



Negotiation Strategies of Fishermen in Fish Trading at Southern Cilacap Fish Auctions: A Sociopragmatic Review

Eko Muharudin; Onok Yayang Pamungkas; Alfalisyado

Faculty of Indonesian Language and Literature Education, Universitas Muhammadiyah Purwokerto, Indonesia

<http://dx.doi.org/10.18415/ijmmu.v12i2.6491>

Abstract

To build relationships and social interactions in achieving goals, communication is crucial. One of the human activities involving communication is business or trading. Effective communication in business demands the implementation of communication strategies, particularly in negotiation, to maximize profits. This research aims to describe the negotiation strategies employed by fishermen with regular buyers and traders at fish auctions on the southern coast of Java from a sociopragmatic perspective. This qualitative descriptive study was conducted at three fish auction sites in southern coastal areas. The data comprise fishermen's utterances during transactions with regular buyers and traders, as well as secondary data obtained through interviews with fishermen. The data source includes all speech events in fish trading at southern coastal auction sites. Data collection was conducted using purposive sampling, and the structured data were then tabulated to address the research objectives and hypotheses based on theories and conceptual frameworks. The findings reveal that the communicative interactions between fishermen, regular buyers, and traders exhibit communication patterns: (1) interactions start with offering or directly naming the goods, and (2) face-to-face and reciprocal (dialogical) communication between fishermen and buyers or traders facilitates agreement. Fishermen, buyers, and traders demonstrate communicative skills and shared understanding that support the continuity of economic transactions. This indicates that the dimensions of speech acts and conversational maxims are well understood by traders and buyers. Thus, this research has implications for utilizing communication models in marketing.

Keywords: *Trading; Negotiation Strategies; Sociopragmatics; Fishermen*

Introduction

To build relationships and social interactions, communication is crucial. Communication involves the transmission of information from an individual or group to another individual or group. It is expressed not only through language but also through body gestures, requiring interpretation of what others say and do (Bonvillain, 2019; Dittmann, 2014). It can be said that all human activities require communication, including trading or business.

The need for communication in the business world continues to evolve and adapt (Cornelissen, 2023; Quirke, 2017). Communication is a vital activity in business negotiations. It can be stated that the better the communication, the better the results in attracting consumers or buyers. Effective business

communication demands proper negotiation strategies (Fells & Sheer, 2019; Schoop et al., 2010). Negotiation is the process of establishing business transactions to collaborate with prospective business partners (Germain-Thomas et al., 2019). Negotiation is essential in human life as it is deeply linked to the human philosophy of balancing self-interest while also considering the interests of others (Habermas, 2014). Both parties aim to fulfill their needs and interests. When conflicts of interest arise, disputes may emerge, potentially hindering business objectives.

Research on communication strategies in business has been conducted by various researchers. Zhu et al. (2006) studied communication strategies for building cross-cultural relationships from specific linguistic and cultural perspectives. This study viewed business relationships as part of social capital and compared the communication strategies used to build relationships in sales companies. The researchers found that managers in New Zealand and South Africa tended to use more impersonal communication strategies to promote public relations. Furthermore, communication strategies were dynamic across all the countries studied, as these nations became increasingly multicultural and globalized in international business and management.

Fauziah (2020) researched communication strategies in online business. In her study, online shopping is described as an alternative method of shopping facilitated by communication technology, namely the internet, which provides various conveniences, such as saving time by allowing tasks to be completed without the need for face-to-face interaction.

Munadzdzofah (2018) investigated the importance of English, Chinese, and Japanese as languages of business communication. The findings concluded that English remains the primary international language in Indonesia's business world. Recent trends indicate that Chinese has become an increasingly important language for business communication, even surpassing Japanese as the second most significant international language in Indonesia's business sector.

One form of communication is observed in the fish trading transactions at the fish auction market in South Cilacap coastal area, Central Java. The South Cilacap coastal port is said to have abundant marine fisheries potential, as evidenced by high-intensity fishing activities, marked by the large number of vessels engaged in unloading activities and the extensive utilization of fish resources each year (Simanjuntak et al., 2019). These fishing activities are carried out by both traditional and modern fishermen.

