

# Error and Communication Strategies Employed by Souvenirs' Sellers at Sukarara Village

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**Abstract**—A speaker needs strategy in communication especially when they are making error in order to make the interlocutor understand and receive the message clearly. This study aims to discover (1) The error made by souvenir's sellers in communicating with foreign visitors at Sukarara village, (2) factor caused the error, and (3) strategies employed by the souvenir's sellers in encountering their problem in communication. This study used descriptive qualitative as its research design. Recording, observation, and interview were the techniques to collect the data. There were three sellers at Sukarara village that come from three different art shop as the sample of this study. The result of the study showed that (1) there are three kind of errors occurred in the conversation those were grammatical error, lexical error and contextual error, (2) factors that caused the error were seller's lack of English vocabulary, seller's lack of culture diversity, and Seller's educational background, (3) the strategies employed by the sellers included code switching, body language, message abandonment and circumlocution.

**Keywords**—error; communication strategies; souvenir's sellers

## I. INTRODUCTION

Sukarara village is one of the traditional village officially recommended by the government to visit since it represents the culture of *Sasak* people in Lombok Island, Indonesia. One of the activities offered by the village is showing the way how to make a traditional and original *songket*. The visitors are also allowed to try how to make *songket*. *Songket* is not only to be introduced but also to be sold to the visitors. As the result, the people in Sukarara is become a seller and guide at once. In selling the souvenir, the sellers are demanded to communicate well in promoting and explaining about the souvenirs since each motive of *songket* has history. So, language has important role for the success of the sale.

Moreover, sellers need strategies in communicating in order to make the purpose of the communication is achieved. That is why, effective communication cannot be separated from the sellers. One of the condition to make an effective communication is the speaker should speak clearly and understandable to the interlocutor. In addition, the sellers also need to have Communicative competence since it extends to both knowledge and expectation about particular settings to speak, time to speak, the interlocutor, the statues and roles of

the interlocutor, nonverbal behaviours, turn-taking behaviours and everything involves in the use of language [1].

Since communicative competence play an important role in selling interaction, the sellers have to master it in order to increase the selling products. To measure the seller's capability for their communicative competence the study is needed to be conducted at Sukarara village. It is to evaluate the weakness of the sellers' competence. By knowing the weaknesses of the sellers' ability in using English, It is expected can help them to find out the way to obstacle their weaknesses by some strategies of communication promoted by some experts.

In addition, in selling interaction, the visitors will be more interested in buying the products when the sellers communicate clearly and understandable. In fact, making errors in communicating is a usual thing but it should be followed by a good strategies to make the communication run well. An appropriate strategy in communication will help sellers to convince the buyers.

### A. Communication Error

In the aspect of verbal communication, communication error is defined as the faulty used of linguistic items, such as lexical item, grammatical item and speech act in someone's second or foreign language in oral or written form Richard and Schmidt [2]. Error is made as the result from incomplete knowledge that is caused by lack of attention, fatigue, carelessness, or some other aspect of performance. Furthermore, errors also classified based on the lexical error related to vocabulary, phonological error related to pronunciation, syntactic error related to grammar, and interpretative error related to speaker's intended meaning.

In addition, error in this study is focused on analysing the capability of sellers in using English in which English as interlanguage. This situation influences the seller's in making errors since their English will be influenced by their first language.

### B. Types of Errors

Making error in communication is natural because error can be occurred by all of the human being even for the native speaker moreover for the speakers who speak foreign language. In general, there are three types of error regarding to the

language errors those are: grammatical error, lexical error and contextual error

*1) Grammatical error:* Grammatical error is a term used to describe faulty, unconventional or controversial usage of language like inappropriate usage of verb tense or misplaced of modifier.

Corder argues there are four categories of grammatical error such as [3]:

*a) Error of omission:* Omission is process of deleting a certain forms in linguistic forms because of the complexity in production, such as use the omitting prefix –ed in regular verb for past form.

*b) Error of addition:* Addition is phenomena where the speaker add elements of word unconsciously because of their habit in using that form like in using prefix –s for the verb with subject I, you, they, we.

*c) Error of Selection:* Non-native speaker often make an error in selecting appropriate form and structure in pronunciation, morphology, syntax and vocabulary. For the example sentence she is biggest than me instead of she is bigger than me

*d) Error of ordering:* It occurs when someone makes an incorrect placement of morpheme or group of morpheme in producing language such as in the sentence “Heri is runner up in the contest.

*2) Lexical error:* Lexical error is defined as the diverge relate to the lexical norm of language that usually used by native speaker Llach [4]. Generally, lexical errors occurs because of the lack of speaker's vocabulary mastery. Meanwhile, according to Richard and Schmidt Since in selling the communication that is mostly used is oral communication, there are some problems appeared by a speaker in speaking English as follow [2]:

*a) Word choice:* Word choice is lexical item that regarding as the best word that can be represent the though of the speaker. Word choice is also named diction.

