

An Analysis Of Language Variation Of The Interaction Speech By Sellers And Buyers At “Pasar Kamis” In Pulau Aro Village Tabir Ulu District (Sociolinguistics Analysis)

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Abstract

This research analyzes language variations used in buyer and seller transaction interactions in traditional markets in Jambi Province, Merangin Regency, Tabir Ulu District, precisely in Pulau Aro village. The benefits of this research include: (1) to identify the kinds based on user of language variations used in buyer and seller interactions at the traditional market called Pasar Kamis in Pulau Aro Village, Tabir Ulu District, Merangin Regency, Jambi Province. Then the data was analyzed using the Referential method and use formal and informal techniques to present research results. Data sources are brought directly from the location by recording and recording video with accurate data evidence. The collected data was analyzed based on kinds base on user of language variations in traditional markets, namely “Pasar Kamis” Market in Pulau Aro Village. The percentage of the language variations that occur between seller and buyer transactions are analysed in this thesis. The total of collected data is 21 data, which is categorized into 15 data of regional variations, 1 data of social variations 5 data of social dialect.

Keywords : Function, language variations, interaction, Pulau Aro Market.

INTRODUCTION

The study of language is a study that is never exhausted to be discussed. This is because language has become a part of human life. One of the functions of language is as a means of communication to convey ideas, thoughts, or messages to others. A person will be able to communicate with his friends using a language that is understood by both. If one party does not understand the language used by the other party, then communication between the two is broken, because the messages contained in the first party's language are not understood by the second party. Language is also arbitrary, whether it is in the form of vocal, written, or gestural symbol. The existence of language makes it easier to communicate with one another, as Brown (2000:5) states, “it enables members of a given community to

communicate intelligibly with one another”. Therefore, it functions as a bridge that helps us to deliver our speech and to understand others easier.

However, in many cases of social interactions, it is not rare to find it difficult to understand each other due to the differences in social background. A person born in Muara Bungo might use different sets of words and terms in their speech compared to a person born in Aceh. A person who is younger might speak differently from a person who is older. People who receive higher education might use advanced vocabulary in their speech compared to those who do not get the opportunity of higher education. In linguistics field, this type of phenomenon is analyzed through a branch field called Sociolinguistics.

One of the sociolinguistics experts, Holmes (2007:01), states that sociolinguistics are the relationship between language and society. He argues that sociolinguistics are focused on explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and how it can show the user's social identity. Indonesia has many regions and traditional tribes; therefore it is not surprising that many of us do not speak the same way compared to each other, based on our social background and identity. This kind based on user of difference is what we know as language variation in sociolinguistics study. Furthermore, Holmes (2001:131) briefly states that sociolinguistics mainly focuses on language variation in multilingual communities. People often use a language to signal their membership of certain groups. This makes it obvious when a person does not come from a certain community, they will use different accent that is entirely different than the said community. However, language variation does not only occur in multilingual communities, but also in monolingual communities. For example, students in the same classroom speak in different accents and styles because they come from different family background with different social status. Here, we can see that language variation in monolingual communities are very common.

In Pulau Aro, a traditional market is very much favourable than the ones that are slightly more modern. One of them is "Pasar Kamis" which is located in the middle of the market crowd. The writer is very interested in conducting this research due to the large number of language variations that occur between the buyers and the sellers. In the process of offering and selling their goods,

traders show and use their characteristics and styles in ways that are different from one another. Another reason why the writer chose this as a topic the writer herself is a native speaker who was born in Pulau Aro village. Lastly, the writer also thinks that it is important to understand the Pulau Aro language so that it can be understood by the seven villages in Tabir Ulu district such as the villages of Seling village, Koto Baru, Kapuk village, Medan Baru village, Seketuk village, Muaro Jernih village, and Langeh village, which are in Tabir Ulu District and by the outside communities.