Sociologically, the characteristics of coastal communities, particularly those working as fishermen, differ from those of agrarian communities due to the distinct nature of the resources they rely on (Satria, 2015:7). Agrarian communities, represented by farmers, deal with controlled resources, such as land management for cultivating specific commodities with relatively predictable outcomes. Consequently, their business mobility is relatively low, and the risks are minimal. This contrasts with fishermen, who deal with open-access resources (Syatori, 2016). As hunters of fish in the sea, fishermen face specific challenges inherent to their high-risk and hazardous profession. Since fishing involves hunting, the results are highly uncertain and speculative (Acheson, 1981; Imron, 2011).

In general, fishing communities in Indonesia still depend on fishing seasons (Salmiah, 2016: 2). During peak fishing seasons, fishermen become more active at sea (Satria, 2015:7). A significant portion of Indonesian fishermen fall under the category of post-peasant fishers, characterized by their use of traditional fishing tools and their tendency to move between fishing areas (Satria, 2015:15). Fishermen, with their limited abilities, skills, and the strong pressures from patrons or traders, must strive to sustain themselves and their families. Therefore, they aim to maximize the profits from their fishing activities.

This study differs from previous research by focusing on how fishermen's communication strategies are employed during fish trading transactions at auction markets to increase selling prices from

a sociopragmatic perspective. This research aims to uncover the communication strategies fishermen use to maximize profits amidst the pressures from buyers, middlemen, and fish patrons.

Theoretical Framework

Communication and Communication Strategies

Communication is a process in which two or more people create or exchange information with one another, ultimately reaching a deep mutual understanding (Gligor & Autry, 2012). In the communication process, the communicator conveys a message to the recipient with the goal that the recipient understands what the communicator intends (Fatimayin, 2018). It is essential that the message received by the recipient aligns with the message intended and delivered by the communicator. Various aspects influence the success of communication, which can be better understood by examining communication models.

The communication model formulated by Lasswell (1948) states: *who, says what, in which channel, to whom, with what effect*. This means the communication model includes (a) who conveys the message, (b) what is conveyed, (c) through which channel, (d) to whom, and (e) what the impact is. This model is considered one of the earliest and most influential models by experts (Shoemaker & Reese, 1996). These five aspects influence the success of communication. For instance, the background of the communicator can affect their speaking style, delivery method, and so on. Similarly, the recipient's background affects how they process and interpret the message.

Effective communication can be observed through its elements and processes (Chase & Shamo, 2012). The elements of a message include the sender, the recipient, the message itself, the medium, message reception, message decoding, response, feedback, and noise (Fawkes, 2013). Therefore, a communicator must know who they are speaking to, what message they are conveying, what medium is being used, how the message can be received and understood, the recipient's response, and the feedback provided regarding the message. In other words, communication strategies serve as tools to influence behavior and require planning to achieve the goals of the communication strategy.

Sociopragmatics

Sociopragmatics originates from the development of pragmatics. In general, pragmatics is a branch of linguistics that examines language externally. This means that pragmatics studies language as it is used in communication (Sulistyo, 2013: 19). Leech & Tatiana (2014: 13) state that pragmatics is a discipline that investigates the intent of an utterance and examines the meaning of that utterance within a specific situational context. Pragmatics is a linguistic branch that explores the relationship between language and context within the framework of linguistic structures (Noerofi'a & Bahri, 2019: 15). In this regard, pragmatics examines the connection between language and context. It can also be said that pragmatics is the study of how utterances are adapted to context and situations accurately and appropriately in their use.

As a general linguistic study, pragmatics does not encompass more specific aspects, such as the cultural systems of a particular community and the wisdom inherent within them (Blum-Kulka & Hamo, 2011:145). In the study of language in society, language is not viewed solely from a linguistic perspective but also considers social realities, including the cultural habits of the community.

The combination of pragmatic theory with sociological theory forms an interdisciplinary or multidisciplinary field known as sociopragmatics (Waugh et al., 2016). Sociopragmatics is used to study expressions employed by speakers and to investigate the external structure of language, including sociocultural factors as determinants of expression (Ula, 2020:230). In other words, sociopragmatics is

the study of language meaning as it relates to sociological aspects. It can be said that sociopragmatics refers to the analysis of interaction patterns in specific social situations or within particular social systems (Altasan, 2016). Below is the research framework.