*b) Word order:* Word order is the rule in arranging lexical item syntactically in a phrase, clause, or sentence.

*c) Contextual error:* Contextual error is an error regarding the inappropriate use of language or misinterpretation of getting the intended meaning related to the circumstance, event, statement and idea in particular situation.

### C. Communication Strategies

Communication strategy is a systematic technique used by a speaker when faced with some difficulties in uttering his/her intended meaning [3]. Furthermore, seller's communication strategies is very important in selling interaction. This is because of the communication strategy leads the conversation in the right track and avoid the misunderstanding, thus the information are given by the seller can be understandable. The meaning of communication strategy in this research is about

the way the sellers used the language when they face errors in interacting with the visitors.

Communication strategies is a technique used by a person in conveying the message to the interlocutor when they face a difficulty. Dornyei divided communication strategies into twelve types [5]: 1. Message abandonment, 2. Topic avoidance, 3. Circumlocution, 4. Approximation, 5. Use of all-purpose words, 6. Word coinage, 7. Body language, 8. Literal translation, 9. Foreignizing, 10. Code switching, 11. Appeal for help or asking for repetition, 12. Use of fillers/hesitation devices.

## II. METHODOLOGY

This study is a kind of ethnographic research designed by applying descriptive method. Ethnography is a study through direct observation of users in their natural environment. The objective of this type of research is to gain insights into how users interact with things in their natural environment. Ethnography is a qualitative research study looking at the social interaction of users in a given environment. This study would like to investigate and analyse intensively the ability of a speaker in using English language when interacting with foreign visitors. In this case the researcher would like to analyse the communication strategies used by the seller in Sukarara Village.

## III. FINDINGS AND DISCUSSION

After analysing the data, the researcher has found some problems faced by the sellers, those are s grammatical error, lexical errors and contextual error.

### A. Grammatical Error Involves Error of Omission, Error of Addition, and Error of Selection

The examples of the errors are shown in table 1.

TABLE I. EXAMPLES OF GRAMMATICAL ERROR

No	Error of omission	The correct form
1	Your daughter <b>look</b> beautiful with the <i>songket</i>	Your daughter looks beautiful with the <i>songket</i>
2	...I recommended to use this.	I recommended you to use this
3	There are many <b>kind</b> of <i>songket</i> made here	There are many kinds of <i>songket</i> made here

Error of omissions is characterized by absence of items that must be present in a well-form utterance. The omission error made by the sellers involves the omission of verb agreement, object, and plural form.

- Omission of verb agreement is shown in example number one
- Omission of object is shown in example number two
- Omission of plural form is shown in example number three

Error of omission dominantly made by the sellers is in plural form. It is because of their slip of tongue.

**TABLE II.** EXAMPLES OF ERROR IN ADDITION

No	Error in addition	The correct form
1	The color is <b>comes</b> from nature, so it has good quality .	The color is from nature, so it has good quality
2	This <b>tools</b> is called <i>seseikan</i> .	This tool is called <i>seseikan</i>
3	Songket is a traditional waving craft that only to made by the women in sukarara,	Songket is a traditional waving craft that only made by the women in sukarara.

Error in addition as seen in table 2 is indicated by the presence of an ‘unwanted’ element in sentences, the unwanted elements do not appear in a well-formed utterance. This happens when someone overuses certain grammatical rules of the target language.

Based on the data most of the addition errors made by the sellers are by adding *verb* like example number one, changing the singular form into plural like example number two and adding pronoun like example number three and this is the most frequently error made in addition of error.

**TABLE III.** EXAMPLES OF ERROR IN SELECTION

No	Problem in selection	The correct form
1	this building <b>have</b> four pillars. The pillars is from jati wood. jati is strong wood	This building has four pillars. The pillars are from Jati woods. Jati is strong wood
2	.....You <b>with</b> <i>easy</i> to recognize the people from sukarara and others by look at the cloth	You will easily to recognize the people from sukarara and others by looking at the cloth
3	The color of this thread is from the <b>natural</b> .	The color of this thread is from the nature.
4	...And it is made by hands of someone who do the waving <b>with traditional</b>	...and it is made by hands of someone who do the waving traditionally

Problem in selection as seen in table 3 is the uses of inappropriate or in correct grammatical aspect. It can be the wrong in selecting pronoun, verb, adjective, noun, etc. From this study it can be seen that in the example number one the speaker made problem in selecting the verb agreement from *has* to *have*. The second example is problem in selecting adverb from *easily* to *with easy*. The example number three is problem in selecting noun from *nature* to *natural* and the example number four has similar problem with example number two where the problem is in selecting adverb from *traditionally* to *with traditional*.

