

CHAPTER I

INTRODUCTION

A. The Background of Research

Language is an important system to communicate with other humans. There is no language without society and there is no society without language. It means that language has interrelated with various aspects of human life. These phenomena also include to the branch of linguistics called sociolinguistics.

Sociolinguistics studies the relationships between language and society with the goal being a better understanding of the structure of language and how the function of language in communication. People around us belong to a variety of social types. A language that people use in their daily life is not specified by linguistics factors but also social factor such as education, social status, age, sex or gender may influence or determine the language used. Wardaugh (2006 : 121). For example, language varies with reference to sex differences of the speaker. This is to say that different sex leads to variation in the use of language. Men and women tend to use different variations of language. Men's language as put by Lakoff is assertive, adult, and direct, while women's language is immature, hyper-formal or hyper-polite and non-assertive. In the use of negative concord: women's use are more standard, or conservative than men. Women tend to use more hedges than men do. But, there are communities where the language is shared by women and men. Particular linguistic features occur only in the women's speech or only in the

men's speech. These features usually have small differences in pronunciation or word-shape (morphology).

In globalization era nowadays, women and men do not speak in exactly the same way as each other in any community. Women and men tend to use different variations of the language. For example, the term "actor" is for men's language while "actress" is women's language. They have their own variations of saying things. These phenomena may increase the vocabulary of language in the future.

In society, generally women are more talkative than men. These phenomena are influenced by some factors such as biological, role gender and job. But in journal research about gender and language, men are more talkative than women on some occasions, Li (2014:56). This finding seems contrary to phenomena in society that women are more talkative than men. This is one of the reason for the researcher to study this.

In Indonesia, women have a role as a simple figure in society such as a housewife. But, because of the technology and globalization development, it can affect the change of women's role in society. For example, many women choose to leave their hometown in order to get a job or reach their dream such as by adding their knowledge in education. This phenomenon is called as the emancipation of women. One of the heroes that presents emancipation of women in Indonesia is Raden Adjeng Kartini. She wanted women to be able to study and have a knowledge as same as men in her country. It is a new idea women in indonesia at that time as a new Perspective that can change people's views.

The impact of women emancipation in Indonesia may give affect women nowadays in various aspect Such as career or job, knowledegment, the activity in society. In Indonesia, there are so many jobs that women can do same as men do. For example, driver, athlete, technician and etc. We can see women in society do the same things like men do. That is one of the impact women emancipation in indonesia. This phenomenon unfortunately can also affect women's language in society.

The researcher chooses women sellers as the object of the research. The researcher focuses on phenomena in the society where women do their activity which is different from their habitual action or role as women as usual in the society because of the impact of technology and globalization. The researcher is curious know about women's emancipation toward language. The seller is a person who sells something or product to consumer. The function of seller is to distribute product from producer to consumer.

Traditional markets are one of favorite domain for society to buy daily necessities. This urban public domain is as a medium of buying and selling, for the products and services that are traded, but also information and knowledge. Traditional markets usually consist of stall or outlets, which are opened by the sellers or a market managers. Most of the commodities displayed in traditional market are daily necessities such as fishes, vegetables, eggs and etc. In traditional market, bargaining transactions between traders and buyers more often than in modern market. Generally, half of the sellers in traditional market are women. Many housewives chooses this job to fulfill their necessary in economy aspect. Generally, the women sellers in Medan

traditional markets will shout to attract consumers or use strong swear words . This phenomenon has changed the role of gender for women in society based on their new mind.

This research is conducted to find women's language features in women seller according to Lakoff's features. The features are (1) Lexical hedges or fillers (2) Tag questions ,(3) Rising intonation on declaratives,(4) Empty adjectives, (5) Precise color terms (6) Intensifiers (7) Hypercorrect grammar,(8) Superpolite forms, (9) Avoidance of strong swear words (10) Emphatic stress . The researcher believes that there are many phenomena of speech features can be found in this research where the society influences the use of the utterance.

The preliminary data in this research were women sellers in Petisah. To attract consumers, she speaks loudly in crowd of consumers.

“15 Woi!!”

“Bukan Cuma celana, baju pun ada. Apa kelen cari ku kasih”

“Kemari Kelen Woi!! , 15 rb, yang beli masuk surga!!, yang udah beli udh bisa pulang”

“Pulang-pulang, aku yang tanggung jawab, ongkos kelen tanggung sendiri”

“Kemari-kemari kelen woi!!, cantik-cantik kali kelen tapi gak ada duet kelen ya!.”

“Siapa bilang ? ,15, ambil dua 25, cuman di toko ku murah, masuk surga lagi”

The preliminary data were taken from a woman seller's utterances in Petisah.

Based on the woman seller's utterances, Intensifier occurred one time in

“cantik-cantik *kali* kelen . Avoidance of strong swear words were two times in

“15 rb, yang beli *masuk surga!*” and “cuman di toko ku murah, *masuk surga*

lagi”. Rising intonation on declarative occurred one time in ““cantik-cantik *kali* kelen tapi gak ada *duet kelen ya!*”

Based on the finding in the preliminary data, we can conclude that the seller more often used avoidance of strong swear words to strengthen the expression

B. The Research Problems

The problems in this research are as follows :

1. What types of language features used by women sellers in Medan traditonal markets?
2. Why those language features are used as they are ?

C. The Objectives of the Research

In line with the research problems, the objectives of the research are as follows :

1. To describe the type of language features used by women sellers
2. To explain women’s language features on sellers in traditional markets

D. The Scope of the Research

The study attempts to investigate and to explain the the realization of women’s language in traditional market by women sellers while selling their commodities to consumers and to see how impact the society to women’s language .

E. The Significances of Research

It is expected that the findings of this study are useful and relevant theoretically and practically.

1. Theoretically

The findings of this study are expected to provide even new contribution to the theory for further research about women's language.

2. Practically

The study can be used as a reference for everyone who reads this research to know how social interaction on women sellers in Medan traditional markets.