

SOCIOLINGUISTIC STUDY OF THE USE OF VARIETY OF TRADERS' LANGUAGE IN BUYING AND BUYING TRANSACTIONS

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Abstrak:

Penelitian ini bertujuan untuk mendeskripsikan penggunaan ragam bahasa pedagang dalam transaksi jual beli. Penelitian ini menggunakan metode deskriptif dengan analisis data kualitatif-kuantitatif atau sebaliknya. Sumber data diperoleh dari sumber primer atau langsung pedagang dan pembeli sebanyak 20 orang (pedagang/ penjual) dan 17 orang (pembeli). Instrumen penelitian yang digunakan adalah observasi, dokumentasi dan atau rekam. Hasil penelitian ini terdapat tiga ragam bahasa yang digunakan pedagang di pasar Rabu Desa Batang Kuis Kabupaten Deli Serdang yaitu ragam bahasa usaha (10 orang) atau 10 kali kemunculannya; ragam bahasa santai (6 orang) atau 6 kali kemunculannya; dan ragam bahasa akrab (4 orang) atau 4 kali kemunculannya pada saat penelitian ini dilaksanakan. Dengan demikian dapat disimpulkan bahwa ragam bahasa yang banyak digunakan atau banyak kemunculannya oleh pedagang adalah ragam bahasa usaha.

Kata Kunci: *Sosiolinguistik, Ragam, Bahasa, Pedagang, Transaksi*

Abstract:

This study aims to describe the use of the various languages of traders in buying and selling transactions. This study uses a descriptive method with qualitative-quantitative data analysis or vice versa. Data sources are obtained from primary sources or directly from traders and buyers as many as 20 people (traders/sellers) and 17 people (buyers). The research instruments used were observation, documentation and/or recording. The results of this study are that there are three varieties of language used by traders at the Rabu market in Batang Kuis Village, Deli Serdang Regency, namely the variety of business languages (10 people) or 10 times they appear; variety of relaxed language (6 people) or 6 appearances; and variety of familiar languages (4 people) or 4 times when this research was carried out. Thus it can be concluded that the variety of language that is widely used or appears by traders is a variety of business languages.

Keywords: *Sociolinguistics, Variety, Language, Traders, Transactions*

Introduction

Sociolinguistics is an interdisciplinary science, namely linguistics and sociology¹. According to Chaer and Leoni Agustina in the journal Ardhana (2021), sociolinguistics deals with the details of the actual use of language, such as describing patterns of use of language or dialects that exist in certain cultures as well as topics and settings of conversation².

The market is a place where interaction events occur. The market is synonymous with the process of buying and selling transactions directly between traders and buyers. In this interaction, the language used is the language of communication in everyday conversation³. The use of language is marked by the emergence of a special language for a group of language users. The language used in the market is very diverse, because the market is a meeting place for traders and buyers of various ages, gender, ethnicity, occupation, education and others⁴.

In certain societies and cultures, language is always used according to situations and needs⁵. The purpose of the language user can also be seen as a determinant of the variety of language. The variety of language used by traders in the market varies depending on the choice of words. Different choice of words in offering their wares. The use of different word choices has the same intention, namely to attract the attention of buyers⁶.

Pasar Rabu (Rebo) traders are required to master the language when interacting with buyers so that there is purposeful communication and intimacy with buyers. Merchants show special characteristics with other traders so that when they offer their wares they look different. We can observe the special characteristics of the traders from the way they speak and the choice of words. In general, the variety of languages used by traders in offering their wares is a variety of business languages.

The issue of language variety is very broad or complex. Therefore, in this study the broad problem is limited so that it is easy and in-depth discussion. The research problem is limited to a variety of business languages, casual languages and familiar languages.

If the problem is formulated, then the formulation of the research problem is the variety of business language, casual language variety and familiar language used by traders in offering their wares to buyers in terms of Martin Joos Theory⁷.

¹ Wahyuni, Tutik. *Sosiolinguistik*. Penerbit Lakeisha, 2021.

² Ardhana, Muhammad Reza, M. Rusydi Ahmad, and Syamsul Rijal. "Penggunaan Variasi Bahasa di Media Sosial Twitter: Kajian Sosiolinguistik." *Adjektiva: Educational Languages and Literature Studies* 4.1 (2021): 1-9.

³ Kusumawati, Tri Indah. "Peranan Bahasa Indonesia dalam Era Globalisasi." *NIZHAMIYAH* 8.2 (2018).

⁴ Putri, Melinda Antoni. *Variasi Bahasa Dalam Tuturan Penjual Dan Pembeli Di Pasar Dupa Jalan Merpati Tangkerang Tengah Kecamatan Marpoyan Damai Kota Pekanbaru*. Diss. Universitas Islam Riau, 2021.

⁵ Yonsa, Yuliana Febri Yornai. "Menjalin Hubungan Sosial Melalui Kesantunan Berbahasa." *sarasvati* 2.1 (2020): 72-77.

