyzed in this study are gestures or body movements made by the seller and the buyers during fruit transactions. The data was obtained through field observations conducted on 18 September 2021 and 31 October 2021 by recording fruit transactions at a traditional market Wonogiri. The criteria of the informants had been predetermined as follows.

1) Aged between 18-65 years old. This age group is considered ideal because those in this age group have good language skills and are not senile yet.
2) Physically and mentally healthy. The informants have good speech, sight, and hearing organs to ensure a more effective data collection.
3) The informants are indigenous people who were born and live in the Wonogiri Regency.

There are many newcomers living in the Wonogiri Regency, so it is important to pay attention to this criteria. The informants use the Javanese language as their mother tongue and as language used in daily conversations.

After data tabulation had been conducted, 10 videos were analyzed in this study with a total of 10 transaction interactions. The topics, codes, data sources, and conversation durations can be seen in the table below.

Table 1 *Conversation Topic, Data Source Code, Appendix Number, and Duration*

No.	Conversation Topic	Data Code	Duration
1	Pineapple transaction	MD20211031-1Appendix 1	02:29 minutes
2	Watermelon and banana transaction	MD20211031-2 Appendix 2	01:01 minutes
3	Melon, star fruit, and orange transaction	MD20211031-3 Appendix 3	02:56 minutes
4	Apple transaction	MD20211031-4 Appendix 4	01:13 AM minutes
5	Apple transaction	MD20210918-1 Appendix 5	2:04 AM minutes
6	Cucumber and pineapple transaction	MD20210918-2a Appendix 6 00.00—02.22	04:04 minutes, multi-participants 2 buyers
7	Cucumber and apple transaction	MD20210918- 2b Appendix 6 02.23—04.04	
8	Mango transaction	MD20210918-3 Appendix 7	02:45 minutes
9	Guava transaction	MD20210918-4 Appendix 8	01:23 minutes
10	Cucumber and jicama transaction	MD20210918-5 Appendix 9	2:08 AM minutes

Information on data source codes is adapted from Filia (2017: 72—76). For example, data code MD20211031-1-7 means:

MD is an abbeviation of Multimodality which is the topic of this study 2021 is the year when the sample was taken

10 is the month when the sample was taken
31 is the data when the sample was taken
1 is the data number
7 is the sequence in the data

2.2 Data Collection Techniques

The data was obtained by recording the transactions in a fruit seller kiosk belonging to Ms. Jainem at a traditional market in Wonogiri. The conversations were recorded naturally. This means that the researchers used the tapping method in this research. However, after the transactions were done, researchers asked the informants for their consent to become informants. This is related to the research code of ethic as this study includes gestures of the informants. The recordings were then transcribed orthographically.

2.3 Data Codification and Presentation

The data in this study is presented through a multimodalilty transcription. In the transcription phase, the data in the form of videos (verbal and nonverbal) was rendered into written forms with pictures. The video data was transcribed using the ELAN software because it has time marker information and it is very effective to transcribe conversations. In addition, the data codification and presentation scheme in this study refer to the data codification and presentation conducted by Filia (2017: 77 - 81) that have been modified according to the characteristics of the data in this study. The transcribed data consists of four parts with time markers on each part as can be seen in the following table.

Table 2 *Parts of the Transcribed Data*

First Part	Transcribed in Javanese language
Second Part	Communicative transcription
Third Part	Description of the gestures that follows
Fourth	Description of images referring to part three

A clip of the example of the four parts can be seen below.

First Part PJ_BJW *Heh? arep tuku piro?*
TC 00:00:00.000 - 00:00:03.020
Second Part PJ_BI Heh? How many?
TC 00:00:00.000 - 00:00:03.020
Third Part PJ_ACT (peeling pineapple not looking at the buyer)
TC 00:00:00.000 - 00:00:03.020
Fourth Part

Figure 1 *Dislay of Data*

After the data was transcribed it was coded based on stimulus-responses coding scheme by Stivers dan Enfield (2010) that had been modified to adjust with the needs of this study. The list of codes is as follows:

Is the stimulus in the form of a question?
0 = no
1 = yes
(2) Does the question have lexical, morphological, or syntactic markers?
0 = no
1 = yes

(3) Is the question a polar question, content question (wh-question), or an alternative question?

