The Vitality of Javanese Language in the Bakery Register

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ABSTRACT

The Javanese language treasures in the context used in the bakery sector act as a means of social interaction in the baker group. The conversational symbols present in the baker group have their characteristics. The existence of utterances by the baker community certainly has a basis and meaning. The meaning of certain words requires a view of the context of the situation contained in the communication. This research is needed to reveal a language that is unique or special in its use, namely in the bakery sector. The method used in this research is descriptive qualitative. The research data is in the form of speech and text of customer orders. The data source is in the form of oral speech through recordings of the baking group, and the written data source is in the form of a list of orders via social media platforms. The data collection techniques used include (1) tapping, (2) free-to-view, free of involvement, and (3) recording and noting. Data analysis technique is descriptive analysis with using an interactive analytical model. The results of this study indicate the novelty of using a unique Javanese vocabulary in the realm of bakery. Javanese lexicon language can use for the following purposes: (1) the process of making bread, (2) the shape and type of bread, (3) buying and selling transactions, (4) mentioning the price of bread, (5) and the quality of bread

Keywords: Javanese Language; Bakery; Registers.

INTRODUCTION

Language is the most effective means of communication for the benefit of communication between human beings. This is inseparable from the nature of humans as social beings, who basically always want contact with other humans. Language as an interactive medium has supporting

factors in it, both in the form of linguistic and non-linguistic factors. Non-linguistic factors that influence the use of a language include social status, background, education, age, economic level, gender and so on. Sociolinguistics or those who call sociological linguistics examines how social things are reflected in certain groups of speakers (Verhaar, 2016: 9).

Javanese is a regional language which has a position and main function role for Javanese society. The Javanese language has various variations within a group of Javanese speaking communities. The speakers of the Javanese language themselves are very diverse, ranging from ordinary social people and from aristocrats, while these matters are included in a level of speech. This adds to the complexion of the existence of different lexemes in a group of Javanese people.

Language users are also distinguished according to ethnicity, and according to the user's domicile (ie in the countryside or in the city), and so on. Different ways of using language to meet the communicative and social needs of different situations are called registers (Holmes & Nick, 2017:279). In general, registers are variations associated with a particular situation of use (including a particular communicative purpose). The use of language in the register generally uses a variety of informal language. Language in informal situations is usually characterized by intimacy and this also applies as long as the person being spoken to understands (Pateda, 2015). The register description includes three main components: situational context, linguistic features, and functional relationship between the first two components (Biber & Conrad, Register, Genre, and Style, 2019).

These relevant studies include research by Hidayati et al., (2022) which discusses the use of registers in podcast media, then Kusters and Ceil (2022) examines the use of sign language in sociolinguistics. Loudness Registers: Normalizing Cosmopolitan Identities in a Narrative of Ethnic Othering by Jaspel Naveel Singh (2020) examines registers in the sound field Analysis in a narrative shows how loudness of sound acquires indexical meaning in interaction and becomes a source for a narrator to position himself along the axis of differentiation socially defined in terms of morality. narratives are collected among young, male, and hip migrant jump artists in Delhi experiencing ethnic divides. in the narrative, the loudness register is used to establish a contrast of voices between the two antagonist characters: the racist Delhi man and the cosmopolitan hip-hop man. The racists spoke in soft (piano) and hard (forte) registers, whereas cosmopolitans spoke in normal volume registers. The prosodic normalization of hip-hop people allows the narrator to differentiate himself from other people who are racist, take a moral stance on global solidarity, and build his cosmopolitan identity. Rofiatul Hima (2017) in his research namely registers in the field of marketing in several brochures or pamphlets. It is different with Rhani Febria (2017) who examines the use of language in television commercials. Bread is a food product made from fermented wheat flour with yeast or other leavening agents, and then

baked. Bread as a source of carbohydrates is widely consumed in various countries, while differences in type, size, appearance, shape and arrangement of bread are caused by eating habits in each country (Mudjajanto & Yuliati, 2013).

