

Adjective Phrases in Initial Burst of Small Talk Influence Purchasing Decisions?

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Abstract—This work aims to analyze the influence of adjective phrases in small talk on the purchasing decision in the Badung traditional market. Data were analyzed using measures adapted from Creswell (2007). In analyzing the data is based on the small talk classification of apologies, condole, congratulate, greet, thanks, bid, accept, and reject speech functions. As a result, most of the sellers in the Badung traditional market did not use adjective phrases in small talk to influence purchasing decisions. They have various strategies to greet and influence the buyer in small talk. In small talk, sellers and buyers can make negotiations and change purchasing decisions. During the data analysis, the researcher concluded that in doing small talk, the speaker must ensure that the interlocutor understands every utterance conveyed. Thus, there is a clear understanding. The conclusion is small talk does not only function as a greeting but also as a tool to create an ongoing communication relationship.

Index Terms—adjective phrase, small talk, purchasing decision, traditional market

I. INTRODUCTION

Badung traditional market is a traditional market located in Bali, Indonesia. Balinese people, both sellers and buyers, dominate this traditional market. Generally, sellers and buyers in this traditional market communicate using the local language, Balinese. In other words, Balinese is the primary communication tool for various activities such as bidding on prices, selling products, promoting goods, and other transactions. Regarding traditional markets, several studies have identified that there has been a decline in traditional markets (see Gonzaléz & Dawson, 2015; Lee, 2017; Poesoro et al., 2007; Wang et al., 2016). First, product quality tends to be difficult to obtain. Usually, sellers in traditional markets sell out the goods at lower prices while the quality is not guaranteed (see Nelson, 1970). Furthermore, products in traditional markets are unorganized and dirty (Davies et al., 2022; Rusli, 2011). In modern markets, all products are usually neatly arranged and have transparent prices. Thus, buyers prefer shopping in modern markets (see Duch-Brown et al., 2021).

Nevertheless, traditional markets have a bargaining system or negotiation process between sellers and buyers, which can increase sales; this case is also found in Badung traditional markets. The consumers reach a decision when the information is clear in the bargaining process. Providing information about the products can influence consumer decisions to purchase. A purchase decision involves a sequence of choices formed by a consumer before making a purchase (Hanaysha, 2018). In other words, to reach an agreement between the seller and the buyer, small talk usually occurs in communication. According to Bose and Sgroi (2022), small talk makes individuals send messages that relate to future decision-making. In addition, she added that in a period of negotiation, there is often an initial burst of small talk.

Small talk is informal communication, situational, subconscious, habit-driven, and spontaneous (Pullin, 2010; Subramanian, 2006; Fleming, 2018). Usually, it starts with icebreakers or just to break the ice, such as greetings, general observations, and questions (Morel, 2005; Yang, 2012). Greeting and parting exchanges typically occur in the opening and closing phases of interactions and are obvious manifestations of small talk (Coupland, 2014; Justine, 2014; Holmes, 2000). Particularly, Balinese often greet by *rahajeng semeng* (good morning), *rahajeng siang* (good afternoon), *benjang kacumduk malih* (see you again), and *suksma* (thank you). After observing each other, Balinese generally say *kenken kabare?* (how are you?), *kude niki?* (how much is this?), *dados Kirang?* (can the price go down?), and so on.

Thus, small talk can state information about products that influence consumer decisions. As mentioned above, adjective phrases in the initial burst of small talk influence purchasing decisions. According to Abdul-Munim (2019), one practical use of the adjective phrase is to provide more information about the referent. An adjective phrase is a phrase that modifies a noun or pronoun (Frank, 1972). The adjective phrase has a complement, attribute, and adjunct (Leech & Svartvik, 1975). They stressed a complement completes the meaning, an attribute used to characterize, and an adjunct states detailed information on the state of the condition. One example of adjective phrases in small talk found in Badung traditional market is “*Tolih ne bawang ne kene jegeg ne*” (look at these, how beautiful the onions are).

