USING LOCAL LANGUAGE IN TRADITIONAL MARKET BETWEEN SELLERS AND BUYERS

Farras Dwi Farhani Ulik[1], Dewi Nuryanti[2]
Institut Bisnis Nusantara[1,2]
Farrasdwfrhn@gmail.com[1], deaprodhite@gmail.com[2]

ABSTRACT

This research focuses on language variations in buying and selling transaction process at the *Embrio* Traditional Market located in *Kecamatan* Makasar, East Jakarta City. This research aims to identify and describe the types of language variations found in interactions between buyers and sellers at the *Embrio* Traditional Market and describe the factors underlying the use of language variations. The theory used to analyze the data in this study is the theory from Janet Holmes (2017) regarding the use of dialect and the background of the occurrence of language variations, Martin Joos in Naibaho (2020) the variety of languages in terms of formality, and the theory from PWJ Nababan in Naibaho (2020) the variety of languages in terms of utilization. The results of this study are the first (1) to use types of language variations including: the use of dialects, such as Sundanese, Betawi, and Javanese dialects; language variations in terms of utilization, namely use in the economic field; and language variations in terms of formality, namely consultative variety, casual variety, and intimate variety. The second (2) result is the reasons behind the occurrence of language variations, there are the similarity of ethnic background, negotiation strategies, and to attract buyers.

Keywords: Dialects, local language, language variations, traditional market

ABSTRAK

Penelitian ini berfokus pada ragam bahasa pada proses transaksi jual beli di Pasar Tradisional Embrio yang terletak di Kecamatan Makasar, Kota Jakarta Timur. Penelitian ini bertujuan untuk pengidentifikasi dan mendeskripsikan tipe-tipe ragam bahasa yang ditemukan pada interaksi antara penjual dan pembeli di Pasar Tradisional Embrio dan juga mendeskripsikan factor-faktor yang melatarbelakangi terjadinya penggunaan variasi bahasa. Teori yang digunakan untuk menganalisis data pada penelitian ini adalah teori dari Janet Holmes (2017) mengenai penggunaan dialek dan latar belakang terjadinya variasi bahasa, Martin Joos dalam Naibaho (2020) ragam bahasa dari segi keformalan, dan teori dari PWJ Nababan dalam Naibaho (2020) ragam bahasa dari segi penggunaan. Hasil dari penelitian ini yang pertama (1) adalah penggunaan ragam bahasa, diantaranya adalah penggunaan dialek, yaitu Dialek Sunda, Dialek Betawi, dan Dialek Jawa; ragam bahasa dari segi penggunaan, yaitu penggunaan dalam bidang ekonomi; dan ragam bahasa dari segi keformalan, yaitu ragam usaha/konsultatif, ragam santai, dan ragam intim/akrab. Hasil kedua (2) adalah hal yang melatarbelakangi terjadinya variasi bahasa, yaitu kesamaan latar belakang suku, strategi negosiasi, dan menarik pembeli.

Kata kunci: *Dialek, ragam bahasa lokal, pasar tradisional, variasi Bahasa*

I.   INTRODUCTION

Language is a crucial tool for social interaction and communication, connecting people and facilitating the exchange of ideas. Indonesian cultures, influenced by various tribes and dialects, are a prime example of this. Local languages are the primary language for Indonesian speakers, and mastering only one is not enough to connect with other tribes. Bahasa Indonesia, the national language, is essential for communication and cultural development. Language is a communication tool that advances alongside

science and technology, supporting cultural development in the nation. It plays a significant role in the culture of Indonesian people and their country and state, promoting interaction, self-expression, and communication.

Language can show cultural symbols in an ethnic group. This is evident from the existence of various dialects or dialects from various ethnic groups. This is due to geographical differences and the stratification of the social environment between ethnic groups in people's lives. As someone who lives in the capital city of Indonesia, the differences in language use is no longer foreign to the writer. Various people from all regions in Indonesia, almost all of whom the writer have met in Jakarta. The use of language by these speakers made her interested in knowing more about variations in regional languages that often occur in each interaction.

Traditional markets are places where different languages of tribes often occur, where buying and selling transactions occur between sellers and buyers. These markets, either government or private, are organized in booths, stalls, shops, or kiosks. The bargaining process involves local languages, sometimes regional languages, or Bahasa Indonesia. The buyer's decision to buy or not impacts the transaction. Language variants occur due to the variety of a population, and bilingual markets, like Jakarta's, often display multiple languages exchanges.

