

VARIOUS LANGUAGE OF ASONGAN TRADERS AT THE BEACH OF BOCOR KEBUMEN

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Abstract

This study was conducted to assess various languages trader deals in Bocor Beach Kebumen in terms of perspektik sociolinguistics. The aim of research to find out the deals utterances used by hawkers at Bocor Beach Kebumen, knowing offers a variety of language used by hawkers at Bocor Beach Kebumen, and knowing use of vocabulary that deals used by hawkers at Bocor Beach Kebumen. This study used a qualitative approach. The method used in this research is descriptive and analytical. The data used in this research is data in the form of a variety of language associated with language diversity offers Bocor beach hawkers. The results of the study deals buying and selling a variety of language, which is rarely done because of language preservation demands an understanding of the other person.

Keywords: *language diversity, merchant, sociolinguistic*

INTRODUCTION

Language has a very important role for human life. With language, intertwined interactions between human beings, whether in the economic, social, political, etc. Interaction will be intertwined when humans communicate with a language that is mutually understandable, so there is a process of mutual support in the conversation. Language is a series of sounds produced by a conscious human speech tool (Kusno Budi Santoso, 1990: 1). According to Finocchiaro

in Mulyono 2004: 34) says that language is an arbitrary system of symbolic sounds that enables everyone in an inherited culture or someone else has studied the cultural system to communicate or interact. Language is basically something that humans typically possess (Aminuddin, 2003: 17). It is not a single, monolithic thing; so language must contain diversity. (Sumarsono, 2010: 17).

Variations or language are the cornerstones of sociolinguistics. Sociolinguistics is an interdisciplinary

science between sociology and linguistics, two fields of empirical science that have very close connections (Rokhman, 2013: 1). Sociolinguistics examines the correlation between these social factors and language variations. Sociolinguistics is the field of interdisciplinary science that studies the language of the community (Aslinda and Shafie in Sari, 2015: 201). In line with the above statements, Appel (in Saputry, 2015: 7) states that sociolinguistics views the language as a social system and communication system and is part of a particular society and culture, whereas a language is a form of social interaction that occurs in concrete situations. Language variations occur in bilingual or multilingual societies in a particular region so there language deviation contains in it. This will only happen if there is interaction. Existing social interaction is due to talk activity between speakers and speech partners. The social interaction activities as aforementioned are occurring in various milieu, including social domains such as markets, schools, hospitals, supermarkets, to special places like home. The relationship between situational sociofactor in the use of language, as well as the occurrence of mutual influence between the grammatical rules and

the norms of use in are in accordance with their function and situation (Padmadewi, et al, 2014: 7-8).

Therefore, human beings are born from different cultures that make the language a part of human culture, such as regional languages (mother tongue). It is the background of the language to be varied. Other than that, language variations can also occur because of the different social interaction activities of humans. Different human livelihoods also cause language to vary. For example, the language used by traders, officials, police, educators, and doctors. Starting from the lexicon side as well as the function of delivering and using different languages. Even in the same profession sometimes there are different language variations. These different language variations are influenced by the speakers of the language itself who act as an individual or are called idiolek. For example, sound color, word selection, style of language, sentence order and expression. This also happens to the trader's profession. To attract buyers, traders usually use different, unique, and attention-grabbing languages. They use different word choices, language styles, and expressions. For traders, language is a very essential communication tool. For a

conversation to be done well. Traders need to first think about the content or purpose of the conversation then a good trader must understand correctly about the art of selling the right one. Based on this, there is a variation of language among traders that is meant to influence buyers to make an offer.

The ethnic, locality, social, and product backgrounds also affect traders in language activities when offering their merchandise to buyers. Therefore, to understand it the author must study it with sociolinguistics. In sociolinguistic language is not seen as a means of communication, but rather as a social behavior used in communication. Variety of traders' offerings, such as hawkers on the coast of Bocor Kebumen, will be something of interest to study. Researchers will analyze the variety of languages using Hymes' theory (1972) which is covered in the acronym SPEAKING. SPEAKING stands are setting or scene, participants, ends, act sequences, keys, instrumentalities, norms, and genres (types).

