

*Analysis of Language Use in the Discourse of Buying and Selling Interactions at
Sungguminasa Traditional Market, South Sulawesi*

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Abstract

This study delves into the intricate use of language variation in buying and selling interactions at Sungguminasa Traditional Market, South Sulawesi, Indonesia. Through observations involving 5 sellers and 5 buyers conversing in Indonesian with Makassar dialect, Makassarese with Konjo dialect, English, and Arab, the research uncovers how different languages and dialects are employed to create a welcoming and friendly atmosphere, enhancing the market experience. Sellers and buyers employ words like "ki" and "ta" in the Makassar language. This dialectal usage fosters a relaxed and familiar conversational atmosphere. Additionally, the study uncovers the sellers' adept use of various expressions, such as "iya pale" and the vocative "dek," to cultivate a casual and welcoming ambiance. The study's significance lies in its revelation of register usage in seller-buyer interactions. Terms like "renda prancis" (French lace) and "Monalisa" are strategically employed to capture buyers' attention and convey an air of exclusivity. Similarly, the use of "tie dye" highlights register usage in the context of fashion, appealing to younger generations and fashion enthusiasts. Overall, the research unveils the intricate interplay of dialect, variation, and register in trading conversations at Sungguminasa Traditional Market, South Sulawesi. The findings of this research contribute to the broader field of linguistic and cultural studies by illustrating how language functions as a reflection of social and cultural dynamics within traditional market settings.

Keywords: Language Variations, Register, Seller, Buyer

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Introduction

The city of Makassar, as a strategic urban center in Eastern Indonesia, has attracted immigrants, enriching the region with cultural and social diversity. This cultural wealth is evident in the diverse population of Makassar, comprising various ethnic groups such as Bugis, Makassar, Javanese, among others, contributing to the complexity of its social structure. The interaction among these diverse cultures creates strong intercultural dynamics, leading to language contact phenomena that play a crucial role in shaping the linguistic landscape of the region. The resulting language contact, often involving exchange and adaptation, is reflected in the language variations used by the Makassar community, adding to the city's cultural richness (Rochet & Tirole, 2006).

The use of language variations is commonly observed among speakers and interlocutors with different backgrounds and communication contexts. Factors influencing language variation include the selection of a particular language variation based on the communicative needs of the speaker or writer in a given situation (Rochet & Tirole, 2006). Language plays a pivotal role in various societal functions such as trade, governance, religion, health, education, as well as expression and art. It serves not only as a means of communication but also as a reflection of the social, cultural, and historical contexts in which the language is used (Portes & Rey, 2005). Social interactions within a community significantly influence language use, considering factors like social status, gender, economic status, age, and education level. The linguistic context of speech involves interaction patterns such as who is speaking, which language is used, to whom, where, and what is being discussed.

Social interactions also impact the emergence of language variations, with linguistic diversity being influenced by the cultural differences within the community (Amīn, 2020). This perspective acknowledges that language variations are products of diverse social participants and their cultural backgrounds, language styles, dialects, and speech communities. The market environment often serves as a prominent setting where language variations are prominently displayed. Markets, as emphasized by Polanyi, play a crucial role in facilitating the distribution of goods and services, as well as in forming social relationships and networks (Ubaid et al., 2022). Market interactions involving sellers and buyers from diverse cultural and linguistic backgrounds provide a rich stage for observing language variations. In market transactions, the communication strategies chosen by sellers and buyers not only reflect practical communication needs but also the overlapping and mutually influential cultural dynamics.

In the context of the Sungguminasa traditional market in South Sulawesi, this research aims to investigate the role of language variations in price negotiation processes, sales strategies, and interpersonal communication. By actively involving sellers and buyers in daily interactions, the study seeks to identify how language variations are used to create social identities and strengthen community networks in the market. Through the analysis of language variations, factors such as social context, interpersonal relationships, and cultural norms can be revealed, providing a deeper understanding of the social aspects embedded in traditional markets (Rochet & Tirole, 2006).

From the background description provided, the research problem formulated for this study focuses on "how language variations used by sellers and buyers in the Sungguminasa traditional market in South Sulawesi contribute to social identities and community networks?" This research aims to delve into the intricate linguistic landscape of the local

culture and the complexity of social interactions within the traditional market context in South Sulawesi.

