



VARIATIONS IN THE LANGUAGE OF TRADERS AND BUYERS IN TRADITIONAL MARKETS IN THE PENINSULAR AREA IN DISCOURSE ANALYSIS APPROACH

VARIASI BAHASA PEDAGANG DAN PEMBELI DI PASAR TRADISIONAL KAWASAN SEMENANJUNG DALAM PENDEKATAN ANALISIS WACANA

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Abstract: The use of different vocabulary spoken by traders and buyers that cause language variations during buying and selling transactions in traditional markets on the coast with discourse analysis. This research aims to analyze language variations in terms of usage by traders and buyers in the wholesale market. This type of research is qualitative research using descriptive methods. The data source of this research is conversations conducted by merchants and buyers. The data in this study is a varied vocabulary. Data is analyzed using interactive models such as data reduction, presentation, and conclusion withdrawal. Based on the study results, it can be concluded that the variation in the spoken language of traders in the traditional market is as follows, language variations found as many as 7 language variations from 50 data. Variations of the language used are Indonesian as many as 9 conversations, Javanese, Minangkabau kumbang, Minangkabau language Talang Mandiangin, Minangkabau language dusun, Minangkabau language sirah river area, and Minangkabau language limpaso area.

Keywords: language variation, traders, buyers, traditional markets

INTRODUCTION

The language is diverse, meaning that although a language has certain rules or patterns that are the same, but because it is used by heterogeneous speakers who have different social backgrounds and habits, it becomes diverse both in the phonological, morphological, syntactic, and lexicon levels. The variety of a

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language is caused by various factors, including the level of education, mobility of the population, geographical location, the situation of speakers, the location (where humans themselves interact) social factors (the position of humans in their society), beliefs and cultures that exist in the society itself. Chaer and Leoni Agustina, (2004: 61) suggest that language variation is the main language in sociolinguistic studies, while variation is more than one form. Kridalaksana, (1981:165) states that the variety of languages is the variety according to different usage according to the topic discussed, according to the relationship of the speaker, the interlocutor, and the person being talked about and the medium discussed. Language variation is a common event that occurs in heterogeneous speech community conditions such as in markets, ports, tourist attractions, thermoina, etc. This happens because speakers come from different regions that have their own version of the language, so the spoken language has a difference in interacting.

The use of language often occurs in community activities to exchange information or gain an advantage in interacting. The place that usually occurs the process of interaction is in the market. The market is identical to the process of buying and selling transactions directly between languages in the interactions used within the market to describe the communication that occurs in everyday conversation greatly. The use of language used when communicating is often characterized by the emergence of a language that is typical of a group of language users. Similarly, the use of language used by traders and buyers in The Kumbang market of Lunang District of South Coast Regency is very diverse can be seen when buying and selling transactions occur, this is because in Kumbang market is visited by traders and buyers from different regions united in a place that is in the market, then the difference is also caused by the age difference, gender, ethnicity, occupation, education and so on. But at the time of the transaction process buying and selling in kumbang market still runs smoothly even though they use their own distinctive language. This is because the merchant and buyer have become accustomed or already understand the interlocutor's language with each other.

Lunang is a subdistrict in South Coastal Regency, West Sumatra, Indonesia. Lunang's territorial boundary is in the East bordering Kerinci Regency, Jambi, in the west with the Indian Ocean, in the North with Basa IV District tapan hall and in the south with Bengkulu Province. Lunang can become a tourist destination, history and how to do something in West Sumatra by becoming the house of Mande Rubiah gadang as a museum by the South Coast Regional Government. In addition, Lunang there is a family of Mande Rubiah who are believed to be descendants of Bundo Kandung, a female king of Minangkabau (16th century) humpback on the story of Cindur Mato who attacked Pagaruyung from the East. Until now



still found eating the Pagaruyung Royal family in Nagari Lunang and also a gadang house that is none other than Bundo Kandung palace. Lunang area is a heterogeneous area that has many tribes. Therefore, the language owned by the lunang community is also different, one of which can be seen the use of language used by the community during buying and selling transactions in the Market Kumbung District Lunang South Coast District.