0 = others

1 = polar question

2 = content question (wh-question)

3 = alternative question

(4) What is the interrogative marker or question word in the content question?

0 = who

1 = what

2 = where

3 = when

4 = why

5 = how

6 = how much

7 = not a content question

(5) Which speech act does the stimulus perform?

0 = others

1 = asking for fruit quantity information

2 = asking for fruit quality information

3 = asking for fruit type information

4 = asking for fruit availability information

5 = asking for approval of the fruit quality

6 = bargaining for prices

7 = asking the interlocutor to do something

8 = giving fruit quantity information

9 = giving fruit quality information

10 = giving fruit type information

11 =giving fruit availability information

12 = commenting on the words and actions of the interlocutor.

13 = giving fruit price information

(6) If the stimulus is accompanied by a gesture, what type of gesture is it based on the division of gesture functions according to Kendon (2004)?

0 = others

1 = deictic (hands or head pointing at the referred object close to the speaker or pointing at the interlocutor)

2 = representational (hand or face gestures representing an abstract object)

3 = performative (hand movements or shaking face to say no)

4 = framing (gestures appearing while explaining or telling something emotionally)

5 = discursive (gestures are used to emphasize on other linguistic aspects)

6 = interactive (gestures accompanied by eye contact with the interlocutor asking them to pay attention to the speaker)

7 = searching for words (hand gestures or facial expressions indicating that the speaker is searching for words)

(7) What is the function of the gesture in the stimulus based on the Mandal division? (2014)?

0 = others

1= repetition, to repeat an information that has been presented verbally

2 = substitution, to substitute for verbal signs,

3 = contradiction, to reject verbal utterances or give another meaning to them

4 = complement, to complement and enrich verbal meaning

5 = accentuation, to emphasize on verbal utterances

(8) What type of response is given?

0 = no response

1 = utterance

2 = gesture

3 = utterance accompanied by a gesture

(9) If the response is an utterance, is it in the form of a question?

0 = no

1 = yes

(10) Which speech act does the response perform?

Representative in traditional buying and selling (Hadiati: 2016)

Directive in traditional buying and selling (Hadiati: 2016)

0 = others

1 = asking for fruit quantity information

2 = asking for fruit quality information

3 = asking for fruit type information

4 = asking for fruit availability information

5 = asking for approval of the fruit quality

6 = bargaining for prices

7 = asking the interlocutor to do something

8 = giving fruit quantity information

9 = giving fruit quality information

10 = giving fruit type information

11 =giving fruit availability information

12 = commenting on the utterances and actions of the interlocutor.

13 = giving fruit price information

(11) If the stimulus is accompanied by a gesture, what type of gesture is it based on the division of gesture functions according to Kendon (2004)

0 = others

1 = deictic (hands or head pointing at the referred object close to the speaker or pointing at the interlocutor)

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4 = framing (gestures appearing while explaining or telling something emotionally)

5 = discursive (gestures are used to emphasize on other linguistic aspects)

6 = interactive (gestures accompanied by eye contact with the interlocutor asking them to pay attention to the speaker)

7 = searching for words (hand gestures or facial expressions indicating that the speaker is searching for words)

(12) What is the function of the gesture in the stimulus based on the Mandal division? (2014)?

