



REFUSAL STRATEGIES USED BY ONLINE SELLERS

Undergraduate Thesis
Submitted in partial fulfillment of the requirements
for the Sarjana Sastra (S.S)

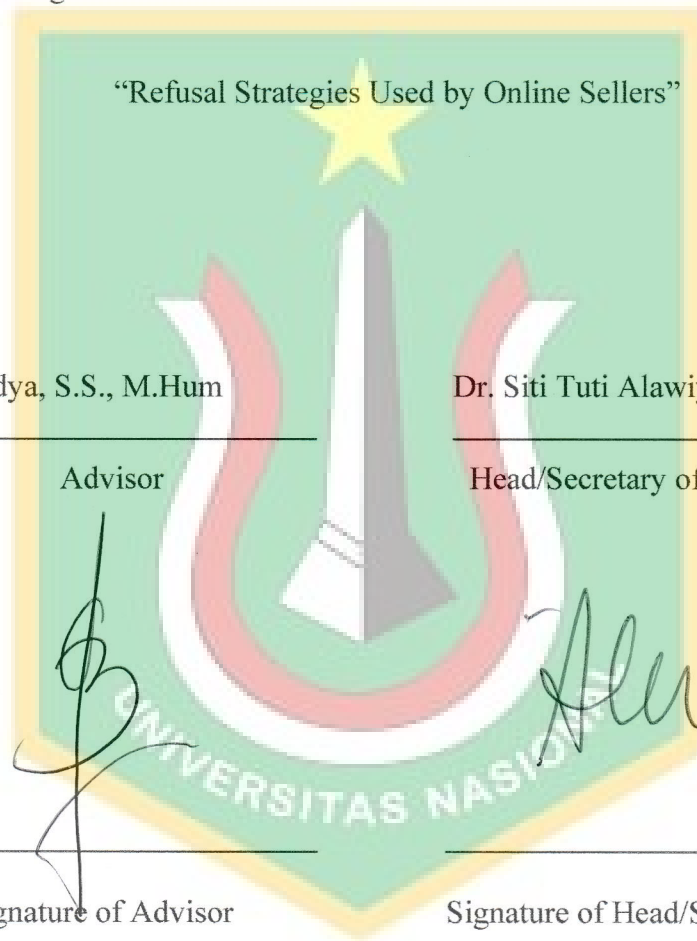
VERONICA AGUSTIN
192003516027

ENGLISH LITERATURE STUDY PROGRAM
FACULTY OF LANGUAGES AND LITERATURE
UNIVERSITAS NASIONAL
JAKARTA
2023

FORM OF APPROVAL

We hereby certify that MISS VERONICA AGUSTIN, a registered student of this university and having completed the writing of his/her Undergraduate Thesis in accordance with her requirements of the University, is declared ready for defense.

Title of Undergraduate Thesis:



Widya, S.S., M.Hum

Dr. Siti Tuti Alawiyah, S.S., M.Hum

Advisor

Head/Secretary of Study Program

Signature of Advisor

Signature of Head/Secretary of Study Program

Date: 17 February 2023

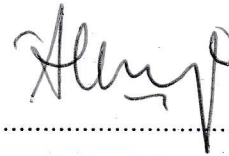
Date: 17 February 2023

FORM OF RATIFICATION

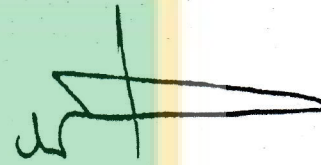
Examined on this day, February 24th, 2023 by:

The Board of Examiners:

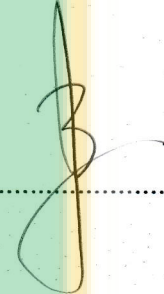
1. Dr. Siti Tuti Alawiyah, S.S., M.Hum.
Chairman



2. Ahmad Mustolih, S.S., M.A.
Secretary



3. Widya S.S., M.Hum.
Advisor



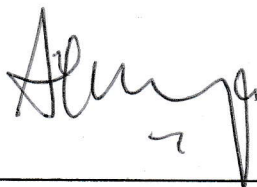
Ratified on this day, February 24th, 2023 by:

Dr. Siti Tuti Alawiyah, S.S., M. Hum.