Kumbung Market is one of the Lunang District of South Coast Regency markets. This market is one of the livelihoods in Lunang. Therefore, the daily language used by the community varies. This is because traders and buyers in the Kumbung market lunang subdistrict are of a different social background and have their own language when communicating. So that the language spoken by the community sounds unique and distinctive when buying and selling transactions take place. So, based on these considerations, researchers are interested in researching the variety of languages used by traders and buyers in the Market Kumbung Lunang District of South Coast District. Pasar Kumbung Lunang District became an object in this study because there is a multilingual phenomenon. The variety of languages traders characterizes this and buyers use during buying and selling transactions. Therefore, this study uses the Market Kumbung District Lunang South Coast District as the object of research in this thesis.

This research will discuss "Variations of Spoken Language traders in Lunang Market of South Coast District Regency" which is focused on Kumbung market lunang subdistrict. The reason researchers took this title is the uniqueness or peculiarity of the language owned by the people of Lunang South Coast Regency that distinguishes them from other communities, and wants to dig deeper about the use of language spoken by traders and buyers in the Market Kumbung Lunang District of South Coast Regency. The use of language between traders and buyers in Kumbung market lunang district is interesting to research because traders and buyers use a variety of languages when communicating. Research on language variations has been done by many researchers before. In , Ariesty Fujiastuti (2014) found a Variety of Buying and Selling Transaction Languages in the Niten Bantul market, which shows the characteristics of the variety of buying and selling transaction languages in the Niten Bantul market are three. *First*, the use of words following the goods sold. *Second*, short and incomplete (informal sentences). *Third*, the use of the word from the Javanese language. Then in Maulud et al (2018) research found variations in the language of traders in the dating market of Subulussalam city, Aceh province, which shows that there are three aspects of language variation. *First* in terms of speakers, among others: idiolek (six data), dialect (five data), colossal sociolek (five data) and jargon (three data). *The second* in terms of usage is the variation in the field of trade (five data). *The three* aspects of formality are the variety of *santa* (six data) and the familiar



variety (seven data).

Based on the things and facts above, the author conducted a study on the merchant community in Kumbung market of Lunang District of South Coast Regency. For this reason, based on the observations that have been made, the author is interested in conducting a study entitled on "Variations of Traders' Spoken Language in Lunang Market of South Coast Regency".

METHOD

This type of research is qualitative research. In this study, researchers observed or analyzed a language instead of numbers spoken by traders and buyers in the Kumbung District Lunang South Coast District market. According to Sugiyono, (2014: 1) qualitative research methods are research methods used to examine the natural condition of objects, (as opposed to experiments) where the researcher is as a key instrument, data collection techniques are done triangulation (combined), data analysis is inductive, and qualitative research results emphasize meaning more than generalization. At the stage of providing data used the method of listening and cakap. To collect the data needed. In this study, researchers used listening to the provision of data done by listening to the use of language used by traders and buyers in the Kumbung Lunang District of South Coast Regency market. In the process of listening to the technique used is a free libat cakap technique. The technique is done by listening to the use of language without participating in the speech process (Kesuma, 2007: 44). The recording technique is a data networking technique that is done by recording the use of merchant and buyer language when interacting using a recording device in the form of a mobile phone. In addition, this study uses capable methods. The capable method used in this study is a technique of being able to meet face-to-face with prospective data. The technique of meeting face to face is to meet directly with informants to get the appropriate data to support the completeness of this research. This study also uses recording techniques to record important information for the completeness of research data when researchers conduct research in the Market Kumbung Lunang District of South Coast Regency. The way data analysis applied in this study is inseparable from communication strategies in buying and selling transactions, namely interactive model analysis techniques, this analysis consists of three flows, namely data reduction, data presentation and conclusion withdrawal.



RESULT AND DISCUSSION

Language variations relating to their use, use, or function are called functionolek (Nababan 1984:68), variety, or register. These variations are usually discussed based on the field of use, style, or level of formality, and means of use. The language variation based on this field of use is about the language used for what purpose or field. For example, the fields of journalistic literature, military, agriculture, shipping, economy, trade, education, and scientific activities. Language variations based on this area of activity that most visible characteristics are in the field of vocabulary. Each area of this activity usually has a certain number of vocabulary that is not used in other fields. However, variations based on this area of activity are also seen in morphological and syntactic levels. Variations of language or variety of literary languages usually emphasize the use of language in terms of aesthetics, so choose and use vocabulary that aesthetically has euphony characteristics and the most appropriate express power (Chaer, 2010: 68). Here is an example of data on language variations in terms of usage by sellers and buyers in the Market Kumbung Lunang District of South Coast Al Regency.

a. Data Analysis based on Language Variation is Indonesian

Data 044

Conversations:

(Ice cream merchant)

Sellers: yang tahu yang tahu yang minat silahkan saja, yang jauh mendekat yang dekat jangan rapat-rapat. Jual murah saja yang sayang dedeknya, jangan ditanya kenapa jual murah ya bu. Seribuan-seribuan bisa, dua ribu bisa pakai roti, tiga pakai kotak. Bawa pulang bisa, sayang dedeknya. Jangan sampai rumah, jangan sampai ketinggalan buat sayang dedeknya.