0 = others

1= repetition, to repeat an information that has been presented verbally

2 = substitution, to substitute for verbal signs,

3 = contradiction, to reject verbal utterances or give another meaning to them

4 = complement, to complement and enrich verbal meaning

= accentuation, to emphasize on verbal utterances

3. Results and Analysis

3.1 Fruit Buyers' Multimodality

In a fruit transaction, the verbal modes used by the buyers are (i) asking for fruit price information, (ii) asking for certain types of fruits (data 2 and 3), (iii) bargaining for the price,

(iv) asking for fruit availability information. These four verbal modes are accompanied by nonverbal modes namely (i) holding an apple and looking at the seller, (ii) looking at the seller while pointing at cucumber (iii) looking at the seller, pointing at cucumber, and holding money, (iv) touching, checking, inspecting a pineapple, (v) holding a pakel fruit.

Table 3 *Verbal and Nonverbal Modes of Fruit Buyers' Multimodality*

Data	Verbal Modes	Nonverbal Modes
(1)	Asking for apple price. Sekilone pinten? 'How much is one kilogram?'	holding an apple and looking at the seller
(2)	Asking for jicama and cucumber Nyuwuuun... Besusu kalih timun. 'I want .... the jicama and cucumber please.'	looking at the seller while pointing at cucumber
(3)	Asking for pineapple Opo nanase sing oncekan niku siji, Mbah? Engko tak tatane dewe. 'Can I see that peeled pineapple? I'll pack it myself."	looking at the seller, pointing at a pineapple, and holding money
(4)	Bargaining for pineapple price Petang puluh? Ora telong puluh to? 'Forty? Not thirty?'	touching, checking, inspecting a pineapple
(5)	Asking for fruit availability Karek iki, Mbok? 'Just this, Mbok?'	holding a pakel fruit

3.1.1 Asking for Fruit Price Information While Holding a Fruit and Looking at the Seller

Data (1)
Context: A buyer asks a question to the apple seller}
Buyer
Verbal Mode
Sekilone pinten?
'How much is one kilogram?' (minute 00:00:03.020-00:00:03.720)
Nonverbal Mode
Holding an apple and looking at
the seller
(minute 00:00:03.020-00:00:03.720)

When saying sekilone pinten 'how much is one kilogram?' (verbal mode), the buyer was holding an apple and looking at the seller (nonverbal mode) The speaker asked the fruit price in Javanese language. The kilogram unit was used to determine the price. The nonverbal mode used by the buyer is deictic gesture, which is holding an apple while looking at the seller. The nonverbal mode of holding an apple while looking at the seller gives an intertextuality element which clarifies which fruit the buyer is referring to. In data (2), the buyer used different verbal and nonverval mode.

3.1.2 Asking for Certain Types of Fruit while Pointing at the Fruit and Looking at the Seller
Data (2)
{After asking for the fruit price, the buyer directly asked for a type of fruit}

seller (nonverbal mode) The speaker asked the fruit price in Javanese language. The kilogram unit was used to determine the price. The nonverbal mode used by the buyer is deictic gesture, which is holding an apple while looking at the seller. The nonverbal mode of holding an apple while looking at the seller gives an intertextuality element which clarifies which fruit the buyer is referring to. In data (2), the buyer used different verbal mode and nonverbal mode.

Figure 2 *Asking for Fruit Price when Holding a Fruit (Appendix5, MD20211031-5, No. 1)*

3.1.2 Asking for Certain Types of Fruit while Pointing at the Fruit and Looking at the Seller
Data (2)

{After asking for the fruit price, the buyer directly asked for a type of fruit accompanied by a gesture of pointing at a fruit.}

Buyer
Verbal Mode
Nyuwuuun... besusu   kalih timun.
Asking for jicama and cucumber
'Can I have... the jicama and cucumber.'
minute 00:00:21.970 - 00:00:27.250)
Nonverbal Mode
(Looking at the seller when saying cucumber, while pointing at it)
(minute 00:00:21.970 - 00:00:27.250)

Figure 3 *Asking for Certain Types of   Fruit while Pointing at the Fruit and Looking at the Seller (Appendix 5, MD20211031-5, No. 3)*

In data (2) the buyer said nyuwun besusu kalih timum 'Can I have the jicama and cucumber' (verbal mode). She was asking for jicama and cucumber to the seller. The buyer used the krama Javanese language, which is a type of language considered to be polite and usually used to talk to someone older than or respected by the speaker. The krama Javanese language can be seen on the words nyuwun 'can I have' and kalih 'and'. The nonverbal mode performed by the buyer was looking at the seller and pointing at the referred cucumber. She

did not point at jicama because it was not seen there. However, she knew that the seller usually sold jicama. In data (3), the buyer used different verbal and nonverbal modes from the ones in data (1) and (2).

