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Language Variations Found In The Interactions Between Buyers-Sellers In Traditional Market Sidikalang

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Abstrak

Penelitian ini berkaitan dengan Variasi Bahasa yang terdapat dalam Interaksi antara pembeli-penjual di Pasar Tradisional. Tujuan penelitian ini adalah untuk mendeskripsikan (1) Jenis-jenis variasi bahasa antara pembeli-penjual dalam interaksi dialog di Pasar Tradisional dan untuk mengetahui (2) Faktor-faktor yang mempengaruhi variasi bahasa antara pembeli-penjual dalam interaksi dialog di Pasar Tradisional. Metode dalam penelitian ini adalah metode deskriptif kualitatif, dimana data dikumpulkan melalui teknik pencatatan dan teknik pencatatan berupa percakapan yang akurat sesuai dengan sifat alamiah informan kemudian ditranskripsikan oleh peneliti dalam bentuk teks. Dari 52 kalimat tersebut, penulis mengklasifikasikannya satu per satu berdasarkan jenis variasi bahasanya. Faktanya, dialek Idiolek terdapat 16 kata (27,58%), Dialek 28 kata (48,27%), Dialek Temporal 2 kata (3,44%), dan Dialek Sosial 12 kata (20,68%). Jadi dalam penelitian ini faktor-faktor yang mempengaruhi variasi bahasa dalam interaksi pembeli dan penjual di pasar tradisional adalah umur, budaya, status sosial dan sekelompok orang.

Kata Kunci: *Variasi Bahasa, Sociolinguistik, Pasar Tradisional*

Abstract

This study deals with the Language Variation found in The Interaction between buyer-seller at Traditional Market. The objective of this study was to describe (1) The types of language variation between buyer-seller in dialogue interaction at Traditional Market and to identify (2) The factors that influence language variation between buyer-seller in dialogue interaction at Traditional Market. The method in this research is descriptive qualitative method, where data is collected through recording techniques and note-taking techniques in the form of accurate conversations in accordance with the natural characteristics of the informants and then transcribed by the researcher in the form of text. From those 52 sentences, the writer classifies them one by one based on the types of language variation. As a matter of fact, there are 16 words (27.58%) of Idiolect, 28 words (48.27%) of Dialect, 2 words (3.44%) of Temporal Dialect, and 12 words (20.68%) of Social Dialect. So in this study, the factors that influence language variation in the interaction of buyers and sellers in traditional markets are age, culture, social status and a group of people.

Keywords: Language variations, sociolinguistic, traditional market

INTRODUCTION

Language is a communication tool used by living things to interact with each other. The language of the Sidikalang community is very diverse and varied. This cannot be separated from the many tribes and cultures owned by humans. Even more than that, in one type of language also has diversity in terms of pronunciation, function, and other things. Language variation is the main topic in sociolinguistics, so it can be said that sociolinguistics as a science that studies the characteristics and various variations of language in language society. Language variation will be clearly visible in the dialogue used by the community, for example in the process of communicating on a daily basis (Rizkiana & Pulungan, 2020).

Chear and Augustina (2021) say that the main function of language is as a means of communication. Communication is carried out by humans who are social creatures, humans as social creatures who are required to interact with other humans because in essence humans cannot live without depending on others. In the process of communication, thoughts are one part of the information that will be conveyed. The communication process allows each individual to continue to establish relationships with other individuals. This is what encourages the formation of a society (Pratiwi & Nur, 2019).

Society and language are studied in depth by a field that will discuss activities related to society in using language, which is outlined in the study of sociolinguistics. Social life will lead to different varieties in certain communities including in the use of language. With this study, it can be concluded that the language of scientists discusses the language society, namely the relationship between society and language (Ferrah & Nemmouchi, 2018).

The diversity of community groups that use language variably often shows a language barrel characterised by one of them using technical terms. The atmosphere refers to the relationship of roles and speech or conversation, namely the social relationship between speakers and speaking partners in the conversation. Diversity according to atmosphere manifests itself in politeness, the size of the formal and or not of an utterance, and the status of the participants seen in it (Hanif, 2016). The atmosphere can also be reflected in the use of address. Whereas manner refers to the role that language plays in communication. This includes the role associated with the path used when communicating. The path in question is whether the message is conveyed by written language, spoken, spoken to be written down, written to be spoken.