Literature Review

Sociolinguistics, as an interdisciplinary field, utilizes theories and methodologies from sociology and linguistics to investigate the relationship between language and society. This discipline examines how language is used in different social contexts, how language varies among different social groups, and how language is influenced by social factors such as class, gender, ethnicity, and age (Mooney & Evans, 2018). This interdisciplinary approach enables sociolinguistics to provide insights into the nature of complex and dynamic language use and its role in shaping and reflecting social structures and relationships within a community.

The main function of language is communication. It is on this basis that linguistic variations emerge. Language variations occur through social interactions among different linguistic subjects. Linguistic variation is understood as a type of language variation where its usage is adapted to function and situation without the emergence of overarching rules governing that language (Suwito, 1985). Variations in language related to usage, purpose, or function are referred to as functional variations or registers. These variations are typically discussed based on the extent of stylistic usage, formality levels, and manner of use. In the study of language variations from the speaker's perspective, various forms of language emerge that reflect the uniqueness of each individual or group in a particular area. This concept, as explained by Chaer and Agustina (2004), encompasses various types of language variations such as idiolects, dialects, and sociolects. Gender-based variations depict differences in language usage between men and women. Meanwhile, variations based on profession or occupation encompass language differences related to specific job types or tasks.

Noble and economic factors also influence language variations, creating a rich and complex spectrum of human language expression. Variations in language usage based on profession or occupation have been extensively studied in sociolinguistics. Trudgill & Peter (1983) observed different linguistic features associated with specific occupational groups, such as the use of technical jargon and specialized terminology in professions like medicine, law, and engineering. These language differences result from specialized knowledge and communication requirements in different work contexts. In addition to gender and profession, noble and economic factors also play a significant role in influencing language variations. Historical studies indicate that language use is often linked to social class and economic status, with nobility and the upper class using different forms of language to distinguish themselves from the lower class (Labov, 1966). Economic factors can also influence language variations, as individuals from different socioeconomic backgrounds may use language differently to reflect their social and economic circumstances.

Chaer and Agustina (2004) refer to language variations based on usage, application, or function as varieties and registers. These variations are related to the language used in various fields or specific purposes, such as journalism, military, agriculture, shipping, trade, education, and other scientific activities. In field-based language variations, the most striking differences lie in vocabulary, where each activity has specific vocabulary that is unique.

A study with a similar topic was also conducted by Hasanah, N, and Hudiyono, Y, (2020) titled "Analysis of Language Variations in Communities on the WhatsApp Social Network: A Sociolinguistic Study." This research examines language variations in the WhatsApp

community using sociolinguistics to understand the reflection of social and cultural identities and interactions. The results show that language variations are influenced by the speaker's background, conversation topics, level of familiarity, and unique features of WhatsApp such as emojis and stickers. This study illustrates the dynamics of online language, demonstrating how language variations are used to build identities, foster relationships, and communicate effectively.

Method

The type of research is descriptive qualitative, which describes research findings using linguistic data or facts. The selection of this type of research is based on the aim to provide an objective description of language variations that emerge in interactions between sellers and buyers at the Sungguminasa Traditional Market. The data for this research consist of utterances from sellers and buyers during interactions in the buying and selling context at the Sungguminasa Market, focusing on the use of language variations. Data collection was conducted using recording techniques to obtain verbal communication recordings that utilize language variations, and observation techniques were used to observe social phenomena and occurrences during interactions, both recorded and unrecorded. Data analysis was carried out in four stages, namely data collection, data reduction, data presentation, and conclusion/verification.

Discussion

The communication patterns between sellers and buyers at the Sungguminasa Traditional Market are formed through interaction processes that support transactions between both parties. Buyers consist of local residents from Gowa village and surrounding villages. Meanwhile, sellers are categorized based on their merchandise, including fabric sellers, clothing sellers, kitchenware sellers, shoe sellers, cake sellers, vegetable sellers, fish sellers, and fruit sellers. Additionally, sellers and buyers have specific ways of communicating.