3.1.3 Asking for a Certain Type of Fruit while Looking at the Fruit and Holding Money
Data (3)

{After asking for the fruit price, the buyer directly asked for a type of fruit accompanied by a gesture of pointing at a fruit.}

Buyer
Verbal mode: Opo nanase sing oncekan niku siji, Mbah?
should I buy one peeled pineapple, (a greeting for a senior)
Engko tak tatane dewe.
I will pack it myself
'Can I see that peeled pineapple,Mbah? I'll pack it myself."
minute 00:01:47.900 - 00:01:52.080)
Nonverbal mode: (Looking at the pineapple while holding IDR 20,000 bill)
(minute 00:01:47.900 - 00:01:52.080)

Figure 4 *Asking for a Certain Type of Fruit while Looking at the Fruit and Holding Money (Appendix 7, MD20211031-7, No. 14)*

The buyer used a directive utterance asking for pineapple that had already been peeled opo nanase sing oncekan niku siji, Mbah? Engko tak tatane dewe 'Should I have one peeled pineapple, Mbah? I'll pack it myself' (verbal mode). Literally, the buyer's question was as if asking for the seller's opinion 'should I buy one peeled pineapple', which means it was more practical for her to buy a pineapple that was already peeled. The illocution of that utterance is that the buyer asked for a pineapple that had already been peeled. However, while doing so, she was at the same thinking while asking for the seller's opinion. The language used is the Javanese Ngoko Alus language, which is a language with a higher degree of politeness compared to the Ngoko language (plain form). For the nonverbal modes, the buyer pointed at the peeled pineapple while holding money. This nonverbal mode is an intertextuality that affirms the illocutionary power (buyer's intention) of asking for a peeled pineapple to the seller. In data (4), the buyer used different verbal and nonverbal modes from the ones in data (1), (2), and (3).

3.1.4 Bargaining for Fruit Price while Holding and Checking the Fruit
Data (4)

{The buyer bargained for pineapple price after the seller gave the pineapple price information.

Buyer
Verbal mode

Petang puluh? Ora telong puluh to?
forty not thirty
'Forty thousand?' Not thirty thousand?
(minute 00:01:12.860 - 00:01:14.070)
Nonverbal mode:
(checking the pineapple that was going to be bought by touching and inspecting it.)
(minute 00:01:12.860 - 00:01:14.070)

Figure 5 *Bargaining for Fruit Price while Holding and Checking the Fruit (Appendix 1, MD20211031-1, No. 9)*

In data (4), the buyer bargained for the pineapple price after the seller gave the price information, petang puluh? Ora telung puluh? "It's forty thousand? Not thirty thousand? The illocutionary power in this utterance is to ask the seller to lower the pineapple price to thirty thousand. The language used by the buyer is the Javanese Ngoko (plain form). The nonverbal mode used by the buyer is checking the pineapple while touching and inspecting it. In data (5), the buyer used different verbal and nonverbal modes from the ones in data (4).