Rosma Kadir in her research entitled Legal Language Register (Kadir, 2020). This study describes the use of language used in the legal realm. This research found a number of special terms and references to meanings that were conventionalized as register markers in judicial law. There are several language structures that are widely used in the use of legal language in district courts. Existing vocabulary is closely related to the need in legal proceedings to report or describe matters related to the law.

Rahman Mulyadi, Ade Kusmana and Julisah Izar in their research on language registers in a group of brick craftsmen in Kampung Selamat village, Rao Selatan District, East Pasaman Regency, West Sumatra (Mulyadi, Kusmana, & Izar, 2022). This register is examined from the aspects of its form and function that appear in the speech of the brick craftsmen. The data analysis method used in this data analysis is a qualitative descriptive method, which describes in detail the form and function of registers in the speech of brick craftsmen. The results of this study indicate that there are registers of the casual register form with emotive and conative functions.

Farida Indri Wijayanti and Fatimah (Wijayanti & Fatimah, 2022) in their research journal described registers in the speeches of sports announcers in the field of fishing. The data is downloaded from the official Mancing Mania Trans7 channel. The data is classified into six domains, namely people, location, activity, technique, equipment and target fish. The results of the research show that the register forms in fishing are dominated by noun modifications. English is the dominant language used by broadcasters to express the identity of the fishing community. There are lots of metaphors used in the registers used in the Mancing Mania sportfishing program for the sake of appeal. A fairly typical grammar displays features, such as complexity, syntax reduction and inversion, noun modification, and other stylistic functions, such as deictic expressions and exaggeration.

Based on some of the things behind this research, this research is needed to reveal the language that is typical or special in its use. The language in the bakery sector has its own characteristics so that it is appropriate to analyze it using register variations.

METHOD

This research was conducted with a qualitative descriptive method. Descriptive research is carried out by outlining or describing and presenting data which is then followed by analyzing it using a method that is adapted to the analysis (Sudaryanto, 2015). The information presented is in the form of the vitality of the Javanese language in the bakery register. By

using this method the researcher describes a situation using scientific procedures to be able to answer the problem concretely. The research data is in the form of speech registers of bakers and bakery consumers. Sources of data in this study were the words and sentences of the bakers. Data collection techniques use tapping techniques, free to see, free of involvement, record and record. This technique is done by listening carefully and then listening to the source of the data. Furthermore, they are free to watch and free to be involved where the researcher participates in communication activities to the extent that he is free not to take part in the communication that occurs, then finally, by recording the data obtained from the data source. Using the listening and note-taking technique will make it easier for researchers, because they can go straight to the source of the problem (Sudaryanto, 2015). The data analysis technique used is an interactive analysis model (Mahsun, 2017).

FINDINGS AND DISCUSSION

Register characteristics analysis was carried out from the conversations conducted by the bakers. To find out the characteristics of the register in the baker, the researcher analyzed it in terms of the meaning of words or sentences based on descriptions that add to or support the clarity of the meaning. What distinguishes the results of this study from previous research is the novelty in the form of the register peculiarities of each baker and bakery consumer. Several register theories and the results of previous research are used as a support to understand the peculiarities of registers used in certain social groups. With the specificity of registers in a social group, especially Baker, it helps to add to the list of language variations that contribute to the development of sociolinguistics.

The register itself is a code in a language that is usually used and understood by certain groups or professions, such as the register that occurs with bakers. From the analysis conducted by the researcher, it was found that special vocabulary in the bakery register, namely (1) the process of making bread, (2) the shape and type of bread, (3) buying and selling transactions, (4) mentioning the price of bread, (5) and the quality of bread.

Special terms in the process of making bread can be said to be the language used by the group of bakers. The vocabulary of forms and types of bread displays the existence of terms in the bakery sector, for example the word caterpillar is a form of sausage bread. Buying and selling transactions also give rise to the existence of special terms between bakers and bakery consumers, while in mentioning the price of bread and the quality of bread the bakers also describe special terms. The following is the result of register analysis through the special vocabulary used by the baker group.

1. Bread Processing Process

Vocabulary in the process of making bread is a form of communication language used by a group of bakers in making bread dough. The data in Table 1 is a special terminology contained in the process of processing bread.

