



Form of Register in Buying and Selling Conversations at Dayun Market in Siak Regency

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Abstract:

The community is not bound by rules when communicating and making buying and selling transactions. The use of registers occurs in various regions, one of which is in the Dayun District, Siak Regency. The research objective is to describe the form of register used by traders and buyers in the Dayun market. The method used in this study is content analysis. Data collection techniques include observation techniques, records, and notes. Data analysis is content analysis. The results showed that there were 16 closed-enclosed registers and 3 open registers. The language used in buying and selling transactions is more specific. This study concludes that the form of registers in buying and selling transactions at the Dayun market in Siak Regency generally uses the form of a limited enclosure with conversations using informal language and spontaneous conversations. The implications of the research results can be used in the development of language teaching materials about the diversity of register variations that develop in society. For the public, its function is to learn the peculiarities of buying and selling registers in a market.

Keywords: buying and selling conversations, form of register, pragmatics

1. INTRODUCTION

Language is very important in everyday life, especially in social life, with the human language being able to interact easily (Erni & Sari, 2022). Language also makes it easier for one to bridge communication in every activity (Wijana, 2019). Through language, you can express what you think, feel, want, or want to do (Patmawati et al., 2021). Language can be interpreted as a medium of social communication to build a self-concept as a human to satisfy oneself, gain pleasure, avoid stress, and even survive (Prasetya, 2017). Traditionally, language has three types of functions, namely, as a means of communicating information,

asking, ordering, and asking for something. These three functions are generally expressed in declarative, interrogative, and imperative forms (Tutik et al., 2020).

Languages have a variety of variations with various phenomena (Triana, 2022). Characteristics in the variety of languages serve to make language use more efficient (Elen et al., 2020). Indonesia has a range of local languages (Bowden, 2013). According to Dana & Erni (2017), language variation occurs because each society has its language, so the language used differs from other societies. Social interaction in the community environment or in a community group is the main trigger for the existence of a variety of languages. It is characterized by the numerous use of different or uneven languages (Setianingsih, 2013). The appearance of different varieties of languages can occur because the speaker does not only master one language but several languages and the use of those languages, their presence due to the presence of location, topic, and participant factors (Luthfiyanti, & Kasmilawati, 2018; Ramendra, 2013). The variety of languages related to their use may include the use of language in a field such as literature, education, economics, or trade (Ardi, 2017; Giyoto, 2020). If you look at the media and media, the variety of languages consists of two: the range of oral and written languages. It is spoken when a language is produced through a speech tool, and which is the main element is a phoneme, while it is said that the speech is written when a written medium uses the letter as its main element (Faizun, 2015). The variation of languages also exists within a social community (Jassem & Ali, 2013). Language variation can also be caused by differences in jobs, professions, offices, and others (Norati, 2017). According to Princess (2017), language variations can be distinguished into four: variation in terms of speakers, variation of means, variations of formality, and variation from terms of use. Hariadi (2014) classified language variations into three main classifications, namely languages, dialects, and registers.

In sociolinguistic studies, variation in language by linguists is referred to as the term “register” (Hermoyo, 2015). A register is a variation of the language used by a particular group of people or organizations according to their profession or field (Martina, 2020). According to Maulana et al. (2021), the open circular register also uses some semantic and morphological studies in interpreting a word so that it can be meant well and accurately. Several factors also influence the register in its emergence, “Register as varieties according to user”, meaning the register depends on the user; if the user is different, then the language used will be different (Mustikawati, 2015).

A register is one of the forms of symptoms of language variation caused by differences in use. For example, the language used by a carpenter will look very different from the language of a person working in an agency or office (Mustaghfirin et al., 2021). In addition, one of the activities carried out by the community uses a varied language, namely in the sale of goods made by merchants and buyers in the marketplace. Sales are done in informal conditions so that in communicating, the use of the language is also done informally. The public is not bound by the rules in communicating at the time of making a sale transaction. People can use the Indonesian language or even the language of their respective regions, depending on the understanding of the seller and buyer. It leads to language diversity in the market.

Research on the register of traders language has been carried out by some researchers; among them is Susilawati (2017), who found the use of register nomination in the floating market, Mustainullah (2020), who found the form of register of traders in the market Klithikan using complex word forms covering fixed words and complex words. Further relevant research conducted by Hermoyo (2015) showed that the registers or variations of languages related to the professions of the workers in the port of Tanjung Perak are characterized by their language characteristics that reflect the identity of a particular group as a participating community. The difference between this research and the previous research is that the analysis of this research data uses a correlation method, i.e., an analysis method that explains the object of the study about the context of the situation or the sociocultural context. In contrast, for this research, it uses an interactive analyst.