3.1.5 Asking for Fruit Availability while Holding the Fruit
Data (5)
{The buyer asked the seller for pakel fruit availability.}
Buyer
Verbal mode:
Karek iki, Mbok?
Just this (greeting for a middle-aged woman)
'Just this, Mbok?'
(minute 00:01:14.270 - 00:01:15.080)
Nonverbal mode:
(Holding a pakel fruit)
(minute 00:01:14.270 - 00:01:15.080)

Figure 6 Asking *for Fruit Availability while Holding the Fruit (Appendix 6, MD20210918-2a, No. 20)*

In data (5), the buyer intended to buy pakel fruit and asked whether there were more of it other than the one she was holding, karek iki, Mbok? 'Just this, Mbok?' (verbal mode) The buyer directly asked the question 'just this, Mbok?' Mbok is a title for an older woman or a middle-aged woman. The utterance 'just this, Mbok?' shows the illocutionary power that the buyer wants more pakel fruit. This can be implied from the next utterance by the seller stating that that was the only pakel fruit left. The nonverbal mode used by the buyer is holding a pakel fruit. Because the buyer was holding a pakel fruit, she did not mention the fruit name, but she replaced it with a demonstrative iki 'this' (karek iki, Mbok? 'Just this, Mbok?')

3.2 Fruit Sellers' Multimodality

In a fruit transaction, fruit sellers used utterance (verbal modes) namely (i) asking for fruit quantity information, (ii) offering other kinds of fruits, (iii) praising the fruit's physical condition, (iv) praising the fruit's fragrance and giving price information.

Table 4 *Verbal and Nonverbal Modes of Fruit Sellers' Multimodality*

Data	Verbal Modes	Nonverbal Modes
(6)	Asking for fruit quantity information iki piro Yu? 'How much is this, yu?'	holding and packing fruit
(7)	asking for fruit quantity information Gonku. Piro iki? 'Mine. How much of this do you want?'	putting cucumbers on the scale
(8)	Asking for fruit quantity information Pirang kilo, Ndhuk? 'How many kilograms, Ndhuk??'	peeling a pineapple
(9)	Offering other kinds of fruit Opo neh? 'Anything else?'	Receiving the plastic bag containing orange given by the buyer
(10)	Offering other kinds of fruits Opo neh sing rung enek? Dite gedhene ram. Peleme? "Anything else?' The bill amount is so big. 'How about some mangoes?'	Receiving the IDR 50,000 bill from the buyer as payment
(11)	Praising the fruit's physical condition Glo, iki apik. 'Look, this one is good.'	showing the mentioned papaya)
(12)	Praising the fruit's fragrance and giving price information Iki arum. Sepuluh ewu. 'This one smells nice. Ten thousand.'	receiving the pakel fruit selected by the buyer and putting them in a basket.

3.2.1 Asking for Fruit Quantity Information while Holding a Fruit and Looking at the Buyer
Data (6)

{When the buyer was selecting fruit at the beginning of the conversation, the seller asked about the quantity of fruit wanted by the buyer so that she can measure the weight of the fruit.}

Seller
Verbal Mode:
Iki piro, Yu?
How much is this (title for an older woman)
'How much is this, Yu?
(minute 00:00:51.950 00:00:53.560)
Nonverbal Mode:
(Holding a pineapple while standing facing the buyer
(minute 00:00:51.950 -00:00:53.560)

Figure 7 *Asking for Fruit Quantity Information while Holding a Fruit and Looking at the Buyer (Appendix 1, MD20211031-1 No.7)*

In data (6), the seller asked for fruit quantity information by asking a question iki piro, Yu? 'How much of these do you want, yu?' (verbal mode) This question asks how much the seller wants to buy. Yu is a title for an older woman, like an older sister. The Javanese language used here is the Javanese Ngoko (plain form). The nonverbal mode used by the seller is holding a pineapple while standing and facing the the buyer. The demonstrative iki 'this' is used to substitute for the fruit name (pineapple) because at that time the seller was holding a pineapple. In data (7), the seller used different nonverbal mode.