The uniqueness of this research compared to previous research is the data source found, this many of one the language in Indonesia, the writer is interested in the language data found Pasar Kamis, a language that has never been writer in the previous research transaction between sellers and buyer they use different language, different but mutually understanding. The writer became interested in the data found using language variation studies in sociolinguistics.

RESEARCH METHODS

This type of research is descriptive qualitative. This type of research describes research findings using linguistic data or facts. The selection of this type of research is based on the purpose of the research which wants to obtain an objective picture of the function of language variation in buying and selling interactions at Pasar Kamis Market.

The data of this research is the utterances of sellers and buyers in conducting buying and selling interactions at Pasar Kamis market. The data is in the form of a function of using variations. language in buying and

selling interactions in the pasar kamis market. Data collection was conducted using recording techniques, observation techniques, and interview techniques. Through this recording technique, researchers tried as much as possible to obtain verbal communication recordings of the function of using language variations in social interactions in the Pasar Kamis community.

According to sugiyono the research method for collecting the data directly by writer is the first observation the condition around the market, observer language use by seller and buyers, Record videos, save of videos as evidence the data that has been taken and finally sort data the use of research language variation.

RESULTS AND DISCUSSION

There are three kinds of language variation according to by Janet Holmes is Regional variation, Social variation and Social dialect of the data found Pasar kamis Pulau Aro village.

1.Regional Variation.

Holmes (2001:134) argues that, regional variation is about where the language is used, related with the geographical areas. A.Idiolect.

Language variation we see based on its speakers is a language variation called idiolect.

Data 1 : DIALOGUE. BUYING YOUNG KING BANANA.

A buyer bought a bunch of Bananas.

Buyer : Mrs. Rapih (68) (Pulau Aro)

Seller : Mrs. Ratna (45) (Kapuk)

Mrs. Rapih : "Hahh?"

"What?"

Mrs. Ratna : "Pisang Semata." "King Banana."

Mrs. Rapih : "Bapo Pisak Sepatu Ko?"

"How much is this King Banana?"

Mrs. Na : "Sapulauh ribau."

"10000 thousand rupiah."

Data2 : DIALOGUES. BUYING CHILI.

Seller: Mrs. Hasmi (28 years) Kapuk

Buyer: Mrs. Tiah (42 years) Pulau Aro

Mrs. Hasmi : "Duwao limau, limaau pulauh."

"Twenty-five thousand Rupiah, and fifty thousand Rupiah."

Mrs. Tiah : "Ko nak limo puluh."

"This one is fifty thousand Rupiah."

Data3:DIALOGBUYINGEGGPLANTS

Seller: Mrs. Rabaniah (29 years) Seketuk

Buyer: Mrs. Raimah (51 years) Kapuk.

Mrs Rabaniah : "Tehuk ko berapa pulo?"

"Hou much this eggplant?"

Mrs. Raimah : "Tahuakkk enam ribu.

"This eggplant is seven thousand rupiah."

B.dialect

A second language variation based on its speakers is called a dialect, which is a language variation of a relatively large group of speakers who are in a certain place, region, or area. Because this dialect, regional dialect, or geographic dialect.

Data 4. BUYING RICE SEEEDS.

Buyer : Mrs. Murni(40 years) Pulau Aro

Seller : Mr. Inap(42 years) Pulau Aro

Seller : " Nak beli Padi sekampil yuk, untuk beneh padi taut ko."

"Do you want to buy rice seeds to plant rice this year?"

Buyer : " Bapo padi sekampil? Ahi nak paneh ko, manon nak melambuk beneh."

"Indeed, how much is one sack, the weather is very hot and it is difficult to plant seeds."

C.Chronolect.

The third variation based on speakers is called chronolect or temporal

dialect, which is a variation of the language used by social groups at a certain time.

2. Social Variation.

Holmes (1992:148) believes that, social variation like education, exposure to urban environment, social mobility, and change in government.

A. Region.

In a religious context, language is understood as a sacred object and a communicative tool, and both views influence language practices.

