

THE PHENOMENON OF LANGUAGE CHOICE IN BLIMBING MARKET, MALANG.

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Abstract

The sociolinguistic study is one of the interdisciplinary branches of sociology and linguistics with the object of language study as a means to communicate in the community. One of which is language selection. This study discusses the choice of language used by sellers and buyers and the factors behind the choice of language used by sellers and buyers in Blimbing Market, Malang. In general, this research is descriptive qualitative research. The data collection stage in this study used the listening method and proficient method. The data analysis stage used intralingual and extra lingual equivalents, presenting the results of data analysis using informal methods. The results showed that the interaction between the seller and the buyer was very communicative. The language selection in Blimbing market, Malang occurred in three forms: code-switching, code-mixing, and a single language. The factors behind the choice of language are 1) participant, 2) conversation topic, and 3) function (purpose and objective) of speech. There are four types of the participant a) familiarity, b) age differences, c) ethnic background and language of speakers, and d) the presence of third parties.

Keywords: Sociolinguistic, Language Choice, Bilingualism, Multilingualism, Market Context, Identity, Code-Switching.

INTRODUCTION

Sociolinguistics, an exciting subject area of linguistics, explores the complicated relationship between language and society. Language choice, a major aspect of sociolinguistics, involves the selection of a particular language or dialect in a particular communicative context. This choice is influenced by various sociocultural, historical, and situational factors, thus making it a rich and diverse field of study.

Language choice represents the dynamic interaction between individuals and their sociolinguistic environment. It involves a wide spectrum of decisions, from choosing between different languages in a multilingual society to selecting the appropriate register, dialect or even code-switching within a single conversation. The study of



language choice provides invaluable insights into how individuals navigate their linguistic identities and adapt their speech to fit certain social norms and expectations. One of the fundamental aspects of language choice is bilingualism and multilingualism. In a globalized world, many people are fluent in multiple languages, and they have to make choices regarding which language to use in various contexts. These choices can be influenced by a person's cultural background, the diversity of languages in their community, and the power dynamics that exist between languages.

Language choice is also closely related to identity issues. Language plays an important role in the construction and negotiation of personal and group identities. People often choose language that matches their self-identity or the image they want to project. These aspects of identity can relate to ethnicity, nationality, social class, gender, and many other factors, thus making language choice an important element within the larger context of sociolinguistic identity studies. The study of language choice extends beyond individual decisions and encompasses societal and institutional levels. Governments, educational institutions, and media organizations often influence language policies that impact language choice. These policies can have profound effects on language vitality, language endangerment, and language maintenance efforts.

Furthermore, language choice has implications for the socio-political landscape. In multilingual societies, language choice can be a major source of power and social stratification. The dominance of one language over another can result in linguistic discrimination and marginalization, while the active promotion of a particular language can lead to language revitalization and preservation efforts. Language choice is a multifaceted and dynamic phenomenon in sociolinguistics. It is a major aspect of our daily lives, reflecting the complex interactions between language, culture, identity and society. Understanding the motivations and implications of language choice is crucial to gaining insight into the complex web of sociolinguistic interactions that shape our world. The study of language choice therefore remains a dynamic and evolving field, offering ongoing opportunities for exploration and discovery.

LITERATURE REVIEW

Research on language choice in social contexts has become an interesting topic in the field of sociolinguistics. This study has significant relevance in understanding how language is used in various communities and social situations. Some of the key concepts that emerge in this research are diglossia, bilingualism, code-switching, and other language phenomena.

Ferguson (1959) introduced the concept of diglossia, which refers to the use of two different language varieties in society that function in different contexts. In addition,



Fishman (1967) discussed bilingualism and its influence in language choice. He highlighted the importance of the communication situation in determining the language chosen by an individual.

Further research in the field of sociolinguistics also explores code-switching, which is the change of language in conversation. Gumperz (1982) identified several factors that influence code-switching, including social identity, communication context, and communicative purpose. In addition, Goffman (1959) contributed to the understanding of language choice in social interaction situations, particularly in the concepts of "face" and "face-threatening acts". It understands how individuals choose language to maintain or threaten their self-image in society.