The languages that Indonesian people have are diverse, therefore humans can learn to use more than one language or a language that has been understood. However, this diversity does not make Indonesian people abandon language as a characteristic of certain regions. However, it does not rule out the possibility that there are small groups of people who do not understand the differences in language usage and cause differences of opinion. Differences of opinion become natural if one of these communities does not understand each other, but can be resolved by bringing the two parties together (Firdaus, 2019). Direct interaction between traders and buyers allows social interaction. Social interaction of a society can be said to be perfect if it involves language. Language cannot be separated from the life of every individual. Every day people's lives are surrounded by new words or language. The language used to communicate with each other varies. The linguistic phenomenon of language variation can be said to be an interesting social symptom to be studied scientifically. In the case of language, the issue of language variation is discussed in the field of sociolinguistics (Harahap et al., 2020).

The title of this research is " Language variations found in the interactions between buyers-sellers in traditional market sidikalang " the reason the researcher took the topic was to explore more deeply the use of language by the community in the context of buying and selling in traditional markets. This research uses the sample of language use in Sidikalang market where trading and buying activities are carried out in the market. This study aims to increase the knowledge and insight of readers about the language used in the traditional market of Sidikalang in daily interactions despite the language variations that exist in the market (Sun & Yin, 2022).

The market is an area or meeting place for traders and buyers with a certain language to carry out activities related to buying and selling. The difference in language used by each trader reflects the trader's ethnicity, but the difference in language does not hinder the

activities of the traders to find buyers by using language as their respective characteristics. In general, markets consist of two types, namely modern markets and traditional markets when buying and selling interactions are marked by the meeting of the two participants when the interaction is taking place (Purba et al., 2022).

Sidikalang traditional market is the object of this research because the market is located right in the centre of the district, namely Dairi Regency. However, what is interesting is that the market has many ethnicities that have carried out buying and selling interaction activities. This is a strong theoretical consideration, regarding language variation in interaction in Sidikalang traditional market. To get access to data is easier because before conducting research observations have been made about the place. Another reason is because there are differences between buyers and sellers in traditional markets and modern markets. Where in the traditional market there is a conversation between buyers and sellers. While in modern markets buyers and sellers do not have conversations, where buyers only directly choose the desired items and immediately pay for the items that have been selected without having a long conversation or bargaining system (Izzadeen & Majeed, 2020).

Thus the influencing factors in the use of varied language in the sidikalang traditional market by sellers and buyers can be in the form of regional origin, are descendants of different ethnicities, or other factors. For example, if the pedang comes from West Pakpak and the buyer also comes from West Pakpak, then the pedang uses Pakpak language because it can be recognised by the tone of the language when speaking even though it uses Indonesian. And at the time of the transaction, kinship can be established because they come from the same place (Birnie et al., 2019).

In buying and selling transactions it is impossible without involving language although certain limits are possible for humans to interact without using language. Bargaining is a form of interaction in which language is involved. Thus, bargaining is one of the speech events. As one of the speech events, the form of language use is influenced by various factors, such as situations and events.

Some researchers investigate language variation, but most of the previous researchers did not investigate the overall language variation in terms of speakers. which is where the previous study only examined language variation in terms of speakers, namely sociolect. so that researchers are interested in researching language variation in terms of speakers as a whole (Pasaribu et al., 2020).

Accordingly, this research's goal is to analyze the different language variations used by sellers and purchasers in traditional markets. Traditional markets were chosen as the study's focus because of this linguistic occurrence. This is demonstrated by the varied

terminology used by the seller during dialogue transactions and the elements that affect them. As a result, the traditional market is the thesis's chosen object of study.

METHOD

Research Design

This research utilized a qualitative descriptive method. Ary (2010: 29) explained that the study design adopted was the researcher's strategy for moving forward. At many points during the investigation, including both at the beginning and conclusion. Additionally, qualitative research was distinguished by five key characteristics: a natural setting and the researcher as the primary tool; the use of descriptive words; a focus on processes as opposed to just products; inductive data analysis; and the importance of meaning as the primary concern. Consequently, in accordance with this criteria, the methodology employed in this study was consistent with these features (Serevina et al., 2018).

This method was employed to discover, identify, analyze, and describe transactional dialogues between buyers and sellers. The naturalistic design allowed the researchers to analyze the behavior of buyers and sellers in transactional dialogues. Through the naturalistic design, it was possible to determine which methods tended to be utilized in finding transactional dialogues between buyers and sellers (Simamora & Saragih, 2019).