Language Variation

Indonesia has many varieties of language and culture, therefore language and culture have a very close relationship. Language serves as a social identity that reveals someone's cultural heritage. Indonesian speakers use a variety of languages and dialects to communicate in a variety of social circumstances. "The language we use in everyday living is remarkably varied" (Wardaugh, 2015:6). Language use in diverse social settings will disclose details about how language is being used in distinct cultures. In addition, the use of different languages will build aspects of their social identity through the language itself.

Holmes (2017:1) stated that, "the way people talk is influenced by the social context in which they are talking". When people are talking, they will use a language that adapts to their interlocutor, for example when talking to other people who have different cultural backgrounds, they will tend to use the national language. Because of differences in cultures, Indonesian speakers show different varieties of using language in their communications. The varieties of using language in speakers' communications can also show the differences of language aspects.

In addition to the use of dialect in interacting, usually individuals will make language choices to suit the circumstances. Usually, people will use a variety of casual language designed to establish rapport and maintain good relationships. As Holmes (425:2017) said "being friendly and engaging in social talk or 'small talk' is considered one way of being positively polite by many but not all socio-cultural groups", is often seen as a positive way to be polite and friendly in many cultures. It can build

a good connection to other and create a comfortable atmosphere in social interactions. Small talk can range from discussing trifles. It is a great way to initiate and maintain positive social interactions.

The use of language will usually adjust the place. In Naibaho (2019:118), Nababan (1984) stated that "the language variation of utilization is known as function dialect". Language variation in terms of utilization will be used according to the place. Like some of the examples mentioned in Naibaho (2019:119), the use of language in military field is described as concise and firm. Different from military, the language use in journalistic field tends to be simple, communicative and also concise. Then the use of language in science field is simple, clear, devoid the ambiguity.

Moreover, there is also the use of language in the economic field, such as language use in traditional market. Language use in traditional market has a several types, the of the type is language use in bargaining process. On several occasions in traditional market there will be a bargaining phenomenon, so the sentences used have certain characteristic. In addition, language used in traditional market tends to be more casual and less rigid. Same also use the dialect of certain tribes. Usually when transaction in traditional market, it is often for language selection to occur when communicating.

A choice of language is available for communication, it is often possible for an individual to signal their ethnicity by the language they choose to use (Holmes, 2017:194). Language often serves as a powerful marker of cultural identity and can create a sense of belonging and familiarity. People may signal their ethnicity through language to connect with others who shares the same background. This actively demonstrates that, the particular reason for circumstance language is an aspect that is very simple to identify, language will be the most important identity in every group. When communicating to someone from a similar background, they will use language that reflects their background. By using language to signal their ethnicity, individuals can facilitate a deeper connection, better understanding, and shared cultural. The only way someone can tell someone is from their regional background is via a brief chat in which they learn about their regional accent. Additionally, a person's language choices can reveal their level of education because persons with different levels of education will use different words and phrases. In addition, the choice of language can also be adjusted according to conditions such as choosing a langauge besed on level of the formality.

Joos (1994) in (Naihabo, 2019:119) classifies language variations in terms of formality. Joos has classified language variations into 5 formalities variations.

1. Statics

Statics language variety is a very formal use of language, usually used in traditional ceremonies, sermons, and also in writing statutes. The space for using the statics language variety is very narrow because this language variety can only be used in certain places. The level of difficulty in this variety of languages is quite high considering the place where it is used is in sacred places and events. For examples the use of language during trial, the judge will use a variety of static language in each of his statements, the judge will use trial vocabulary which can only be used in a trial situation.

2. Formal

Formal language variants are only employed in official contexts, much like frozen language varieties. However, the official situation in the use of formal language is different from the use of static language varieties. For example, when a lecturer gives learning material to his students, the lecturer will use formal language. The variety of formal languages is usually used for official state speeches, official meetings, official letters, and also textbooks.

3. Consultative

A language variety known as consultative language variety combines formal and informal elements. An example of the use of consultative language is when an organization meeting is held, where members of the organization will use semi-formal language. This type of language is frequently employed in settings where it is semi-formal to do so, such as schools, neighborhood gatherings, and meetings for organizations. Due to the sparse vocabulary use in this language, a wide spectrum of speakers can be found.

