Code Transfer in the Domain of Buying and Selling at Traditional Market

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ABSTRACT

One of the most frequent phenomena discussed in a speech event is code switching. Code switching is the transition from one code to another. The phenomenon of code switching occurs minimally in bilingual or even multilingual speech communities; otherwise this phenomenon will not occur in monolingual speech communities. This study aims to find out the code switching used by Lubuklinggau community in making transactions either buying or selling in the Moneng Sepati traditional market. The descriptive qualitative is used as a research method in this study. The subject of the research was Lubuklinggau people who sell and buy things in the Moneng Sepati market and the data of Code-switching are taken from recording which was converted into transcription. The Lubuklinggau community which is a non-monolingual speech community also experiences the phenomenon of code switching. The code which is a speech system in the Lubuklinggau community consists of various variants. Code switching at the speech community in Lubuklinggau is very easy to find, namely in a market where people often make buying and selling transactions and one of them is at the Moneng Sepati market. Code switching consisting of various variants also has various social functions.

Keywords: Code-transfer domain, Social sale and purchase, Traditional market.

1. INTRODUCTION

Language which is a communication tool has a very sacred role in everyday life; especially in social life the language has a function to maintain social relations between individuals or groups. Along carrying out its role, language is inseparable from the phenomena of language itself. One of the language phenomena that we often encounter is code switching. Code switching is a phenomenon or symptom of switching from one code to another. Code switching is a symptom of language because of changing circumstances [1]. The code switching does not only occur between languages, but can also occur between variations or styles that exist in one language [2].

In Code switching, a particular language or language variety is selected for a given situation. Someone uses more than one code when communicating with others, they usually select one code for certain purposes, in certain places, and with certain people and use another code for other purposes in other places with other people. This code selection is often quite regular and its patterns can be investigated.

Code switching is a change by speaker from one language to another one [3]. Code switching can take place in a conversation when one speaker uses one language and the other speaker answers in a different language. A person may start speaking one language and then change to another one in the middle of their speech, or sometimes even in the middle of their speech, or sometimes even in the middle of the sentence.

Furthermore, Symptoms of code switching itself occur in a community environment that is at least bilingual or even multilingual. In other words, it can be said that Code switching occurs mostly in bilingual communities. Speakers of more than one language are known for their ability to code switch or mix their language during their communication. As Aranoff and Miller [4] indicate that many linguists have stressed the point that switching between languages is a communicative option available to a bilingual member of a speech community, just as switching between styles or dialects is an option for the monolingual speaker.

This shows that this situation will not occur in a monolingual community (only speak one language). Regarding this situation, in a multilingual society there will be various variants, such as dialect, sociolect, style, register and others.

According to Poedjosoedarmo [5] the code is a speech system in which the application of the language elements has characteristics in accordance with the background of the speaker with the interlocutor, and the situation of the speech system. Along with these various codes, speakers in a particular society will use the code

in accordance with the factors that influence it and the function of the code switching itself.

Kumaradivelu [6] states that multicompetence speakers think differently from monolinguals at least in some areas of linguistics awareness. Citing the naturalness, smoothness, and comprehensibility of code switching among bilingual speakers, and the ease with which they borrow lexical items from the known languages as clear evidence in favor of holistic multicompetence.

Various codes are also owned by the people of Lubuklinggau where in the daily communication process the people of Lubuklinggau use various languages. Thus, the phenomenon of code switching also occurs in the speech community in Lubuklinggau. Based on this situation, it is important for us to know what is the social function of code switching in Lubuklinggau, especially in the area of buying and selling in the Moneng Sepati, Lubuklinggau market.

2. METHODS

In this research, the writer used a descriptive qualitative method. Descriptive in qualitative research is a detailed rendering of people, places, or events in setting [7]. In addition, the writer also used ethnographic design. Ethnographic designs are qualitative research procedures for describing, analyzing, and interpreting a culture-sharing group's shared patterns of behavior, beliefs, and language that develop over time.

