

## MIX INDONESIAN CODE IN BUYING AND SELLING AT SIMPANG LIMUN MARKET IN MEDAN SOCIOLINGUISTIC STUDY

*Sri Rahmi*

Email: [srirahmi@gmail.com](mailto:srirahmi@gmail.com)  
Universitas Sumatera Utara Medan  
Jalan Dr. T. Mansur No.9, Medan City, Sumatera Utara, Indonesia

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### ABSTRACT

This thesis describes: Mix code in Indonesian for the Buy and Sell situation at Simpang Limun Market, Medan. The problem studied is how to mix code in the market and determine the type of words in the code mix. In this research, the method used is the observation method. The technique used is the basic technique of tapping with advanced techniques of observation and recording techniques. The data assessment method is an equivalent method followed by the basic technique of sorting the determinants. The theory used in this study uses the sociolinguistic theory approach, bilingualism, mix codes and types of words. Furthermore, the results of this study on code mixing that occurred in Pasar Simpang Limun Medan were found words and phrases. And in the event of code mixing, there was an inner code-mixing in the form of a regional language that inserted in the first language, namely Indonesian, and outer code-mixing in the form of a foreign language, namely English which inserted into the first language, namely the language. Indonesia. The types of words according to Keraf are divided into four parts, namely: 15 nouns, 5 verbs, 9 adjectives, and 2 tasks, and what often appears is the type of noun (noun).

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### 1. Introduction

Language is used by humans in the field of life. Learning language and studying language is an important thing for humans to do because it will directly preserve the language. By studying and conducting studies on language, will prevent humans from language extinction. Because language is a means of communication or a means of human interaction in conveying ideas, ideas, or feelings to others. Through language, it is revealed something that the speaker wants to convey to the listener, the writer to the reader, and the greeter to the greeter. The language the researcher means in this study is Indonesian as the first language. The first language is a language that plays an important role in determining the words from other languages that insert into the first language.

The language that is often used by Indonesians is Indonesian. However, humans often speak in one particular language and suddenly insert elements of other languages (foreign languages and regional languages). This can occur in situations of both formal and informal speech, both oral and written. Inserting a language is defined as the act of mixing one language with another. The insertion of language or language types depends on the situation or language needs. A person who is involved in the practice of using two languages interchangeably is called bilingual. The level of use of a bilingualist's language differs from that of another, depending on each individual who uses it.

Bilingualism in Indonesian is also called bilingualism. Literally it can be understood what is meant by bilingualism, which refers to the use of two languages or language codes. Sociolinguistically, bilingualism is defined as the use of two languages by a speaker in his interactions with other people in turn. To be able to use two languages, of course, one must master both languages. The first is the mother tongue (B1), the second is another language which is the second language (B2). People who can use both languages are called bilingual people (in Indonesian it is also bilingual) while the ability to use two languages is called bilinguality (in Indonesian it is also called duality) (Chaer and Agustina, 2010: 84-85).

Indonesia is a multilingual country. Apart from the Indonesian language which is used nationally, there are also hundreds of regional languages large and small, which are used by members of the local language community for regional purposes.

In a multilingual society with high mobility, members of the community will tend to use two or more languages. Mastery of two or more languages is called bilingual, multilingual or polygotic (Chaer, 2004: 65). Sociolinguistics is an interdisciplinary science between sociology and linguistics, two fields of empirical science that are very closely related. Sociolinguistics is an objective and scientific study of humans in society, regarding social institutions and processes that exist in society. Sociology tries to find out how society came about, takes place and remains. Linguistics is a field of science that studies language as an object of study. Thus, it can easily be said that sociolinguistics is an interdisciplinary field of study that studies language in relation to the use of that language in society (Rokhman, 2013: 1). Another aspect of sociolinguistics in a bilingual society is code-mixing.

Code mixing is a main code or basic code that is used to have its function and economy, while the other codes involved in the speech event are only pieces, without any function or economics as a code. A speaker for example, in Indonesian, inserts a lot of fragments of his regional language, it can be said that he has mixed the code. A variety of Indonesian language will appear to be karo-karoan if the regional language is Karo language (Chaer and Agustina, 2010: 114).

In the use of code mixing, of course, it does not rule out that it is often used by individuals or other communities because this code mixing can occur anywhere and anytime in bilingual and even multilingual communities for example in the market. In this study, researchers took the example of buying and selling transactions that occurred in the community at Simpang Limun Market, Medan. The author found that the seller and buyer codes were mixed in the bargaining process. Sellers and buyers use Indonesian, the regional language with foreign languages in the market.

## **2. Methods**

### **2.1. Research sites**

This research was conducted at Simpang Limun Market, Medan, which is one of the traditional markets in Medan. Simpang Limun Market which is located on Jalan Kemiri 1, Sudirejo II, Medan Kota, North Sumatra with Postal Code 20216. One of the features of this market is the market nuance that looks multicultural. In this market, we will find traders and buyers competing in bargaining for the goods to be purchased. The reason the researchers chose Pasar Simpang Limun Medan is because the market is a place where there is interaction between various kinds of language speakers. This market is also located in a densely populated area, strategic, easy to reach and easy to research.



presentation method is used in expressing the results of the analysis in this paper because basically this research does not require formal notation.

