

Determined Factors of Language Use in The Sindang Market of Cirebon

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Keywords: The Use of Language, Determined Factors, Sociolinguistics.

Abstract: The use of language is determined by the factors that affect the speaker, whether speakers' language abilities or speakers' psychological factors. Speech community (sellers and buyers) in the Sindang market in Cirebon District-Indonesia as the multilingualism speakers certainly have to consider what code they should use in interacting with their interlocutors. This paper aims to outline the factors that determine the use of language in buying and selling interaction at Sindang market. The method and technique used in this paper were observational method and recording technique. The data analysis conducted by analyzing speeches qualitatively based on sociolinguistic theory. The results from this study showed that the language use in Sindang market is determined by following factors: (1) language skills of both speakers' and interlocutors', (2) participants, and (3) intention of the interaction.

1 INTRODUCTION

Sindang market is a traditional market which located near the Sindanglaut village of Cirebon district. This market is the old market that built before the royal Caruban or Cerbon in Dupala times. In the old days around the 15th century until the 17th, this market is visited by traders from different tribes, namely the ethnic of Chinese, Arabic, Sundanese and Javanese thus forming the language used by the speech community. This language situation caused the variation of languages. The language varieties in the buying and selling interaction occur not only as a result of language contact, but also because of the background of the seller and the buyers are different. The contact language event in multilingual societies there is a speech event which is the object of sociolinguistics studies, among others the code switching, code-mixing, and interference. Language contact is part of the social fabric of everyday life (Sankoff in Ravindranath, 2015), and so the study of language in its social context (sociolinguistics) must take into account the fact that in most parts of the world multilingualism is the norm. Winford (2002) said that the field of contact linguistics is quite broad. It includes the study of a range of phenomena associated with multilingual communities, including strategies used by bilinguals such as borrowing and

code-switching: outcomes of language contact, including changes to an existing language as well as the creation of 'new' languages such as pidgins and creoles; the role of imperfect second language acquisition in predicting linguistic outcomes; and finally, the social context of language contact and macro-level outcomes such as language shift, attrition, and death. Chaer and Agustina (2004) mentioned that language contact can cause a variety of linguistic phenomena, such as bilingualism, diglossias, code switching, interference, convergence, language shift, and language preservation. A person who is involved through the use of two languages and in two cultures, and also called as bilingual certainly cannot be separated from it due to the use of two languages. One of the consequences of bilingualism is an overlap between the two systems of language its uses or uses the elements from one language in the language he uses or uses elements from one language on the user's other languages, namely the transfer of code switching and code mixing.

Among the people who dominate more than one language, code switching and code-mixing are common. This is carried out if the speaker has a strong enough reason to switch from one language to another. Among other reasons, because the change of moods, and other factors that affect the use of language speakers. Sumarsono (2008) says that as

one of the speech events, a form of language usage is influenced by various factors, such as places, situations and events, participants of speech, speaking destination, norms of interaction and so on.

Research conducted by Setyari (2001) found that, communication bargaining between *mlijo* or green grocer (ethnic Madura) and the buyer (Javanese) in Bangka Housing Jember norm either the customer or not the customer. Interpersonal relationships can affect the value to the price of goods, but does not eliminate the norm of the bargaining process. Based on the data, their pattern of communication between seller and buyer is dialogical, which both parties undertake reciprocal communication to reach an agreement. The agreement process is based norms prevailing socio-cultural. Thus, the interaction of buying and selling is a social institution function in people's lives in the Housing Bangka.

That research seems related to the multilingual society to the Sindang market because there is a determined factor of language use that used by the seller and the buyer. When the speaker wants to speak he will be pay attention to the background of his partner. His speech will be different with the sellers to the buyers who have become its customers with a new the buyer is known. The seller speech to customers will be impressed intimate (familiar) as there is no distance, while the buyers who are new to look more carefully and maintain decorum. Thus, the speaker's factors largely determine the use of one's language and can cause the variation language as it has a social distance vary. Therefore, a speaker who mastered two or more languages when they wanted to speak should choose one of these languages through the electoral process.

The term of language usage has in common than the use during the term or the language choice (Kridalaksana, 1984; Alwasilah, 1985; Wardhaugh, 1986; Bolinger, 1975; Crystal, 1991). Thus, the use or language choice on the question of this research is the use of verbal language within a society as a means of communication by a participant in the relationship, the specific situations and other components associated with the speech events. The language choice according to Poedjosoedarmo (in Suwito, 1985) is a social fact that is not only influenced by linguistic factors, but also by the factors outside. The language choice is closely related to the social situation of the wearer. Differences in age, education level and social status can affect the language choice when talking with others. Similarly, the situation behind a conversation can influence how a language will be used. The influence of social factors and situational to this language choice gave rise to

variations of language options. That is why the researcher wants to research the language use in the buying and selling interaction at Sindang market and wants to explain the determined factors as the language use there.

2 METHODS

This research method is used in three stages, namely: (1) data collection methods; (2) data analysis methods; and (3) presenting the results from the data analysis methods. The observation method used in addition to describe the forms of language and language variation in the buying and selling interaction in the Sindang market, also to reveal social and cultural of speech community that the determining factor use or selection of language by the buyer and seller. This observation method uses three advanced techniques, the technique involved to refer to a conversation, see the techniques involved free conversation and the snowball sampling technique to expand the information (Lexy, 2007). Once the data is grouped, analyzed descriptively using the ethnographic methods of speech act analysis with the acronym of SPEAKING components. In addition, the contextual methods used also to clarify the situation in the form of an intent associated with a speech events in the buying and selling interaction at Sindang market. This research is presented under the form of qualitative research that is used only an invitation to write the data that is informal speech. In another sense not to use the emblem or any letters not be counting systems or statistical data, which is fairly presented descriptively in writing.