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Especially the adjective phrase “*kene jegeg ne*” (how beautiful the onions) is an adjunct, stating information about the condition (onions). The point is that the adjective phrase in small talk encourages increased purchases in traditional markets because, in small talk, there is information buyers need, and in the end, the buyer decides to buy it. Therefore, this study addresses to analyze the influence of adjective phrases in small talk on the purchasing decision in the Badung traditional market and the variation of the Balinese lexicon used in the adjective phrase.

II. CONCEPT AND THEORY

This research is categorized as a pragmatic study. Pragmatics study focuses on the meaning of words or sentences attached to the context and analysis of speech acts. In this case, this study analyzes speech acts between sellers and buyers in doing small talk. According to Bublitz and Norrick (2011), pragmatics is frequently conceptualized as the science of language use, the study of context-dependent meaning and the study of speaker intended meaning, presupposing the existence of language, language user, and context on the one hand, and context-independent meaning on the other. Likewise, Yule and Widdowson (1996) stated that pragmatics is concerned with the study of meaning as communicated by a speaker (or a writer) and interpreted by a listener (or a reader). In line with Leech (1983) figured out that pragmatics is the study of meaning with situations (speech situations). The context of the speech determines the process of speech act because pragmatics is the study of meaning bound by context. In other words, pragmatics deals with the speaker’s meaning, contextual meaning, implicature, politeness, presupposition, entailment, and speech act. According to Griffiths (2006), pragmatics is about the interaction of semantic knowledge with knowledge of the world, which considers the contexts of use; pragmatics is the study of language meaning.

In this sense, a small talk is a form of communication that is often done based on context. Small talk is an expression used to show courtesy and social etiquette in the social circle of society. According to Arifin (1984), small talk is a collection of words used to break the silence and maintain a preserved atmosphere. It means that small talk is more than just a language used to convey feelings or thoughts, discuss a problem, persuade, seduce, and so on. Even small talk is part of the custom of politeness in the language (Sugiono, 2009). Language politeness is closely related to the selection of language codes, social norms, and cultural systems that apply in a society (Chaer & Agustina, 2004). Likewise, Schneider (1988) also defined a feature type for small talk. It simply covers ice-breaking and silent features. Icebreaker features target interactions between strangers if other identified features apply to many constellation types. The function of simply breaking the ice is the first statement to start the next small story in response. It can also warm people socially, fuel the circle of interpersonal relationships, and advance conversations positively.

Furthermore, small talk is classified as an illocution speech act because small talk is an opening, framing, and social maintenance in a conversation situation that is classified as acknowledgment (Ibrahim, 1993). Acknowledgment is a speech used to express certain feelings to a speech partner or interlocutor (cf. Rahayuni et al., 2022; Soares et al., 2022). The utterances that include acknowledgments are:

1. Apologize
Apologize is a speech that functions to express regret. This utterance shows that the speaker regrets the mistake against the interlocutor.
2. Condole
Condole is a speech that functions to show sympathy for the disaster that someone has experienced. The utterance shows that the speaker sympathizes with the interlocutor’s disaster.
3. Congratulate
Congratulate is a speech that functions to express joy and happiness because of good news. This utterance refers to the speaker being happy to hear the interlocutor’s achievement.
4. Greet
Greet is a speech that functions to express sympathy and happiness because of meeting people.
5. Thanks
Thanks is a speech that functions to express gratitude, such as getting assistance or information. This utterance also shows respect and joy for something that the interlocutor has done.
6. Bid
The bid is a speech that functions to express good wishes, hopes, and offers to someone related to the future.
7. Accept
Accept is a speech that functions to receive a message from an interlocutor. This utterance shows that the speaker respects something done by the interlocutor.
8. Reject
Reject is a speech that functions to express a rejection (violate) from the interlocutor. This utterance indicates the speaker is less appreciative of something the interlocutor expects.