Mix Code and Switch Code

Table 1: Mix Code and Switch Code Data

Data	Code	Form	Function
All size ini, dek.	Mix Code	English-Indonesian	Clarify Statements
Alhamdulillah. Tabe'	Mix Code	Arabic-Makassarese	Avoid Harsh Forms
bisa kurang? 100 ribu ji kodong	Mix Code	Indonesian-Makassarese	Clarify Negotiations
Model baru ini, Daster motif tie dye	Mix Code	Indonesian-English	Clarify Statements
Teai renda biasa. Ada harga ada kualitas	Switch Code	Makassarese-Indonesian	Clarify Statements
anne iya kammaya? Model baru ini	Switch Code	Makassarese-Indonesian	Clarify Negotiations

The results of the study found several functions of code-switching and code-mixing in market transaction interactions, including: (a) emphasizing and clarifying statements, (b) quoting others' speech, and (c) avoiding harsh and refined forms. The dominant function is to

emphasize and clarify statements. The data above show the use of four languages: Arabic, Indonesian, English, and Makassarese.

Dialects

Extract 1

Seller: "*Cari apaki tawwa? Blus-blus, celana panjang, mukena?*"
"What are you looking for? Blouses, pants, prayer garments?"
Buyer: "*Ada kulot ta'?*"
"Do you have culottes?"

Extract 2

Buyer: "*Alhamdulillah. Tabe', ukuran apa itu?*"
"Alhamdulillah. Excuse me, what size is that?"
Seller: "*All size ini, dek. Cocok ji di kita'.*"
"This is all size, Sister. It fits you."

Extract 3

Buyer: "*Bisa kurang? 100 ribu ji kodong saya punya.*"
"Can you lower the price? I only have Rp. 100,000.00."
Seller: "*Iye pale dek, kita ambilmi.*"
"Alright sister, you can take it."

Extract 4

Buyer: "*Tabe' bu, abbaluki sawi sawi?*"
"Excuse me, do you sell green mustard?"
Seller: "*Iyye niaja bu. Erokki sikura sikko?*"
"Yes, how much green mustard do you want?"

In Extract 1, there is a language variation that can be identified as a dialect or variation in language use. The seller uses a language variation that mixes Indonesian with the Makassar regional dialect in their question, such as "*apaki*" which is a form of the word "*apa*" and "*ki*" in Indonesian. The use of regional dialect variations like this can reflect a relaxed conversational context that fits the atmosphere of a traditional market. From the buyer's perspective, there is the use of a regional dialect or language variation in the question "*Ada kulot ta'?*" where "*ta*" is a variant form of the word "*kita*" which means "you" in Indonesian. The use of such language variations can indicate familiarity and closeness between the seller and the buyer, or reflect the habit of informal communication in buying and selling situations.

In Extract 2, the use of the word "*tabe*" which means "*excuse me*" and the word "*ji*" in the phrase "*cocok ji*" provides linguistic characteristics of eastern Indonesia, especially the Makassar language. In this context, these utterances reflect the richness of regional languages and local cultures recognized by Makassar language speakers. The word "*tabe*" as a form of "*excuse me*" shows the politeness reflected in the Makassar language and culture. Its use highlights attention to social etiquette in communication, which can differ from the communication norms in standard Indonesian. Meanwhile, the use of the word "*ji*" in the phrase "*cocok ji*" which is equivalent to "*cocok kok*" in standard Indonesian, provides a different language variation. Through the use of variations like "*tabe*" and "*ji*," the conversation becomes more lively and gives a distinctive local flavor. This enriches the

communication experience and builds closeness between the speaker and the listener who come from the same community or have a deep understanding of the Makassar language.

In Extract 3, there is the use of language variations or Makassar dialects that create a sense of familiarity. The buyer uses the word "*kodong*" which is intended to evoke sympathy, a variation or dialect of the word "*kasian*" in Indonesian. The use of this word creates a conversational atmosphere intended for the seller to give a discount. The seller also uses words like "*iye*" and "*dek*" which are variations or dialects of the words "*iya*" and "*adik*." The use of such language shows a level of familiarity and camaraderie between the seller and the buyer.