⁶ Adhi, Hendaro. "Penggunaan Ragam Bahasa Kasual Dalam Dialog Keseharian Masyarakat Desa Kedungsari: Kajian Sosiolinguistik."

⁷ Rahayu, Yuliana, and Yakub Nasuha. *Variasi Bahasa Model Martin Joos Penggunaan Bahasa Indonesia Dalam Penutur Masyarakat Desa Majasto, Tawang Sari Sukoharjo*. Diss. Universitas Muhammadiyah Surakarta, 2018.

Thus, it can be said that the purpose of this study is to obtain an overview of the use of the various languages of traders, namely the variety of business language, the variety of relaxed language and the variety of languages familiar to sociolinguistic studies.

The benefit of this research theoretically is that it can be used as a reference in further library research, especially regarding the use of the variety of traders' languages spoken or uttered in buying and selling transactions. While the benefits of this research are for the community as material for knowledge so they can use language properly when making buying and selling transactions. For readers as reading material in order to add insight and knowledge about various languages.

Research Method

This study uses descriptive methods with qualitative-quantitative data analysis or vice versa⁸. Data sources were obtained from primary sources, this information is obtained from people who are directly involved or directly traders and buyers as many as 20 people (traders/sellers) and 17 people (buyers). According Sukendra (2020), research instruments are basically tools used to collect data in research⁹. The research instruments used were observation, documentation and or record.

Results and Discussion

A research carried out must have a scalpel. The scalpel is called theory¹⁰. According to Martin Joos' theory in Chaer in journal Herisetyanti (2019) divides the variety of language into five kinds, namely frozen style; official variety of noodles (formal); business variety (consultative style); variety casual (casual style) and variety familiar (intimate style)¹¹.

Frozen variety is the most formal variety of language used in solemn situations and official ceremonies. For example state ceremonies, sermons in places of worship, books of laws, notarial deeds and decrees¹².

The official variety is the variety of language used in state speeches, official meetings, official correspondence, religious lectures, textbooks and others¹³.

Variety of business is the variety of language used in ordinary talks at school and meetings that are result or production oriented. The form of this language variety is between the formal variety and the informal variety¹⁴.

⁸ Hermawan, Iwan. *Metodologi Penelitian Pendidikan (Kualitatif, Kuantitatif dan Mixed Method)*. Hidayatul Quran, 2019.

⁹ Sukendra, I. Komang, and I. Atmaja. "Instrumen Penelitian." (2020).

¹⁰ Kinanti, Kingkin Puput, and Anita Kurnia Rachman. "Metafora tumbuhan dalam peribahasa Indonesia (Kajian semantik kognitif)." *BELAJAR BAHASA: Jurnal Ilmiah Program Studi Pendidikan Bahasa dan Sastra Indonesia* 4.1 (2019): 68-81.

¹¹ Herisetyanti, Trisnanurlita, and Henny Suharyati. "Ragam Bahasa dalam Komponen Tutur." *Media Bahasa, Sastra, dan Budaya Wahana* 25.2 (2019): 1-15.

¹² Febriyanti, Vera. *Ragam Bahasa Pedagang Keliling Di Desa Paciran Kabupaten Lamongan, Kajian Sociolinguistik*. Diss. Universitas Muhammadiyah Surabaya, 2019.

¹³ Handika, Kd Dana, I. Km Sudarma, and I. Nym Murda. "Analisis Penggunaan Ragam Bahasa Indonesia Siswa dalam Komunikasi Verbal." *Jurnal Pedagogi dan Pembelajaran* 2.3 (2019): 358-368.

¹⁴ Hasanah, Ninah. "Variasi Keformalan Bahasa Model Martin Joos Pada Grup Whatsapp 'Ipi Garut'." *Caraka: Jurnal Pendidikan Bahasa dan Sastra Indonesia serta Bahasa Daerah* 9.2 (2020): 72-83.

Casual style is a variety of language used in informal situations to discuss with family or close friends during breaks, sports, recreation and others.

Familiar variety is a variety of language that is commonly used by speakers who have a close relationship with the interlocutor. For example, between family members or between close friends. Kinds of familiar language are usually characterized by the use of language that is incomplete, short and with often unclear articulations, but there is already a mutual understanding between them¹⁵.

Based on the scalpel or theory above, we can discuss the variety of languages used by traders at the Wednesday Market (Rebo) of Batang Kuis Village, Deli Serdang Regency as follows.