The other studies done by Etin & Biyit (2019) show that the form of a register is used to communicate and as a form of the depiction of activities carried out by community groups of tile craftsmen in Pancasan

Village, and also conducted by Tyas (2021) who found that the register form of the language of buying and selling fruit and vegetables at the Gamping Market. From this research, it can be distinguished from the form of the register found that each register owned by a particular group has a different nature, while this research is carried out is on the market by identifying the registration form that is the register closed and open on the sale transactions between the merchant and the buyer.

Therefore, the purpose of this research is to know and explain the registry form used by traders and buyers as a group of professionals. This research is the latest research on the form of the register with specialization in the measurement used by merchants and buyers in carrying out sales transactions in the Dayun market in Siak. The results of this research can be utilized to know the form of characteristics of registration of sale and purchase conversations in the market in Dayun, Siak, thus, adding to the variation of the register in the language. This study will discuss the research questions: what are the forms of registers in buying and selling conversations at the Dayun market, Dayun district, Siak Regency?

2. LITERATURE REVIEW

2.1 Register

A register is a variation of language seen in its speech acts. A register is also referred to as different language variations according to the topic being discussed, the relationship of the conversation, the person being talked to, and the person being talked about, and according to the medium of speech (Inderasi & Oktavia, 2018).

According to Effendi (2017), a register is the use of special vocabulary related to certain types of work or social groups, such as the language of sellers and buyers, music fans, bank managers, and others. Furthermore, Novita (2021) states that register is the use of language that is used at a particular moment or that is associated with a particular social group in a situation related to the group. Lestari (2018) proposes that register is the use of the linked language with one's work; the register is one variation in speech used by a certain group of people adapted to the profession and the same concern. One special register is distinguishable from other registers. The register is determined by the speaker, the field of meaning that is matched to the profession and concern, and the means by which it is used. For example, doctor's registers, agriculture, education, and others define register as a variety of languages used for a specific purpose.

The form of the language register is proposed by Damayanti (2017), who found that there are several forms of registers in her research at the Pontianak Police, namely registers of basic forms, affixed forms, re-forms, compound forms, shortenings or abbreviations, beheadings, abbreviations, acronyms, contractions, greetings, codes, and terms special.

It can be concluded that the register function is used to establish a relationship between language and the people who use it that cannot be separated. Language functions as a communication tool between individuals to convey messages from the second person and vice versa.

2.2 Sellers and Buyers as Language Communities

Effendi (2017) argues that language communities are people who use the same language in a certain area. A language community is not only a group of people who use the same language but also a group of people who have the same norms for using language forms. Therefore, every group in society that, because of place, age, or occupation, uses the same language has the same evaluation of the norms of language use that form a speech community or language community.

Traders and buyers, as language communities, have peculiarities in the use of language depending on what is being sold or bought, as well as the situation and condition (buying and selling transactions). Traders use the local language in every communication (Dana, 2017).

3. RESEARCH METHODOLOGY

This is a sociolinguistic study. This study was conducted using the content analysis method. Bungin (2020) writes that content analysis is basically a systematic technique for analyzing the content of messages and processing messages or a tool for observing and analyzing the open communication behavior content of the chosen communicator. This is also qualitative descriptive research aiming to describe data and in-depth information about a problem to be solved (Sugiyono, 2014). Using this method, the researcher describes a situation using scientific procedures to be able to answer the problem in a concrete way. This research data is a record of sales conversations in the Dayun market in Siak.

The source of data in this research is the oral reading of words and sentences of sales and sales conversations in Dayun market, Siak. Data collection techniques use observation, recording, and recording techniques. This technique is done by listening carefully and then recording the data source. Data analysis techniques in this study use qualitative data analysis techniques. Context Analysis is done by emphasizing the importance of communication content, meaning of communication, reading of symbols, and processing of the content of symbolic interactions that occur in communication (Bungin, 2011). The researchers begin their analysis using specific symbols, classify the data with specific criteria, and make predictions with specific analytical techniques.

4. RESULTS

In this section, the authors exhibit the use of registers on the scores of traders and buyers in the Dayun market. In general, Dayun market traders are residents of the local area, but there are also some traders who come from outside Dayun. The data is the language spoken by traders around Dayun Market. The counterpart rate of a trader is also the research data because in some situations, the trader more often interacts with the buyer than on the same trader, so it is indicated that the trade rate is influenced by the purchaser as his counterpart.