III. METHODS

The location of the research is Badung traditional market, Bali. Badung market is the largest traditional market in Bali. The uniqueness in this traditional market is not only in sellers dominated by Balinese but in communication

between sellers and buyers who predominantly use small talk before reaching an agreement. This study used a qualitative approach. According to Bogdan and Biklen (1982), qualitative research is descriptive; data is collected using words and pictures rather than numbers. Likewise, Kothari (2004) revealed that descriptive research studies are those that describe the characteristics of a particular individual or group. Qualitative research has a natural setting as a direct data source, focusing on the process rather than outcomes and products. Therefore, the type of data is oral (utterances). The data was obtained using observation, especially the conversation between sellers and buyers. Besides that, a tape recorder also was used to get the complete conversation. A tape recorder was useful to avoid missing conversations (main data). Then, data were analyzed using measures adapted from Creswell (2007), namely (a) record all data obtained from documentation and observation, (b) marking the form of pleasantries and phatic communion used, (c) describe the function of pleasantries in communication practice, (d) examine the use of the stales to see the valid data mode, (f) identify the form of the bases stale and phatic communion markers that appear dominant, and (g) write down points main findings as a conclusion.

IV. RESULTS AND DISCUSSION

In this section, the researchers displayed the data in a dialogue form. In the dialogue, there are several types of adjective phrases used by sellers and buyers when doing the small talk. Each data is interpreted based on the classification of speech acts and their functions: apologize, condole, congratulate, greet, thanks, bid, accept, and reject.

Overall, the data shown below is obtained from the field of Badung traditional market, which focuses on interactive communication between seller and buyer.

A. Reject Speech Function

The utterances below are included in the rejection category. However, the expression serves as a greeting between interlocutors.

Data 1:

Seller : *Apalagi nak-e? Jeruk nak-e? ada jeruk manis, mare alapan*
 What else PART orange PART exist orange sweet just now tree
 'What else do you want? Do you want orange? There are orange, just picked from the tree'

Buyer : *Ampura, ndak dulu gek*
 Sorry NEG Period (now) girl
 'Sorry, not this time sis'

In data 1, the word "*ampura*" (sorry) refers to saying no or rejecting the offer. It does not mean to express sorry or apologize. Although the word *ampura* lexically means sorry, this context shows the rejection of the request submitted, where the refusal is done mildly. The initial burst of small talk in Data 1 has not yet influenced the buyer's purchasing decisions. However, it can be concluded that through small talk, there is a chance to persuade the buyer. Moreover, the information about the oranges' condition was stated by the seller "*Ade juuk manis, mare alapan*" (There are sweet oranges picked from the tree). In this case, the buyer will consider the offer.

Data 2:

Buyer : *Pas ne? aji kude niki pas ne?*
 Fixed this Sir how this fixed this?
 'How much is this, sir? How much this price exactly?'

Seller : *Pas ne 45*
 Fixed this forty-five
 'This is forty-five exactly'

Buyer : *45? mare 35 ngorang*
 Forty-five just now thirty-five say
 'Forty-five? You just say thirty-five'

Seller : *ane ken 35? memih dewa ratu*
 REL which thirty-five oh my god!
 'Which one is 35, oh my god! (shock)'

Buyer : *Tunian jero ngorang 35*
 Before 3S say thirty-five
 'You said thirty-five before'

The utterance "*mare 35 ngorang*" in data 2 conveyed by the seller confused the interlocutor. In the beginning, the buyer expected that the seller sure set the price. Then, *ane ken 35 memih dewa ratu* (oh my god!) indicates that the seller denies the utterances about the price. In addition, the buyer tried to remind her, "*Tunian jero ngorang 35*" (You

said thirty-five before). This utterance indicates that the buyer is trying to convince the seller to change the price to 35. From this conversation, small talk influences purchasing decision.