3.2.2 Asking for Fruit Quantity Information while Putting the Fruit on a Scale
Data (7)
{When measuring the weight of the cucumbers, the seller asked the buyer how many kilograms that the buyer wanted to buy.}

Seller
Verbal mode:
Gonku. Piro iki?
mine how much this
 'Mine. How much of this do you want?'
(minute 00:00:05.160 - 00:00:06.970)
Nonverbal mode:
(Putting the cucumbers on a scale)
(minute 00:00:05.160 - 00:00:06.970)

Figure 8 *Asking for Fruit Quantity Information while Putting the Fruit on a Scale (Appendix 6, MD20211031-6, No. 2)*

In data (7), the seller said gonku, piro iki? 'mine, how much of this do you want?' (verbal mode) The explicature of this utterance is that "she was saying that the fruits belong to her (belongs to the seller), and how much do you want to buy?' The language used by the seller is the Javanese Ngoko. The nonverbal mode used by the seller is putting cucumbers on a scale.

3.2.3 Asking for Fruit Quantity Information while Peeling Fruit
Data (8)

{When the buyer stated that she wanted to buy some mangoes, the seller asked how many kilograms she wanted.}

Seller
Verbal mode:
Pirang kilo, Ndhuk?
many kilograms (title for a female child)
'How many kilograms, Ndhuk??'
(minute
00:00:07.500 - 00:00:09.140)
Nonverbal mode:
(peeling a pineapple)
(minute
00:00:07.500 - 00:00:09.140)

Figure 9 *Asking for Fruit Quantity Information while Peeling Fruit (Appendix 6, MD20211031-7, No. 3)*

In data (8), the seller asked the buyer how many kilograms she wanted to buy in Javanese language pirang kilo, Nduk? 'How many kilograms, Child? Nduk is a title for a female child. The nonverbal mode used by the seller is peeling a pineapple. When the seller asked the question to the buyer, she was peeling a pineapple.

3.2.4 Offering Other Types of Fruit while Receiving a Bag of Fruit
Data (9)

{When the <u>seller</u> was done selecting fruits and handed out the selected fruits in a bag, the seller indirectly offered other fruit she was selling using an interrogative statement opo neh 'anything else?' before the transaction ended.}

Seller
Verbal mode:
Opo neh?
anything else
'Anything else?'(minute 00:02:21.690 - 00:02:23.280)
Nonverbal mode:
(receiving the plastic bag containing orange given by the buyer)
 (minute 00:02:21.690 - 00:02:23.280)

Figure 10 *Offering Other Types of Fruit while Receiving a Bag of Fruit (Appendix 3, MD20211031-3, No. 17)*

In data (9), the seller said opo neh? 'anything else?'. She was asking the buyer what other fruits she wanted to buy. The seller used the Javanese language as the verbal mode while using a nonverbal mode in the form of a gesture accepting a plastic bag filled with orange given by the buyer. The buyer picked the orange she wanted to buy, then she gave them to the buyer to have the weight measured.

3.2.5 Offering Other Types of Fruits while Receiving Payment
Data (10)

{Before the transaction ended, the seller offered other fruit she was selling when the buyer was making payment.}

Seller
Verbal mode:
Opo neh sing rung enek?
'Anything else you don't have'
Dite gedhene ram. Peleme?
the bill amount is so big   mangoes
'Anything else?' The bill amount is so big. 'Do you want some mangoes?'
(minute 00:02:43.850 - 00:02:500.270)
Nonverbal mode:
(Receiving the Rp.50,000 bill from the buyer)
(minute 12:02:43 AM.850 - 12:02:50 AM.270)

Figure 11 *Offering Other Types of Fruits while Receiving Paymen* (*Appendix 3, MD20211031-3, No. 22*)

The verbal utterance above shows the <u>buyer</u>'s offer using the content question opo neh 'apa lagi'. This utterance is used when receiving the payment from the buyer. The seller offered other fruit using the question Opo neh sing rung enek? 'Anything else you don't have yet?" which asked the buyer to think again whether there were still some more fruits that she needed. Moreover, in the next utterance, the seller offered a mango directly by mentioning it.

3.2.6 Praising a Fruit while Showing the Fruit
Data (11)

{The seller praised the physical condition of the fruit she was selling by showing it to the buyer.