Figure 1 Research Framework

Research Methods

In this study, the researcher uses a qualitative descriptive method, which aims to depict, describe, or present the condition of the object (reality or phenomenon) as it is, in accordance with the situation and conditions at the time the research is conducted (Blumberg et al., 2014; Giorgi, 2020). The research was conducted at three fish auction sites along the southern coast of Java. The data in this study are categorized into two types: primary and secondary data. Primary data consists of fishermen’s utterances with regular buyers and traders in fish trading transactions at the fish auction site. These utterances and their contexts are used to show communication strategies in fish trading at the auction. Secondary data consists of utterances between fishermen, regular buyers, and traders at the southern Java fish auction sites, collected through purposive sampling. The data source for this research is the speech events occurring during the fish trading activities at the Cilacap fish auction site. The collected data are then processed through tabulation to address the objectives and hypotheses based on the theory and research framework. To interpret the communicative process occurring between fishermen, buyers, and traders, Brown and Levinson’s politeness theory (Brown & Levinson, 1987) is applied, relating it to the sociocultural context of fishing communities, thus offering a sociopragmatic perspective. Each data point and indicator is analyzed descriptively, meaning it is explained and interpreted logically and systematically through a sociopragmatic lens (Waugh et al., 2016). The qualitative data analysis process consists of four main steps: field notes, information collection, information presentation, and drawing conclusions (Miles & Huberman, 1994).

Results and Discussion

Table of Fishermen's Negotiation Strategies

Fishermen's Negotiation	Fisherman 1	Fisherman 2	Fisherman 3	Fisherman 4	Fisherman 5	Fisherman 6	Fisherman 7
Direct Strategy	√						√
Without Considering the Buyer's Face Safety							
Positive Politeness Strategy				√	√		
Negative Politeness Strategy	√		√				
Convincing Strategy		√				√	

Discussion

Direct strategy without Considering the Buyer's (Collector's) Face Threat

Data 1 (F.1)

Fisherman 1: “*Siki rega iwak baleng uwis mulai rame. Aja nganyang murahah lah, bapake. Inyong kie sing rugi mengko.*” (Now the price of baleng fish is picking up. Don’t bargain too low, Sir. I’ll end up at a loss.)

Collector: “*Ya, inyong paham. Rega meng pasar siki wis beda maning.*” (Yes, I understand. Prices in the market have changed now.)

Fisherman 1: “*Kiye. Inyong wingi ngerti regane lah.*” (Well, I knew the price yesterday.)

In Data 1, Fisherman 1 conducts a transaction of the catch with the collector using a direct strategy without considering the buyer's (collector's) face. This strategy is a form of negative face-threatening offer to mitigate the impact of threatening the interlocutor, as indirect commands are considered more effective in maintaining a harmonious personal relationship (Grice, 1991). Fish collectors in the Cilacap area tend to dominate the buying and selling process. The fisherman has attempted to maintain the price of his catch with the utterance, “*Siki rega iwak baleng uwis mulai rame. Aja nganyang murah lah, bapake. Inyong kie sing rugi mengko.*” (Now the price of baleng fish is picking up. Don’t bargain too low, Sir. I’ll end up at a loss.) However, the collector still dominates the transaction, as seen in the collector's utterance: “*Ya, inyong paham. Rega meng pasar siki wis beda maning.*” (Yes, I understand. Prices in the market have changed now.) During the negotiation, neither the fisherman nor the collector offers a selling price that could recoup the costs of going out to sea to catch the fish. In the fish auction transaction, fishermen tend to give in to the collector to ensure their catch gets sold.

Data 2 (F.7)

Collector: “*Siki cumi wis pol-polan akeh. Ya mesti regane anjlog, Sri.*” (Now squid is in abundant supply. Naturally, the price has dropped, Sri.)

Fisherman 7: “*Lah, Pak. Kiye, ndeleng cumine iseh apik-apik. Ra nana sing BS, lah. Nggolete meng Segara Anakan. Paham lah ya.*” (Well, Sir. Look, the squid is still in excellent condition. None are spoiled. I caught them in Segara Anakan. You understand, right.)

Collector: “*Ya, tek undaki lah.*” (Alright, I’ll raise the price.)

Fisherman 7: “*Ya, tapi aja kaya wing sing ngenahi rega ya.*” (Alright, but don’t set the price like yesterday.)

