

MARKET COMMUNICATION: Speech Styles and Language Use in the South Tangerang Traditional Market

Fauzan Yasmiandi

UIN Syarif Hidayatullah, Indonesia
yasmin.boejang88@gmail.com

Submitted: 02nd February 2023 | **Edited:** 07th April 2023 | **Issued:** 01st May 2023

Cited on: Yasmiandi, F. (2023). MARKET COMMUNICATION: Speech Styles and Language Use in the South Tangerang Traditional Market. *AKADEMIK: Jurnal Mahasiswa Humanis*, 3(2), 82-89.

ABSTRACT

The use of language in everyday life has many forms and styles, depending heavily on demographics, people's habits, and conditions. So you can often find a variety of language styles and ways of pronouncing them, because actually there is an emotional message to be conveyed, so that the meaning can be understood. One example of where the use of various languages is often found is the market. The market is a place for interaction between traders and sellers, so in the context of selling their products, traders in interacting with prospective buyers instinctively carry out various developments in the use of words and language styles, in order to attract the attention of prospective buyers. This study aims to describe the model of communication between sellers and buyers in traditional markets. To answer these objectives, a qualitative approach is used with descriptive methods. The object of research is the Ciputat traditional market, South Tangerang. In the process of collecting data, observation techniques were used, namely seeing, recording, listening, and interacting with traders and buyers at the Ciputat market. The results of the study show that there is a tendency to use certain languages and speech styles, according to their respective regions of origin. This is done as a form of natural adaptation with the aim that there is an emotional bond, resulting in buying and selling transactions.

Keywords: Language Style, Speech Style, Communication, Interaction, Traditional Markets

INTRODUCTION

Language is a communication tool that is often used to interact with other humans (Dewi, et al., 2020). Speaking of language as a communication tool (Hasanah, 2020), it is definitely closely related to sociolinguistics, namely the branch of linguistics that studies the use of language in interacting in society, meaning that social interaction will live thanks to the speech activity of members who use the language itself (Mailani, et al., 2022). Language has many varieties. The occurrence of this language diversity is not only caused by the speakers who are heterogeneous, but also because the activities of social interaction that they carry out are very diverse. This diversity will increase if the

language is used by a very large number of speakers, and in a very wide area (Akyuwen, et al., 2020).

Language is a system, meaning that a language is formed by a number of components that have a fixed and predictable pattern. In social life, actually humans can also use other means of communication besides language. However, it seems that language is the best, most perfect means of communication, compared to other means of communication; including communication tools used by animals (Alimin & Ramaniyar, 2020). Sofiya & Mujianto (2020) emphasized that the use of language is not only determined by linguistic factors, but also by non-linguistic factors, such as social factors and situational factors. Social factors, including social status, education level, economic level, age, and gender. The situational factors include who is speaking (Ariesta, et al., 2021), in what language, to whom, when, where, and what issues are discussed. In accordance with this assertion, it means that the dominance of social and situational factors in the use of language will affect the emergence of language variations.

Language diversity occurs due to the diversity of speakers in a very wide area (Handika, et al., 2019). The use of various languages must be adjusted according to the place, namely between the official language and the unofficial language (Ertika & Diani, 2019). Various languages are used in official situations such as state speeches, sermons, official correspondence (Waridah, 2018), and textbooks. The variety of official languages is learned through formal education. Meanwhile, informal language varieties are used in informal situations (Herisetyanti & Suharyati, 2019), such as at home, in stalls, in private letters, on the road. Unofficial language varieties are learned directly in the general public, not in formal education. In everyday life, this interaction can take various forms, for example; working, playing, joking and one of them is bargaining. As is often the case in markets, sellers and buyers often interact by bargaining for merchandise (Aisah & Noviadi, 2018).

THEORY

Languages Variety

Variety of languages is a form of variant or variety according to the topic being discussed and according to the medium of conversation (Handika, et al., 2019). For example, the variety of languages used by parents is different from the variety of

languages used by children (Prayudi & Nasution, 2020). For example, parents will talk more about life lessons and advice, while children will talk about their playmates, wanting to buy new toys, or fun activities they had at school. Likewise, the variety of language used by a journalist will be different from the variety of language used by a teacher. A journalist will talk more about matters related to the world of politics, crime, issues, and other actual news, while a teacher will talk more about teaching and educating students at school. So, speakers must be able to choose a variety of languages that suit their needs.