Buyer
Verbal mode:
Glo, iki apik.
Look this good
'Look, this one is good.'
 (minute 00:01:28.960 - 00:01:30.490)
Nonverbal mode:
(showing the mentioned papaya)
(minute 00:01:28.960 - 12:01:30.490

Picture 12 *Praising a Fruit while Showing the Fruit (Appendix 3, MD20211031-3, No. 15)*

The seller stated verbally that the fruit she was selling was physically good using an adjective apik 'bagus'. Before that, she used the phatic word glo while doing an activity of showing papaya fruit to the buyer. The phatic word glo is a special word from Javanese language in Wonogiri which serves to show something. This means that this word is supposed to be accompanied by the nonverbal mode of showing something. The best word in Indonesian language that has the most similar meaning would be the word nih. The seller also used the demonstrative iki 'this' to replace the the word papaya. This was done because the seller had

shown the papaya using the phatic word glo before. Therefore, the gesture of showing papaya serves as a complement to the demonstrative word iki.

3.2.7 Praising Fruit while Receiving and Putting the Fruit in a Sack
Data (12)
{The seller praised the fruit she was selling}
Seller
Verbal mode:
Iki arum. Sepuluh ewu.
This one smells nice ten thousand
'This one smells nice. Ten thousand.'
(minute 00:01:38.130 - 00:01:39.760)
Nonverbal mode:
(Receiving the pakel fruit picked by the buyer and putting them in a sack)
(minute 00:01:38.130 - 00:01:39.760)

Figure 13 *Praising Fruit while Receiving and Putting the Fruit in a Sack (Appendix 6, MD20210918-2a, No. 24)*

The data above shows that the seller was giving information about the quality of the fruit she was selling. She directly stated that the fruit smelled nice which implies that the fruit was of good quality in her opinion. It is assumed that she chose to praise the pakel fruits instead of using a visual mode because pakel fruit normally has sour taste, so she praised the sweet taste of the one she was selling.

The use of the demonstrative iki accompanied by the holding gesture is found again in this data. This shows the dominance of the demonstrative iki accompanied by the holding gesture in fruit transactions at a traditional market. The interactions between the verbal and nonverbal modes are generally complementary or completing the verbal meaning. The finding in the data above is that the activity of holding a pakel fruit gives an additional meaning to the demonstrative word iki 'ini' said by the buyer.

3.3 Multimodality Pattern of Fruit Transaction Culture at the Wonogiri Market
The multimodality of fruit transaction culture in a market in Wonogiri (Central Java, Indonesia) consists of several patterns divided into the buyer's and the seller's multimodality. The buyer commonly asks for fruit price information and the availability of fruit, and bargains for the fruit price in verbal modes. On the other hand, the seller usually asks for the quantity of fruit that the buyer wants to buy, offers other types of fruits, and praises the quality of the products in verbal modes. For the nonverbal modes, the buyer usually looks at the seller, points at a fruit, touches a fruit, inspects the fruit, and holds money. The seller, in contrast, uses

nonverbal modes of holding fruit, putting fruit inside, peeling fruit, receiving fruit from buyers, accepting money as payment, pointing at fruit. The seller displays more various nonverbal modes.

