

## CHAPTER I

### INTRODUCTION

#### A. The Background of the Study

Indonesia is a country that rich of culture and languages which has linguistic diversity in every tribe. Here exist hundreds of ethnics, culture and local languages which besides here. Every region in Indonesia has its own local language. Every local language has its own dialect. Dialects itself is a part of language, which is spoken by a group of community and understood by others. Though in one regional, there are many dialects. Such as Medan country, have Batakese dialect, Javanese dialect, Padangnese dialect, Mandailingnese daielct and etc. Despite of the differences, Indonesian people live together in harmony. Language is a form of identity for the people. When a person use language, other people will be able to mark certain characteristics from the way that person use the language. Those characteristics will then used to identify the person, such as dialects of certain ethnic, or the way someone use language. Using the right language in the right situation without breaking people heart can show that we have a good identity. Also, by using the right language in the right condition, we will be able to convey our intended message to other people properly. Because of this, the study of language is very important. Sizu (2014:2) states that, dialect is a varieties of language used recognizably in a specific region or by a specific social class.

All aspects of human life can't be separated from the use of language as a means of communication. Included in the market, here we will find many kinds of language used by dialect that is different from each other. In the market also we will make the interaction between sellers and buyers who want to buy and sell goods and services are sold.

In social life, each individual is bound by race, ethnicity, culture, and particular atmosphere. Each community that uses a different language giving rise to a form of dialect different which become identity of the speakers, Sudono (2014:37). In the society, dialect from the immigrant people is disappearing, because it influence by the people that must follow the situation and condition where they was. Mostly, the younger human feel not comfortable or feel embracing to show their identity by dialect.

These phenomena that make the researcher interested to analyze about this topic. Because in the theory based on Asanosi (2014), states that dialect is the identity of the speakers but in the reality, which is still so many people actually younger people feel not comfortable to show their dialect that show their identity to the society.

Based on Saragih (2016), states that dialect is one of the varieties of language that caused by user. It means that dialect is user. In his book, there are fourth types of dialect that caused by Geographical origin, Socio-Economic Status (SES), Age, and Sex. Geographical origin is dialect that used in one regional places or geographical area spoken, for example in West Java specifically in Lembang, people used sundanese dialect in their

places. It is according to the geographical area. Socio-Economic Status (SES), this dialect that used by people belonging to particular social classes, groups, religion ethnicity and status. For example, for the higher and lower social classes have a different dialect each other. Age, this varieties of language, dialect that used by the age of individual speakers, for example, language of children, language of teenagers and language of adult certainly have a different dailect. Sex, this is the varieties of language that seen by the gender speakers, for example language that used by man and women.

This one of the example of dialect that found in interaction between sellers and buyers at *Pasar Rame Medan*. This conversation happened in sellers from Chinese people that used hokkian dialect and the buyers from Javanese people that used Javanese dialect. Some of utterances that consist of dialect from the preliminary data that had been taken can be seen as follows.

Buyer: *berapa iki harganya ci? (Tunjuk piyama)*

(how much this the price mam?) (Show pajamas)

Seller: *empat lima (45,000) aja lo,.*

(just 45,000 thousand)

Buyer: *kasih tiga lima (35,000) ci?.*

(give it of 35,000 mam?).

Seller: *o.. tak bisalah, kita punya modal aja udah empat puluh ribu*

*(40,000) lugilah wa kasih tiga lima ribu (35,000) sama lu.*

(ooo can't, we have the capital its about 40,000 thousand,i can lose it if i give about 35,000 thousand with you).

Buyer: *kasih tiga lima (35,000) lah ci, biar kita ambil dua.*

(give it 35,000 mam, we will take two).

Seller: *o.. tak bisa lah, lugi wa kasih modal pun tak sampai, kita kasih harga balang udah murah, lu boleh cek toko lain coba.*

(ooo can't, i give the price of capital loss alone, we have the price of goods already cheap, you should check to the other store).

Buyer: *jadi gak kasih ci?*

(so, you didn't give it mam?).

Seller: *enggaklah, enggak bisa segitu.*

(no, i cannot give it).

Buyer: (*pergi dan gak jadi beli*)

(Going and not so purchased)

From the conversation above, the buyers from Javanese people because she used the word "iki" as Javanese language that has meaning "ini" in bahasa. And the sellers from Chinese people, how the researcher know? From the pronounce and the word that used by the seller. Chinese's Bahasa is not well, such an example above. By the word wa, that has meaning i am. And the word "rugi" becomes "lugi", "barang" becomes "balang". It is caused by their complicated to pronounce /r/ well. It is different from Indonesian who generally can pronounce /r/ and /l/ well. Based on the example, the used of dialect above showed that the data from the dialogue between sellers and buyers that already change to the transcript which are classified as the type Social Economic Status (SES).

In addition it can show by the uses of words between Javanese people and Chinese people. As we known Javanese and Chinese are ethnic groups in Indonesia.

The use of language in every language speakers have different depending on the language used and how to use the language by each user's language. Researchers choose the title "Dialect in Interaction between Sellers and Buyers at *Pasar Rame Medan*" because it attracts. The

attractiveness of this research that there is a diversity of ethnic, language, leading to differences of each individual dialect used by potential buyers and sellers who are in *Pasar Rame* Medan, then another thing that this research has not been done earlier studies. And also because dialect which become of the identity of the speakers, we are as the younger generation must proudly to show the background or the identity us by practice it. Researchers are interested in knowing the dominantly type of dialect and how realize of dialect found in interaction between sellers and buyers at *Pasar Rame* Medan.

#### **B. The Problems of the Study**

Based on the background of the study, the problems were formulated:

1. What is the dominant type of dialect caused by that found in the interaction between sellers and buyers at *Pasar Rame* Medan?
2. How is the dialect realized in interaction between sellers and buyers at *Pasar Rame* Medan represented?

#### **C. The Objectives of the Study**

Based on the problems statement the objectives of the study were to description about:

1. Find out the dominant type of dialect that are found in the interaction between sellers and buyers at *Pasar Rame* Medan and
2. To realize the dialects in interaction between sellers and buyers at *Pasar Rame* Medan.

#### **D. The Scope of the Study**

There are so many language varieties which contains in interaction between sellers and buyers at *Pasar Rame* Medan. Therefore, it is impossible to discuss everything about language varieties in interaction between sellers and buyers at *Pasar Rame* Medan. So that, the focus will be narrowed down in order to make the specific research. The study will be focused on dialogues that contain dialects that found in interaction between sellers and buyers at *Pasar Rame* Medan. Dialect in here just focuses on Bataknese dialect, Javanese dialect, Padangnese dialect, Mandailingnese dialect, Acehnese dialect, and Hokkian dialect. And also to know the use of dialect itself, the researcher just focus on two aspects or factors of dialect, which is from Phonology, and lexical items.

#### **E. The Significances of the Study**

Findings of the study are expected to be useful theoretically and practically.

##### 1. Theoretically,

The findings are expected to enhance the knowledge about language varieties especially the used dialect in the society and give a deeper understanding about it.

##### 2. Practically, it is expected that the findings are useful for

- a. English teachers or lecturers who are interested in teaching the subject matter of dialects viewed in the society.

- b. Students and those who are motivated to explore more information and knowledge about dialects in society.
- c. All people meet to do transactional activity, by using dialect as identity of the people who's speaks, we can keep the identity. So it is important to all the people know that the use of dialect in the market doesn't make unfair treatment.
- d. The researchers who are interested in conducting the similar study to get further information. This study can be addition and comparison to the theories, results, and others related to language varieties especially is dialect in society.

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