

LANGUAGE CHOICE CODES USED BY CLOTHING SELLERS AND BUYERS IN MAISARA SHOP, BTC (BETENG TRADE CENTER), PASAR KLIWON, SURAKARTA

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Abstract

The research aims to describe the language choice codes used by clothing Sellers and buyers in Maisara Shop, BTC (Beteng Trade Center, Pasar Kliwon, Surakarta. This research uses the sociolinguistics approach. The data of this research are utterances of the clothing sellers and buyers in Maisara Shop, BTC. The sources of the data are the sellers and the buyers in the traditional market. The data were collected by using observation and interview methods. Then, contextual approach is used to analyze the data. This research yields the following findings such as: (1) The language codes consist of code switching and code mixing. Code switching occurs from Indonesian-Javanese and Javanese-Indonesian. Meanwhile code mixing occurs in Indonesian, Javanese and English Words; (2) The speech level code only consist of *ngoko*; (3) The style codes consist of elaborated and restricted codes; (4) The dialect codes consist of Pekalongan, Surakarta and Semarang dialects; (5) The register codes consists of eleven words that are only be understood by the clothing sellers.

Keywords: code, language choice, BTC, sociolinguistics

Introduction

Two inseparable entities are human and language. What would happen if humans had no language? Of course, there will be no interaction among people in a society. Language cannot be separated from life because of the desire to always make contact with other human beings.

In short, the social behavior used as a means of communication by involving at least two participants is the definition of language. Social factors such as the situation, social status, education, age, and gender of the participants of communication certainly have an effect on the use of language. Related to that, according to some linguistic experts, a code is defined as a speech system that the application of the language element has characteristics in accordance with the background of speakers, the relationship of speakers with hearers, and the existing speech situations. Codes are usually in the form of a language variant that is actually used to communicate by members of a language society (Rahardi, 2001, p. 22).

Indonesia has various tribes and cultures so there are various languages used to communicate by Indonesian people. In terms of language situation in Indonesia, the study of language selection in the community is directly related to the use of language in bilingual or multilingual societies. The linguistic situation in Indonesia is characterized by at least two languages, namely the regional language as the mother tongue (first language) and the Indonesian language as the national language. In addition, the use of foreign languages also decorates the linguistic situation in Indonesia.

People who lives in Surakarta is bilingual society as well as a diglossic society. The language spoken by the community of Surakarta dialect in the education field, for example, will be different from the language used by the community of Surakarta dialect in the realm of transaction. One of the domains of the transaction is the modern market.

BTC {Beteng Trade Center} stands in Kliwon tradisional market, Surakarta. BTC accommodates merchants consisting of Fashion Shops, Offices, Exhibition Hall, Food court and parking lot. Although BTC is a modern market but buyers can bargain the price to the seller. There are lots of clothing shops in BTC but the researchers choose the object research in Maisara Shop.

This paper presents the research results on language and community relations more specifically language choice code relating to the use of language in relation to the language user community. In the life of society, each individual is bound by a particular nation, tribe, culture, and atmosphere. Each community uses a different language that generates a variety of code.

Problem of this research is how verbal utterances used by Seller and Buyer in Maisara Shop, BTC, Pasar Kliwon, Surakarta. The problem is formulated in the research question as follows: what forms of language choice code used by seller and buyer in Maisara Shop?

The purpose of this study is to describe the preferred language code used by sellers and buyers in Maisara Shop, BTC, Pasar Kliwon, Surakarta.

This research is expected to provide theoretical and practical benefits. In the theoretical field, this research is expected to be useful for the development of sociolinguistics. In practical fields, this research is expected to contribute to the wider community in planning, fostering, and language development, both local languages especially Javanese, and Indonesian.

In a bilingual or multilingual society like Indonesian people, there is a tendency for them to shift or select a particular code whenever they choose to speak or even mix the code. Code, here, refers to particular language, dialect, style and register (Wardhaugh, 1986, p. 86). This research uses Wardhaugh statement to analyze kinds of code forms found in the data.

1. Code in the Form of Language

The code in the form of language is usually occurred when speaker uses one language or language variety (regional/foreign language to another one (Richard, 2002, p. 81). It is called code switching.

Fasold stated that code mixing is pieces of one language when a speaker is basically using another language (1984, p. 180). These pieces of the other language are often words, but they can also be phrases or larger units.

The use of language in Maisara Shop, BTC, is dominated by Javanese language. Therefore, it should be mentioned the concept of speech level in this study.

Lower social levels use higher language level namely *krama*, and higher social level use lower language level namely *ngoko*. The language variations based on these social levels are known in the Javanese language with the term 'undak-usuk' or speech level.