4. Casual

Variety of casual language is very often found anywhere. This variety of language is usually used for light conversation topics, such as conversations with peers, family. The casual language variety has an even wider space, the limit to the use of this variety of language is only when speaking to strangers, older people, and also to lecturers or teachers.

5. Intimate

The last variety of language is the variety of intimate languages. This variety of language is usually used by speakers who have very close relationships, such as with friends and also nuclear family. Usually, the use of this intimate variety is formed like an unclear code, this happens because the speakers already understand the language used by other speakers.

Dialect

Holmes stated that, dialects are linguistic varieties which are distinguishable by their vocabulary, grammar and pronunciation (2017:140). This actively demonstrats that, the variations of language between each region will vary depending on the form. Each region will have a different vocabulary, grammar, and pronunciation from the others. In addition to regional variations in dialect, it can also reveal a person's social standing.

Holmes (2017:5) stated that, "language variation involves two dialects. Dialect does have an impact on language variety". The use of two or more dialects is common, much like in Indonesia, where there are several dialects spoken by every tribe and location. especially if it occurs in a location where people from many regions congregate, such as in the marketplace. There are frequently both buyers and sellers on the market with different ethnic backgrounds. There are numerous different languages from which to choose. For example, if the buyer and seller seem to be of different ethnicities, they will usually transact in an unusual form of Bahasa Indonesia. In contrast, the language used when a seller and a

buyer from the same ethnic group meet is that spoken by that ethnic community. In those other words, it goes beyond only phonological or lexical differences or grammatical variations.

This study about the variety of languages is not the first study on a variety of languages that has been conducted; various other researchers have studied it in the past (Haris, 2017; Mustikawati, 2015; Aisah and Noviado, 2018; and by Azyizah and Nuryanti, 2023).

II. RESEARCH METHODOLOGY

This research is conducted by using the descriptive qualitative method. "In qualitative research, the writer usually shows data that probably are not taken from counting or processing numbers" (Allo K and Nuryanti, 2022:60). This research will explain and describe the meaning of a language variation used in traditional market. The particular reason for circumstance this approach is useful for answering descriptive research based on social phenomena, this method cannot be measured mathematically or through calculations in a text. The primary focus in this research is on sociolinguistic, usually included in qualitative research. The writer tries to identify and classify the variety of languages that uttered by sellers and buyers in *Embrio* traditional market. Therefore, descriptive qualitative method is used in this research.

Research data have 2 types, there are primary data and secondary data. Sugiyono (2017:193) stated that primary data is a data source that directly provides data to data collectors. While secondary data is a source that does not directly provide data to data collectors. This actively demonstrates that, the difference between primary and secondary data is that primary data is information that has either been gathered for the first time or has never been published. In this research the writer uses primary data because the data in this study is data taken directly from the place that is the source of the data, namely language variations that occur in traditional market. The writer uses primary data in her research because she collects her data directly from the informant.

In this research the writer took data from one of the traditional markets located in *Kecamatan* Makasar, East Jakarta. The data is in the form of audio recordings and transcribed in written form. The writer chose traditional market as the data because there are many variations of the language used in a buying and selling transaction in the market. The duration of the data recording is approximately 1 hour 30 minutes. The data in this study were recorded on December 29 2022, January 9 2023 and January 17 2023.

Creswell (2018:129) stated that new forms of qualitative data continually emerge in the literature, but all forms might be grouped into four basic types of information: observations, interviews, documents, and audiovisual materials. The form of the data in this study is a recording in which the data is transcribed into a narrative to be analyzed. The data was taken using the observation method from the process of buying and selling interactions that occur in traditional market.

During collecting the data, the writer made observations to look for data that matched the topic taken by her. The writer uses observation techniques so that the data analyzed can be grouped according to the types of language variety which were based on experts' theory.

III.   DISCUSSION

This section will analyze the data from sellers and buyers' utterances in *Embrio* Traditional Market located in *Kecamatan* Makasar, East Jakarta. The data will analyzed related to language variation.