Market

The market is a place where sellers and buyers meet, goods and services are available for sale and there will be a transfer of property rights (Syarifuddin, 2018), meeting sellers and buyers allows social interaction to occur. In interaction it is almost impossible without involving language even though within certain limits it is possible for humans to interact without using language, but the perfection of that interaction can only be guaranteed through language.

Bargaining as a form of interaction certainly involves language (Samosir, 2019). Thus bargaining is one of the speech events (*speech event*). As one of the speech events, the form of language use is influenced by various factors, such as situations and events, speech participants, purpose of speaking, norms of interaction and so on (Permata & Ghoni, 2019).

METHOD

The following are standard research procedures, including:

1. The research principle is qualitative
2. The research method is a survey
3. The analysis technique uses descriptive
4. The research location is the Ciputat traditional market, South Tangerang
5. The data collection technique is observation (seeing, hearing, taking notes, and interacting)
6. The subjects of the analysis are traders and buyers in the Ciputat traditional market, South Tangerang
7. Observation material is communication in traditional markets, between traders and buyers.

RESULTS

Observation of Trader Communication in Tool Shops

In this observation, there is a conversation between the seller and the buyer who is making a sale and purchase transaction at a hardware store. The conversation is conducted between the seller and the buyer with an age gap that is not much different. Based on the conversation above, a seller said "The knife is good, sharp, suitable for cutting chicken/meat". In the process of offering merchandise from the conversation, it can be seen that the seller and the buyer do not know each other. This can be seen from the style of speech that is rigid and does not extend. Older sellers use a variety of social languages in the form of Sundanese. In the context of the speech above, the use of Sundanese vocabulary occurs because the seller comes from a native Sundanese tribe. The vocabulary is used in everyday life to interact with people around them. The language used is not standard and is informal, not formal.

In this observation, there was a process of bargaining for merchandise when the seller said "Okay, just thirty, ma'am". Language variations in terms of the formality of the sentence above are included in the business variety (consultative) that is often used by sellers to sell their wares. During the bidding process, the seller agrees on the price of the knife being chosen by the buyer. However, in this process there is no price agreement from the buyer so that no sale and purchase transactions occur, when the seller remains at the agreed price.

Observation of Trader Communication in Fruit Shops

In this observation, a conversation occurs between the seller and the buyer who is making a sale and purchase transaction at the fruit shop. Based on the conversation, a seller said "pick and choose, cheap fruit". The sentence is incomplete, but can be understood by the buyer. Language variations in terms of the formality of the conversation above are included in the variety of businesses that are often used by sellers to peddle their wares. This sentence aims to attract the attention of a buyer so that he can see the merchandise being sold by the seller. In the process of offering merchandise from the conversation, it can be seen that the seller and the buyer do not know each other. Older sellers use a variety of social languages in the form of Indonesian. In the context of the speech above, the use of Indonesian vocabulary occurs because the seller is accustomed to using this variety of language in everyday life.

In the observation at this clothing store, there was no bargaining process for merchandise made by sellers or buyers. The seller immediately offers and mentions the price of the clothes, which is contained in the sentence "That one is cheap ma'am, only twenty thousand per kilo".

Observation of Trader Communication in Clothing and Bag Stores

In this observation, a conversation occurs between the seller and the buyer who is making a sale and purchase transaction at the vegetable shop. Based on the conversation, the seller said "The ketekko haragonyo is thirty five thousand". Language variations in terms of the formality of the sentence are included in the variety of businesses that are often used by sellers to peddle their wares. The language variations contained in the conversation above include variations in idiolect languages from the speaker's point of view. Idiolect variations are language variations that are individual in nature, according to the concept of idiolect. Sellers who are older, use a variety of social languages in the form of Padang language. In the context of the speech above, the use of Padang language vocabulary occurs because the seller comes from the Padang tribe. The vocabulary is used in everyday life to interact with people around them, and the vocabulary used is easy to understand.

Observation of Buyer Communication in Tool Shops

Observed conversations between sellers and buyers who are making buying and selling transactions in tools. In the conversation above, a buyer said, "This knife is sharp, isn't it, sir? How much does it cost?" The sentences are short and incomplete. In this sentence there is an unclear subject element and the language variation in terms of the formality of the sentence is included in the casual variety. In the conversation above, it can be seen that buyers and sellers do not know each other.

