



Language Variation in the Speech of Sellers and Buyers in Cekkeng Market, Tanah Kong-Kong Sub-District, Ujung Bulu District Bulukumba District

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ABSTRACT

Study This aiming For describe variation Language Which there is in speech seller And buyer in market Cekkeng, Tanah Kong-Kong Village, Ujung Bulu District, Bulukumba Regency with use approach qualitative . The implementation is as follows: (1) data provision stage, (2) data analysis stage, and (3) data analysis results presentation stage. Data is collected through the process of observation, interviews, recording techniques, and data reduction. The results found are the use of the greeting word Puang , the use of the emphasis elements do, mo and di , the use of code mixing.

Keywords: *variation Language.*

1. INTRODUCTION

Sociolinguistics highlights the broader issues related to the social organization of language behavior. It encompasses not only language use but also language attitudes, language behavior towards the language itself, and the attitudes of speakers (Sumarsono, 2002: 2).

The diversity or variation in language arises not only because speakers are not homogenous but also due to the wide range of social interactions they engage in. Each type of interaction either requires or leads to language diversity. This diversity increases further when the language is used by a large number of speakers across a broad geographic area (Chaer and Agustina, 2010: 31).

In this context, language variation is understood from two perspectives. First, language variation is seen as a result of social diversity, diversity among speakers, and the range of functions that language serves. Thus, language variation arises due to social diversity and the diversity of language functions. If language speakers were a homogeneous group—sharing the same ethnicity, social status, and field of work—this variation would not exist, and language would be uniform.

Second, language variation already exists to fulfill its function as a tool for interaction in the diverse communicative activities within society. Both perspectives may be accepted or rejected. Thus, language variation can be classified based on social diversity and the functional activities within the social community (Chaer and Agustina, 2010: 61-62).

Language variation based on occupation or profession in the community of Tanah Kong-Kong Village, Ujung Bulu District, Bulukumba Regency, is quite interesting. This language variation refers specifically to the interactions between sellers and buyers in the Cekkeng Market, located in Tanah Kong-Kong Village, Ujung Bulu District, Bulukumba Regency. The researcher selected this traditional market in Bulukumba for several reasons. Among them,

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Cekkeng Market is one of the fastest-growing traditional markets due to its strategic location, making it easily accessible to the people of Bulukumba. Established in 2010, Cekkeng Market initially started as an open-air market in an empty lot.

In response to the growing demand for shopping and the increasing population in Tanah Kong-Kong Village, kiosks and tables were built in 2011 to expand the market area and increase the variety of goods sold at Cekkeng Market. The addition of these kiosks and tables had a positive impact on the market, benefiting the management, vendors, and consumers. To this day, Cekkeng Market is still considered a crucial and vital market in the community, especially in Tanah Kong-Kong Village, Bulukumba City.

Currently, Cekkeng Market has 6 kiosks and 102 tables, offering a wide range of goods, including vegetables, fruits, clothing, kitchenware, pastries, fish, and more. As a meeting place for sellers and buyers, the market hosts people from various ethnic groups, including the Bugis, Makassar, and Konjo, along with other newcomers. This diverse mix of ethnicities contributes to the variation in the use of the Indonesian language in the conversations between sellers and buyers in the Cekkeng Market environment.

The language variation observed at Cekkeng Market is often used both consciously and unconsciously by speakers. In the interactions between sellers and buyers at Cekkeng Market in Tanah Kong-Kong Village, it is common for both parties to use more than one language.

This diversity or variation in language arises because of the wide range of social interactions that speakers engage in. Such diversity increases when a language is used by a large number of speakers and across a broad geographical area (Chaer and Agustina, 2010: 61).

In structural theory, language can be defined as a system of arbitrary, conventional signs (Soeparno, 2002: 1). Maryono (2002: 18) categorizes forms of language variation into idiolects, dialects, speech levels, language varieties, and registers.

The first type of language variation we observe based on the speaker is known as an idiolect. Another variation based on the speaker is called a sociolect or social dialect, which refers to language variation related to the speaker's status, group, and social class. Language variation associated with its use, application, or function is called a *fungsiolek* (Nababan, 1993), variety, or register.