3 RESULTS AND DISCUSSION

In general, the factors that determine the use as the language in the buying and selling interaction Sindang market can be identified into four, namely (1) the factors of language skill of speakers and interlocutors, (2) the factor of participants in the interaction; and (3) the factors of intent and the speech willing.

First, the abilities of language speakers are affected by the accommodation of speakers, mobile speakers, and educational speakers. Second, participants factor, influenced by (1) the social distance, consisting of: (a) the factor of social relationship tenuous or just meet; and (b) social distance familiar; (2) The ethnic background

consisting of an age and the presence of a third person. Thirdly, the intention and the speech willing factors include: concealing identity, offer merchandise, affirm, criticize, funny or joking, appreciate the hearer, and preserve the culture. The determinants of language use in the buying and selling interaction at Sindang market will be described one by one as follows.

3.1 Language Skills of the Speaker and the Hearer Factor

Speaker's language ability was instrumental in determining the language choice used as a speech. The ability possessed by the speaker is usually manifested under the form of code to adjust to the hearer. Here are the factor's proficiencies of speakers and hearer.

3.1.1 Accommodation Speakers

Accommodation speakers referred to in this research is the ability to accommodate speakers in determining the language choice used. It is closely related in the communication process with the background of mother tongue each speaker who is different, so it often causes the code switching. Speech code used in a speech event is varied depending on the mastery of speaker and hearer.

3.1.2 Mobility of Speakers

The abilities of language speakers are also determined by the level of mobility. A speaker with high mobility, in the sense of more frequent social contact has a level of mastery of the language choice is higher. It is different from the speakers of low mobility. Speakers with high mobility tended to dominate some of the speech codes that can be used mainly in accordance with the situation during a speech.

3.1.3 Education Speakers

Highly educated speakers will show the variations of different language with secondary education speakers, less educated, or uneducated altogether. The most obvious difference, namely on the selection of vocabulary, pronunciation process, and also morphology and syntax (Chaer and Agustin, 2004, p.65). Language skills possessed highly educated speakers can be seen from the sentences composed well and support each other so that the delivery is clear.

3.2 Participants Factor in the Salling and buying interaction at Sindang Market

The language use in the buying and selling interaction at Sindang market determined by the participants, especially those related to social relationship consisting of social relationship tenuous or only known and familiar social relationship.

3.2.1 Social Relationship

Social relationship between a seller and a buyer of course is different, there are new and there are already familiar with the old familiar even become customers. The reseller's speech to buyers who are new will be different with buyers who are already customers. The familiar social distance relationship can be divided into two types based on upon his relationship and subscriptions. Usually, in the communication intertwined because of the relationship with customers tend to use the familiar speech code. It is different if a buyer meets the seller for the first time in that interaction, so he uses a familiar language.

3.2.2 Ethnic Background

Another participant factors that determine the use as the language in the buying and selling interaction Sindang market is the ethnic background. Speech community that is in Sindang market consists of several ethnicities. There are not only from ethnic Javanese and Sundanese but also other ethnicities, for example, some of the descendants of Arab and Chinese, who have long-lived and worked there. Someone who came from outside the city of Cirebon will tend to use the Indonesian language when talking to the speaker of the Cirebon area.

3.2.3 Age

The age factor is also one determinant of language use, especially Indonesian language. The language used by young age speakers is different from an old age the speakers. The differences of the speech would be seemed, especially in the terms of lexical and style. The young age speakers tend to use Indonesian Language, whereas old age speakers tend to use the local language in the interaction.

3.3 The Presence of a Third Person

When there are participants who are interacting in a speech event using a particular language, then present

the third persons that come from other ethnic then the previous participants will divert the language that can be understood by him.

3.4 The Intention of Interlocutors

When the seller and buyer do the transaction of course there is an intention and will that want to be reached, for example, the seller priced the merchandise because he wants to be purchased by the buyer. The purpose and will the speaker as a determining factor in the buying and selling interaction of at Sindang market, include: familiarizing yourself, offering merchandise, affirming, criticizing, and appreciating partner speech.

3.4.1 Familiarizing Yourself

A seller will adjust his language use to a buyer if he speaks Indonesian language, then a buyer talks to him by using the same language.

3.4.2 Offering Merchandise

Factor's intention and will of the speakers as a determinant of the use of language in interaction Sindang Market buying and selling in another, is to affirm get discounts on merchandise. In this case, the speaker unwittingly doing code-mixing with the local language because it does not find its equivalent in Indonesian language.

3.4.3 Partners appreciate

Code switching and code-mixing is recommend in the interaction of buying and selling in the market Sindang, usually occurs to vary according to the situation and background of the speaker. For example, when the seller serves two or three buyers originating from different ethnic, the seller seeks to accommodate his speech to appreciate the buyer.

3.4.4 Prestigious

Indonesian language usage by participants in the interaction of buying and selling are usually done by young people and adults, particularly students or shoppers who are still relatively young and already working. This was done because they want to be considered a modern person, sociable, and not outdated.

4 CONCLUSIONS

Based on the results from the study on the factors that determine the use of language in interaction buying and selling in the market Sindang Cirebon, the authors conclude that: (1) the diversity of languages in the interaction of buying and selling in the market Sindang not been affected because of its location near Sunda-Java's societies, but also due to language contact between speakers very intense resulting in code switching, code-mixing and interference between the code that one code to another; (2) the use of language in the interaction of buying and selling in the market Sindang have a strong enough reason for speakers that affect the choice of language is good because of the pressure that required psychological or other factors, such as language skills are mastered.

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