Ethnographic design has at least seven characteristics. The characteristics are: cultural themes, a culture-sharing group, shared patterns of behavior, beliefs, and languages, fieldwork, description, themes, and interpretation, context or setting, and researcher reflexivity.

The subject of the research was Lubuklinggau people who sell and buy things in the Moneng Sepati market and the data of Code-switching are taken from recording which was converted into transcription.

To conduct the data collection, the researcher uses several steps. The steps are: (1) the researcher uses observation techniques to collect the utterance containing code switching in the market, (2) observing market in selling and buying things, (3) the researcher also records the discussion using audio-camera, (4) then, the researcher makes a conversation transcription from the record, and (5)after getting the data by observing discussion, the researcher interviews the sellers and buyers in the market to know the sellers and buyers' reasons why they used code switching.

In this study,the technique used was triangulation to check the trustworthiness of the data analysis.

According to Bungin [8] "Triangulation is a technique of investigating the validities of data which gives advantages to others that need verification or become standard for data".

Data analysis is a process where the researcher systematically searches and arranges the data in order to increase their understanding of the data and to enable them to present what they learned to others [9]. The steps in analyzing the data are: (1) familiarizing and organizing, (2) coding and reducing, and (3) interpreting and representing.

3. RESULTS AND DISCUSSION

Moneng Sepati Market is one of the traditional markets in the city of Lubuklinggau which is located in the village of TabaPingin. Sellers and buyers in this market come from a variety of backgrounds and come from different speech communities. People then are usually forced to select a particular code whenever they choose to speak and they may also decide to switch from one code to another or to mix code [10].

Code-switching is usually anticipated to be a sign of language knowledge insufficiency in bilingual speakers. Nevertheless, many researchers have argued that Code Switching is usually utilized by bilingual speakers to accomplish specific communicative intentions in their conversations with others [11].

Functions of Code Switching can be understood within the framework of three major functions. These functions revolve around the social, linguistic,and psychological motivations. Auer [12] explains that the social motivations are the main cause for Code Switching. Speakers code-switching because they negotiate a change in social distance between themselves and other participants in a conversation. So, the social conditions determine the use of certain languages in certain communities.

In buying and selling activities in the Moneng Sepati market, there is a phenomenon of language contact where the codes used in communication vary greatly and the nature of the codes tends to be temporary. This temporary situation is caused by the short duration of the meeting of the actors while the activity is taking place. As a result of the contact of some of these codes came the phenomenon of code switching.

The codes found in the realm of buying and selling in the Moneng Sepati market are the Coel language, Malay Palembang Lubuklinggau dialect, lahat language, Javanese language, Sundanese language, and Indonesian language.

Furthermore, Holmes [13] states that the social function of code switching is to show the disapproval of the speaker to the interlocutor, there is an effective

meaning behind the delivery of information, enrich the form of information, and emphasize certain content in the conversation. Then Wardaugh [14] states that the social function of code switching is to declare power (assert power), show the closeness between speaker and interlocutor (declare solidarity), maintain neutrality when both codes are used (maintain a certain neutrality when both codes are used) and expressing identity.

Based on the theories of the two experts, the function of code switching in the realm of buying and selling in the Moneng Sepati Lubuklinggau market is as follows:

1. To show the disapproval of the speaker to the interlocutor

The following is a conversation that contains functions to declare to

Buyer 1: *Berapo jantung ini dek*?
'How much is this heart (banana), sis?

Seller:*limo belas ribu yuk*
It is fifteen thousand rupiahs

Buyer: *Cacam njendakgihargehetu, beli guktapan lain beye!*
Wow, what a price! It's too expensive, I think It is better for me to get it at another place!

Seller: *Tutut la guktapan lain dai yuk kalumura mat, modal kue mang mahal nyeke*
That's okay. You may find it at another place first. Hopefully, you get a lower price.My capital is really high.

In the conversation above, code switching from the Malay language of Lubuklinggau to Coel was experienced by the seller. The transfer of code carried out by the seller (speaker) in the conversation serves to express disagreement with the buyer (opposite the speaker). This disagreement is expressed by the seller because buyer 2 considers the price of the item offered to be too expensive. In this conversation buyers and sellers tend to use a fairly high note. Then this disagreement not only happens to the seller but can also occur to the buyer depending on the situation.