The register is divided into two forms, namely, a limited circular register and an open circular registry. A limited circular register is a register whose meaning, nature, and number is said to be limited so that its meaning is only small. An open circular register is a register that has many meanings or meaning, broad and unlimited. The study found a limited circular register of 28 limited registers and 10 open registers. This is because the language used in sales transactions is more specific, so the words used in conversations use the language commonly used in the market area.

Situation 1: The following conversations occurred between buyers and sellers at the Dayun market, Dayun District, Siak Regency, on Monday at 07:35 WIB. In the conversation that occurs, the buyer wants to buy cooking oil. In the above speech, there are restricted envelope registers, namely "packaging", "bulk cooking oil", "price", and "dish soap". While the open enclosure is "two kilos" and "twenty thousand".

Situation 2: The following conversations occurred between buyers and sellers at the Dayun market, Dayun District, Siak Regency, on Monday at 08:55 WIB. In the conversation that occurs, the buyer wants to buy fish. In the speech above, there are restricted envelope registers, namely "680 ml", "fresh fish", "cheap", "field citronella fish" and "expensive".

4.1. Form of Limited Encirclement Register

Registers are divided into two forms: limited envelope registers and open envelope registers. The limited envelope register is limited in meaning and nature, and the number of words is limited so that the news conveyed is limited. This register has no concrete place in society or at the individual or creative level because it is rarely used. In transactions carried out by traders and buyers, they generally use the form of a limited envelope register because it has a limited meaning that is only known by a group of sellers and

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buyers in the market. The data in Table 1 is a limited envelope register found in buying and selling conversations at the Dayun market in Siak.

Table 1: Form of Limited Encirclement Register

No	Register	Sentence	Meaning
1	kemasan	Yang kemasan apa curah kak?	Kemasan memiliki arti suatu wadah yang dapat meningkatkan nilai dan fungsi sebuah produk.
2	Minyak goreng curah	Minyak goreng curah berapa sekilo?	Minyak goreng curah merupakan minyak goreng yang hanya dikemas dalam plastik bening dan tidak menggunakan merk.
3	harganya	Gak kurang harganya bang?	sejumlah uang yang harus dibayarkan pembeli kepada penjual sembako.
4	Sabun cuci piring	Sabun cuci piring yang besar ada bang?	Sabun cuci piring merupakan salah satu barang yang diperjualbelikan oleh pedagang di pasar Dayun.
5	680ml	Abis kak, yang ada isi sedang 680ml mau kak?	Satuan dalam berat untuk cairan adalah ml, sehingga 680 ml merupakan berat suatu benda berbentuk cair. Biasanya 680 ml digunakan pada barang-barang yang sudah dikemas seperti sabun cuci piring, kecap, dll.
6	ikan segar	<i>Ikan...ikan... ikan segar.</i> Ikannya mbak?	ikan segar merupakan istilah bagi penjual untuk menawarkan ikan jualannya yang masih baru dan bagus.
7	murah	Ikan serai murah aja mbak, tiga puluh lima ribu sekilo	murah adalah suatu harga yang lebih rendah daripada harga yang dianggap berlaku di pasaran.
8	ikan serai lapangan	Masih segar ikan-ikannya, ikan serai lapangan itu mbak.	ikan serai lapangan artinya salah satu jenis ikan serai yang tidak lama disimpan serta tidak banyak diberi es sehingga ikan tersebut masih segar seperti baru datang dari laut.
9	mahal	Ini serai lapangan makanya agak mahal	mahal adalah suatu harga yang lebih tinggi daripada harga yang dianggap berlaku di pasaran.
10	mangga goleknya	Mangga. mangga.. mangga goleknya Bu.. dijamin manis.. jika tidak manis uang kembali.	mangga golek merupakan salah satu dari jenis mangga yang ada di Indonesia yang memiliki rasa manis. Mangga golek adalah jenis mangga yang berasal dari Jawa.
11	untung	Gak ada untung saya nanti Bu.	untung merupakan laba yang diperoleh dalam berdagang.
12	daster	Bajunya, daster Bu... cari apa, liat-liat dulu Bu. Masuklah Bu.	Daster merupakan salah satu jenis pakaian yang sering digunakan oleh perempuan dewasa ketika sedang berada di rumah
13	modal	Belum dapat 50.000 Bu, modalnya aja lebih dari segitu.	Modal adalah uang yang dipakai sebagai pokok untuk berdagang
14	rayon	Ini bahannya rayon lembut, gak keras	Rayon lembut artinya salah satu jenis bahan pakaian yang memiliki daya serap tinggi sehingga mampu menyerap keringat dan memiliki bahan yang lembut
15	luntur	Dijamin tidak luntur ni Bu. Naiklah dikit dari 50.000 Bu...	Luntur artinya berubah atau hilang warna
16	Langganan	Sama-sama Bu, langganan ya Bu.	Langganan merupakan pembeli selalu membeli/belanja secara tetap ditempat yang sama terhadap penjual yang sama

4.2. Form of Open Envelope Register

Registers are divided into two forms limited envelope registers and open envelope registers. Open envelope registers have a more open meaning, as in informal language or spontaneous conversation. However, this register does not have a certain level and is addressed directly based on the current speech situation. The data in Table 2 is an open-envelope register found in buying and selling conversations at the Dayun market, Dayun District, Siak Regency.