Data 3:

- Seller : *45 Jero*
Forty-five 3S
'It was forty-five, mam'
- Buyer : *Tuni tingalin 35*
Before see thirty-five
'I see before (it was) thirty-five'
- Seller : *Niki juang be 40 be pas ne*
This take it forty it fixed this
'Just take, it is forty, it is fixed price'
- Buyer : *Sing meli bawang nu mael*
NEG buy onion still expensive
'I don't buy onion, it is still expensive'

The "*tuni tingalin 35*" in Data 3 is a phatic phrase. In this context, the utterance refers to rejection. The expression is to disagree with the information heard or experienced previously. However, the seller tried to offer a lower price by saying, "*niki juang be 40 be pas ne*" (Just take, it is forty, it is the exact price). This utterance is intended to influence the interlocutor's purchasing decision. In this case, the buyer considers before deciding not to buy.

Data 4:

- Buyer : *Ten dapat 20 bu?*
No get twenty mam
'Can't I get twenty, mam?'
- Seller : *Ten, niki ampun paling mudah*
No, this already most cheap
'No, it's already the cheapest'

Small talk between seller and buyer in data 4 expresses rejection. The buyer uses the word negation to beg for the price of these goods to decrease. The use of negation on the request shows the attitude of the interlocutor that he is ready to buy it. As a result, the seller confidently says "*Ten*" (no). Instead, the seller provides specific information to show the final decision. In other words, there is no change in the purchasing decision. In this situation, small talk serves as a bridge to change the position, especially in purchasing decisions.

Data 5:

- Buyer : *Ten dados kurang?*
No can less (down)
'Can't be less?'
- Seller : *Niki ampun harga pas*
This already price fixed
'This is already fixed price'

Similar to the previous small talk, data 5 is identified as a rejection utterance, in which the interlocutor refuses the speaker's expectation in bargaining the price.

Data 6:

- Buyer : *Nyari ¼ manten bu. Kasi 15 ribu nggih*
Look for quarter only mam. Give fifteen thousand please
'I take quarter only mam. Please, give fifteen thousand'
- Seller : *Pas ne ampun, niki gek cantik. Ibu kasih dah 20*
Fixed this already, this girl beautiful. Mam give ok twenty
'It's already fixed price pretty girl. I will give twenty'

Data 6 shows the process of bargaining between buyers and sellers. The utterance *Nyari ¼ manten bu. Kasi 15 ribu nggih* (I take quarter only, mam. Please, give fifteen thousand) is expressed by the buyer to confirm that he is ready to purchase if the seller says yes. Unfortunately, the seller replied that "*Pas ne ampun niki gek cantik*" (It's fixed price already, girl). Pragmatically, this expression is to refuse the buyer's request actually; however, by adding "*gek cantik*" (pretty girl), speaker aims to attract the buyer's attention. The adjective phrase serves as a verbal compliment. Through this small talk, the seller switches the situation unconsciously and creates an opportunity to change the purchasing decisions, which, finally, the buyer decides to buy.

B. Thanks Speech Function

The following utterances are concluded in the thanks category. However, the expression serves as a greeting between interlocutors.

Data 7:

Buyer : *¼ bu ngihh*
quarter mam please
'quarter please'

Seller : *Suksma gek*
Thank you girl
'Thank you girl'

Data 8:

Seller : *Niki ampun luung, niki ampun nggih*
This already good this already please
'This is already good, here you go'

Buyer : *Suksma bu.*
Thank you mam
'Thank you mam'

The utterances in data 7 and 8 are classified as part of the thanks speech function. In particular, the adjective phrase "*Suksma*" refers to saying "Thank you," while "*gek*" is a personal deixis that is indicated for a younger woman. In Balinese, "*gek*" is used to show politeness and respect (see data 10). Thus, in this small talk, the seller implicitly uses "*gek*" to show respect and get the buyer's attention and not switch to other traders. In this case, the buyer will consider and decide to buy finally.

C. Accept Speech Function

The utterances below are included in the accept category. However, the expression serves as a greeting between interlocutors.