Sources of Data and Data

The buyer-seller dialogue in the traditional market of Sidikalang was one of the study's data sources. The information was derived from the body language and actions of the buyers and sellers in the traditional market Sidikalang. The conclusion was that there were differences between speakers, such as dialects, and differences between usage patterns, such as registers (Anabel & Simanjuntak, 2022). Age, socioeconomic position, and gender were a few variables found in the data that accounted for this.

Technique of Data Collection

The technique of collecting data in this study was based on Ary (2010: 29). The steps of data collection included observing, interviewing, and recording.

Observing

Observation, also known as "observing," included the activity of focusing attention on an object by using all the sensory organs. The researcher made direct observations of the object that was studied in an effort to collect data, so that the data studied was truly accurate. The object of this research was the traditional Sidikalang market.

Interview

This research used data collection techniques through interviews. Interviews were conversations with a specific purpose. These conversations were carried out with two parties, namely the interviewer who asked questions and the interviewee who provided answers to the questions given.

The following were some questions that were asked by researchers to objects in traditional markets:

How much does this duku cost per kilogram?

How is it different from the one in the next basket?

How much is this dress, Mom?

Can't the price be any less, ma'am?

How much for a kilo of pork sir?

Can't it be less?

to conduct interviews researchers need tools to help, namely in the form of pens, and books. to record the answers given by the object

Recording

This research used qualitative methods that required primary and secondary data types. In this case, recording was included as secondary data, namely in the form of recordings that needed to support the accuracy of the research. Recording was a technique that supported this research and required a recording device in the form of a cellphone or camera.

RESULT AND DISCUSSION

Data

The data in this research is "dialogue between buyers and sellers in Sidikalang traditional market". This research is focused on data analysis of language variation in dialogue interaction between buyers-sellers. there are 4 types of language variation studied by the author in the dialogue of buyers-sellers in Sidikalang traditional market. namely idiolect, dialect, temporal dialect and social dialect. we can see the data in the dialogue.

Data Analysis

In this chapter, the researcher analyses data from several transaction dialogue scripts by recording them between random buyers and sellers. The researcher classified the data according to the following categories based on the types of language variation between buyers-sellers in Sidikalang Traditional Market (Sandra, 2018).

In data collection, the collected data was organised into a structured set of information that allows conclusions to be drawn and actions to be taken. In this study, the researcher

organised the data by displaying the data used to place the types of language variations of speakers used by buyers and sellers in the traditional market.

Findings

From the results of this study researchers processed the data that researchers did, namely (1) type of language variation used between buyers-sellers in tradisional market sidikalang. (2) factors that influence the of language variation in traditional market sidikalang. as described through the data analysis above, researchers found the types and factors of language variation found in traditional market sidikalang based on language variation in terms of speakers. Types and factors can be see in the following table:

Table 1. Types of Language Variation

No	Types Of Language Variation	The Total	Percentage
1	Idiolect	16	27, 58%
2	Dialect	28	48, 27%
3	Temporal dialect	2	3, 44%
4	Social dialect	12	20, 68%
	Total	58	100%

Table 2. Factors that Influence Languagea Variation

No	Factors	Total	Percentage
1	Age	7	46,66%
2	culture	6	40%
3	Social status	1	6,6%
4	Group people	1	6,6%
	total	15	100%

Based on table the author writes "types and factors of language variation". In this case, the writer wrote a total of 52 sentences. From those 52 sentences, the writer classifies them one by one based on the types of language variation. As a matter of fact, there are 16 words (27.58%) of Idiolect, 28 words (48.27%) of Dialect, 2 words (3.44%) of Temporal Dialect, and 12 words (20.68%) of Social Dialect. So in this study, the factors that influence language variation in the interaction of buyers and sellers in traditional markets are age, culture, social status and a group of people.

Discussion

This research tries to analyze the types and factors of language variation used in the dialogue between buyers and sellers. there are four types used in the dialogue, namely idiolect, diolect, social diolect, and temporal diolect (Fitria, 2020).

1. Idiolect

This type is found in the dialog of buyers and sellers in the Sidikalang traditional market as much as 16 data, as explained in the previous chapter according to Wardhaugh (2010: 4) idiolect is a person's way of speaking, including word sounds, grammar, and language style. types of idiolect language variations found in the data analysis table.