In Data 2, the fisherman (F.7) uses a direct strategy without considering the buyer's (collector's) face. This strategy aims to guide the participants in a communication interaction so that they work together to provide the necessary contributions for successful communication, with the assumption that the participants are trying to cooperate to achieve effective communication goals (Grice, 1991). In the buying and selling transaction, the collector directly lowers the price of the squid catch with the utterance: “*Siki cumi wis pol-polan akeh. Ya mesti regane anjlog.*” (Now there are a lot of squid. The price must have dropped.) In this case, the collector (speaker) takes into account the degree of threat in a speech act by considering the social distance between the speaker and the interlocutor, as well as the power or dominance differences between them (Leech & Tatiana, 2014). However, Fisherman 7 uses a direct strategy without considering the buyer's (collector's) face by showing his still high-quality catch with the

utterance: “*Lah, Pak. Kiye, ndeleng cumine iseh apik-apik. Ra nana sing BS, lah. Nggolete meng Segara Anakan. Paham lah ya.*” (Well, Sir. Look, the squid is still good. There’s nothing rotten. I caught them in Segara Anakan. You understand, right.). This is to avoid the pressure from the collector's offer. As a result, Fisherman 7 tries to negotiate with the collector to raise the selling price of the catch with the utterance: “*Ya, tapi aja kaya wing sing ngenahi rega ya.*” (Yes, but don't give a price like yesterday, okay.).

Positive Politeness Strategy

Data 3 (F.4)

Trader: “*Wingi rika tawa ana jambal, Yu? Esih ana pirang kilo?*” (Yesterday, you said there was jambal fish, Yu? How many kilos are left?)

Fisherman: “*Lah, wis dijiot Marjo sing gedhe-gedhe. Kie ana maning. Malah kandel-kandel. Gelem?*” (Well, Marjo already took the big ones. Here are some more. They’re even thicker. Interested?)

Trader: “*Ya gelem. Mengko sisan sing minggu kepungkur ya.*” (Yes, I’m interested. Let’s also settle last week’s transaction.)

Fisherman: “*Ya lah. Regane esih ajek ya.*” (Sure. The price is still the same, right.)

Trader: “*Ya lah.*” (Yes, it is.)

In Data 3, the fisherman (N.2) uses a positive politeness strategy. This strategy is used to avoid threatening the negative face of the interlocutor (Brown, 2014). The strategy is reflected in the fisherman's utterance: Fisherman: “*Lah, wis dijiot Marjo sing gedhe-gedhe. Kie ana maning. Malah kandel-kandel. Gelem?*” (Well, Marjo has already taken the big ones. Here are more. They're even thicker. Do you want them?). This utterance is used by the fisherman to avoid disappointing the trader because the fish order has already been taken by another trader. The positive politeness strategy includes giving special attention to the interlocutor, exaggerating interest in the interlocutor, and using group identity (Brown, 2015). The fisherman's special attention to the trader is also expressed in the trader's response:

Trader: “*Ya gelem. Mengko sisan sing minggu kepungkur ya.*” (Yes, I’ll take them. We’ll do the same next week.). Positive politeness can also involve using markers of group identity and seeking agreement by repeating part of the interlocutor's utterance (Sapitri et al., 2019). The fisherman also tries to ensure that his catch is sold by implicitly repeating part of the trader's utterance. The utterance is: Fisherman:

“*Ya lah. Regane esih ajek ya.*” (Yes, the price is still the same). Through this method, the interlocutor feels comfortable and content with the decision, and the utterance feels more polite.

Data 4 (F.5)

Fisherman: “*Niki, Bu. Sotong udange ayu-ayu temenan. Nembe dok saking kapal.* (Here, Ma’am. The squid and shrimp are very fresh and beautiful. They just came off the boat.)

Trader: “*Kaya sing adol. Ayu-ayu.*” (Just like the seller. Beautiful.)

Fisherman: “*Lah, Ibune bisa bae. Niki kula bonusi teri nasi. Sekilo patang puluh ewu sotong. Patang puluh lima udang ya.* (Well, Ma’am, you’re flattering me. I’ll include a bonus of anchovy rice. The squid is forty thousand per kilo, and the shrimp forty-five.)

Trader: “*Nek bisa regane kelong lah ya.* (Can you reduce the price a bit.)