Data 9:

Buyer : *Sekilo bu. Dados milih bu nggih?*
1Kg mam. Can choose mam please
'One Kg mam. Can I choose (by myself) mam, please?'

Seller : *Niki lebih akeh nggih, dados pilih – pilih ten kenapi. Pilih ampun niki akeh*
This more many yes, can select NEG never mind Choose already this many
'Yes, this is more, you can select it. It doesn't matter, choose this. These are many'

Communication that occurs in data 9 is included in the accept speech function. In this case, the two speakers who made small talk understood each other. It can be seen when the buyer is asked to choose the things by herself, "*dados milih bu nggih*" (Can I choose by myself, mam, please?). Then, the seller said, "*dados pilih-pilih ten kenapi*" (never mind, you can select it). Contextually, it is expressing agreement toward a buyer who decides to buy.

Data 10:

Seller : *Pas ne ampun niki gek cantik. Ibu kasih dah 20*
Fixed this already this girl beautiful. Mam give ok twenty
'This is already exactly beautiful girl. Mam give you twenty, ok'

Buyer : *¼ bu ngihh*
quarter mam alright
'(alright), quarter mam'

Data 11:

Seller : *Niki aji 35 akilo, kasi 35 nah. Paling mudah ampun niki*
This price thirty-five per-kg, give thirty-five yes. Most cheap already this
'This price is thirty-five per kg, (I) give thirty-five yes'. This is already cheapest'

Buyer : *Nggih bu, akilo nggih*
Alright mam one Kg please
'alright mam, one kg please'

Data 10 and 11 above are expressions of acceptance. An agreement is established between the speaker and the interlocutor as in the dialogue, and the buyer says *Pas ne ampun niki gek cantik. Ibu kasi dah 20*” (This is already exactly beautiful girl. Mam give you twenty, ok). Then, the buyer said, “*nggih bu akilo nggih*” (alright, mam, one Kg, please). Through the small talk, it can be concluded that stating prices directly to buyers can increase purchases. Therefore, stating prices directly and giving compliments are great marketing techniques (see data 10).

D. Bid Speech Function

The utterances below are included in the bid category. The expression referred to here is an expression of persuading, hoping, and offering to someone. Furthermore, the data is displayed in the following.

Data 12:

Seller : *Tolih ne bawang ne kene jegeg ne*
See this onion, this like this good this
‘Look at this onions, these are good’

Buyer : *Pas ne aji, kude niki pas ne?*
Exact this sir how much this exact this?
‘Exact this sir, how much exactly is this?’

Data 12 is identified as a bid speech function. In this case, “*Tolih je bawang ne kene jegeg ne*” (Look at these onions, these are good) is conveyed by the seller to persuade the buyer’s attraction. Thus, buyers are enthusiastic to see the onions mentioned. An offer occurs in this communication; as seen in the above dialogue, the buyer says how much exactly is this?

Data 13:

Seller : *Cari apa gek? Mai gek cantik.*
Look for what girl come here girl beautiful
‘What are you looking for, girl? Come here, pretty girl’

Buyer : *Yang ini berapa bu?*
How this much mam?
‘How much is this madam’

Data 14:

Seller : *Napi gek cantik, nyari apa, cabe?*
What girl beautiful search what chili?
‘What pretty girl? what are you looking for, chili?’

Buyer : *Kude ¼ bu?*
How much quarter mam?
‘How much quarter mam?’

Contextually, the two speakers above are conducting bargaining activities (see data 13). It can be seen in the dialogue that the seller says, “*cari apa gek? Mai gek cantik*” (what are you looking for, girl? Come here, pretty girl). The seller, in this communication, tries to influence the buyer by giving a verbal compliment, “*mai gek cantik*” (come here, pretty girl). Then, the buyer responds by directly pointing to the item she is looking for. Likewise, in data 14, the seller mentions the item’s name directly, namely “*cabe*” (chili), to get the buyer’s attention. It can be ensured that there is a buying decision.