Analysis:

In the data above, the conversation took place at the ice cream vendor's place in Kumbung market of Lunang district of South Coast Regency. The party involved in the conversation is the merchant himself. The 47-year-old trader is a male of Javanese ethnicity. All the conversations spoken by the ice cream vendor using Indonesian, even though he is of Javanese ethnicity, this is because the ice cream seller knows that not everything in kumbung market understands Javanese, for that he uses Indonesian so that everyone in the Kumbng market can understand it. So it can be concluded, the use of vocabulary by ice cream sellers is the use of language variations from Indonesian.

b. Data Analysis based on Language Variation, namely Javanese

Data 036

Conversations:

(Herbal medicine merchant)

Seller : "*tuku opo?*" (Buy what)

Buyer : "*jamune pegalinu*" (herbal medicine pegalinu)

Seller : "*yo iki jamu ne*" (yes this is the herbal medicine)

Buyer : "*yo wes mbak sici*" (yes already brother one)

Analysis:

In the data above, the conversation took place at the place of herbal medicine sellers in Kumbung market of Lunang district of South Coast Regency. The parties involved in the conversation are herbal sellers and buyers. The 45-year-old trader is a female who is of Javanese ethnicity, while the 34-year-old buyer is female. All conversations between sellers and buyers are the use of Javanese. So it can be concluded, the conversation in data 027 between traders and buyers both use Javanese which can be seen from the use of vocabulary between traders and buyers.

c. Data Analysis based on Language Variation, namely Minangkabau kumbung area

Data 018

Conversations:

(Chicken trader Cut 1)

Buyer : "*bapou chicken sakilou tek?*" (How many chickens is a kilo of sis?)

Seller : "*chicken mpek puloh*" (chicken forty)

Buyer : "*could it be less po tek?*" (It can be reduced)

Seller : "*dak dapek*"(can't)

Analysis:

In the data above, the conversation took place at the place of the chicken seller in Kumbung market of Lunang district of South Coast Regency. The parties involved in the conversation are chicken sellers and buyers. The 44-year-old trader is a female from the Minangkabau ethnic kumbung area, while the 35-year-old buyer is a female from the Minangkabau ethnic kumbung area. All conversations between sellers and buyers are variations of the Minangkabau language of kumbung area. So it can be concluded, the conversation in data 018 between the seller of cut chicken and the buyer both uses the Minangkabau

language of kumpang area which can be seen from the use of vocabulary between traders and buyers.

d. Data Analysis based on Language Variation, namely Minangkabau language in Talang Mandiangin area

Data 047

Conversations:

(fried food vendor)

Seller : *"nyo does not care dak, mbo no-no nyo lah gaek sok sick sepo nan nengok mbo. Mbo ibo also wea. Can mbo ningga wea, mind mbo wea fat mbo dak college. Mbo is ready lagalua, complete lagalua"* (he does not want to not care, I do not he is old later sick who saw him. I feel sorry for it too. I can't leave it, my mind gets complicated so I don't go to college. I'm all ready, it's all complete.

Buyer: *"Devia pomea so dak?"* (Devia how did it become?)

Seller: *"taua dak go mbo e"* (don't know me too)

Analysis:

In the data above, the conversation took place at the fried food vendor's place in Kumpang market of Lunang District of South Coast Regency. The parties involved in the conversation are merchants who sell fried foods and buyers. The 23-year-old trader is a female from the Minangkabau ethnic talang mandiangin area, while the 22-year-old buyer is a female from the Minangkabau ethnic talang mandiangin area. The contents of the conversation above are fried sellers asking the buyer about the reason he did not become a lecture list in the past, he told it because the buyer is his old friend. All conversations that occur between traders and buyers use various languages from the Minangkabau language of Talang Mandiangin area. So it can be concluded that the conversation in data 047 between fried sellers and buyers both use variations of the Minangkabau language of Talang Mandiangin area that can be seen from the use of vocabulary between traders and buyers.