Language Variation

Data 1

Data 1 was taken at 9th January 2023. This data is about 17 second long. There are two speakers having conversation. They are *Mbak* Ice as the seller, and her buyer. *Mbak* Ice is usually called Ice /Icɚ/ by her buyers. *Mbak* Ice's background is a mixing of Sundanese and Betawi ethnic. *Mbak* Ice sells many things like vegetables, herbs, onions, fish, and some snack. Her stall is at the center of the market. She has many transactions with the buyer so that she has many customers. In this transactions *Mbak* Ice has a buyer who wants to buy tuna to be fried, then *Mbak* Ice gives advice to the buyer to buy chilies to make chili sauce. For the detailed explanation, it will be explained in analysis below.

The dialogue

Buyer   : "*Tongkol basah nih mbak satu, buat digoreng.*"
(I want to buy fresh tuna for frying.)
Mrs. Ice: "***Sedep** bener **roman-romannye** goreng tongkol, pake sambel noh bang, seger.*"
(Fried tuna is the most delicious, especially when you added chili sauce.)
Buyer   : "***Resep** emang **saye mpok** sama sambel, **yaudeh** nih tambah cabe tapi diskon ye, **mpok***?"
(Yes, and I think it is the best. Alright, I will buy chilies, but give me a discount, how?)

Analysis

From data above, the writer assumes there is a phenomenon of language from the conversations between the seller and the buyer. The writer suspects the distinct of using language between them. She sees the buyer and the seller speak using Bahasa Indonesia in different contexts. This can be seen from the use of language by the buyer and the seller, that is *Mbak* Ice. The phenomenon of language is found uttered by *Mbak* Ice "***Sedep** bener **roman-romannye** goreng tongkol, pake sambel noh bang, seger*" and by the buyer "***Resep** emang **saye mpok** sama sambel, **yaudeh** nih tambah cabe tapi diskon ye, **mpok***?"

The first is *Mbak* Ice who utters the word ***sedep*** /sɚdɚp/ and the phrase ***roman-romannye*** /roman-romanɲɛ/. *Mbak* Ice's utterance is uttered in casual variations of Bahasa Indonesia that is affected by Betawi dialect. She should have uttered its formal form as '*sedap*' and '*kelihatannya*'. In fact, *Mbak* Ice prefers speaking in very casual way.

The word ***sedep*** itself has meaning to express something good, mostly it expresses about 'delicious' food. In a standard Bahasa Indonesia, the speaker says ***sedap*** such as "*makanan ini sungguh sedap sekali*". By using the word ***sedep**,* the speaker shows her group membership as a traditional market

merchant who is also tries to show her ethnic belonging. In addition, *Mbak* Ice use the word **sedep** to the buyer to expresses her feeling of something that is the taste of the food. She uses the word **sedep** also to suggest the buyer to choose something and finally she wants to persuade the buyer.

Next, the buyers who utters the phrase **roman-romannnye** has a meaning to express feelings of suspicious, its meaning in English is 'it seems'. An example in a sentence used by Indonesian speakers is "**kelihatannya** *akan terasa nikmat ketika dimakan dengan sambal*". *Mbak* Ice use the phrase *roman-romannye* to the buyer with the feeling it would be very good for lunch with fried tuna. Besides that, the writer assumes that behind the feeling suspicion, *Mbak* Ice also convinced the buyer to buy groceries at her shop.

The second is the words that uttered by the buyer. There are **resep** /rəsəp/, **saye** /sayɛ/, **mpok** /mpo'/, and **yaudeh** /yaudɛh/. Some of these words spoken by the buyer are vocabularies from a mixture of Sundanese and Betawi dialects. The buyer also uttered it in casual way. In standard Bahasa Indonesia, each vocabularies have a form as '*suka*', '*saya*', '*kakak (Perempuan)*', dan '*ya sudah*'.

The word **resep** /rəsəp/ from the data above has a meaning as 'like' for the food. The word *resep* itself is one of the vocabularies of the Sundanese dialect. Sentence that can be used from the word *resep* in standard Bahasa Indonesia is "*saya* **suka** *dengan makanan ini*". In this transaction, the buyer also shows his ethnic background. It can be seen from the conversation in data above, the buyer uses the same dialect with the seller. In addition, the buyer uses the word *resep* to expresses his liking for some of the ingredients he will buy.