For most people in general, the speech level is divided into two parts, namely *Krama* and *Ngoko*. It is considered to be polite in the level of *Krama* speech. Meanwhile, it is considered to be impolite in the level of *Ngoko* speech.

Suwito in Chaer & Agustina (2010, p. 40) mentions that the vocabulary selection determines the type of speech level. For instance:

- A : Where are you going?
1. *Sampeyan ajeng teng pundi?*{Krama}
2. *Kowe arep menyang endi?*{Ngoko}
- B : I'm going home.
1. *Arep mulih* {Ngoko}
2. *Ajeng wagsul* {Krama}

2. Code in the Form of Dialect

Dialect is a variant of a language owned by the speaker. Sumarsono states (2002, pp. 22-23) that the Javanese language has several dialects, such as dialect Bagelen (in southern part of Central Java), Solo-Yogya dialect, East Java dialect (Surabaya,

Malang, Mojokerto, Pasuruan), Osing dialect (Banyuwangi).

Because the location is in Surakarta so the dialects of Javanese language in Central Part of Central Java is possibly occurred such as Pekalongan, Kedu, Bagelen, Semarang, North East Cost dialects (Jepara, Rembang, Demak, Kudus, Pati), Blora, Surakarta, Yogyakarta and Madiun dialects.

3. Code in the Form of Style

The different of language code used by low class and middle class of Bernstein Theory (Chaer & Agustina.2010:45) then it appears *elaborated code* and *restricted code*.

1. Elaborated Code

Although relatively little does not mean that there is no the use of elaborated code in the speech event between seller and buyer in the market. The following is the use of the elaborated code done by seller and buyer in BTC. For instance:

Seller : *Instagram ki nyenengke nek oleh bathi seket ewu.*

The underlined word 'seket ewu' is elaborated code. It can be shortened by the use of *seket* only.

2. Restricted Code

In this study, almost all speech events use a short form (restricted code). Elaborated code is found relatively little. For instance:

Buyer : *Pira gedhange setangkep? (How much does banana in a bunch?) is a short form from Pira regane gedang setangkep?*

4. Code in the Form of Register

According to (Ngalim, 2013, p. 89), register is a set of vocabulary used by surgeons, airline pilots, bank managers, sales clerks and so forth.

Methodology

This research is a descriptive-qualitative research. It is done by describing the linguistic forms in selling and purchasing of

clothes at Maisara Shop, BTC, Pasar Kliwon, Surakarta.

The data in this research is spoken utterances by Seller {*Sr*} and Buyer {*Br*} in Maisara Shop. The focus of this research is the language codes used in buying and selling in Maisara Shop with the assumption that social interaction involving *Sr* and *Br* in the domain of transactions will bring up a variety of language choices.

Sources of data in this study is the speech community (*Sr* and *Br*) who interact in the store. Purposive sampling technique is done to determinate data source.

Observation and interview method is used in this study to collect the data. The observation method is done by observing to *Sr* and *Br*'s utterances while using the recording tool to record the conversation.

Conversation or Interview method is conducted to complement the validity of the data, known as triangulation method. Collecting data is done for a week starting on March 30-April 6, 2018. All data recordings are transcribed, then followed by data classification.

This research utilizes a sociolinguistic approach that links linguistic phenomena with social systems, communication systems, and cultural systems of society. Analyzing data is done by using contextual approach, that is approach considering social context outside language.

Findings and Discussions

Based on the data findings obtained in this study, it can be described the forms of codes in buying and selling in BTC, Pasar Kliwon, Surakarta. The code as a result of this research is then discussed in the following explanation and comes with a discussion of the factors affecting Verbal Seller's and Buyers' utterances in BTC, Pasar Kliwon.

1. Code Switching

a. Code Switching from Indonesian to Javanese

Sellers and Buyers at BTC, Pasar Kliwon also use Indonesian language to interact daily and then change their utterances into Javanese language. Code switching in this section is often to be found.

- Cust : *Mbak Maisara.* {Sister Maisara}
 Sintha : *Nggeh.* {Yes}
 Aig : *Apa mbak?* {What do you need?}
 Cust : *Sik dhilit, Mbak. Aku disini (talk to her friend)....Amira pink.* {Wait a minute sister. I'm here (talking to her friend)....Amira pink}.
 Mas Rio : *Yo wes, Mbak.* {Ok sister}

Those utterances are started first from the buyer {customer} and responded by the two sellers' utterances. The customer starts first her utterances in Indonesian sentence. Then, the seller (Shinta) answers in Javanese *Krama* because she hasn't known her yet. Then, the customer replies her order by saying the merk and color 'Amira pink'. Then, her utterances are responded by the Seller (Aig) in *Ngoko*. It might be caused the seller previously heard the customer utterances in Javanese *Ngoko*.

b. Code switching from Javanese to Indonesian

The most dominant language used between Sellers and Buyers is Javanese. The use of the Javanese language code appears in the following utterances.