2. RESEARCH METHOD

This study describes the use of language variation found in the interactions between sellers and buyers at Cekkeng Market in Tanah Kong-Kong Village, Ujung Bulu District, Bulukumba Regency. Based on this objective, the method used in this research is qualitative descriptive. The steps of the method are outlined in the following stages: (1) data collection stage, (2) data analysis stage, and (3) presentation of data analysis results. The qualitative descriptive approach in this study is a research procedure that presents descriptive data in the form of language variation found in the interactions between sellers and buyers at Cekkeng Market.

The subjects of this research are the sellers and buyers at Cekkeng Market. The data collected in this study consist of every sentence spoken by the sellers and buyers at the market. The techniques used for data collection include observation, note-taking, and recording. The observation technique involves direct observation and note-taking as the initial step for examining the object. The note-taking technique is used to document the conversations and information heard. To strengthen the data obtained through observation, the researcher also employed the technique of recording all conversations during the research process at the study location.

The data analysis technique used in this study on language variation between sellers and buyers at Cekkeng Market, Bulukumba City, is descriptive analysis. In applying this technique, the researcher undertakes several steps:

1. Identifying the linguistic data in the form of variations in the Indonesian language.
2. Describing the form of informal language varieties found during the data collection process.
3. Presenting the research data according to the objectives of the study.
4. Drawing conclusions regarding the main issues that have been analyzed or discussed.

Interpreting the research data based on the problems that have been

3. RESEARCH RESULTS AND DISCUSSION

3.1. Research Results

The results of the observations and note-taking by the researcher revealed several variations of the Indonesian language in the conversations between sellers and buyers during the buying and selling activities at Cekkeng Market, Tanah Kong-Kong Village, Ujung Bulu District, Bulukumba Regency. For a clearer understanding, the following data description is provided.

(1) Buyer : “*Tabe Puang*, hargana itu sayurta berapa?”

Seller : “Iye Puang, satu ikatji atau berapa kita mau?”

Speech Cotext :The conversation took place in the morning when the buyer asked about the price of kankung vegetables.

(2) Buyer : “Mintaka dua kilo manggista, bisaji lima belas puang?”

Seller : “Iye pak, *kialani* lima belas, mauki?”

Speech Context: The conversation took place in the morning when the buyer asked about the price of mangosteens.

(3) Seller: “Ikan *Puang*, masempo hargana, lima ekor..sepuluh ribu ji.

Buyer : “Iye ikan apa itu? lima belas sepuluh *mo di*.”

Speech Context: The conversation took place in the morning at the fishmonger's place, when the buyer asked about the price of milkfish.

(4) Buyer : “Tak berapa itu minyakta bu?”

Seller : “Dua puluh puang....mauki semua?”

Speech Context: The conversation took place in the morning when the buyer asked about the price of coconut oil around the mixed goods seller.

(5) Seller : “Ellini puang...murah ji langsung...macenning puang.

Buyer : “Bisaji do sepuluh....dua kilo.

Seller : “ndak bisa kasian.... puang.

Speech Context: The conversation took place in the morning when the buyer asked the price of langsung on the side of the cekkeng market road

(6) Seller : “Mauki puang?..rambutan macenning puang.

Buyer : “lima ribu mo do....satu kilo.

Speech Context : The conversation took place in the morning when the buyer asked the price of rambutan on the side of the cekkeng market road.

(7) Seller : “Kiallemi puang....sisa ini mami kodong.

Buyer : “ Kasi ma do semua....lima puluh mo di.

Seller : “ndak bisa kasian...puang...tambah maki.

Speech Context: The conversation took place in the morning when the buyer asked the price of durian on the side of the cekkeng market road.

(8) Seller: “sayur-sayur puang....balli maki kodong.

Buyer : “Berapa itu do sayurta.

Speech Context: The conversation took place in the morning when the buyer asked about the price of vegetables in the cekkeng market.

(9) Seller: “Durian mantega puang....ki coba mi dulu bu.

Buyer: “Makemme kapan bela....manisji ka?”

Seller : “Kicoba puang...narekko makemme...jangan maki bayar.

Speech Context :The conversation took place in the morning when the buyer asked for the price of duarian at the roadside of Cekkeng market.

(10) Seller : “Bu...beppa na ...baru masak ini...malunra.

Buyer : “Tak siaga do? Lima ...sepuluh di?

