

A GENRE ANALYSIS OF LANGUAGE USE BETWEEN TRADERS AND BUYERS IN ENGLISH VILLAGE PARE KEDIRI

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Abstract

Language is a means of communication in social interactions between one individual and another. With language, a language speaker can easily convey a message to the speech partner. The purposes of the research are; (1) Describing the variations of language used by the traders and buyers in buying and selling at English Village Pare Kediri (2) Describing the factors that influence the use of language to traders and buyers in buying and selling at English Village Pare Kediri.

The method that was used in this research is a qualitative descriptive method. It aims to describe the language used by traders and buyers in buying and selling transactions at English Village Pare and the factors that influence it. The subject was 10 participants of seller and buyer who sold and bought at English Village Pare Area. The instrument of collecting data in this research was using the observation.

The steps that the researcher has applied are SPEAKING; S is for Setting and scene, P is for participant, E is for End, A is for a sequence, K is for Key, I is for Instrumentalities, N is form Norm, G is for Genre. Next, the findings of this research showed that factors that influence the use of language at English Village Pare, are; age, gender, level education and environment.

The result of the study shows that the use of trader language in English Village Pare has diversity in communication. Traders who come from various ethnicities can become a multilingual society when they enter the English village, due to environmental factors. Factors such as age, gender, education and environment affect the use of the merchant's language during buying and selling transaction situation that creates language diversity.

Keywords: Genre Analysis, Language use.

INTRODUCTION

Language cannot be separated from human life. Language serves as a communication tool to convey information. This means that everything that is in the human mind is conveyed through language, both written and spoken language. This is what causes language to be inseparable from human life. Suyanto (2011: 15) suggests that language is a series of sound systems or symbols produced by human speech tools, which have meaning and are conventionally used by a group of humans (speakers) to communicate (give birth to thoughts and feelings) to others.

Language is a means of communication in social interactions between one individual and another. With language, a language speaker can easily convey a message to the speech partner. This is parallel to what Kridalaksana (2008: 24) argues about language, which is a system of sound symbols used by members of a community to work together, interact, and identify themselves. In everyday life, language has been used in all activities of community life so that language is essential.

The languages in the market are very diverse, because the market is a meeting place for traders and buyers of various ages, genders, ethnicities, occupations, education, and so on. In addition, the use of language is also influenced by situational factors, namely who is speaking, in what language, to whom, when, where, and what problems are discussed, as formulated by Fishman (Suwito, 1983: 3) who speak, what language to whom and when.

Factors that would be effects how to use the language are age, status level, background of education, economic life, ethnicity, and gender. It is supported by some research that was conduct before. First, the research by Sari (2015), she found that the bench marks of language are ages, education, economy, profession and other factors. She has done her research in language use in Chinese Ethnicity at Surabaya. Another research come from Ramendra (2013), he showed that language use are associated with nationality, occupation and age. In his result of research, there are three variations of language in the Singaraja city speech community which are related to the type of subject. The variations in the use of different languages are closely related to the identity that the subject (speaker) wants to project.

This research discuss about "A Genre Analysis Language Use of Traders and Buyers in buying and selling at English Village Pare, Kediri". The reason for taking this topic is to dig more deeply into the use of the language spoken by traders to buyers in English Village Pare, Kediri. The use of language between traders and buyers in the English Village is interesting to research because there are various languages used by traders and buyers.

The above incident happened to traders in English Village, the traders selves have their mother tongue which is used in everyday life in the family environment and in

the neighborhood. However, the situation requires traders to master several languages when interacting with buyers so that communication has a purpose, and builds intimacy with buyers.

English Village Pare Kediri becomes the object of this research because there is a linguistic phenomenon. This is indicated by the variety of languages used by traders when selling and buying transactions take place and the factors that influence it. Therefore, this research uses the English Village Pare as the object of research in this thesis.

METHOD

The method that used in this research is a qualitative descriptive method. Sources of data obtained in this research are the spoken language used by traders to buyers when communicating in selling and buying transactions at English Village Pare. The object of this research is the use of merchant language in selling and buying transactions at English Village Pare in the communication process used by traders to buyers. Informant data were taken from traders. Researchers used a sample of 10 target informants during inside and outside operational hours at English Village Pare. In collecting data the researcher used the observation method. The observation method is applied to the process of researching and listening to the language used by traders in English Village Pare. In the listening process, the technique used are free, active, proficient listening technique. In observation of traders' and buyers' oral speech the researcher used recording techniques. In addition, this research used speaking face to face technique. The face-to-face technique is to meet directly with informants to obtain appropriate data to support the completeness of this research. This research also uses note-taking techniques to record important information for completeness of research data.

RESULTS AND DISCUSSION

Based on data, it shows that two variations of language that used by traders and buyers in English village Pare, first is the use of english language by traders and buyers at English Village Pare, Kediri. In the English language use shows that representation of Indonesian language, and ungrammatical used by traders and buyers and the second is the use of mixed language (English, Indonesian) by Traders and Buyers at English Village Pare, Kediri. Based on the data that the researcher has found some following factors that influence the variety of language use in English Village Pare, are; age, gender, level of education, and environment.

CONCLUSION

In the description of the results of the research, it can be concluded that the use of trader language in English Village Pare has diversity in communication. Traders who come from various ethnicities can become a multilingual society when they enter the English village, due to environmental factors. Research data shows that the language

used by traders when selling and buying transactions occur is a mixture of English, Javanese, Indonesian, and there is one satay trader who comes from Madura using the Madurese language, with his internal party. Factors such as age, gender, education and environment affect the use of the merchant's language during buying and selling transaction situation that creates language diversity.

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