Fisherman: “*Ya, wis nggo ibune kena lah ya. Kelongi limang ewu. Muga laris ya, Bu.*” (Alright, for you, Ma’am, I’ll reduce it by five thousand. Hopefully, it sells well, Ma’am.)

In Data 4, the fisherman (F.3) also uses a positive politeness strategy to market his catch. Positive politeness aims to create a positive self-image for the listener or communication partner (Fathi, 2024). The positive politeness is reflected in the fisherman's utterance:

Fisherman: “*Lah, Ibune bisa bae. Niki kula bonusi teri nasi. Sekilo patang puluh ewu sotong. Patang puluh lima udang ya.*” (Well, Madam, you can. Here, I’ll add some dried anchovies as a bonus. One kilo of squid for forty thousand, and forty-five thousand for shrimp.)

This utterance is a response to the buyer’s previous statement: Buyer: “*Kaya sing adol. Ayu-ayu.*” (Like the seller. Nice-looking.) Because the transaction uses polite language, both parties benefit.

Negative Politeness Strategy

Data 5 (F.1)

Trader: “*Iwake kok kaya BS ya. Apa lali dies?* (The fish seems spoiled. I am forget dies?)

Fisherman 1: “*Lah, musim kaya kiye panas. Akeh iwak gampang BS.*” (Well, during this hot season, many fish spoil easily)

Trader: “*Kaya kiye ya payah lah.*” (This is troublesome)

Fisherman: “*Ya kana pira lah.*” (Well, what’s your price then.)

Trader: “*Rega wingi be mudun.*” (Let’s lower it from yesterday’s price.)

Fisherman: “*Aja kaya kuwe lah. Diundaki sepetil ya. Kiye rugi enyong.*” (Don’t do that. Raise it a little, or I’ll incur losses.)

In Data 5, the fisherman (F.1) uses a negative politeness strategy. Negative politeness is an effort to save the negative face of the conversation partner (Brown & Levinson, 1987). The goal of negative politeness is to ensure that the speaker's utterance does not offend or threaten the listener (Saputry, 2016). Generally, the conversation partner will respond to what the speaker intends or desires, even if it is expressed indirectly. Fisherman 1 says, “*Lah, musim kaya kiye panas. Akeh iwak gampang BS.*” (Well, in this kind of season, it's hot. A lot of fish easily go bad) to the trader, indicating that the catch during the hot season causes fish to spoil easily. This is said in response to the trader’s disappointment that the fish is no longer fresh. The strategy is used so that the trader is not offended by the fisherman’s utterance.

Data 6 (F.3)

Fisherman: “*Siki rega solar wis saya mundak, Kang ya. Unggahi sepetil lah.* (Now the price of fuel has gone up, Sir. Please raise it a little.)

Trader: “*Lah, kiye malah njaluk mundak maning.*” (Now you’re asking for another increase.)

Fisherman: “*Lah, kepriwe sih, Kang. Aja tetep wae lah.*” (Well, how is this fair, Sir. Don’t keep it the same.)

Trader: “*Ya nganah, karepe nganah.*” (Alright, whatever you want.)

In Data 6, the strategy used by the fisherman is a pessimistic strategy. This strategy is employed to create politeness in communication (Gunawan, 2017). Fisherman 3 says, “*Siki rega solar wis saya mundak, Kang ya. Unggahi sepetil lah.*” (Now the price of fuel has gone up, Kang, yeah. Just add a little more.) This is a form of caution by the fisherman to ensure that the fish catch can still be sold to the trader.

Convincing Strategy

Data 7 (F.2)

Buyer: “*Kakape esih anyar, Bu?*” (Is the snapper still fresh, Ma’am?)

Fisherman: “*Taksih niki, Bu. Mumpung taksih seger niki. Insange taksih abang. Matane bening-bening. Jamin taksih seger.*” (It’s still fresh, Ma’am. Take it while it’s still fresh. Its gills are still red, and its eyes are clear. I guarantee it’s fresh.)

Buyer: “*Pira, Pak, sekilo?* (How much per kilo, Sir?)

Fisherman: “*Kawan dasa mawon. Niki nek sampun teng pedagang malah seket ewu.* (Only forty thousand. If you buy from a trader, it would be fifty thousand.)