- Daus : *mending nek nggon BTC sing urung enek yo. Saumpama harga 160, harga jual terendah 200. Urung enek tho? Harga yang disarankan kan Quail. Yo tho? Harga yang disarankan* {Better on BTC that does not exist yet. Suppose the price is Rp 160.000,00, the lowest selling price is Rp 200.000,00. Not available, isn't it? Recommended price is Quail, isn't it? Suggested price}

- Sintha : *ndisik FLH ya?* {First FLH?}
 Desi : *FLH enek* (FLH already there)
 Daus : *enek?* {Already?}
 Sintha : *ndisik enek* {First already there}
 Daus : *harga ecer terendah segini* {The lowest retail Price}

Those utterances are among sellers' utterances. They are talking about sales through social media. Daus starts first the utterances in *Ngoko* sentences. Then, he switches his utterances into Indonesian. His friends respond his utterances after then in Javanese *Ngoko*. Last, Daus responds in Indonesian because the phrase HET (*Harga ecer terendah*) is difficult to be translated into Javanese. Last, this conversation belongs to relax or informal conversation and the sellers are in the same age (not really far the age distance). Thus, it is common found *Ngoko* Javanese.

2. Code mixing

Because the most dominant language used between sellers and buyers is Javanese, so there are commonly found Javanese words in the data. It can be seen in the following utterances.

a. Javanese Words

- Cust : *Nggak ada i, Mbak.* {Nothing, sister}
 Aig : *Nggak enek* (open the money box) {Nothing}
 Sintha : *Nggak ada?* {Nothing?}
 Aig : *Piro, Sin?* {How much is it, Shin?}
 Sintha : *165.* {Rp. 165.000,00}

Those utterances are among customer and sellers. They are talking about the cash back. Both customer and sellers do not have the cash back. Javanese words are found in the data such as suffix 'i' (*Nggak ada i*) and *enek* (exist).

b. Indonesian Words

- Desi : *ya Allah. Wingi-wingi de'e ngopo ngono lho?* {Oh my

- God, What did she do before?}
- Sintha : *hehehehe. Ora, de'e lagi fokus yang lain.*
 {Hehehe....she's focusing on the other thing.}
- Desi : *ndek mben padahal seneng banget Shopee lho.* {She really liked Shopee}

Those utterances are among sellers' utterances. They are still talking about sales through social media. Desi starts first the utterances in Ngoko. Her friend responds in Indonesian. Then, Desi replies in Javanese but in the middle of her utterances, she mixes Indonesian words such as *padahal seneng banget*.

c. English words

- Desi : *wes enek star seller?* {Is there already star seller?}
- Daus : *apa itu* {What is that?}.
- Desi : *lha mbuh* {I don't know}

Those utterances are among sellers' utterances. Desi starts the utterances in Javanese Ngoko because she has known her partners in the utterance. In the middle of her utterances in Ngoko, she mixes English words {*star seller*} because this word is a term that is really difficult to be translated into Javanese. Hence, she mixes English word in her Javanese.

3. Speech level

Speech Level in *Ngoko* is only found in the data. It is used both by sellers and buyers in BTC, Pasar Kliwon, Surakarta. The following is the example.

- Cust : *Ya Allah. Iki tho ternyata. Tak golek i nganggo GPS ra ketemu e mbak, Maisara. Sopo ya sing wingi pesen? Retno. Koko.* {Oh, my gosh. Finally, it's found. I searched via GPS but I did not find Maisara Shop. Who was ordering yesterday? Retno, Koko.}
- Sintha : *Hu'um.*

- Cust : *Insyallah ketok e baju koko mbak* (Insyallah, it seems Koko shirt sister).
- Sintha : *Hahaha.*
- Aig : *Atas nama?* {Who was ordering?}
- Cust : *Aku urung nge-keep og mbak.* {I didn't order sister}.

Those utterances are among customer and seller. Mostly, speech level found in the conversation above uttered both by customer and seller is in Ngoko. It is caused the Maisara Shop sells teenage or young people clothes and most of the buyers are young people of the same age with the sellers or even younger.