Table 1

Kalis	Proses adonan dalam roti, tidak lengket
Window pane	Proses adonan dalam roti, tidak putus saat ditarik
Berongga	Saat roti mengembang sempurna
Lipatan tunggal	Proses lipatan pada croissant, dilipat satu kali
Lipatan ganda	Proses lipatan pada croissant, dilipat dua, ditumpuk
Golden brown	Proses saat penggorengan

The following is an example of a conversation between bakers who use specific vocabulary in making bread dough.

Baker 1 : "Why isn't it smooth yet?"
Baker 2 : "That wasn't too much milk, was it?"
Baker 1: "No, I weighed it right"
Baker 2 : "Try to take a little, is it a window page?"
Baker 1 : "Not yet, still broken"
Baker 2: "Wait a minute longer"
Baker 1 : "Ok"

In the conversational communication process, the bakers carried out when the first baker saw that the dough he was preparing was not going smooth. The next speech act of event 1 is carried out by the first baker to inform the other bakers about the problem with the dough. Kalis form which means the dough has been mixed perfectly.

2. Shape and Type of bread

The specific vocabulary that exists in the field of bakery then is the shape and type of bread used by bakers usually to refer to or name existing bread. This is because each bread has a different shape and type. In order to better understand, you can pay attention to Table 2.

Table 2

Shape and Type of Bread

No	Bentuk Roti	Tipe Roti	Kalimat
1.	Caterpillar	Roti Sosis	Roti caterpillar jumlahnya berapa?
2.	Obat nyamuk	Roti Nanas	Roti obatnyamuk apakah sudah habis?
3.	Kasur	Roti Kosong	Sisanya dibuat roti kasur nanti

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4.	Cangkir	*Roti Muffin*	Roti cangkirnya berapa gram?
5.	Siput	*Croissant*	Wah, besar besar sekali siputnya.

Event 2
In Table 2, the types of bread forms have been classified by the baker group. In order to better understand, the following is an example of a conversation between bakers using the form and type of bread vocabulary.

Baker A : "Today what was made first?"
Baker B : "Mother Aya's orders first this morning."
Baker A : "How many caterpillar loaves?"
Baker B: "The caterpillar is a hundred. The rest will be made into bed buns later."
Baker A : "In a box or in plastic?"
Baker B: "just plastic."
Baker A : "Okay."
Baker B : "Later the caterpillar will be picked up or delivered."
Baker A : "anter at 15.00"
Baker B: "Yeah."

In Table 2 data, occurs after the baker writes down the order from the customer. The word caterpillar lexically means caterpillar animal. However, in the speech act of event 2, the first word caterpillar uttered by baker A is used to ask how many orders of sausage buns there are. The second word caterpillar uttered by baker B is an answer to a question from baker A. Apart from the word caterpillar, the word mattress is also found which means not a bed, but the shape of a loaf that resembles a mattress.

The shape and type of bread serves to differentiate the types of bread and also makes it easier for customers to order. Another function aims to display variations in the bakery. Vocabulary forms and types of bread can be different from other bakers. From the recorded events, it was obtained from the analysis carried out by the researchers that there were shapes and types of bread, namely caterpillar which means sausage bread, Mattress which means empty bread that resembles the shape of a mattress.

3. Transaction

In this study, the special vocabulary in buying and selling transactions that exist in the bakery world is the language used by bakers in serving customers. The language used by bakers in selling bread and customers who buy it, there are several vocabularies used between the two. Table 3 is data related to transaction terms.

Tabel 3

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Bentuk transaksi jual-beli

No	Bentuk Transaksi	Kalimat	Makna
1.	Ongkir	Ongkirnya saya bayar berapa?	Ongkos kirim.
2.	Diskon	Ini saya nanti dapat potongan ndak?	Saat membeli banyak meminta potongan.
3.	Barter	Pesenan saya berapa ini, jadi tukar ya, nasi box-nya nggak usah dibayar.	Memberitahu jika tidak perlu membayar
4.	Bonus	Saya kasih bonus roti yang lain ya.	Pelanggan yang memesan banyak mendapat bonus.