This can be seen from the style of speech that is rigid and does not extend. Younger buyers use a variety of social languages in the form of Betawi. In the context of the speech above, the use of Betawi vocabulary occurs because the buyer comes from the Betawi tribe. The vocabulary is used in everyday life to interact with people around them. The language used is not standard and is informal, not formal.

When the seller is in the process of offering his wares, the buyer responds with the sentence "no, you need a medium knife". In this sentence, the buyer confirms that he wants to buy a medium-sized knife. Furthermore, in the conversation above there is a

process of bargaining for merchandise when the buyer says "give me a discount, sir". During the bidding process, the seller agrees on the price of the knife being bid by the buyer. However, in this process there is no price agreement from the buyer so that no sale and purchase transactions occur, when the seller remains at the agreed price.

Observation of Buyer Communication in Fruit Shops

The conversation between the seller and the buyer who is making a sale and purchase transaction at the fruit shop is observed. Based on the conversation above, a buyer said "is the salak sweet or not?". The sentence is short and incomplete, in terms of formality the sentence above belongs to the casual variety which is often used in informal situations to interact. This sentence indicates that the buyer wants to see the merchandise being sold by the seller first. Buyers who are younger, use a variety of social languages in the form of Indonesian. In the context of the speech above, the use of Indonesian vocabulary occurs because buyers are used to using this variety of languages in their daily lives. The language used is not standard and is informal, not formal.

In this observational data there is no process of bargaining for merchandise made by buyers. The buyer agrees to the price agreed upon by the seller, and the buyer immediately makes a sale and purchase transaction. It's in the sentence "buy a kilo, bro".

Observation of Buyer Communication at the Chicken Cut shop

The conversation between the seller and the buyer who is making a sale and purchase transaction at the fish shop is observed. Based on the conversation above, it can be seen that a buyer said "How many chickens, sir?". Language variations in terms of the formality of the sentence are included in the casual variety which is often used in informal situations when interacting. Language variations in terms of speakers found in the conversation above include variations in dialect languages. Because buyers only follow the language used by sellers when interacting to facilitate buying and selling transactions. Buyers who are younger, use a variety of social languages in the form of Indonesian. In the context of the speech above, the language is used in everyday life. In this conversation there was no bargaining process for the merchandise made by the buyer, which is contained in the sentence "The chicken, one kilo, sir".

Analysis of Factors Forming Variety of Communication in Traditional Markets

Based on observations, the factors behind the variety of languages in the market, between sellers and buyers are informal places, habits, goals, and backgrounds. In

addition, the existence of the time factor can lead to differences in language, differences in types of work, and so on. In the first data, a buyer who is shopping at the market can bargain in a very crowded situation. It's different when a buyer shops at a supermarket, he can't bargain the same way he does when he's in the market.

Age difference is another factor that causes changes in communication styles. Age influences a person to use a variety of different languages when interacting with other people, both adults and colleagues, and children. In the first data, sellers who are older use Sundanese because the seller is from the Sundanese tribe. Meanwhile, younger buyers use a variety of Betawi languages. In this conversation, the buyer uses non-standard vocabulary, which is often used by Betawi people. A habit in using language can also influence the choice of language variety to be used. This can be influenced by the community environment. In the data above, both sellers and buyers are accustomed to using the various languages of their respective tribes.

Sociocultural factors are factors related to the social conditions of a local community. A language is born from culture, the culture of each different region gives birth to regional languages with their respective accents. In the first data, a seller uses Sundanese because the seller comes from the original Sundanese tribe. It's in the sentence "Yes, that's it, tea". In this sentence, the words "atuh", "tea" are often used by the Sundanese when interacting with their interlocutors. Meanwhile, buyers use the Betawi language when interacting because the seller is from the Betawi tribe. Both of them use different languages when interacting, with their respective accents.

CONCLUSION

The results of the study show that communication in traditional markets is very flexible and non-formal. In the use of language, words and accents are strongly influenced by many factors, including the purpose. In practice, there are sellers or buyers who use someone else's language, because they want to get a lower price or buy their merchandise. This explains that place, time, age, market characteristics, region, ethnicity, profession, and so on are factors that influence the variety of languages in the Ciputat traditional market, South Tangerang. Based on these findings it can be understood that language is a communication tool that makes us more familiar, able to understand each other, and respect each other. The use of language in open space is a non-formal space, so that in

practice it will be more dynamic and emotional. People will see the suitability of physical appearance, intonation, accent, and choice of words as a form of evaluation to respond.

