

Code Variations in Language Choice at Tanjungsari Market, Sumedang Regency

A Sociolinguistic Study

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ABSTRACT

The language diversity in the multilingual community in Tanjungsari Market, Sumedang Regency (TMSR) can be a blessing or a disaster for the speakers in the area. This paper describes the form of language code variations in language choice in the TMSR speech community. Using an ethnographic qualitative method, the study used the data from the use of Sundanese, Javanese, and Indonesian in the TMSR speech community. The findings revealed two forms in language code variations used by the TMSR community including code variation in the form of language and code variation in speech level. There are three variations of the language code in TMSR, namely Sundanese, Javanese, and Indonesian; and two variations of speech level in TMSR included smooth speech level and familiar speech level. Speakers usually use smooth speech levels to older people or to people who are not intimate. Meanwhile, the familiar speech level is used for people who are already intimate. However, there is a shift in the use of speech levels in the TMSR speech community because some speakers in TMSR have used the familiar speech level to interact verbally with older family members. The TMSR speech community can manage the language diversity as a blessing so that the potential for conflicts that can be a disaster for them can be reduced and controlled.

Keywords: *Language choice, language code variations, sociolinguistics, Tanjungsari Market.*

1. INTRODUCTION

There are blessings or disasters in the language choice in a multilingual society. On the one hand, the accuracy of language choice can strengthen the relations of members of the community. On the other hand, the inaccuracy of language choice can also stretch the relations of members of the community. Indeed, the correct choice of language in a bilingual or multilingual society is a complex task (Wardhaugh, 1986).

For the multilingual community in the market area, that situation is vulnerable. It has the potential for both social and cultural conflict. The conflict arises because the language choice situation in the trading domain also includes a very sensitive income issue. The situation in the Tanjungsari Market area is also the same. The situation is complex. There are at least three community groups involved in the area: residents who are Sundanese ethnic and Sundanese speakers and speak Indonesian; a few immigrants from Javanese ethnic who speak Javanese language; and few other immigrants who speak Indonesian. This diversity can trigger conflict if it is not

managed properly. Religion, ethnic groups, and social groups by involving language as one of the means can underlie the conflict. In this context, Katubi (2010) explains that religion, ethnic groups, and social groups are an important part of linguistic awareness formation. In addition, it also raises awareness that making language a symbol of struggle and separation between groups in conflict situations is important.

Several researchers have conducted studies on language choice in multilingual communities. Sela, Wheeler, and Sarial-Abi (2012) examined the causal effects of minor language variations on consumers' attitudes toward brands. The results of this study show that the effects of such variations in relationship-implicating language on consumers' perceptions of brands. Chou and Yeh (2017) studied minor language variations in campaign advertisements. The results of the two experiments give evidence that minor language variations in advertisements affect voter responses. Adelia (2017) examines the form of language choice in buying and selling interactions based on the speech used in the Mimbaan Market. Agustin, Sariono, and Setyari

(2018) examined language choice in the Madurese variety of *enjâ-iya* in Patemon Village, Pakusari District, Jember. The research also uncovers the factors that influence the choice of the language.

There has been no research that specifically focuses on the study of variations in the language code used in language choice in the TMSR speech community. Besides, the language codes variation used in language contact in multilingual communities such as the TMSR speech community which has three variations of language codes, namely Sundanese, Javanese, and Indonesian as well as potential conflicts in them, can reveal some insights in the view of sociolinguistics. Three variations of language code existence in one place can cause problems. Therefore, it is important to conduct an empirical study of the choice of language, especially the language code variation used in a multilingual society.

Based on the background above description, the present study attempts to find out how language code variation in the language choice of the Tanjungsari Market speaking community is formed.

2. METHOD

This study used a sociolinguistic theoretical approach. Sociolinguistics is the study of the characteristics of language variation, the functions of language variation, and language use because these three elements always interact, change, and change each other in a speech community (Fishman, 1972). It addresses the choice of language as a communication event and show the social and cultural identity of the speaker. Fishman (1972) explains that sociolinguistics is a qualitative study.