In Extract 4, the seller and buyer interact using the Makassar language with a dialect from the Jeneponto area, also known as the Konjo dialect. The word "*sikura*" is a variation of the word "*siapa*" which is Makassar or "*berapa*" in Indonesian. Sellers in this market are required to be able to use this dialect to integrate with other buyers. Analyzing the dialect of this conversation shows that the interaction does not only contain Indonesian but also mixes elements of dialect or informal language variations, giving a local and familiar nuance to the communication context of buying and selling in the market. Overall, these conversations reflect the use of informal language variations or dialects commonly used in daily interactions in a familiar or relaxed environment.

Variations

Extract 5

Seller: "*iye pale dek, kita ambilmi.*"
"Alright, Ma'am. You can take it."
Buyer: "*Makasih banyak.*"
"Thank you very much."

Extract 6

Seller: "*850, harga pas mi anjo. Kajjala mentongi kaeng kammaya anne. Bisaki Naung maki`ri Monalisa, kajjalak kangngangi poeng tabana.*"
"850 thousand, the price is fixed, Ma'am. This kind of item is expensive. You can try going to Monalisa, the price is higher there."
Buyer: "*ok baba. Kuambil saja itu*"
"Alright, Sir. I'll take that one."

Extract 7

Seller: "*Singgahki sambalu. Sepatu anak-anak tawwa, sandal cewek? Masuk maki sini pilih, bu.*"
"Please come in, Ma'am. We have children's shoes, ladies' sandals? Just come in to browse, Ma'am."
Buyer: "*nia sapatu tali-tali warna pink ta?*"
"Do you have shoes with pink laces?"

Extract 5 shows the familiarity variety in the phrase "*iye pale dek, kita ambilmi.*" from the seller, which indicates the use of casual and familiar language in the context of buying and selling transactions. The phrase "*iye pale*" is a variation of "yes already" or "okay," and is used to express agreement or consent to the buyer's request or action. This language variation creates a more relaxed atmosphere and brings the buyer closer to the seller. The words "*kita*

ambilmi dek" show the seller's friendly attitude and familiarity with the buyer by using the term "*dek*" as a variation of "adik." The use of such terms reflects a relaxed and familiar communication attitude and is often used in informal settings or interactions between people who have a close or familiar relationship. The seller shows familiarity by giving informal permission or consent to the buyer's actions, creating a friendly and non-rigid transaction atmosphere.

The analysis of language variation in **Extract 6** in the phrase "*ok baba, Kuambil saja itu*" shows the use of familiar and casual language in the context of transactions or informal interactions. The word "*ok*" is used as a form of agreement or acceptance of the buyer's actions, indicating an informal and friendly atmosphere. The use of the word "*baba*" is a variation or familiar term used by the buyer to refer to a Chinese seller. Such terms often reflect a level of familiarity or a closer relationship between the buyer and seller. The phrase "*kuambil*" shows the buyer's firm decision to take the item. The use of the word "*kuambil*" as a variation of "I take" adds an element of familiarity and closeness to the communication. Overall, this phrase creates an impression of friendliness, freedom, and familiarity in an informal transaction situation.

In Extract 7, "*Singgahki sambalu. Sepatu anak, sendal cewek? Masuk maki sini pilih-pilih, bu.*" reflects the use of casual variations commonly found in everyday conversations, especially in markets. Through words like "*Singgahki*" which means to visit, and "*tawwa*" which is slang in the Makassar language, this phrase gives an informal and familiar nuance. Slang words like "*tawwa*" reflect the relaxed and easygoing nature of the conversation. The phrase "*masukki sini, pilih-pilih*" provides a friendly invitation to choose items in a less serious atmosphere. Overall, this phrase creates a relaxed and familiar atmosphere while showing more casual word choices in everyday communication.

Registers

Extract 8

Buyer: "*kajjalak kamma, tenamo na kurang?*"

"This is too expensive, can you lower the price?"

Seller: "*Renda Prancis anne, teai renda biasa. Ada harga ada kualitas*"

"This is French lace, not ordinary lace. You get what you pay for"

Extract 9

Seller: "*850, harga pas mi anjo. Kajjala mentongi kaeng kammaya anne. Bisaki Naung maki ri Monalisa, kajjalak kangngangi poeng tabana.*"

"850 thousand, the price is fixed. This kind of item is expensive. You can try going to Monalisa, their prices are higher."