REFERENCES

- Aisah, S., & Noviadi, A. (2018). Ragam Bahasa Lisan Para pedagang Buah Pasar Langensari Kota Banjar. *Literasi: Jurnal Bahasa dan Sastra Indonesia serta Pembelajarannya*, 2(1), 81-87.
- Akyuwen, I., Sasabone, C., & Tabelessy, N. (2020). Ragam bahasa gaul dalam media sosial Facebook remaja negeri Passo kota Ambon. *Mirlam: Jurnal Pendidikan Bahasa Dan Sastra Indonesia*, 1(1), 93-102.
- Alimin, A. A., & Ramaniyar, E. (2020). *Sosiolinguistik dalam pengajaran bahasa: studi kasus pendekatan dwi bahasa di sekolah dasar kelas rendah*. Putra Pabayo Perkasa.
- Ariesta, W., Qoyyimah, A. L. N., & Markhamah, M. (2021). Pergeseran bahasa baku: Ragam bahasa elitis dalam akun instagram humor recehku. *Diglosia: jurnal kajian bahasa, sastra, dan pengajarannya*, 4(3), 259-274.
- Dewi, M. P., Neviyarni, S., & Irdamurni, I. (2020). Perkembangan bahasa, emosi, dan sosial anak usia sekolah dasar. *Jurnal Ilmiah Pendidikan Dasar*, 7(1), 1-11.
- Ertika, R., & Diani, I. (2019). Ragam bahasa gaul kalangan remaja di kota Bengkulu. *Jurnal Ilmiah Korpus*, 3(1), 84-91.
- Handika, K. D., Sudarma, I. K., & Murda, I. N. (2019). Analisis Penggunaan Ragam Bahasa Indonesia Siswa dalam Komunikasi Verbal. *Jurnal Pedagogi Dan Pembelajaran*, 2(3), 358-368.
- Handika, K. D., Sudarma, I. K., & Murda, I. N. (2019). Analisis Penggunaan Ragam Bahasa Indonesia Siswa dalam Komunikasi Verbal. *Jurnal Pedagogi Dan Pembelajaran*, 2(3), 358-368.
- Hasanah, N. (2020). Variasi Keformalan Bahasa Model Martin Joos Pada Grup Whatsapp 'Ipi Garut'. *Caraka: Jurnal Pendidikan Bahasa dan Sastra Indonesia serta Bahasa Daerah*, 9(2), 72-83.
- Herisetyanti, T., & Suharyati, H. (2019). Ragam Bahasa dalam Komponen Tutur. *Media Bahasa, Sastra, dan Budaya Wahana*, 25(2), 1-15.
- Mailani, O., Nuraeni, I., Syakila, S. A., & Lazuardi, J. (2022). Bahasa sebagai alat komunikasi dalam kehidupan manusia. *Kampret Journal*, 1(2), 1-10.
- Permata, C. P., & Ghoni, M. A. (2019). Peranan Pasar Modal Dalam Perekonomian Negara Indonesia. *Jurnal AkunStie (JAS)*, 5(2), 50-61.
- Prayudi, S., & Nasution, W. (2020). Ragam bahasa dalam media sosial twitter. *Jurnal Metamorfosa*, 8(2), 269-280.
- Samosir, A. (2019). Campur Kode dan Etnografi Komunikasi dalam Interaksi Tawar Menawar di Pasar Simpang Tigo. *KREDO: Jurnal Ilmiah Bahasa dan Sastra*, 2(2), 291-300.
- Sofiya, L., & Mujiyanto, G. (2020, October). Alih kode pada pemakaian bahasa intimate dalam pembelajaran di Pondok Pesantren Darul Maarif. In *Prosiding Seminar Nasional Bahasa dan Sastra Indonesia (SENASBASA)* (Vol. 4, No. 1).
- Syarifuddin, D. (2018). Pasar Tradisional Dalam Perspektif Nilai Daya Tarik Wisata. *Jurnal Manajemen Resort dan Leisure*, 15(1), 19-32.
- Waridah, W. (2018). Ragam Bahasa Jurnalistik. *JURNAL SIMBOLIKA: Research and Learning in Communication Study (E-Journal)*, 4(2), 112-129.