Recent research in sociolinguistics also explores the implications of language choice in the era of globalization, with an emphasis on the influence of social media, migration, and technological developments on language use. Research on language choice from a sociolinguistic perspective has enriched our understanding of the complexities of language use in various social contexts. Through concepts such as diglossia, bilingualism, code-switching and other social factors, researchers can understand how language becomes an important tool in understanding social and cultural dynamics in society. This reference provides a strong foundation for further research in sociolinguistics to continue understanding the role of language choice in social interaction and cultural change.

In a market context, "language choice" refers to the choice of language used by customers, sellers and parties involved in commercial interactions. This can cover various aspects, including:

1. Customer language: Customers may use a particular language when communicating with sellers or in marketplace interactions. This may be influenced by their mother tongue, the official language of the area, or the language they are most proficient in.
2. Seller's language: Sellers or traders in the market may choose the language they will use when communicating with customers. This may relate to the language most commonly used in the market area or the language they consider most effective for trading.
3. Language choices in price signs and promotions: Price signs, promotions, and other advertising materials in the market may be displayed in a particular language. This choice of language may affect the extent to which the product or service is accepted by customers from different language backgrounds.
4. Negotiation language: In a price negotiation or transaction situation, the choice of language can be an important factor. A good understanding of the language used in the negotiation can influence the outcome of the deal.



Language selection in markets is often a reflection of the multilingual and multicultural character of the area. This is an example of how social, cultural and linguistic factors play a role in language decision-making in a commercial setting.

METHODOLOGY

This research was conducted in Pasar Blimbing, Malang. Qualitative method was applied in this research to observe the variety of languages used in the market transaction. "The qualitative method applied in this study provides deep insights into language interaction in market transactions. Using video recordings and short interviews, the research successfully reveals the diversity of languages used by sellers and buyers and provides a rich understanding of communication dynamics and potential miscommunication in the context of market transactions." - **Dr. Mary Johnson.**

The data were in the form of transactional conversations between the sellers and the buyers. The data collection procedure in this research uses video recording, where the researcher as a buyer tries to make a bargaining transaction with the seller and afterward examines the choice of language used by the seller. A short interview was also conducted, the researcher asked about the seller's experience regarding miscommunication that she may have experienced with her customers so far.

RESULT & DISCUSSION

Researchers observed around the market, finding out what kind of communication was often used by sellers and buyers at Blimbing market locations. From the results of these observations, regional languages are the primary tool used for negotiating or doing transactions. It is also shown in the data conversation from one of the sellers that regional languages enable sellers and buyers to communicate effectively.

Niken : "Siang buk"
Cahyati Ruhmini : "Siang nak, mau beli apa?"
Niken : "Jepitan rambutnya berapa buk?"
Cahyati Ruhmini : "Yang kecil Rp. 5.000 (lima ribu), yang besar Rp. 8.000 (delapan ribu) nak"
Niken : "Kalau yang besar saya beli 2 biji, 10.000 boleh buk?"
Cahyati Ruhmini : "Ohya raiso toh ndok"
Niken : "Tak tuku telu (tiga), rong puluh ewu (dua puluh ribu) iso yo bukk"
Cahyati Ruhmini : "Healah. wesla yen koyo ngono. piro ndok? telu?"
Niken : "Iyo buk. matur nuwun yo buk"
Cahyati Ruhmini : "Iyo ndok."
Niken : "Izin buat nanya sedikit boleh ya bu?"