In the data 7, the fisherman uses a convincing strategy. The convincing strategy is a commissive speech act involving a vow (Brown, 2014). This is done to convince the conversational partner that what the speaker is doing or saying is true, as stated. Fisherman 2 uses the convincing strategy with the buyer through the utterance: “*Taksih niki, Bu. Mumpung taksih seger niki. Insange taksih abang. Matane bening-bening. Jamin taksih seger.*” (This one, Ma’am. While it’s still fresh. The gills are still red. The eyes are clear. I guarantee it’s still fresh.). This vow utterance uses speech markers that can convince the conversational partner, often by mentioning a witness of higher status. For the fisherman, the position of the buyer is higher than that of the trader because the hope of gaining a larger profit is greater.

Data 8 (F.6)

Buyer: “*Cumi gedene ana, Bu?* (Do you have large squid, Ma’am?)

Fisherman: “*Cumine gari sing cilik, Bu. Pripun?*” (The squid left are only small, Ma’am. How about it?)

Buyer: “*Lah, golet sing gedhe. Titipane tanggane.*” (Was looking for large ones. These are for my neighbor.)

Fisherman: “*Cilik-cilik rasane pada lah. Malah entuk akeh. Sekilone telungpuluh lima bae.*” (The small ones taste the same. You’ll get more for the price. It’s only thirty-five thousand per kilo.)

Buyer: “*Ya keneh njaluk sekilo setengah ndisit. Mbok cocok.* (Alright, give me one and a half kilos first. Let’s see if it’s good.)

In data 8, Fisherman 1 uses a convincing strategy to persuade the buyer. In communication, a speaker should always consider what the conversational partner needs. The conversational partner will

feel pleased, satisfied, enthusiastic, and respond well when the speaker fulfills their needs during communication (Leech & Tatiana, 2014). Fisherman 1 says: “*Cilik-cilik rasane pada lah. Malah entuk akeh. Sekilone telungpuluh lima bae.*” (The small ones taste the same. In fact, you get more. It’s only thirty-five per kilo.). The fisherman uses this strategy to convince the buyer that the fish catch is of good quality. This strategy is quite effective in making the buyer interested in purchasing the fisherman’s catch, as indicated in the response: “*Ya keneh njaluk sekilo setengah ndisit. Mbok cocok.*” (Yes, here, I’ll ask for one and a half kilos. Hopefully, it’s suitable.).

Conclusion

The fishing community is one of the groups that has distinctive characteristics in communication. Fishermen tend to be straightforward in their communication, which influences the buying and selling transactions of fish catches. This study shows that the communicative interaction between fishermen and regular buyers, fish collectors, and traders follows certain interaction patterns: (1) the interaction begins by selecting or directly naming the items, and (2) face-to-face and reciprocal (dialogic) communication occurs between the seller and the buyer, making it easier to reach agreements or disagreements during transactions. Both traders and buyers have communicative abilities and shared understanding that support the continuation of the buying and selling process. This indicates that the dimensions of speech acts and conversational maxims are well understood by both traders and buyers. Therefore, the findings of this study can have implications for the use of communication models in marketing, especially in fish sales at traditional markets.

References

- Blumberg, B., Cooper, D., & Schindler, P. (2014). *EBOOK: Business research methods*. McGraw Hill.
- Bonvillain, N. (2019). *Language, culture, and communication: The meaning of messages*. Rowman & Littlefield.
- Brown, P. (2015). Politeness and language. In *The International Encyclopedia of the Social and Behavioural Sciences (IESBS)*, (2nd ed.) (pp. 326–330). Elsevier.
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some universals in language usage* (Vol. 4). Cambridge university press.
- Brown, R. (2014). Politeness theory: Exemplar and exemplary. In *The legacy of Solomon Asch* (pp. 23–38). Psychology Press.
- Chase, R. S., & Shamo, W. (2012). *Elements of effective communication* (Vol. 10). Plain & Precious Publishing.
- Cornelissen, J. P. (2023). *Corporate communication: A guide to theory and practice*.
- Dittmann, A. T. (2014). The role of body movement in communication. In *Nonverbal behavior and communication* (pp. 37–64). Psychology Press.
- Fathi, S. (2024). Revisiting Brown and Levinson’s Theory of Politeness. *European Journal of Language and Culture Studies*, 3(5), 1–11.
- Fatimayin, F. (2018). What is communication. *National Open University of Nigeria*.