Based on the background above, the identification of problem in this research is need to be held study for the variety of language offering merchant on the beach of Bocor Kebumen with the purpose of research to know the offering speech used by the

hawkers at the beach of Bocor Kebumen. Knowing the variety of bidding languages used by hawkers on the coast of Bocor Kebumen. Knowing the use of the bidding vocabulary used by hawkers on the coast of Bocor Kebumen.

METHOD

This research uses qualitative approach. A qualitative approach is a process of research and understanding based on a methodology that investigates a social phenomenon and a human problem. In this approach, the researcher makes a complex picture, examines the words, detailed reports of the respondent's views, and conducts studies on natural situations (Creswell, 1998: 15).

The method used in this research is analytical descriptive. Descriptive analytics is a study conducted to determine the value of independent variables, either one variable or more (independent) without making a comparison, or connecting between variables one with another variable (Sugiyono: 2003). Another opinion says that, descriptive research is a study intended to collect information about the status of a symptom that exists, namely the state of the symptoms according to what it is at the time of the study

conducted (Suharsimi Arikunto: 2005). The data used in this study is data in the form of a variety of languages related to the variety of languages offering hawkers on the beach Bocor Kebumen. Source of data used in the form of spoken language data of hawkers offering on the beach of Bocor Kebumen. Determination of data sources is done by considering the quality of data expected in accordance with the purpose of research. The research instrument used in this research is a recording tool used to record the participant's spoken language on non-formal situation in the form of barking offerings at Bocor Kebumen beach and field notes used to record the context of speech. In qualitative research, the experts put forward their opinion that the instrument of research is the researcher himself, or with the help of others who are the primary data gathering tools (Guba and Lincoln 1981 in Moleong, 1995). This is because researchers in qualitative research are seen as natural know-how in data collection. Researchers as an instrument, there are several prerequisites that must be considered, namely: (1) researchers have a distance with the object studied, (2) remain objective, (3) oriented research purposes, (4) remain faithful to research data, and (5) resolve according to discipline and paradigm.

In this research, data collection is done by observation, recording technique, note technique, and unstructured interview to respondent. On this observation, researchers will go directly to the field to find data. Researchers make direct contact with traders. Researchers will make observations on the beach Bocor Kebumen. Recording technique is done to obtain the data, in the form of a variety of traders languages hawkers on the beach Bocor Kebumen by using recording tools. Recording techniques done to record speech spoken by speakers to obtain data in the form of vocabulary. Interviews conducted, ie interviews are not structured. The researcher asks respondents in a relaxed situation so that respondents are not rigid in providing data. After making observations, recording techniques, recording techniques, and interviews, researchers analyzed the data. The steps taken in analyzing the data, that is transcribed data recording. After the authors obtained the lingual form data of the variety of languages offering beach hawkers Bocor Kebumen, then the next step is to transcribe data in accordance with what is obtained from the results of recording techniques and interviews.

The transcribed data is subsequently identified. The identification process is to

analyze the offer language spoken by hawkers in offering their wares to get the meaning of the vocabulary.

From the results of identification, then the data that have been found are classified. Classification of data based on lingual form, meaning, characteristics, and use of vocabulary based on SPEAKING theory according to Dell Hymes. The data of transcription, identification, and classification are then analyzed by using data card. The results obtained data replied from the problem formulation in the data analysis.

For traders, language is a very essential communication tool for a successful conversation to be held. The trader needs to first think about the content or purpose of the conversation. A good trader must understand about the true art of selling. Based on it will be born variations of language among traders

who are intended to influence and give consideration to the buyer to make an offer.

Social background, ethnicity, region and traded products also influence traders in language activities while offering their goods to buyers. Therefore, to understand it the author must study it with sociolinguistics. In sociolinguistic language is not seen as a tool of communication, but rather as a social behavior (social behavior) used in communication.

Variety of languages found in the language of the merchant offering on the beach Bocor Kebumen is a speech event in which there is a dominant word element derived from the Indonesian language and Java. However, in communicating for selling merchandise often in the language of the offer occurs over code and code mix.