B. Caste.

People can be grouped together on the basis of similar social and economic factors. T

Data 5. BUYING PURPLE SWEET POTATO.

Buyer : Mrs. Santi Sartika S.p.d (45 years) Jambi

Seller : Mr. Amer (50 years) Pulau Aro

Mrs. Amer : “ibuk nak ngebuih, nak ngebuih. Iluk nak macap nikot nak kalu ngebuih.”

“The sweet potato for boiling?

Mrs. Santi Sartika : “ Kuning isinya?”

“Is it Yellow?”

Mrs. Amer : “ Dak, cubotlah.”

“No, try.”

C. Mother tongue

Mother tongue refers to the first language learned at home in childhood and still understood by the person at the time the data was collected. If the person no longer understands the first language learned, the mother tongue is the second language learned.

3. Social Dialect.

A. Age.

According to Holmes (2001:176), there are other features of people’s speech which vary at different ages too.

DATA 6: TRANSACTION BUYING BREAKFAST.

Buyer :Mrs. Ramah(61years)Kapuk

Seller : Mrs. Maimunah (30 years)Pulau

Aro

Mrs. Maimunah : “Nasi luntong lah.”

“Only vegetable rice cake.”

Mrs. Ramah : “Anau, tehuk gan kuah pical.”

“Vegetable and sauce.”

Mrs. Maimunah : “ Berarti tambah tahuk Kemu kah?”

“Add vegetables?”

Mrs. Ramah : “Anau, Campua lah.

“Yes, mixing.”

Data7: TRANSACTION BUYING SELLER AND BUYER.

Buyer: Mrs. Amer(50 years)Pulau Aro

Seller: Mrs.Norhafifah(24years)Pulau Aro

Mrs. Amer : “Lah ado tekun, lah ado, lah sudah.”

“Is there a small amount of money?” oh I have to have it.

Mrs. Norhafifah: “Ko ado sit kecik.”

“I happen to have a small amount money.

Mrs. Amer : “Lah sudah?”

“I have, it’s done.”

b.Social Class.

The term social class is used here as a shorthand term for differences between people which are associated with differences in social prestige, wealth and education.

c.Social Network.

Holmes (20:196) emphasizes that social networks in sociolinguistics refer to the pattern of informal relationships people are involved in on a regular basis.

d. Ethnicity

Stated by Holmes (2001:186), language is available for communication, it is often possible for an individual to signal their ethnicity by the language they choose to use.

e. Gender.

It is stated in Holmes (2001: 159), that the linguistic forms used by

women and men are in contrast – to different degrees – in all speech communities.

Data 8 : TRANSACTION. SELLER AND BUYER.

Buyer: Mrs. Sinariah(36 years)Pulau Aro

Seller: Mr. Amang (25 years) Pulau Aro

Mrs. Sinariah : “Nyo kan apo....”

“How much is this.”

Mr. Amang : “Lapat beleh.”

“Eighteen.”

Mrs. Sinariah :” Lapan beleh.”

“Eighteen.”

CONCLUSION

Based on the results of data analysis, 3 kinds based on user of language variations found in the traditional market, namely "Pasar Thursday" in Pulau Aro village, Tabir Ulu district. The kinds base on user were found in the research are *Regional Variations*, *Social Variations*, *Social Dialects*. In the *Regional Variation* there are many variations of the language spoken from various locations, regional and some formations dominant of the data writer *Regional Variation*. There are 21 data found in this research, the language variations that occur between seller and buyer transactions are analysed in this thesis. The total of collected data is 21 data, which is categorized into 15 data of regional variations, social variation 1 data, the last of social dialect found of 5 data, kinds based on user of language variation in buyer and seller interactions and transactions at Thursday Market is regional variation. dominant is the regional variation found in traditional market “Pasar kamis.” Out of 21 data found in this analysis, 3 kinds based on user of language variation used in the interaction speech by sellers and buyers at "Pasar Kamis" in Pulau Aro Village Tabir Ulu district.

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