In data above including idiolects, Idiolect is an individual variation of language and is seen from the color of sound, word choice, language style, and sentence structure. This word is usually spoken by women and men. However, in data 11 "ehhh,,,,," is spoken by a woman (seller), which is mentioned with a typical female voice color, Just like other data, there are words that when spoken the sound color and word choice steal the attention which is a resemblance, such as data 15 "isih" is a word used by men to indicate something by raising the intonation of the voice. So this type of idiolect data has the same language character as can be summarized in previous research entitled "language variation sociolect in batac toba movie" written by sri hutagalung in his research researchers found several types of language variations that include idiolect.

2. Diolect

For this type, it is mostly found in the dialog between buyers and sellers. That is a dialect that has 28 data. As researchers have explained in the previous chapter according to chear and agustina (2015) Dialects are language variations that come from a group of speakers who are relatively concentrated in one location. As in data 1 there is the word "tulang" the word tulang is commonly used by speakers who are of the Batak toba tribe, the words in the data are words that contain dialectal language variations because they have characteristics or characteristics that indicate that the word is a dialect type word, this can also be proven from the similarity of characteristics in previous research entitled.

3. Social Diolect

The most common type found in the dialog between sellers and buyers is social dialect with a frequency of 12 data. As the researchers have explained in the previous chapter according to chear and agustina (2010: 65) social dialect, is a language variety that reflects the status, social group and social class of its speakers as well as age and gender, In sociolinguistics, this variation is usually the most talked about and the most time to talk about it, because this variation concerns all personal problems of its speakers such as age, education, occupation, level of nobility, socio-economic conditions, and others. Social Dialect, which is viewed from the age level, this language variation is a language variation related to the age level of language users, there is the vocabulary "kak" which means sister. to refer to uncles in the Toba Batak language. So that these words have characteristics that

indicate that these words are words that contain social dialects, as found in previous research (Andriani et al., 2021).

4. Temporal Dialect

The least type is found in the dialog between buyers and sellers, which is 2 data. As the researchers have explained in the previous chapter, according to Chear and Agistina (2010: 64), chronolect is a variety of language used at a certain time. The language variations of the three eras are certainly different, both in terms of pronunciation, spelling, morphology, and syntax. The most visible is usually in terms of lexicon, because this field is very easy to change due to changes in social culture, science, and technology (Fitria, 2018).

Chronolect is a time-based variation. There is the word "enci", at a time when the word enci had not yet been invented even when the word was a change from the enda language, due to changes in time some people changed the language to enci which means this (Firman et al., 2018). Word characters containing chronolect can also be found in previous studies that have similarities with this study (Napu, 2019).

Based on these findings, this study discusses the use of language variation found in dialogue interactions between buyers and sellers in traditional markets (Supena et al., 2021). The purpose of this study is to find out the types of language used by buyers and sellers and the factors that influence language variation between buyers and sellers (Cahyati et al., 2019). This research has differences with previous related research where the previous research was conducted by Sri Hutagalung (2023). The main objective of this research is to understand the language variation found in films. The empirical part of this research is the film *ilu na maraburan* the subject is the native speakers found in the film.

CONCLUSION

Based on the research results from chapter 4 regarding language variation and the factors of language variation between sellers and buyers of Sidikalang traditional market, it can be concluded as follows;

- 1) language variation between sellers and buyers in sidiklang traditional market there are 8 dialogues and 52 cases of language variation data found based on direct and natural

dialogue. language variations in terms of speakers include idiolect, dialect, social dialect and temporal dialect.

- 2) in language variation between buyers and sellers in traditional markets there are factors that cause language variation so that it can be seen from language variation in terms of speakers, namely social dialect, which involves the use of variations based on age and social status.

Suggestions

There are several points suggested as follows:

1. Language variation in buying and selling transactions in Traditional Markets according to researchers has idiolect, dialect, and social temporal dialect that differs from one individual to another. This can be seen from the dialogue between buyers and sellers. The language variations they use depend on the conditions where each seller and buyer have different language variations which are different.
2. Students as a reference for students who are interested in studying sociolinguistics and are interested in conducting further research on language variation.
3. Researchers to increase knowledge in the field of sociolinguistics and can be a guide in language variation between sellers and buyers in traditional markets.

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