- Fauziah, F. (2020). Strategi komunikasi bisnis online shop “shoppe” dalam meningkatkan penjualan. *Abiwara: Jurnal Vokasi Administrasi Bisnis*, 1(2), 45–53.
- Fawkes, J. (2013). Public relations and communications. In *The public relations handbook* (pp. 37–53). Routledge.
- Fells, R., & Sheer, N. (2019). *Effective negotiation: From research to results*. Cambridge University Press.
- Germain-Thomas, P., Lafarge, C., & Sidibe, D. (2019). Collaborative role-play design: Teaching negotiation through a novel student–business partnership. *Negotiation Journal*, 35(3), 387–402.
- Giorgi, A. (2020). *Reflections on certain qualitative and phenomenological psychological methods*. University Professors Press.
- Gligor, D. M., & Autry, C. W. (2012). The role of personal relationships in facilitating supply chain communications: A qualitative study. *Journal of Supply Chain Management*, 48(1), 24–43.
- Grice, P. (1991). *b*. Harvard University Press.
- Gunawan, F. (2017). Representasi kesantunan Brown dan Levinson dalam wacana akademik. *Kandai*, 10(1), 16–27.
- Habermas, J. (2014). *The future of human nature*. John Wiley & Sons.
- Lasswell, H. D. (1948). Who says what in which channel to who whom with what effect. *Bernard Berelson*.
- Leech, G., & Tatiana, L. (2014). Politeness: West and east. *Russian Journal of Linguistics*, 4, 9–34.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook*. sage.
- Munadzdzofah, O. (2018). Pentingnya Bahasa Inggris, China, dan Jepang Sebagai bahasa Komunikasi Bisnis di era Globalisasi. *VOCATIO: Jurnal Ilmiah Ilmu Administrasi Dan Sekretari*, 1(2), 58–73.
- Noerofi’a, I., & Bahri, S. (2019). pragmatic is the study of those relations between language and context that are grammaticalized or encoded in the structure of a language. *Pioneer: Journal of Language and Literature*, 11(1), 12–20.
- Quirke, B. (2017). *Making the connections: Using internal communication to turn strategy into action*. Routledge.
- Salmiah, N. S. (2016). Kesadaran Masyarakat Nelayan terhadap Pendidikan Anak. *JPPUMA: Jurnal Ilmu Pemerintahan Dan Sosial Politik UMA (Journal of Governance and Political Social UMA)*, 4(1), 1–10.
- Sapitri, P. A., Chasanah, A., Putri, A. A., & Paulima, J. (2019). Exploring Brown and Levinson’s Politeness Strategies: An Explanation on the Nature of the Politeness Phenomenon. *REiLA: Journal of Research and Innovation in Language*, 1(3), 111–117.
- Saputry, D. (2016). Strategi kesantunan positif dan negatif dalam bentuk tuturan direktif di lingkungan STKIP Muhammadiyah Pringsewu Lampung. *Jurnal Pesona*, 2(2).
- Satria, A. (2015). *Pengantar sosiologi masyarakat pesisir*. Yayasan Pustaka Obor Indonesia.

- Schoop, M., Köhne, F., & Ostertag, K. (2010). Communication quality in business negotiations. *Group Decision and Negotiation*, 19, 193–209.
- Shoemaker, P. J., & Reese, S. D. (1996). *Mediating the message*. White Plains, NY: Longman.
- Sulistyo, E. T. (2013). *Pragmatik suatu kajian awal*.
- Syatori, A. (2016). Ekologi politik masyarakat pesisir (Analisis sosiologis kehidupan sosial-ekonomi dan keagamaan masyarakat nelayan Desa Citemu Cirebon). *Holistik*, 15(2).
- Waugh, L. R., Catalano, T., Masaeed, K. Al, Hong Do, T., & Renigar, P. G. (2016). Critical discourse analysis: Definition, approaches, relation to pragmatics, critique, and trends. *Interdisciplinary Studies in Pragmatics, Culture and Society*, 71–135.
- Zhu, Y., Nel, P., & Bhat, R. (2006). A cross cultural study of communication strategies for building business relationships. *International Journal of Cross-Cultural Management*, 6(3), 319–341.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).