Dr. Drs. Somadi Sosrohadi, M.Pd.

Head of English Study Program

Dean of the Faculty of Letters



FORM OF PLAGIARISM STATEMENT

The undersigned,

Name : Veronica Agustin

Student's Number : 192003516027

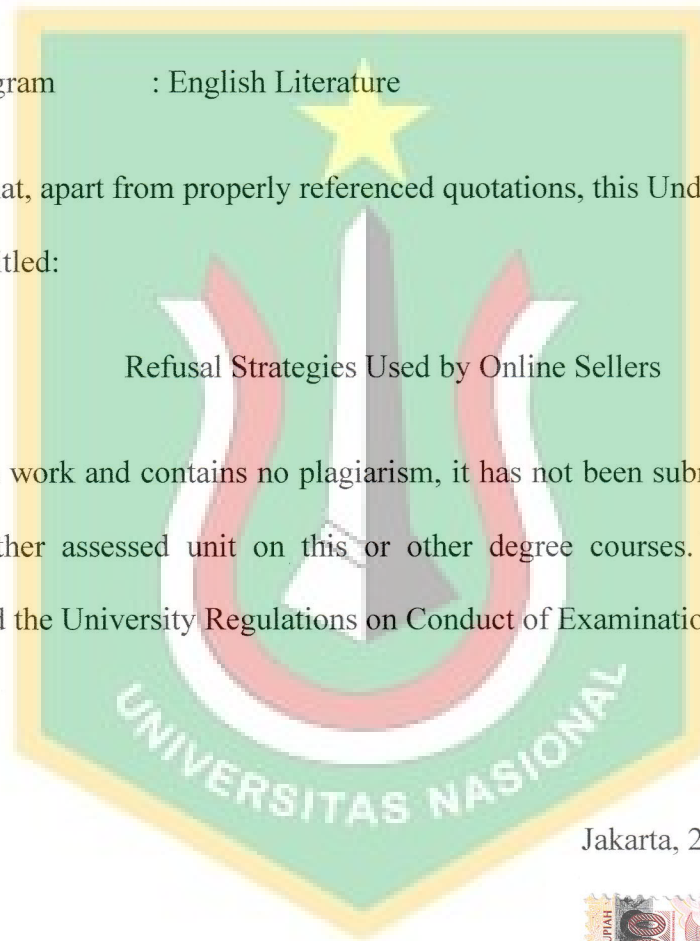
Study Program : English Literature

declares that, apart from properly referenced quotations, this Undergraduate

Thesis entitled:

Refusal Strategies Used by Online Sellers

is my own work and contains no plagiarism, it has not been submitted previously for any other assessed unit on this or other degree courses. I have read and understood the University Regulations on Conduct of Examinations.



Jakarta, 24 February, 2023



Veronica Agustin
192003516027

ACKNOWLEDGEMENTS

Bismillahirrahmanirrahim. Alhamdulillah rabil ‘alamin, I want to express my highest gratitude to Allah S.W.T for every blessing, love, opportunity, health, and mercy to complete this undergraduate thesis. This undergraduate thesis entitled “Refusal Strategies Used by Online Sellers” is submitted in partial fulfillment of the requirements for the *Sarjana Sastra* (S.S) at Faculty of Letter Universitas Nasional.

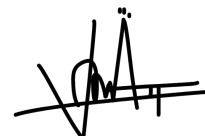
In arranging this thesis, a lot of people have provided advice and support for me. In this valuable chance, I want to express my gratitude and appreciation to my beloved support systems, my family, and friends. Biggest, fattest gratitude also goes to the one-of-a-kind, gorgeous, amazing, spectacular, outstanding, kindest, nicest, incredible advisor, Ma’am Widya, S.S., M.Hum. May Allah always gives you infinite blessing and health. Also, to:

1. Siti Tuti Alawiyah, S.S., M. Hum., as the Head of English Department, for all information to accomplish this thesis.
2. Widya, S.S., M.Hum., as my Advisor, thank you for the time, advice, support, and everything for guiding me writing this thesis from the beginning to the finish.
3. All the English Lecturers at the Faculty of Language and Literature and staff, for all the shared knowledge during my study in Universitas Nasional.
4. My family, om toko, my cats, my beloved grandparents, my brothers, namhoy and wimbo, and especially my Mama and Ayah that fully takes such great care of me in every way at home and anywhere.