The next word is **saye** /sayɛ/, it has a meaning as 'I'. **Saye** is the word from casual variations of Bahasa Indonesia that is affected by Betawi dialect. The word 'I' in Betawi dialect actually is **aye** /ayɛ/ and in standard Bahasa Indonesia it is called **saya**, but then the buyer combines them and the word become **saye**.

Then there is **mpok** /mpo'/. **Mpok** has the same meaning as the word 'ma'am', but in this case **mpok** has a lower level of formality or is equivalent to a casual variation. In standard Bahasa Indonesia the word **mpok** has a meaning as **kakak** or **ibu**, but in this data it refers to **ibu**. Indonesian speakers usually use it in sentence such as "*permisi* **ibu***, berapa harga sayuran ini?*". Besides that, the word **mpok** is a call for older woman in Betawi ethnic or can also be used as a call for women who has Betawi ethnic background. In this data the buyer calls the seller as **mpok** in order to build rapport to the seller.

The last word is **yaudeh**, it has a meaning as 'alright'. By using the word **yaudeh**, in this case indicates that the buyer agrees to buy the groceries recommended by the seller. Indonesian speakers use it in standard Bahasa Indonesia in sentence such as "**ya sudah** *saya akan membeli barang tersebut*". The word **yaudeh** is the word from casual variations of Bahasa Indonesia that is affected by Betawi dialect. In standard Bahasa Indonesia, **yaudeh** has a formal form as **ya sudah**.

It can be seen from the data above, both the buyer and *Mbak* Ice as a seller using same dialect, such as Betawi dialect and Bahasa Indonesia casual variation. At first the buyer used Bahasa Indonesia casual variation, but then when *Mbak* Ice used Betawi dialect the buyer also used Betawi dialect mixed

Sundanese dialect. The writer assumes that the use of these language variations is based on the existence of a purpose, in which the purpose is to get a discount. This can be seen when the buyer changes the use of his language from the Bahasa Indonesia casual variation to the Betawi dialect, in which the Betawi ethnic group is the background of *Mbak* Ice or the seller. The writer assume that the buyer has same background with *Mbak* Ice and to show the similarity, the buyer also uses Betawi dialect. In addition, because it is negotiation tactic. By showing similarities in dialect, seller will feel buyer cultivate a sense of familiarity and connection. It shows respect and acknowledges shared cultural backgrounds, which can create a good relationship between buyer and seller.

According to the vocabulary used in the dialogue in data 1, it can be seen that either the seller or the buyer both using Betawi dialect. In which this phenemenon is one of the use of langauge variation in using dialect. The use of casual variations is very often found in buying and selling transactions in traditional markets. So, it can be concluded that the language variation that occurs in data 1 is language variation the use of dialect.

Data 2

Data 2 was taken at 17th January 2023. This data is about 13 second long. There are two speaker in this dialogue, the seller and the buyer. The speaker in this data is the seller, the name of the seller is Dadang and usually called *Mang* Dadang by his buyers. He has a Sundanese ethnic background. In addition, I will explain about the situation that occur in this data. *Mang* Dadang has a stall located in front of the market building on the side of the main road. He sells many things like herbs, ingredients, vegetables, fish, and chicken. He sells many things like herbs, ingredients, vegetables, fish, and chicken. The speaker in this data are Mr. Dadang himself and an old woman who is a buyer. In data 2, bargaining process occurs between *Mang* Dadang and his buyer. For the detailed explanation, it will be explained in analysis below.

The dialogue

Mang Dadang : "*Kalo yang itu seekornya **empat tujuh**, Bu.*"
(The price of a chicken is forty-seven thousand, ma'am.)
Buyer : "*Lah mahal amat, **empat puluh kaga bisa bang**?*"
(I think it is too pricey, can the price be forty thousand?)
Mang Dadang : "*Waduh belom bisa bu kalo harga segitu, ini **empat lima deh nih saya kasih**, gimana?*"
(Can not, Ma'am, too cheap if it goes down too much. How about forty-five thousand?)

Analysis

In data 2, the writer assumes that there is a phenomenon of language variation occur from the conversations above. The writer suspects there is a distinctive vocabulary selection. This is indicated by the existence of an offer sentence from both the buyer and the seller. The offer sentence is uttered by the buyer, which sentence is "*Lah mahal amat, **empat puluh kaga bisa bang**?*" and other offer sentences uttered by the seller is "*Waduh belom bisa bu kalo harga segitu, **ini empat lima deh nih saya kasih**, gimana?*".