Table 1

Transcript 1: Conversation of Sender Merchant Offer on the coast of Bocor Kebumen.

| | |
|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Trader (T) | <i>Monggo oleh-olehipun cah ayu?</i> (Silahkan, oleh-olehnya cantik....) |
| Buyer (B) | Apa bu? |
| T | Ada pigura, ada gelang, ada kalung. <i>Monggo setunggale gangsalwelas ewu, saget langsung dipun bungkus</i> (silahkan, satunya limabelas ribu, boleh langsung dibungkus) |
| B | Ini pas ya bu limabelas ribu? |

| | |
|---|---------------------------------------|
| T | Ya |
| B | Apakah boleh kurang? |
| T | Lebihnya seribu buat jajan ibu |
| B | Apakah ibu masih butuh jajan ? |
| T | Iya..harus ada lebihnya seribu rupiah |

In the above conversation extract, there are two conversation participants. One merchant (T), and one buyer (B). Initially (T) using the Java language "*monggo oleh-olehipun cah ayu?*". Here the merchant uses a praised bid style, making the buyer's heart happy. When the buyer (B) bids, the merchant (T) quickly gives her social excuse "*lebihnya buat jajan, Cah Ayu*" so there is a reciprocal of buyer (B) that makes the atmosphere more familiar and fosters the uniqueness in the bidding language so the price is not lowered. (*Alih Kode*) in the first time traders use Java language because they see buyers with Java face but buyers continue to maintain the

Indonesian language, so that traders also had several times using the Indonesian language in answering questions and statements of traders. (*Campur Code*): this event occurs in the domain of a conversation when a merchant offers his or her merchandise. Initially offered with Java language, but later switched to Indonesian mixed with some vocabulary in Javanese.

From the peculiarities of language data can reflect the social factors of users, both in terms of age, gender, education, employment, and social status. Typical data that reflects the social factors of the user in terms of age.

Tabel 2

| | |
|---|-----------------------------------------|
| T | <i>Asin peda, cah ayu, cah ganteng?</i> |
| B | <i>Pinten meniko bu?</i> |

Usually hawkers offer with younger sayings to the under. To offer people who look their age or above, they use the word *Bu* or *Pak*. So that social factors of language use based on age can be seen.

Typical data that reflect the social factors of the user in terms of education, occupation, and social status are clearly visible in the transcript of data

Tabel 3

| | |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| B | Ooo, tapi ibu pintar ya bahasa Jawanya. |
| T | Udah lama cah ayu di sini, lima tahun, walau bahasa Jawanya aneh gini, kan kalau di rumah pakai bahasa Sunda sama suami dan anak, kalau ngobrol di luar kadang bahasa Sunda, kadang Jawa, seinginnya aja. |
| B | Wah, hebat ya bu, bisa banyak bahasa |
| T | Hebat apa cah ayu, kalau hebat mah ga ngasong kerjanya. |

From the words "*kalau hebat mah gak ngasong kerjanya*" seen there is a sense of inferiority in education, employment, social status and work ngasong being undertaken.

Language defense in the social sphere is usually poorly maintained. The statement can be proven from the passage of conversation with the merchants, as follows:

Tabel 4

| | |
|---|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| T | Udah lama cah ayu di sini, lima tahun, walau bahasa Jawanya aneh gini, kan kalau di rumah pakai bahasa Sunda sama suami dan anak, kalau ngobrol di luar kadang bahasa Sunda, kadang Jawa, seinginnya aja. |
| B | Wah, hebat ya Bu, bisa banyak bahasa. |

It can be said that in the sale and purchase offer language defense is rarely done because of the demands of understanding from the other person, while in the family there is language preservation that is used for example Java language by means used in family scope. Based on the data we can know the existence of the transfer of code that is divided into several types, namely the transfer of situational code and metaforikal code transfer. What happens in a conversation between buyers and merchants / bidders on the beach Bocor Kebumen this is over Situational code, the transfer of code to

achieve the goal instantly according to the social setting of conversation, in this case the goal is to buy and sell with the setting on the coast of Bocor Kebumen with the situation informal. The level of formality is declining when traders meet customers.

CONCLUSION

From the results of the analysis and discussion there are several conclusions that can be formulated as follows: (1) Speech used in offering hawkers in Pantai Bocor Kebumen is informal speech so it can be

more relaxed in socializing peddling goods. (2) The variety of languages that are often used in offering hawkers on the coast of Bocor Kebumen is the variety of Indonesian, and Java. (3) Code and code interference and code interference occurs when bid conversations occur between merchants and buyers. When meeting with different ethnic speakers, they use Indonesian, but when they meet the same ethnic speakers, the code switches to Javanese. However, merchants are quicker to code over and mix code following the language used by buyers to make sense of communication.

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