The culture of fruit transactions at the Wonogiri market shows the seller's behaviors of doing various activities related to fruit while serving the buyer. For example, while talking to the buyer, the seller continues to peel fruit. The linguistic choice such as the interrogative piro 'how much' and pirang 'how much' are commonly used by both the seller and the buyer. The demonstrative iki 'ini' is often used to point at the mentioned fruit. The titles, used to refer to the seller and the buyer, can often be found, such as Nduk 'child', Mbok 'madam', Yu 'older sister
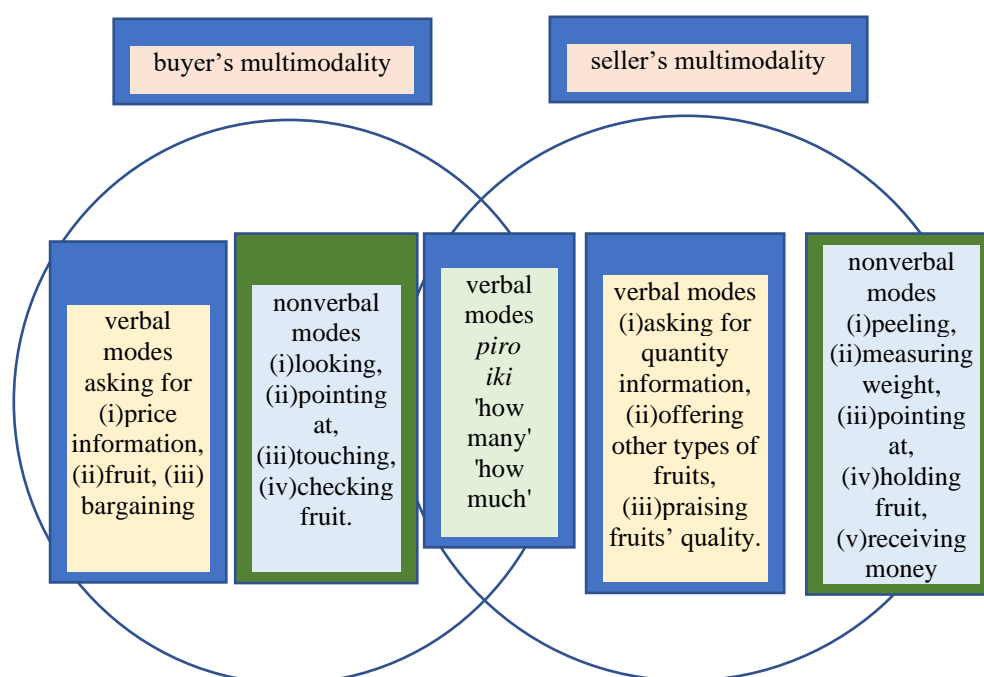

Figure 14 *Buyers' and Sellers' Multimodality*

4 Conclusion

The various verbal and nonverbal modes used by the seller and the buyer provide an overview of the multimodality of transaction conversations at the Wonogiri market. The multimodality of the fruit buyer at a market in Wonogiri are (i) asking for fruit price information while holding the fruit and looking at the seller, (ii) asking for certain types of fruit while pointing at the fruit and looking at the seller, (iii) asking for certain types of fruit while looking at the fruit and holding money, (iv) bargaining for the price of fruit while holding and inspecting the fruit, (v) asking for information on the availability of fruit while holding the fruit. In addition, the multimodality of the fruit seller at a market in Wonogiri are (i) asking for information on the quantity of fruit while holding the fruit and looking at the buyer, (ii) asking for information on the quantity of fruit while putting the fruit on the scale, (iii) asking for information on the quantity of fruit while peeling the fruit, (iv) offering other types of fruit while receiving the fruit bag, (v) offering other types of fruit while receiving money, (vi) praising fruit while showing it, (vii) praising fruit while receiving and putting the fruit into the sack. The language used by the seller and the buyers is Javanese language, but the Javanese language that they used varies in the level of politeness, sometimes the seller and the buyer use

Javanese Krama (polite, respectful), and sometimes they use Javanese Ngoko (ordinary language, plain form). Besides that they also use the Javanese Ngoko Alus language (one level more polite than the Ngoko one). This language use depends on the age and the relationship between the buyer and the seller. When we see the variations in the verbal and nonverbal modes of the buyer and the seller, it can be seen that while having a conversation, both the seller and and the buyer perform various movements and gestures. The seller performs more active movements; serving the buyer while doing other things such as peeling fruit, putting fruit on the scale, packing fruit, putting fruit in a sack. However, this does not mean that the seller was not focusing on serving the buyer. It can be seen in the video that no one else was helping the seller, and she performed all actions alone. Sometimes the buyer asked for a peeled pineapple, so she had to peel it. In addition, sometimes more than one buyer came, so she also had to serve multiple buyers. The seller various nonverbal modes are motivated by the culture of selling fruit itself.

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