**Table
of Study of the Use of Various Languages of Traders
in the Wednesday Market of Batang Village Quiz.**

No.	Data	Variety Business	Variety Casual	Variety Familiar
1.	Buyer : Masukan plastik gak papa kan? Seller : Gak papa , ni.		V	
2.	Seller : Tiga lima Kak, tiga lima Dek.	V		
3.	Seller : Cantik ya, kementelan . Buyer : Haha Kakak kan tau itu.			V
4.	Seller : Kesing aja jelek dalam bagus. Lonyot- lonyot Buyer : Kok lonyot-lpnyot Bang?		V	
5.	Seller : Bu, tambah lagi ikannya. Itu sepuluh ribu dapat delapan, ambil dua lima belas ribu lagi. Sepuluh ribu cukup ? Buyer : Iya	V		
6.	Seller : Liat ini Kak tomatku elok . Buyer : Wah ,eloknye.	V		
7.	Buyer : Gak kurang lagi? Seller : Untungnya dua ribu perak loh Bulek	V		
8.	Seller : Ayo Kak dipilih, ini agak kecil lo Kak. Buyer : Mana Kak.		V	

¹⁵ Handika, Kd Dana, I. Km Sudarma, and I. Nym Murda. "Analisis Penggunaan Ragam Bahasa Indonesia Siswa dalam Komunikasi Verbal." *Jurnal Pedagogi dan Pembelajaran* 2.3 (2019): 358-368.

9.	Seller : Sembilan ribu ini, ini lima puluh,jadi lima puluh Sembilan. Buyer : Makasih Bu.	V		
10.	Seller : Kak,bisa tengok tu nomor berapa. Buyer : Tu nomer berapa emang.		V	
11.	Buyer : Iki piro Bu? Seller : Seng gedi tiga puluh,iku empat belas, iku dua belas.	V		
12.	Seller : Kalau mau nah ambil nah Buyer : Kakak selalu begini,makasih			V
13.	Seller : Minta izin awak Bu, Cuma satu aje lagi Buyer : o,ya,baru buka ya Bu?		V	
14.	Seller : Nih Kak, cantik say Buyer : Masak sih Kak			V
15.	Seller : Itu sepuluh dapet lima, yang ini dapet tujuh,murah aja Kak	V		
16.	Seller : Kembalian Kakak lima puluh tiga ribu ya Buyer : Makasih Kak	V		
17.	Seller : Jadi cabe hijau tadi Cin? Buyer : Malas, kecil- kecil Cin			V
18.	Seller : Bu, tiga sepuluh, tiga sepuluh	V		
19.	Seller : Tomatte gelem Kak, apik Buyer : ora apik ku		V	
20.	Seller : Ayo Kak, ayo Dek, ayo Bang. Beli buah gratis, manisnya.	V		

Variety of languages used by traders or sellers in data 1 with context (the incident occurred at a fruit stand/cempedak fruit seller); data 4 with context (the incident occurred at a fruit stand/papaya fruit seller); data 8 with context (the event occurred at a clothing stand/clothing seller); data 10 with context (the event occurred at a shoe stand/shoe seller); data 13 with context (the event occurred at a fruit stand/watermelon seller) and data 19 with context (the event occurred at a fruit/vegetable stand/tomato seller) were of casual variety. It is said that the variety of language is relaxed because the vocabulary used contains elements of the regional language used in daily conversation.

The variety of languages used by traders or sellers in data 2 with context (the incident occurred at a clothing stand/clothes seller); data 5 with context (the event occurred at a fish stand/fish trader); data 6 with context (the event occurred at a vegetable stand/tomato trader); data 7 with the context (the event occurred at a tissue stand/tissue trader); data 9 with the context of the text (the event occurred at the basic food stand/grocery trader); data 11 with context (the incident occurred at a pecal mash stand/pecal seasoning trader); data 15 with context (the event occurred at the mackerel stand / mackerel broiler); data 16 with context (the incident occurred at a hijab stand/Muslim women's headscarf trader); data 18 with context (events occurred at the underwear stand/underwear vendor for toddlers) and data 20 with context (events occurred at the fruit stand/fruit seller) are various business languages. It is said to be a variety of business languages because there are utterances/ utterances that promote merchandise (production) with loud sentences, over and over again.

Variety of languages used by traders or sellers in data 3 with context (the incident occurred at a vegetable stand/veggie seller); data 12 with context (events occurred at a vegetable stand / vegetable and mustard greens seller); data 14 with context (events occurred at a vegetable stand/veggie seller) and data 17 with context (events occurred at a vegetable stand/chili seller) are a variety of familiar languages. It is said that the varieties of language are familiar because there is a vocabulary that contains utterances or incomplete utterances or utterances of intimate relations, in which there is mutual understanding or the same knowledge.

Conclusion

Based on the discussion or analysis of the data above, it can be concluded that the use of various languages at the Batang Kuis Village Wednesday Market are:

Casual language, namely the variety of language used in informal situations or the variety of language used in kinship/close friends . This language variety is used by traders from the Batang Quiz Village Wednesday Market 6 times.

Variety of business languages, namely the variety of languages used in situations that are result or production oriented. This language variety is used by traders from the Batang Quiz Village Wednesday Market 10 times.

Friendly language variety, namely the variety of language used in intimate relationships or kinship/close friend relationships. This variety of languages is used by traders from the Batang Quiz Village Wednesday Market 4 times.

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