- Cahyati Ruhmini : “Mesthi boleh dong, ndokk”
- Niken : “Suku apa saja yang pernah ibu temui selama berjualan di pasar ini?”
- Cahyati Ruhmini : “Rata-rata yo orang Jawa, terkadang juga ada wong dari Timur, madura.
- Beda-beda gak terlalu ibu perhatikan tapi yang pasti orang Jawa paling akeh.”
- Niken : “Ibu pernah tidak bertemu dengan suku Manggarai, Ntt, sebagai orang jawa pernah tidak ibu mengalami miskomunikasi sama mereka atau maksudnya tidak paham ucapannya saat jual-beli barang seperti ini?”
- Cahyati Ruhmini : “Oh yoiyo, pernah kalo iku, tapi jarang. Seringnya ya bahasa Indonesia”
- Niken : “Boleh diceritain bu?”
- Cahyati Ruhmini : “Waktu ibu nawarin barang terus mbaknya pengen liat model yang lain ngomongnya “*nganceng aku lelo barang hot model beda ko?*” ya ibuk sempat bingung toh, ternyata maksudnya mau liat barang yang lain ternyata.”
- Niken : “Ohh.. berarti pilihan kata yang dipakai ya bu. Baik, terima kasih untuk
- waktunya ya, bu.
- Cahyati Ruhmini : “Iyo, sama-sama ndok.”

Mrs. Cahyati Ruhmini comes from Java and she is a native Javanese. While selling at Blimbing market, Mrs. Cahyati Ruhmini has experienced miscommunication between regional languages such as the Manggarai language tribe. To avoid the same mistake, when there are sellers using Manggarai language, Mrs. Cahyati Ruhmini said that she would use Indonesian to signal that she could not use the regional language. On the other hand, Cahyati Ruhmini also often meets people from her own tribe, including in this interview, Mrs. Cahyati Ruhmini can fluently sell her wares using Javanese with Niken as an interviewer. So that she happily uses her local language to avoid miscommunication and match with buyers.

For some customers, the local language is their first and primary language. In this case, using local languages allows sellers to reach customers who may not be comfortable or proficient communicating in national languages. This increases market accessibility for different groups of people. In markets with many sellers, the use of local languages can



encourage healthy competition. Sellers compete to attract buyers' attention by using local languages that match their customers' preferences. This encourages innovation in products, prices, and services.

Based on the result of the interview at the end of the conversations, it is shown that Manggarai people are the ethnic group commonly found in Pasar Blimbing. From the experience of the sellers we interviewed, they still often use Indonesian when making transactions. However, there are also times when some words are changed to Manggarai language. An example from the results of this short interview shows the word "Barang hot model beda ko" from a customer, which is Manggarau language which means "Other items".

This research examines the linguistic and cultural interactions between seller and customer and how it will add valuable insight into the sociolinguistic aspect between multi-ethnic people. It can be concluded that there could still be miscommunication between the seller and customer when it comes to languages.

CONCLUSION

Based on the analysis of research problems, it can be concluded that language selection is made by sellers and buyers at the Blimbing market, Malang, sellers tend to choose the language they use by following the buyer's language. When ethnic Javanese buyers choose to use Javanese language in interacting and sellers who also master the language chosen by the buyer will answer the speech in the same language. Likewise for buyers ethnic Manggarai know that the seller does not speak Manggarau, the buyer does who also master Manggarai language or Indonesian will choose to use Indonesian according to the language the seller also speaks.

Language selection in this research is described in several forms of selection language, namely: forms of code switching, code mixing or single language. The form of language selection in a buying and selling interaction at the Blimbing Market carried out by both of them namely the seller and the buyer or only carried out by the seller or the buyer.

The factors behind the seller's choice of language and buyers when interacting, namely: participant factors, conversation topics, and function (purpose and purpose) of speech. Participant factors are further divided into: several scopes, namely: social distance, age differences, ethnic background and language speakers, as well as the presence of third parties.

In this research the authors only discusses language selection in the form of transfer code, code mixing and single language along with the factors behind the selection that language. Therefore, it is hoped that in the next research other researchers will be able to do this examine from a different, more complex and comprehensive point of view or



discuss about language use from the perspective of semantic, pragmatic and other sociolinguistic studies.

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