2. The affective meaning behind the delivery of information

The following are the conversations that contain affective functions:

Buyer: *Piro cabe mbak*?
'How much is chili, sis?'

Seller: *Wolu ngewu*?
'It's eighty thousand'

Buyer: *Dudu injelan harge a*
'Gosh, that's very expensive'

The code used by the seller and buyer in the above transaction is Javanese and Coel. The code switching that occurred in the conversation was from Javanese to Coel. The reason the buyer switches the code is to express his surprise because the price of the item he wants to buy is too expensive. Expressions of surprise used by speakers are used to express affective meaning rather than reversal meaning. It means that the speech is only used to express the feelings of the speaker, not to express his background.

3. Shows the closeness between speaker and interlocutor (declare solidarity)

The closeness between the speaker and the interlocutor is intended to familiarize the atmosphere between the seller and the buyer in the sale and purchase transaction. Here is a conversation that contains elements of familiarity between seller and buyer.

Buyer 1: *Berapo cabe*?
'How much is the chili?"

Seller: *Mura, delapan puluh ribu*
'It's Cheap, it's only eighty thousand'

Buyer 2: *Astaga, alangkah mahal harge cabe kak, mati wangguk kuburan!*
Oh my god, what expensive this chili is!, dead people in the grave !'

Seller: *Jenganyuk! matigara-garacabe, lajungetopkamilek*
Gosh, let's not die because of the chilisis, even it will hurt us later'

Essen [15] states that Switching also commonly occurs when an individual wishes to express solidarity with a particular social group. Rapport is established between the speaker and the listener when the listener responds with a similar switch.

In the conversation above, a code transfer was experienced by the seller from the Malay. Malay language, from Lubuklinggau to Coel. The transfer of code carried out by the seller is to show intimacy between the seller and buyer through humorous utterances. This kind of humorous speech is used to maintain social harmony between the speaker and the interlocutor. This kind of situation occurs because of the closeness between the seller and the buyer in a

social relationship where the interlocutor has long subscribed to the seller.

4. Emphasize certain content in conversation.

In the speech event, often the speaker or interlocutor emphasizes a speech to reinforce what is specifically intended or delivered. This kind of event is also run by a code switching function where this can be seen from the following conversation.

Buyer 1: *Berapo hargo wortel*?
How much is the carrot?

Seller: *Duo belas ribu*
It's Twelve thousand'

Buyer 2: Piro?
'How much?'

Seller: *Rolase wubuk de*
'it's twelve thousand mam'

In the conversation above, there was a code-switching event by the seller of the Palembang Malay language, Lubuklinggau dialect into Javanese. This event occurs because of the emergence of a third speaker. The function of code switching performed by the seller in the conversation to emphasize the price of the carrot asked by the buyer 2.

5. To reveal identity

The following are the conversations containing disclosure of identity in the realm of buying and selling in the Moneng Sepati market.

Seller: *Banyak belanjanya pak, untuk apa*?
You did much shopping, sir, what is it for?

Buyer: *Untuk orang di proyek*
Forpeople in the project

Seller: *Berarti bapak bukan orang sini ya?*
Let me guess! You are not from here, aren't you!

Buyer: *Ya, sayaaslinyadariKebume*
Well, you're right, I'm from Kebumen

Seller: *YoakuaslinewongBrebes*
'and, I'm originally from Brebes

The transfer of code carried out by the seller from Indonesian to Javanese is done to reveal his identity that the seller has the same origin as his opponent, namely they both originated from Java.