There is a buyer in *Mang* Dadang's store giving the offer for the price of a chicken. In the first conversation above, *Mang* Dadang had told the buyer that the price of the chicken was forty-seven thousand. That sentence that uttered by *Mang* Dadang is "*Kalo yang itu seekornya **empat tujuh**, bu.*" but the buyer uttered the sentence that identified as a complaint that the price is too expensive. The buyer expresses her complaint with the sentence such as "***lah mahal amat***". But the the next sentence that uttered by the buyer is a requested that the price be lowered such as "***empat puluh kaga bisa bang?***" the sentence means that the buyer wants to bid the price to forty thousand rupiahs. From the buyer's price request, it can be the seller agree with the request but it could also be the other way around. The utterance that said by *Mang* Dadang as a seller in data 3 is "***ini empat lima deh nih saya kasih, gimana?***" has a meaning as *Mang* Dadang can give the price just forty-five thousand and can not be lowered again. From that sentence it can be seen that *Mang* Dadang not straightly agree with the buyer's request and feel objection to the price asked by the buyer.

Bargaining process is a form of langauge variation. During the bargaining process, either buyer and seller may employ spesific linguistic strategies, such as persuasive arguments, negotiating techniques by using certain vocabullary and expression. The use of certain sentences in the bargaining process is a form of language variation in terms of utilization in its use in the field of buying and selling transaction. Utilization refers to how a language is used and applied in different contexts and domains. Usually, the utterance that the buyer utters when the seller mentions a price that is not as expected is an utterance that expresses a complaint with the price. In this data the utterance stated by the buyer is "***lah mahal amat***" it means that the buyer does not accept the price stated by the seller because it is too expensive for the buyer. The next sentence that usually uttered by the buyer is to ask for a lower price than what was offered. In this data, the buyer requested that the price be lowered to forty thousand, which was originally forty-seven. If the seller disagrees, usually the seller will offer a higher price than the buyer's request but still lower that the original price. Along the lines of the dialogue in data 2, *Mang* Dadang offer forty-five thousand, which the price has a higher nominal than the buyer's request but still lower than the original price.

The use of casual and informal language variations that are very often used in the bargaining process. Then to sum up everything that has been stated in data 3, it can be identified that language variation that occur in data 2 is using language variation in terms of utilization.

Data 3

Data 3 was taken at 17th January 2023. This is about 14 second long. The source of data 13 was in the Mr. Dadang's store. There are two speakers in data 3, the speakers are *Mang* Dadang and the buyer. In the dialogue below it can be seen that the buyer wants to buy potatoes, but those potatoes too small and the buyer guess at a quite cheap price. Then Mr. Dadang as a seller told the buyer that even though the potatoes were small, they were still fresh and nothing was rotten. But in the end the buyer bought the potatoes. For the detailed, the explanation will be explained in the analysis section.

The dialogue

Buyer	: *"Yailah bang, nih kentang **cimit** gini mah dua rebu tiga."*
	(This potato is too small, the prices of three potato it must be two thousand.)
Mr. Dadang	: *"**Cimit-cimit** gitu seger bu, kaga ada yang busuk. Udah gitu kan keliatan **cimit** kaya ibu."*
	(Even the potatos have a small size, but it fresh there are no rotten.)
Buyer	: *"Ah **elu** bang bercanda mulu, mau deh nih sepuluh rebu ye."*
	(Do not be silly. But alright I will take with the total price is ten thousand.)

Analysis

In data 13, the writer assumes that there is a phenomenon of language variation in conversations between the seller and the buyer. The writer suspects that there is a difference in the language used from standard Bahasa Indonesia. She sees that both the buyer and the seller use some vocabularies that using Bahasa Indonesia in different contexts. This phenomenon can be seen from several vocabulary words spoken by sellers and buyers in every utterance. There are 2 utterances that identified found phenomenon are in the utterances that uttered by the buyer, first utterance is "*Yailah bang, nih kentang cimit gini mah dua rebu tiga*", the second utterance is "*Ah elu bang bercanda mulu, mau deh nih sepuluh rebu ye*" and by *Mang* Dadang "*Cimit-cimit gitu seger bu, kaga ada yang busuk. Udah gitu kan keliatan imut kaya ibu.*"