This study used a qualitative ethnographic method (Spradley, 1980; Muhadjir, 1996), where the researcher involved himself with the indigenous people of TMSR. Research in the ethnographic perspective means understanding natural or natural phenomena as they are without being manipulated and regulated by experiments or tests (Muhadjir, 1996). The symptoms referred to in this study are symptoms of language selection or language variety in the multilingual community in TMSR.

The source of data in this research is from the Sundanese, Javanese, and Indonesian languages use and their respective varieties that occur in the multilingual community in TMSR. The use of language occurs naturally from normal speech events in society in daily communication activities. This study involved 100 respondents (61 male and 39 female) with varied in age and educational background. This study used a data card as an instrument to record recorded utterances. The data card consists of five parts, namely (1) the data number, (2) the type of language code variation, (3) the domain at

which the speech takes place, (4) the context of the speech, and (5) an excerpt from the recorded speech.

3. FINDINGS AND DISCUSSION

Bilingual or multilingual people have problems choosing a particular code (dialect or language) when they speak and they may also decide to switch from one code to another or mix the codes (Wardhaugh, 1986). In the context of language selection, Suwito (1983) defines code as a variant in the linguistic hierarchy used in communication. Poedjosoedarmo (1978) explains that codes are usually in the form of language variations that are used to communicate between members of a language community.

Chaer and Agustina (2010) state that one of the language variations based on the speaker is a dialect, which is a language variation from a group of speakers whose relative numbers are in a certain area, area, or area. Meanwhile, Dwiraharjo (2001) divides the forms of language code variations into idiolects, dialects, speech levels, language variety, and registers. Meanwhile, Rahardi (2010) divides code variations into four forms of code, namely code in the form of language, code in the form of dialect, code in the form of speech level, and code in the form of variety.

The results showed that there were variations in language codes and variations in speech level codes in TMSR. The following is exposure to both of them.

3.1. Language Code Variations

In this study, researchers observed speech events in the TMSR speech community. The TMSR speech community uses variations of language codes in their speech. Data from speech events in various domains shows that there are three variations of language codes in TMSR, namely (1) Sundanese, (2) Javanese, and (3) Indonesian. The following sections describe variations of these language codes.

3.1.1. Sundanese

Based on the observations, the data shows that the TMSR speech community uses Sundanese code more dominantly than other language codes. This happens because the TMSR community is a community that comes from the Sundanese ethnic group. In addition, other speech communities in TMSR are already fluent in using Sundanese to communicate in daily life. The TMSR speech community chose the Sundanese language code in the family, work, and social domains. The following is an utterance that uses the Sundanese code in a relaxed situation in the family domain at TMSR.

(08) Context: Conversation between P1 (Female, Trader, 25 years old) and P2 (Male, Trader, 54 years old) in a relaxed situation in the family domain (P2 tidying up his merchandise).

- P1: *Mang, si Bapak hoyong pendak.*
'Sir, my father wants to meet you.'
- P2: *Naha tumben?*
'Why so sudden?'
- P1: *Duka tah Mang teh terang, da abdi teu naroskeun aya naon-naonna.*
I don't know, sir, I didn't ask anything.
- P2: *Ke atuh, Amang beberes heula. Ke ka jongko.*
'Wait a second. I'll clean up first and see him later to the kiosk.'
- P1: *Abdi tipayun atuh, Mang.*
'I'll go there first.'

The above statement shows that there are variations in the Sundanese code in the family domain. The speech uses a subtle and familiar Sundanese code. P1 uses the fine Sundanese code and P2 uses the familiar Sundanese code. They use each of these codes because P1 is a nephew and P2 is an uncle. In addition, they also have a big age difference. Meanwhile, in the above speech there are variations in the subtle Sundanese code through the following lexicon choices: *hoyong* 'want', *pendak* 'meet', *teu terang* 'do not know', *abdi* 'me', *naroskeun* 'ask', and *tipayun* 'first'.

(43) Context: Conversation between P1 (Male, Trader, 30 years) and P2 (Male, Buyer, 30 years) in a relaxed situation in the work domain at TMSR (P2 picks vegetables and P1 puts them in a plastic bag).