e. Data Analysis based on Language Variation, namely Minangkabau Language in Dusun

Data 015

Conversations:

(vegetable trader)

Buyer 1 : *"pas limu bleh dak tek? eeh duwu0 dak tek? Eh duwu0, duwu satung"* (enough



fifteen not sis? Twenty no sis? Twenty, two one)

Seller : "iyu" (yes)

Buyer 2 : "aah kepeang dek mbo tek a" (this money mine sis)

Seller : "pas tung" (enough of that)

Analysis:

In the data above, the conversation took place at the vegetable seller's place in Kumbang market of Lunang district of South Coast Regency. The parties involved in the conversation were vegetable sellers as well as buyers 1 and 2. The 46-year-old trader is a female from the Minangkabau ethnic village, while the buyer is 1 is 37 years old and the 2-year-old buyer is a female from the Minangkabau ethnic village. The content of the above conversation is that the buyer asks the seller about the money that the buyer has given to the seller regarding vegetables purchased using the Minangkabau language of the Dusun area and answered by the seller also using the Minangkabau language of the Hamlet area, because between the seller and the buyer are both Minangkabau people who come from the Hamlet area. So it can be concluded, the conversation in data 015 occurs language variations in the Hamlet area that can be seen from the use of vocabulary between traders and buyers.

**f. Data Analysis based on Language Variation, namely Minangkabau Language sirah river area
Data 019**

Conversations:

(chicken traders cut 2)

Buyer : "den bali chicken sakilo ni, buapo sakilo?" (I bought a chicken a kilo sis, how many kilos?)

Seller : "ampek puluh" (forty)

Buyer : "don't I warm?" (No less?)

Seller : "ndak" (no)

Analysis:

In the data above, the conversation took place at the place of the chicken seller in Kumbang market of Lunang district of South Coast Regency. The parties involved in the conversation are chicken sellers and buyers. The 44-year-old trader is a female from the Minangkabau ethnic sirah river area, while the 47-year-old buyer is a female from the Minangkabau ethnic sirah river area. All conversations between sellers and buyers are variations of the Minangkabau language of the Sirah River area. So it can be



concluded, the conversation in data 019 between the seller of cut chicken and the buyer both uses the Minangkabau language of the Sirah River area which can be seen from the use of vocabulary between traders and buyers.

g. Data Analysis based on Language Variation, namely Minangkabau Region Limpaso

Data 038

Conversations:

(Nightgown merchant)

Seller 1: "*tigo alai hundred*" (three hundred strands)

Seller 2: "*not disappointed until the house do*" (will not be disappointed to arrive at home)

Seller 1: "*thirty-five thousand decks, tigo alai one hundred*" (thirty-five thousand dik, three hundred strands)

Analysis:

In the data above, the conversation took place at the merchant selling sleeping clothes in the Kumbang market of Lunang District of South Coast Regency. The parties involved in the conversation were the merchant selling 1 nightgown and the seller of the nightgown 2. Trader 1 is 30 years old, trader 2 is 35 years old who is male who is from the Minangkabau ethnic area of Limpaso. All conversations between trader 1 and trader 2 are the use of language variations of the Minangkabau language of the Limpaso region. So it can be concluded, the conversation in data 038 between traders 1 and 2 both use the Minangkabau language of the Limpaso area which can be seen from the use of vocabulary between traders.

CONCLUSION

This study showed that there were variations in language found as many as 50 data. Variations of language used by traders and buyers in Kumbang market of Lunang District of South Coast Regency, namely there are seven language variations, namely Indonesian as many as 9 conversations, Javanese as many as 6 conversations, Minangkabau kumbang area as many as 27 conversations, Minangkabau language talang Mandiangin area as many as 7 conversations, Minangkabau language dusun area as many as 17 conversations, Minangkabau language sirah river area as many as 5 conversations and Minangkabau language area Limpaso had 15 conversations. The most widely found language variation is the Variation



of Minangkabau kumbang area as many as 27 conversations and the least found is the variation of Minangkabau language sirah river area as many as 5 conversations. Based on research entitled variations in the spoken language of traders in the market lunang South Coastal Regency can be concluded that, the variety of languages that are widely found is the variation of minangkabau language kumbang area, because the kumbang community is quite wide scope and one of the livelihoods is trading. The least found is the variation of the Minangkabau language of the Sirah River area, because the Sirah River area is small in community scope.

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