Data 15:

Seller : *Mangga 12 ribu 1 kilo, manis, udah mudah*
Mango twelve thousand one Kilo sweet already cheap
‘Mango twelve thousand per Kg, it is sweet and cheap’

Buyer : *Mangga napi niki bu?*
Mango what this mam?
‘what mango is this, mam?’

In line with data 15, the seller directly mentions the goods’ name and the price, namely “*Mangga 12 ribu 1 Kilo, Manis, udah mudah*” (Mango is twelve thousand per Kg, it is sweet and cheap). Pragmatically, the seller wants to give a good impression on the seller and persuade buyers by emphasizing that this is cheap and sweet.

Data 16:

Seller : *Ngalih tabye ne, juang ne pang patuh care dibelakang*
Look for chili this take this so same as behind
‘Are you looking for chili? Take this. It is the same as the behind’

ne kene ngidang ngadep 60. Ne kene sg ngidang ngadep.

This this can sell sixty. This this NEG can sell
 'This can be sell 60. While this cannot be sold'

Buyer : *ngindang meli ane kene gen?*
 Can buy that this only
 'Can I only buy this'

The utterance above is part of the bid speech function. In that situation, the seller offers the goods to the buyer by comparing them, namely "*ne juang ne pang patuh care dibelakang*" (the same as the behind). This expression intends to encourage the buyer to buy without hesitation. By providing comparisons, buyers assume that all goods available in these traditional markets are priced similarly. In other words, buyers do not need to waste time checking other items and decide to buy.

Data 17:

Seller : *Meriki dek meli susu, gek I, gus I bangiang seger oger*
 Come here younger buy milk girl one boy one so that fresh fit
 'Come here buy milk younger girl one, boy one so that you will fresh and fit'

Buyer : *siki manten bu*
 One only mam
 'Only one mam'

The expression above is identified as a bid speech function. The seller offers her goods by mentioning the uses and functions of milk when consuming it. Thus, the interlocutor who hears the information feels a great need for the item. Of course, the way for each seller to persuade customers is various, but, in this case, it can be concluded that a seller is smart because she has a unique way of increasing sales.

Apart from the data obtained in Balinese, there is also data spoken in Indonesian. Then, they are categorized into small talk based on their type and function, especially data 18, 19, 20, 21, and 22. All of the data was obtained from interactive conversations between sellers and buyers in Badung traditional markets, as described below.

E. Accept Speech Function

The expressions below are included in the accept category.

Data 18:

Buyer : *Lagi mahal ya?*
 Still expensive yes?
 'Still expensive yes?'

Seller : *Iya, kalo lagi murah banyak dapet*
 Yes, if still cheap a lot get
 'Yes, if it is still cheap, it gets a lot'

The data above is identified as accept speech function. The phrase "*Iya, kalo lagi murah banyak dapat*" (Yes, if it is cheap, it gets a lot). The expression indicates approval of the speech delivered by the speaker.

Data 19:

Seller : *wah, ndak ada 5 ribu... bentar... niki ada gek, stok lama ini,*
 INTJ NEG available five thousand wait here available girl stock old this
 'Wah, it is not available for five thousand, wait... here it is girl, this is old stock,

kasih dah karna nyampek dapat segitu.
 Take please because arrive get like that
 'Please, take it because when arrived (you) got like that'

Buyer : *Masih bagus, bu?*
 Still good mam
 'Is it still good mam?'

Seller : *Bagus...masih bisa ini*
 Good still can this
 'Good... It can still be used'

It can be seen from data 19 there is a negotiation between the seller and the buyer about the condition of the goods. In this position, the buyer asks "*masih bagus, bu?*" (is it still good, mam?). Then, the seller confirmed that "*bagus...masih bisa ini*" (good... It can still be used). Therefore, this expression is identified as an acceptance speech function. In a contextual sense, the seller aims to persuade the buyer.