- P1: *Mangga, bade meser naon, A?*
'Please, what do you want to buy, bro?'
- P2: *Wortel satengah kilo, kentang satengah kilo, bumbu kari tilu bungkus.*
'Half a kilogram of carrots, half a kilogram of potatoes, and three packs of curry seasoning.'

The discourse above shows that there are variations in the Sundanese language code in the work domain. The TMSR speech community uses a subtle Sundanese code in the domain. The following lexicon options show examples: *mangga* 'please', *bade* 'want', and *meser* 'buy'. P1 chose the Sundanese language code because P1 had just met P2.

Finally, Sundanese code choice is also found in relaxed situations in the social domain at TMSR. The following is an utterance that uses the Sundanese code in a relaxed situation in the social domain at TMSR.

(07) Context: Conversation between P1 (Male, Porridge Seller, 56 Years) and P2 (Male, Trader, 55 years) in a relaxed situation in the social domain (P1 and P2 sitting on a table smoking).

- P1: *Din, ari basa peuting lalajo Persib teu?*
'Din, did you watch Persib last night?'
- P2: *Lalajo atuh!*
'Yes, I did (watch)!'
- P1: *Naha di urang mah parabola teh ditutup da? Jadi we teh lalajo.*
'Why is my satellite disc closed? I couldn't watch the match'
- P2: *Urang mah geus tara make parabola ayeuna mah. Sok ku anteneu.*
'Now I have never used a satellite disc. I use an antenna.'

- P1: *Heueuh ah urang ge ayeuna rek make anteneu we. Parabola mah sok ditutup wae.*
'Yes, now I also want to use the antenna only. The channel in parabola is always closed.'

The above statement shows that there are variations in the Sundanese language code in the social domain in TMSR. In the speech event, the speech participants chose a familiar Sundanese language code. Speakers use familiar speech levels when the speaker and the hearer have an intimate relationship. So, there is no awkwardness between them. The speech above is a familiar speech level because P1 and P2 have been friends for a long time. The following lexicon choices prove it: *peuting* 'night', *lalajo* 'watching', *urang* 'me', *geus tara* 'never', *make* 'wear', and *heueuh* 'yes'.

3.1.2. Javanese Language

Some of the speech communities in TMSR use the Javanese language code in their daily communication. Based on observations at TMSR, researchers found the use of Javanese language codes in relaxed situations in the family domain. Meanwhile, the researcher did not find the use of Javanese language code in the work and social domain. This happens because people of Javanese ethnicity tend to choose Indonesian and Sundanese language codes to interact verbally in the work and social domains. The following is a conversation that uses the Java language code in the family domain at TMSR.

(32) Context: Conversation between P1 (Male, Trader, 50 years) and P2 (Male, Trader, 17 years) in a relaxed situation in the family domain (while looking around to find the father of P2).

- P1: *Bapakmu nang endi?*
'Where is your father?'
- P2: *Ana ing jamban.*
'He is in the toilet.'
- P1: *Ya wis, dakkandhani mengko, pakdhe ana ing kene.*
'Alright, tell him later that uncle was here.'

The conversation above is the selection of a single code for the Java language. Questions from P1 *Bapakmu nang endi?* and answers from P2 with the same code *Ana ing jamban* show this. In the conversation above, there is a single selection of the Java language code. This single code of Javanese language is only used by people who come from Javanese ethnicity in relaxed situations in the family domain. Meanwhile, in the work and social domains, people who come from Javanese ethnicity more often choose the Indonesian language code with the Sundanese code inserted.

3.1.3. Indonesian

Indonesian in TMSR is usually used in informal situations (relaxed situations). Indonesian can be found in various domains in TMSR, namely (1) family, (2) work, and (3) association. The following is a conversation that shows the selection of the Indonesian

language code in a relaxed situation in the family domain at TMSR.

(20) Context: Conversation between P1 (Male, Trader, 46 years) and P2 (Female, Trader, 41 years) in a relaxed situation in the social domain (P2 points to the front).