5. My campus-friends, especially Shaskia, Amelia, and Pingkan, for all the support throughout the process and taking these steps together.
6. My go-to life-savers, Fiona Vita Sadira, Indah Gita Cahyani, and Fata Abdullah Hakasviyanto, for making sure I eat, not consuming too much caffeine, taking my meds, stay sane, giving me rizz, laughs, joy, to infinite love, and happiness.
7. My back-home friends, especially Tarisya Carmenita Pal, Dimas, Nuha, and Clarissa, for making time to meet up and listen to each other's rants like we're going to depart for war.
8. All the other third-parties, Spotify, my mutuals, honorary helpers, puat, yanto, chika, nadia, maya, sulaiman, pedro, Genta Illahi, Ong Yin Yu, and Javier Gil Ginés, for the help and accompanying me throughout the process of this thesis.

Finally, I would like to thank everybody who was important to the successful realization of this undergraduate thesis. This undergraduate thesis is far from perfect, but it is expected that it will be useful not only for the researcher, but also for the readers. For this reason, constructive thoughtful suggestion and critics are welcomed.

Jakarta, 24 February, 2023



Veronica Agustin
192003516027

TABLE OF CONTENT

FORM OF APPROVAL	i
FORM OF RATIFICATION	ii
FORM OF PLAGIARISM STATEMENT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENT	vi
ABSTRACT	viii
LIST OF TABLES	ix
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Limitation of the Problem	6
1.3 Research Question	7
1.4 Objectives of the Study	7
CHAPTER II REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK	8
2.1 Related Theories.....	8
2.1.1 Pragmatics.....	8
2.1.2 Context.....	9
2.1.3 Speech Act.....	10
2.1.4 Speech Act of Refusal.....	13
2.1.5 Direct and Indirect Speech Act.....	21
2.1.6 Social Media	22
2.1.7 Online Shopping	23
2.2 Previous Study.....	24
2.3 Theoretical Framework	28
CHAPTER III RESEARCH METHOD	30
3.1 Research Approach.....	30
3.2 Data and Source of Data.....	32
3.3 Technique of Collecting Data.....	32
3.4 Technique of Analyzing Data.....	33

CHAPTER IV DATA ANALYSIS	35
4.1 Introduction	35
4.2 Findings	35
4.3 General Findings	54
CHAPTER V CONCLUSION AND SUGGESTION	55
5.1 Conclusion	55
5.2 Suggestion	56
REFERENCES	57
APPENDICES	60
CURRICULUM VITAE	85



ABSTRACT

This present study was a descriptive qualitative research that aimed to identify different refusal strategies used by the sellers while refusing the customer's offer based on Beebe, Takashi, and Uliss-Weltz's (1990) classification of refusal acts from speech act, and analyze the most dominant refusal strategy used by the sellers who sell hobby and collectibles products in the realm of online shopping with social media. Data were collected by documenting conversations between sellers and customer on online shopping in social media platform's direct messages. The researcher herself got involved in those conversations. The finding of this research shows that most sellers refuse the customer's offer with Indirect refusal strategies, "Excuse, Reason, or Explanation", "Statement of Regret", "Statement of Alternatives", "Set conditions for future or past acceptance", and "Attempt to dissuade the interlocutor" Adjunct and Direct refusal strategies are also used but not as prominent as Indirect refusal strategy.

Keywords: speech act of refusal, refusal strategies, online sellers



LIST OF TABLES

Table 4. 1 Refusal Strategies Used by Online Sellers.....	35
Table 4. 2 The general use of refusal strategies.....	54