All the various functions were presented in the table 1 below:

Table 1. Various Social Function of Code Switching at MonengSepati Market

No	Conversation	Expression	Function
1	Conversastion 1	- *Cacam njendakgi harge hetu, beliguktapan lain be ye*. -Wow, what a price, it's too expencive, I think it's better for me to get it at another place	To show the disapprioval of speaker to Interlocultor
2	Conversastion 2		
3	Conversastion 3	*Dudu injelan harge a* -Gosh, that's very expensive'	To exspresi affective meaning behind the delivery of information
4	Conversation 4	*Astaga, alangkah mahal harge cabe kak, mati wangguk kuburan* -Oh my god, what expensive the chili is, dead people in the grave -	To show the closeness between speaker and interlocutor (declare solidarity)
5	Conversation 5	*Jangan yuk! mati gara-gara cabe laju ngetop kami lek* -Gosh, let's not die because of the chili sis,I'm afraid we will be popular then. Seller: *Rolas ewu buk de* -It's twelve thousand mam.	To emphasize certain content in the conversation
		Seller: *yo aku asline wong Brebes* -and, I'am originally from Brebes	To reveal identity

4. CONCLUSION

Code switching from the past until now will still occur in speech communities who do not speak only one language (monolingual). The codes used in certain speech communities will vary according to the factors that influence them. The causes and functions carried out by code will vary greatly. Furthermore, this language phenomenon does not only occur in the speech community directly, but can also be found in various media. So the discussion of code switching is not only limited to the form of the code, its social function, in the realm of the market alone, but there are still many things that can be discussed in depth and in other speech communities

There are five reasons why people code-switch: first, to take over the conversation; it means that people can take turns in doing the conversation [16]. Therefore, between the speaker and interlocutor have their turn in delivering the messages. Second, they want to fit in; it means that they want to act and to talk more with people around them. Third, to ingratiate actively to others, it means that they can talk actively. Four, to say

something in secret, it can be said that when people want to say about something secret, such as love, intimacy, conflict, or personality. Five, to help convey a thought, when the people code-switch, they can say what they want to say.

It can be summed up that code-switching is the practice of shifting the languages they use or the way they express themselves in their conversations. Speakers may switch from one code to another either to show solidarity sigh a social group, to distinguish oneself, to participate in social encounters, to discuss a certain topic, to express feelings and affections, or to impress and persuade the audience [17].

Analyzing the code switching within the theoretical frameworks stated above, the study was conducted to identify the patterns of the code switching used in the market and the factors underlying such phenomenon. The analysis found that the presence of the code switching throughout the interaction (presented in the data excerpts) reflected both discourse functions.

The results show that the Linggau community did five types of codes switching. Those are: (1) to show the disapproval of the speaker to the interlocuter, (2) the affective meaning behind the delivery of information, (3) to show the closeness between speaker and interlocutor (declare solidarity), (4) to emphasize certain content in conversation, and (5) To reveal identity

In addition, several code switching was analyzed to have participant-related and discourse-related functions at the same time. The following code sitching found on this study:

Conversation 1. In this conversation buyers and sellers tend to use a fairly high note. Then this disagreement not only happens to the seller but can also occur to the buyer depending on the situation.

Conversation 2. In this conversation,the code used by the seller and buyer in the transaction is Javanese and Coel. The reason the buyer switches the code is to express his surprise because the price of the item he wants to buy is too expensive. Expressions of surprise used by speakers are used to express affective meaning rather than referesial meaning. It means that the speech is only used to express the feelings of the speaker, not to express his background.

Coversation 3. In this conversation, a code transfer was experienced by the seller from the Malay Malay language, from Lubuklinggau to Coel. The transfer of code carried out by the seller is to show intimacy between the seller and buyer through humorous utterances. This kind of humorous speech is used to maintain social harmony between the speaker and the interlocutor. This kind of situation occurs because of the closeness between the seller and the buyer in a social relationship where the interlocutor has long subscribed to the seller.

Conversation 4. In this conversation, there was a code-switching event by the seller of the Palembang Malay language, Lubuklinggau dialect into Javanese. This event occurs because of the emergence of a third speaker. The function of code switching performed by the seller in the conversation to emphasize the price of the telephone shop asked by the buyer 2.

Conversation 5. The transfer of code carried out by the seller from Indonesian to Javanese is done to reveal his identity that the seller has the same origin as his opponent, namely they both originate from Java.

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