### **3. Result and Discussion**

#### **3.1 Mix Codes on Buy and Sell Transactions**

Buying and selling activities at the Simpang Limun Market in Medan, the sellers make transactions with the buyers. The use of Indonesian as a means of communication for sellers and buyers. Often times there are words inserted in local and foreign languages into the main language, namely Indonesian. This is due to the existence of different social statuses or the lack of knowledge of the language being mastered. Therefore, in transactions carried out by sellers and buyers, code mixing occurs. The results of the research presented in this discussion are about how to mix codes in buying and selling transactions at the Simpang Limun market in Medan. The research was carried out on sellers and buyers who were in that market.

Data 1

Seller: Padang Tribe Buyer: Padang Tribe

Context: Conversation between seller and buyer in buying and selling meat transactions.

Conversation

- 1) Buyer: how much is it Bang? "How much meat, Bang?"
- 2) Seller: one hundred deck 'one hundred deck'
- 3) Buyer: no less, Bang?
- 4) Seller: No. This deck is cheap
- 5) Buyer: yes, make one kilo Bang

In the above conversation, code mixing occurs, namely the seller and the buyer. The seller mixes the code as in sentence (2) on the deck. The word seratujuh 'hundred' from the Padang language is including the root word. This word is inserted into the entire sentence structure, causing code mixing. In sentence (4) of the seller's dialogue, there is no code mixing because all the words are in Indonesian. The code mixing incident also occurred to the buyer as in sentence (1) how many times was it Bang ?. The word dagiang'daging from the Padang language includes the root word. This word is inserted into the entire sentence structure, causing code mixing. In sentences (3) and (5) of the buyer's dialogue, no code mixing is seen because all the words are in Indonesian.

Data 2

Seller: Karo tribe Buyer: Karo tribe

Context: A conversation between a seller and a buyer in a vegetable sale and purchase transaction.

Conversation

- 1) Buyer: How many bunches of mustard?
- 2) Seller: only eight thousand
- 3) Buyer: not less?
- 4) Seller: No, deck. How many can you want to take? 'No. Deck. How much do you want to take? '
- 5) Buyer: take the telu ikat 'take three bunches'
- 6) Seller: yes, take twenty thousand.

In the above conversation, code mixing occurs, namely the seller and the buyer. The seller mixes the code as in sentence (4) No, Dek. How many do you want to take? The word kam'kamu 'from the Karo language is a root word. This word is inserted into the entire sentence structure, causing code mixing. In sentences (2) and (6) of the seller's dialogue, there is no code mixing because all the words are in Indonesian. Incidents of code mixing also occur to buyers as in sentence (5) take telu ikat. The word telu 'three' from the Karo language is the root word. This word is inserted into the entire sentence structure, causing code mixing. In sentences (1) and (3) of the buyer's dialogue, there is no code mixing because all the words are in Indonesian. In the discourse of buying and selling transactions above, the seller and the buyer mix codes in order to communicate smoothly, hoping that the atmosphere will be more intimate. The code-mixing event referred to in a buying and selling transaction is an inner code-mixing, in the form of the Karo language inserting into Indonesian.

**3.2 Types of Words in Mixing Buy and Sell Transaction Codes**

In this study, researchers examined the insertion of elements in the form of words. A word from another language element infiltrates the core language, namely Indonesian. The languages used when mixing codes are Indonesian, Karo, Javanese, Padang language, and English. This is due to the existence of different social status or the lack of knowledge about the language being studied.

Therefore, in transactions made by sellers and buyers in offering their merchandise, language insertion has occurred, which is called code mixing. In speaking between people, they often insert one language into another, such as the Karo language which inserts into Indonesian or other regional languages. The types of words in buying and selling transactions at the Simpang Limun market in Medan are nouns, verbs, adjectives, and assignments. The insertion of the elements in the form of the word can be seen in the data below.

**Table 1.**

Comparison of the Number of Types of Words.

No.	Jenis Kata	Jumlah
1.	Kata benda (nomina)	15
2.	Kata kerja (verba)	5
3.	Kata sifat (adjectiva)	9
4.	Kata tugas	2

From the table above it can be seen and concluded that, when the sale and purchase transaction occurred at the Medan Simpang Limun Market the types of words that often appear are the first noun (noun), second adjective (adjectiva), the third verb (verb) and the four task words. . It can be seen that the types of words that often appear in the data above are the types of nouns (nouns).

**4. Conclusion**

Based on the analysis of code mixing in the sale and purchase transaction at the Medan Simpang limun Market that has been described, the following conclusions can be drawn: Mixing the code that occurs in buying and selling transactions at the Simpang Limun market in Medan, there are words and phrases. In the case of code-mixing, there was an inner code-

mixing in the form of a regional language that inserted into the first language, namely Indonesian and outhter code-mixing in the form of a foreign language that inserted in the first language, namely Indonesian. The types of words according to Keraf are divided into four parts, namely: 15 nouns, 5 verbs, 9 adjectives, 2 assignments, and what often appear are nouns (nouns).

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