#### B. Lexical Error

In lexical errors, there are three kinds of error sellers commonly made, those are error in word choice and error in word order and error in pronunciation. The errors are shown in table 4.

**TABLE IV.** EXAMPLES OF LEXICAL ERROR

No	Problem in word choice	The correct form
1	This is my only <b>work</b> , as the souvenir seller	This is my only job, as souvenir seller
2	Here, you can <b>study</b> how to make <i>songket</i>	Here, you can learn how to make songket

**Table 4. Cont.**

3	There are <b>not many</b> tourist come lately	There are few tourist come lately
4	If you want to have <b>food</b> for lunch, you can go to restaurant ....	If you want to have meal for lunch, you can go to restaurant.
5	If you want to question something for special price, just tell him.	If you want to ask something for special price, just ask him.

Sellers commonly use inappropriate word in a sentence, such as make an error in using noun, verb, and adjective etc. it is commonly occurred regarding to the speaker L1.

**TABLE V.** EXAMPLES OF ERROR IN WORD ORDER

No	Problem in word order	The correct form
1	Usually Tourist many come on Sunday	Usually many tourist come on sunday
2	When you will leave Lombok?	When will you leave Lombok?
3	There is colour blue or red for this <i>songket</i>	There is blue colour or red for this <i>songket</i>
4	You have to put together the thread to make <i>songket</i>	You have to put the tread together to make <i>songket</i>
5	Just buy this <i>songket</i> one or two for your souvenirs	Just buy one or two <i>songket</i> for your souvenirs

Misordering is any incorrect placement of certain morphemes in sentences are as seen in table 5. This kind of error is usually influenced by their first language. There are some errors showing misordering souvenir’s sellers conversation like misordering between verb and adverb, noun and adjective.

The second kind of error is contextual error. It is an error related to the situational or the condition in speaking there is one contextual error found in this. That is when visitor say “*sorry*” then the seller responded by saying “*it’s okay*”, meanwhile the intended meaning of the visitor by saying *sorry* is for asking the sellers to repeat his explanation.

**TABLE VI.** EXAMPLES OF CONTEXTUAL ERROR

No	Problem in word order	Pronounced	Correction
1	“rice”	/res/	/ rΛIS/
2	“tools”	/ tols/	/ tu:ls/
3	“cloths”	/klut/	/klboez/

From the data in table 6, word “rice” was pronounced /res/ by the third seller. The correct pronunciation is / rΛIS/. The second problem in pronunciation was for word “tools” that was pronounced / tols/ by the third sellers. The correct pronunciation should be / tu:ls/. The last problem in pronunciation was made by the second sellers in which pronounced word “cloths” by /klut/. The correct pronunciation should be /klboez/.

#### C. Factor Caused the Error

There were some factors of errors found in this study related to the communication between the sellers and the foreign visitors. Those were seller’s lack of vocabulary, seller’s lack in culture diversity, and seller’s educational back ground.

It is in line with the theory of Robert who stated that there are four main categories usually make people misunderstand in a conversation those are (1) pronunciation and word stress, (2) intonation and other features of speech delivery, (3) grammar, vocabulary and lack of contextual information (4) style of self-presentation [6].

#### D. Communication Strategies

There are some strategies employed by the sellers when they have difficulty in communicating based on this study those are code switching, word coinage, and use nonverbal language.

Code switching is a strategy sellers when they are communicating with their buyer by switching using L2 word and L1 words. Like "...you are free to try the *ikat kepala* that we call *capuk*. This strategy employed by the sellers since their lack of vocabulary in to target language.

Word coinage strategy is when someone in this case souvenir's sellers create word base on his/her knowledge of morphological rules. It is also found in this study the seller used word coinage strategy. Such as "*this cloth is appropriate for Germanist like you mom*" Word *Germanist* is not exist in the dictionary. The seller used *Germanist* instead of *German*. It occurs because the seller's background knowledge known adding suffix -ist means people of.

Furthermore, the last strategy commonly used by the seller is by using body language. It is used to help interlocutor understand a particular word. For the example "*we make the motive by you know like this.....*" (Moving his hands).

#### IV. CONCLUSION

Based on the discussion it can be conclude that there are some errors made by the sellers in communicating with the foreign visitors those are categorized as grammatical errors, lexical errors and contextual errors. Grammatical errors involve omission, addition, selection. Meanwhile, in lexical errors involve word choice, word order, and pronunciation

Furthermore, from this study it is found that the sellers use some strategy in face their difficulty in communicating those are code switching, word coinage, and use non-verbal language. At the end the factor causes this error is commonly because of seller's lack of vocabulary, sellers unknown about visitor's culture and the seller is not educated. In the further, the sellers can be train especially about the communication competence to improve their ability in communication.

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