Seller : “berapa dibeli?

Speech Context : The conversation took place in the morning when the buyer asked about the price of traditional cakes in the cekkeng market.

(11) Seller : “lihat-lihat ki dulu puang...burasa na...

Buyer : “Tak berapa?

Seller : “tiga...lima ribu...

Speech Context : The conversation took place in the morning when the buyer asked about the price of fowl in the cekkeng market.

(12) Seller : “ayo-ayo...murah masempo maneng...talekkona...

Buyer : “Delapan puluh mo di...elomokki?

Seller : “ambil maki...warna apa?

Speech Context: The conversation took place in the morning when the buyer asked about the price of fowl in the cekkeng market.

(13) Seller : “Yang mana ndi?...areddi? atau iyye?

Buyer : “coklatna na pak...bagus kulihat.

Seller : “oh iye ndi?

Speech Context : The conversation took place in the afternoon when the buyer asked about the price of headscarves in the cekkeng market

(14) Seller : “Bale *Puang*, masempo hargana, lima ekor..sepuluh ribu ji.

Buyer : “Iye ikan apa itu? *Wedding mo* lima belas sepuluh di.

Speech Context: The conversation took place in the morning at the fishmonger's place, when the buyer asked about the price of milkfish.

3.1. Discussion

In accordance with the data that has been obtained during the research, several variations of Indonesian language were found in sellers and buyers in the market in Cekkeng market, Tanah Kong-Kong Village, Ujung Bulu Sub-district, Bulukumba Regency.

3.1.1. Variations in the Use of the Greeting *Puang*

The use of *Puang* greetings in Indonesian speech in conversations between sellers and buyers as a form of respectful greeting between the two. The greeting word *Puang* was originally used only to address speakers of the language who have noble descent. However, along with the development of time, in the current condition there is a change and shift. The word is now used to address the language user community as an honor regardless of status. For more details can be seen in data findings (1), (2), (3), (4), (5), (6), (7), (8), (9), and (11).

Conversational data (1) and (2) clearly show that the greeting *puang* is used by buyers and sellers. The greeting is used as a greeting of respect when offering selling goods. Likewise, the buyer responds with the same greeting. This language variation can be considered as a culture of politeness in buying and selling activities. This is one of the language variations commonly found in the Cekkeng market environment. This is also the case with the data described in the research results.

3.1.2. Variation Use of *do*, *mo*, *di*, and *ji* stress elements

One of the elements of emphasis that commonly accompanies the use of Indonesian in the conversation of sellers and buyers is the element of emphasis *do*, *mo* and *di*. For more details, see the data findings (3), (5), (6), (7).

In the conversation between the seller and the buyer, the use of the emphasis elements *do*, *mo* and *di* were found. These three elements are used to emphasize what is meant in the conversation. In data (3) the elements *mo*, and *di* are used simultaneously by the buyer when bargaining the price of the desired fish. The elements *mo* and *di* are used simultaneously as a form of seriousness and a strong desire to buy the fish being offered. Conversational data (5) uses the emphasis *ji* and *do* simultaneously as a form of emphasis to convince the *langsar* offer. The same applies to conversation data (6) and (7).

3.1.3. Variation in the use of code mix

One of the language variations found in the conversations of sellers and buyers in Cekkeng market is the simultaneous use of Bugis, Konjo and Indonesian. This condition is commonly known as code mixing. For more details, see the data findings (2), (14). In data (2) the seller uses two different languages namely bugis and Indonesian simultaneously. The language variation used by the seller "Iye pak, *kialani* lima belas, mauki?". The word *kialani* is a bugis vocabulary which means taken (i.e. bought). Likewise, data (14) uses the word *wedding mo* which means what can it be (asking the price to the seller). In addition, data (5), (9), (10), (12) are included in the category of code mix (research results).

4. CLOSING

Based on the result of research and data analysis, it can be concluded that Indonesian language variations in sellers and buyers in Cekkeng market, Tanah Kong- Kong Village, Ujung Bulu Subdistrict, Bulukumba Regency, namely

1. Use of the greeting word *Puang*
2. Use of emphasis elements *do*, *mo*, *di* and *ji*
3. Use of code mix

In researching language variation, you should understand the language variation under study so that you can identify in detail the form of language variation that is the target of research.

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