Data 20:

Buyer : *bisa beli segini?*

Can buy like this?
 'Can I buy like this?'

Seller : *Bisa kok. Kalo gak bisa, ya gak jualan, gak dapat uang saya*
 Can PART if no can PART no sell, no get money 1S
 'You can. If it cannot, I'm not selling, I will not get money'

The response from the interlocutor, "*bisa kok*" (yes, it can be), serves as an agreement for the speaker. In addition, the interlocutor emphasized that "*kalo gak bisa ya gak jualan, gak dapat uang saya*" (If it could not, I'm not selling, I will not get money). Therefore, this utterance categorizes as an acceptance speech function.

Data 21:

Seller : *Harga cabe lagi maut sekarang*
 Price chili still expensive now
 'Now, the price of chili still expensive'

Buyer : *Harga cabe lagi maut ya?*
 Price chili still expensive PART
 'The price of chili is still expensive?'

Seller : *Iya*
 Yes
 'yes'

Buyer : *Biasanya dapat segini tuh*
 Usually get like this PART
 'Usually, I get like this'

Seller : *Mau gimana lagi, soalnya, harga segini.*
 Will how more because price like this
 'What can I do, because the price is like this'

Biasanya bisa beli 2 tas, sekarang cuma satu.
 Usually can buy two bag now only one
 'Usually it can buy two bags, now only one'

This expression is categorized as agreement speech. It can be seen from the communication above that there is a negotiation between the seller and the buyer to reach an agreement as stated by the seller "*harga cabe lagi maut sekarang?*" (Now, the price of chili is still expensive). The word "*maut*" conveyed by the seller means death, but in Balinese, it refers to costly goods. Then, the buyer replies, "*biasanya dapat segini tuh*" (usually, I get like this) while pointing to the goods. Finally, the seller confirmed that "*Biasanya bisa beli 2 tas, sekarang cuma satu*" (Usually, it can buy two bags, now only one).

F. Reject Speech Function

The utterance is included in the reject category because the expression conveyed by the interlocutor does not match the speaker's expectations, as shown in data 22 below.

Data 22:

Seller : *Halo, apa non?*
 Hello, what Sis?
 'Hello, what (are you looking for) sis?'

Buyer : *Ada mie ABC?*
 Exist noodles ABC?
 'is there noodle ABC?'

Seller : *Enggak, jarang disini, enggak laku, supermarket adanya*
 NEG, rare here NEG salable supermarket exist
 'No, it is rare here, it is not salable, exist in supermarket'

The phatic communion above, it can be seen that the buyer received an answer to her request beyond her expectation. In the dialogue, the buyer says, "*ada mie ABC?*" (is there noodle ABC?). Then, the seller said that "No, it's rare here, it's not salable, it exists in supermarkets." In this dialogue, implicitly, there is a rejection from the seller. So, it can be ascertained that there is no purchase decision.

V. CONCLUSION

To summarize, small talk is a way or strategy to influence purchasing decisions (see Coupland, 2014; Kimps et al., 2014; Makice, 2009; Schneider, 1989). In addition, small talk is a way to make a good impression, especially at the beginning of communication. Through small talk, a good communication relationship is created between the seller and the buyer. The analysis results found that the use of adjective phrases in small talk influences purchasing decisions, although not significantly. Especially adjective phrases such as *gek cantik* (pretty girl), *gus yang baik hati* (a kind boy), *minum susu biar segar* (drinking milk can be fresh), *buah manis untuk orang yang manis* (sweet fruit for sweet one) and so on. Literally, all of these phrases are verbal compliments to buyers, but contextually these phrases are marketing strategies and tools that can increase sales (see Lu et al., 2019; Yates & Major, 2015). Once again, small talk does not only function as a greeting but also as a tool to create an ongoing communication relationship. This research has yet to reveal Balinese adjective phrases that can influence purchasing decisions. Further research is needed to disclose Balinese adjective phrases that can influence purchasing decisions for Balinese people.

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