The buying and selling transactions found in several baker groups are illustrated in the table above. The following is an example of a conversation by the baker group during the transaction process.

> Baker : "So how much bread do you want to order?"
> Customer: "One hundred, make an event this afternoon."
> Baker : "Ok, what do you want to take later?"
> Customer: "If you deliver, you get postage, right?"
> Baker: "Yeah, how about it?"
> Customer: "How much do I pay?"
> Baker: "If it's still close to ten thousand."
> Customer: "Yes, my order will be delivered later."
> Bakers: "Okay."

This speech act shows the customer's certainty in ordering, which raises several questions. For example, in the sentence "I will take it later or deliver it", which means the baker confirms the customer's order. Then in the sentence "if you deliver, you get postage, right?" This sentence is a response from the customer to the baker. Next is the sentence "Yes, how?" i.e. the baker confirms once again to the customer. The last sentence by the customer "Yes, my order will be delivered later." This sentence means that the customer agrees that the order will be subject to shipping costs.

This is usually done when it occurs in the process of delivering goods. From the explanation above it can be said that vocabulary in transactions is carried out to help customers in their orders. The baker's speech act is seen using a relaxed and polite tone as an attitude in serving customers.

4. Bread Prices

The vocabulary of terms through the mention of the price of bread also gives characteristics in the bakery world. This means that the resulting term form is included in the register by the baker's group. Table 5 is data from

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the mention of bread prices by bakers.

Tabel 5

Bentuk Penyebutan Harga Roti

No	Istilah	Kalimat	Makna
1.	Roti bocah	Sesuk gawe roti bocah ya 50. Terdapat pesanan roti berukuran 20gr	
2.	Roti cilik	Pesenane sesuk roti cilik paMenanyakan ukuran berat roti. gedhe?	
3.	Roti gedhe	Ana pesenan roti gedheMemberitahu jika ada pesanan roti dinggo halal bihalal. berukuran 40gr.	

One example of the sentence is the child's bread, yes 50, stating that there is a mini-sized bread order, which is only 20 grams, so the price is relatively cheaper than the large-sized bread. like a child. This means that the baker also gives the name according to the size of the bread.

The speech acts in table 5 found term data in the mention of bread prices carried out by a group of bakers, of course the aim is to make it easier to distinguish the bread weight variants so that other bakers understand the intended meaning. In the phrase "Order sesuk small bread pa gedhe?" which means the baker ensures the bread order because it will be related to the weight of the bread to be made. In the example of the first sentence, the child's bread is only 20 grams in size, while the small bread is 30 grams. Meanwhile, the expression "Ana ordered gedhe dinggo halal bi halal bread" means that the baker informed him that the bread order used for halal bi halal later was a large loaf weighing 40 grams.

5. Bread Quality

The term in the quality of bread is the language produced by a group of bakers in using the ingredients used in bread dough. In this study the term bread quality will be presented as Table 4.

Table 4

Kualitas Roti

No	Bentuk Register	Kalimat	Makna
1.	Ngembang	*Dilebokne profer disik*Terdapat pesanan baru atau ada pembeli yang *ben ngembang* baru datang.	
2.	Empuk	Aja gosong-gosong ngko Untuk menghasilkan rasa yang pas ora empuk rotine	

| 3. | Gongso | Gedhange raja digongso disek | ndang | Memakai buah yang berkualitas |
| 4. | Alus | *Ndog* | | Ndog-e sing akeh ben alus |

CONCLUSION

Based on the results of the research and discussion conducted regarding the analysis of the characteristics of the use of the register by the baker group, the conclusions are as follows. First, the characteristics found are the presence of language in mentioning the price of bread, type of bread, quality of bread. The relevance of the research results can be used as the development of language teaching materials about the diversity of register variations that develop in society. For the general public, its function is to get to know the peculiarities of the register between waiters in a restaurant. This research can be used as a reference for further research related to the register characteristics found in the baker group.

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