The first that identified is *cimit* that uttered by the buyer. It has standard Bahasa Indonesia form as *kecil* or it can be *imut*. In this context, the word *cimit* has two 2 meaning, *cimit* meant by the buyer is *kecil* or 'small. Meanwhile, the word cimit uttered by *Mang* Dadang means *imut* or cute. The buyer used the word *cimit* to express her feeling of being a little disappointed because the potatoes she wants to buy are small but the price did not match to her expectation. Meanwhile, *Mang* Dadang used the word *cimit* to express a joke saying that the potatoes were cute like the buyer. *Cimit* is actually a slang word that used by an Indonesian teenager.

Then the next word is *elu* it has meaning as 'you'. In standard Bahasa Indonesia it has a form as *kamu*. That word is actually a word from Betawi dialect which is absorbed from the Hokkien language. Hokkien language itself is a language that from Minnan region in China. The use of the word *elu* in data 3 indicates that the buyer responded to *Mang* Dadang's joke casually.

Additionally, in the dialogue above Mr. Dadang also seduce the byer with a joke and that word that used by Mr. Dadang is '*Udah gitu kan keliatan cimit kaya ibu.*'. The utterance that said by Mr. Dadang is has a meaning as that Mr. Dadang seduce the buyer that she looks cute, like those small potatoes.

It can be seen that in data 13 there is the use of casual language variation. The writer assumes that there is a purpose of using the language variety. The use of sentences that are less formal and casual will foster a friendly impression from the seller. In addition, this is also included in the selling strategy, where the seller will build a rapport and make the transaction feel less formal and impersonal. Additionally, it can make the interaction more enjoyable. The impact of thus is that the buyer will feel

familiar and comfortable shopping at that place. Going forward, it is likely the buyer will become loyal customer at Mr. Dadang's store.

According to the vocabulary used in the dialogue in data 1, it can be seen that either the seller or the buyer both using casual language. The use of casual language is a form of language variation in terms of formality, where casual language is at a level after the consultative language variation. The use of casual variations is very often found in buying and selling transactions in traditional markets. So it can be concluded that the language variation that occurs in data 13 is language variation in terms of formality, in the use of casual language variation.

The Background of the Use of Language Variations

1. Same Ethnic Background

Same ethnic background is a phenomenon where both speakers have the same native dialect. The use of dialect by people who have the same background can serve various purpose. It often acts as a marker of identity and cultural heritage, helping individuals build a sense of community and belonging. In this research, the reasons of using dialects due to the same ethnic found in data 1 use Betawi dialect between the seller and the buyer. The reason that uses Betawi dialect is due to both the buyer and the seller have same Betawi ethnic background.

2. Build a Rapport

Using less formal language and dialects in transactions in traditional markets can build a rapport between sellers and buyers for a few reasons. Firstly, it helps to establish a sense of familiarity and relatability. By using language that is less formal, it creates an atmosphere of friendliness and approachability, allowing customers to feel more comfortable engaging in conversations with the sellers. Additionally, using local dialects or informal language shows a level of respect for the local culture and traditions. It demonstrates an effort to connect with the community on a deeper level, which can foster a sense of trust and appreciation between both parties.

3. Attract Customer

Sellers sometimes use less formal language and dialect to attracts customers. Using a less formal and more conversational tone can create a friendlier atmosphere. Also, by speaking in a less formal language and dialect, sellers can create a sense of familiarity and connection with their target market. Using less formal and dialect can also make the communication more engaging and enjoyable for customers.

IV.   CONCLUSION

After doing this this analysis, the writer found that three types of language variation that used by buyers and sellers in *Embrio* Traditional Market. Then, the three language variations include using dialect, language variation in terms of formality, and language variation in terms of utilization. The writer has found that the most common uses of language variations found in this research is using.

From each use of language variations that have been used discussed previously, there are several reasons behind it. This section is also the second question in this research. First is the similarity ethnic

background of the seller and buyer. It often acts as a marker of identity, helping individuals build a sense of community and belonging. Second reason is building a rapport. Then, the last reason is to attract customers, it means the seller will use language that looks familiar to buyer. By that way, the buyer will feel comfortable shop at that store.

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