Buyer: "*iyé paeng baba, ki sareang ma ini.*"

"Alright, sir. Just give it to me"

Extract 10

Buyer: "*tena model maraeng?*"

"Is there no other model?"

Seller: "*anne iya kammaya? Model baru ini. Daster motif tie dye*"

"How about this one? This is a new model, a tie-dye patterned dress"

In extract 8, the analysis of the register in the utterance "*Renda Prancis anne, teai renda biasa. Ada harga ada kualitas.*" shows a high level of specificity related to the product. The use of the term "*Prancis*" here not only implies the origin of the product but also gives an impression of exclusivity and higher quality, thus indicating a careful choice of words to attract the buyer's attention. The statement "*Ada harga ada kualitas*" is often used to emphasize that a higher price reflects better quality. These word choices indicate an effort to convince the buyer of the value and quality of the product.

In extract 9, the use of the word "*Monalisa*" in the utterance shows the presence of a register or term commonly known by a certain group, especially those involved in tailoring, fabric sales, or mothers actively engaged in sewing and fabric shopping. The word "*Monalisa*" is considered a specific term with special meaning within that community. In this context, "*Monalisa*" refers to a fabric shopping place in Makassar. For those familiar with the world of tailoring and fabric sales, this word can evoke the image of a well-known or popular fabric store in the area. Thus, the use of the word "*Monalisa*" can only be understood by those with a deep understanding of these activities and environments. The importance of using terms like "*Monalisa*" in this utterance can create a sense of familiarity and identification among community members who have an interest or involvement in sewing. On the other hand, for those rarely involved in such activities, the word "*Monalisa*" may be less meaningful or even not well understood. Thus, we can see that the use of specific words like "*Monalisa*" in the utterance creates a register that distinguishes between groups with specific knowledge and experience, and this can help strengthen identity and communication within a more limited community or environment.

In extract 10, the use of the word "*tie dye*" shows a register or term commonly known by young people and clothing sellers. This word refers to a dyeing style or technique where various bright colors are used and overlapped, creating a unique effect. Adding the word "*tie dye*" to this utterance can give a more distinctive and appealing impression, especially for those interested in fashion trends and more experimental clothing styles. By adding the use of the word "*tie dye*" in the sentence, the utterance becomes more specific and feels more connected to young people or those active in the fashion world. This word creates the image of an interesting and refreshing color pattern, which can be attractive to those who follow fashion.

Conclusion

This research explores the use of dialect, language variety, and register in verbal transactions at traditional markets, focusing on expressions originating from the Makassar region. These findings reveal language variations identifiable as dialect forms. Sellers and buyers use the regional Makassar dialect, employing expressions like "*ki*" and "*ta'*," creating a relaxed and familiar conversational atmosphere. Words such as "*tabe*" and "*ji*" showcase linguistic features from eastern Indonesia, while terms like "*kodong*" and "*dek*" reflect familiarity and friendship in buying and selling interactions. Sellers use informal phrases by saying "*iya pale*" and using the term "*dek*," creating a relaxed and familiar atmosphere. On the buyer's side, the use of informal and casual language is seen in expressions like "*ok baba, kuambil saja itu*," showing the buyer's friendly attitude. The research findings also highlight the use of register by sellers, where terms like "*renda Prancis*" and "*Monalisa*" are used to attract buyers, conveying a nuance of exclusivity. The term "*tie dye*" is used in the fashion context, particularly to attract young consumers and fashion enthusiasts.

In conclusion, this research reveals the complexity of using dialect, language variation, and register in verbal transactions at traditional markets in Makassar. These findings contribute to a deeper understanding of how informal and relaxed communication develops in this context and how language use reflects identity and familiarity in everyday interactions. Overall, language not only functions as a functional communication tool but also as a means to express cultural identity, strengthen social relationships, and enhance the buying and selling process in the distinctive setting of traditional markets.

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Declaration of Generative AI and AI-Assisted Technologies in the Writing Process

In accordance with the journal's requirements, I hereby disclose the use of generative AI and AI-assisted technologies during the preparation of this manuscript. I utilized ChatGPT to assist with language refinement and structural suggestions, while ensuring the originality and integrity of the research content. No AI tools were used for data analysis, interpretation, or critical findings presented in this paper.

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