P1: *Mau ke mana, Mbak?*

‘Where are you going, Ma’am?’

P2: *Mau ke depan, Kang. Beli dulu makan.*

‘I’ll go to a place looking for some food.’

The conversation above is the selection of the Indonesian language code with the Sundanese and Javanese codes inserted. This can be seen in P1’s utterance which chose the Indonesian language code to be inserted with the Javanese language code (*Mau ke mana, Mbak?*) which P2 answered with the Indonesian code inserted by the Sundanese language code (*Mau ke depan, Kang. Beli dulu makan*). Thus, in the conversation above, there are variations in the Indonesian language code in the social domain.

3.2. Speech Level Code Variations

Based on the results of observations, in general the TMSR speech community recognizes two speech levels, namely the familiar speech level and the smooth speech level. The familiar speech level is usually used for people who have emotional closeness. Meanwhile, refined speech-level is used to show respect. The following is an explanation of speech level codes.

3.2.1. Familiar Speech Level

The TMSR speech community tends to use the familiar speech level more often when interacting verbally, both in the family, work, and social domains. The familiar speech level used is a variation of the Sundanese code. The following is a conversation at the level of familiar speech in the family domain in TMSR.

(10) Context: Conversation between P1 (Male, 55 years old, SMA, Trader) and P2 (Male, 30 years old, Junior High School, Trader) in a relaxed situation in the family domain (P2 while packing his merchandise).

P1: *Iyan, ka si mamah isukan urang ka Purwakarta!*

‘Iyan, tell mom tomorrow I’ll go to Purwakarta!’

P2: *Heeh ke urang bejakeun. Jam sabaraha, Mang?*

‘Okay, I’ll tell her later. What time?’

P1: *Jam salapan we, da Mang dagang heula pan.*

‘At nine o’clock because I’m trading first.’

The conversation above is a conversation that uses familiar code. Usually, familiar codes are used between friends who have known for a long time. However, the conversation above shows a shift from hierarchical to egalitarian so that the familiar code is also used in speech events between uncles and nephews. The choice of Sundanese lexicon *heeh* ‘okay’, *ke* ‘later’, *urang* ‘me’, *bejakeun* ‘tell’, and *jam* ‘clock’ indicate that the language code chosen is a familiar speech level code.

3.2.2. Smooth Speech Level

Smooth speech-level is known as a form of politeness in various interactions. Based on observations, the TMSR speech community tends to use a smooth speech level when communicating with new people. The following is a conversation that demonstrates this.

(22) Context: Conversation between P1 (Male, Trader, 40 years old, P1) and P2 (Female, Shopper, 45 years old, P1) in a relaxed situation in the work domain (P2 browses the store and P1 picks up a book that intended).

P1: *Peryogi naon, Bu?*

‘What do you need, ma’am?’

P2: *Peryogi buku tulis kanggo murangkalih*

‘I need a notebook for my child.’

P1: *Mangga, bade nu mana?*

‘Okay, which one do you want?’

P2: *Sidu nu 58 lembar.*

‘The Sidu one with 58 sheets.’

The above conversation is a selection of a subtle speech-level code from Sundanese. This can be seen in P1’s speech (*Peryogi naon, Bu?*) which P2 answered with the same code (*Peryogi buku tulis kanggo murangkalih*). Furthermore, the communication takes place using a subtle Sundanese code. The choice of this subtle Sundanese code occurred because the speech participants had a non-intimate relationship, in fact they did not even know each other.

4. CONCLUSION

Based on the results of data analysis, findings about the form of language code variations in the selection of the language of the TMSR speech community include two things, namely language code variations and speech level code variations. First, the variation of the language code is divided into three, namely Sundanese, Javanese, and Indonesian. Second, the variation in speech level is divided into two, namely the smooth speech level and the familiar speech level. The level of smooth speech is usually used to older people or to people who are not known. Meanwhile, the familiar speech level is used for people who have been known for a long time. However, in the TMSR speech community there has been a shift because the level of familiar speech is also used by a few people to interact verbally with older family members.

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