4. Dialects

The code in the form of dialect are also dominant. There are a number of vocabularies that are not found in the standard vocabulary of Javanese.

a. Pekalongan Dialect

- Daus : *Mozbue enek?* {Is there Mozbue}
- Sintha : *iyu* {Yes}
- Desi : *neng FLH yo ngono* {There is already there in FLH}
- Daus : *kemung.. apa apa gini yo?* {How is this like this?}
- Desi : *tapi kan ra jalan.* {But, it's not working}
- Daus : *ora jalan?* {Not working?}

This conversation is among sellers. The underlined word 'ra' belongs to Pekalongan dialect. Another expressions such as *lah mbuh, ho'o, nyobo'o* are found in the data.

b. Solo & Semarang Dialect

- Aig : *trus transfer raiso?* {Are you able to transfer?}
- Desi : *lha iki raiso ik. Sing sabar ngono lho.* {I can't. Be patient!}
- Aig : *aku ik to, ndek mau tiwas meh tuku Wardah neng nggone ngisor. Ternyata opo? Aku rung njikuk duit* {

I was going to buy Wardah in the first floor. In fact, I have not taken any Money}.

The conversation is among sellers. Solo and Yogya dialect is considered as a standard dialect of Javanese. Of the data, solo dialects are like *meh*, *ndek mau*, *ngisor*, etc. Semarang dialect is marked by the use of suffix 'ik'.

5. Style

Of the data, it is found two styles; elaborated and restricted codes.

a. Elaborated Code

This code is usually characterized by the completeness of speech elements that the speakers speak. For example is the completeness of the subject and predicate elements in the phrase or the completeness of the phrase element.

- Daus : *Instagram ki nyenengke nek oleh bathi seket ewu* {Instagram is good if the profit got is Rp 5000}
 Desi : *ya Allah* {Oh my Gosh}
 Sintha : *yooo* {Yoo}
 Daus : *gekku mlaku i buanter banget i, Des* {Mine runs faster}
 Desi : *huahahaha. Koe gur seket ewu,Us? Wong aku we tau og satus seket ewu.* {You only get Rp 5000,00. I've got Rp 100.000,00}.

This conversation is among sellers. It tells about the profit sales through social media. Both speakers tend to elaborate *seket* to be *seket ewu* and *satus seket* to be *satus seket sewu*.

b. Restricted Code

The restricted code is characterized by incomplete speech elements due to the absence or pruning its elements.

- Desi : *koe nyobo o dipromosikke* {You try to promote}

- Daus : *lha nek 100% kan memang e kan haram tho?* {If 100%, isn't haram?}
 Desi : *haram. Lebih dari 30% kan haram* {More than 30% is haram}
 Sintha : *oooo* {oooo}
 Desi : *he'eh. Lha kene bathi telung puluh ewu. Hahahaha. Ono 10 ewu* {I got Rp 30.000,00 for the profit. Hahahaha....There is Rp 10.000,00}
 Sintha : *podho-podho neng Shopee mang ewu* {Shopee gets Rp 5000 for the profit}.

The conversation is among sellers. Here, the speaker (Sinta) in the last dialogue deletes the word *bathi* in the middle of her utterances to be more simple. If she does not delete the word, her utterances to be '*padha-padha neng Shopee (bathine) mang ewu*'.

6. Register

Register is a set of vocabulary used by surgeons, airline pilots, bank managers, sales clerks and so forth. The following utterance is the example.

- Aig : *lemes* {Tired}
 Desi : *aku diseneni mbak Riana, tak tekke.* {I was got an angry by Riana sister. I don't care}
 Sintha : *ngopo?*{Why?}
 Desi : *"lha kok ginian mbak? Kok bisa?" Nyua nyua nyua.. lha piye? Iso og.* {How come like this sis? Nyua nyua nyua. How come?}
 Sintha : *kok bisa piye?* {How come is this?}
 Desi : *de'e kan, barang e de'e sing neng BM, sing tak jupukke kan wes sesuai tho. Wong de'e keep dewe, aku gur kari njupuk.* { I have taken the goods in BM. She's booked. I just take it}.

The conversation is among sellers. The last speaker in the conversation uses register in her utterances namely 'keep'. It means a

system of purchasing goods where goods are kept before paid but with a period of several hours. There are 11 register words found in the data.

Conclusion

The language codes consist of code switching and code mixing. Code switching occurs from Indonesian-Javanese and Javanese-Indonesian. Meanwhile code mixing occurs in Indonesian, Javanese and English Words.

The speech level code only consists of *ngoko*; The style codes consist of elaborated and restricted codes; The dialect codes consist of Pekalongan, Surakarta and Semarang dialects; The register codes consists of eleven words that are only be understood by the clothing sellers.

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