Table 2: Open Envelope Registration Form

No	Register	Sentence	Meaning
1	Dua kilo	Ambilkan dua kilo ya bang	Dua kilo pada register tersebut dapat diartikan berat barang yang diminta oleh pembeli.
2	dua puluh ribu	Sekilo dua puluh ribu kak, mau berapa kilo?	Dua puluh ribu merupakan salah satu nilai rupiah.
3	manis	Sekilo 30.000 aja Bu. Dijamin manis Bu... boleh dicoba	Kata manis merupakan salah satu jenis rasa yang dapat dirasakan oleh lidah manusia.

There are three forms of open envelope registers when communicating in a dialogue between sellers and buyers at the Dayun Market. When a buyer wants to buy "two kilos" of cooking oil, the word is an open case because the word "two kilos" can not only be used in the context of buying and selling on the market but can also be used in certain situations such as hospitals when weighing. According to Inderesari (2018), an open envelope register is a register that has a more open meaning (has many meanings), is many, unlimited, and broad. The language used is informal, and there are patterns of meaning associated with registers. The form of discourse used in daily communication is open register because, in communication involving speakers and speech partners who interact with each other, there will be persuasion, seduction, entertainment, or something else. Next is the word "twenty thousand". Twenty thousand is one rupiah. Twenty thousand of these are included in the open register because they can be used by the public. Twenty thousand is not only used in buying and selling transactions but can also be used at the bank or at home. According to Hermoyo (2015), the trader registers, then adjusts the market context used, which means he will use the language of trade. In fact, the merchant register also has a peculiarity in the use of language depending on what is being sold or bought, as well as the situation and conditions (buying and selling transactions). And the last is the word "sweet". The word sweet is one type of taste that can be felt by the human tongue. This sweet word is commonly used everywhere, for example, to show the beauty of someone's face. Therefore, sweets are included in the open register.

5. DISCUSSION

In the communication process, buying and selling conversations between sellers and buyers at the Dayun market use narratives that are conveyed quickly. The conversation is carried out after the seller serves the buyer. In this conversation, there is a form of limited encirclement. According to Lora & Erni (2023), a limited enclosing register is a register that has a small, limited meaning and has a regular or fixed meaning in such a way that it has little meaning and a limited number of words so that it has a limited meaning. In the utterances of sellers and buyers at the Dayun market, there are 16 forms of restricted encirclement registers.

The word "packaging" in the register belongs to the restricted register. Packaging is a container that can increase the value and function of a product. The word "bulk cooking oil" is included in the limited register. This register is usually used in buying and selling transactions for groceries traders. Bulk cooking oil is cooking oil that is only packaged in clear plastic and does not use a brand. The word "price" in the register means the amount of money that must be paid by the buyer to the seller of the basic necessities. The price is included in the limited register, which is used in buying and selling transactions. The word "dish soap" is one of the items traded by traders in the Dayun market. Dish soap is included in the limited

register. The word "680 ml" is the unit of weight for liquids, so 680 ml is the weight of an object in liquid form. Usually, 680 ml is used for packaged goods such as dish soap, soy sauce, etc. 680 ml is included in the limited register because it is only used in buying and selling transactions. The word "Fresh fish" is a term for sellers who offer fresh and good fish for sale. Fresh fish is included in the limited register because this word is only used for buying and selling in the market. The word "Semongrass Field" in the language register is a type of language that is only known by the fish sellers. In fish buying and selling activities, field citronella fish means a type of citronella fish that is not stored for long and is not given much ice so that the fish is still fresh as if it had just come from the sea. Field citronella fish are included in the limited register.

In contrast to the research conducted by Novita (2021), the form of limited envelope register that she encountered was an electronic category in the form of "no refund no return", which means that goods that have been purchased cannot be exchanged back. Next is "packaging," which means that the buyer responds that the packaging done by the seller is good and neat so that the goods can be protected.

From this research, it can be distinguished that the form of buying and selling registers in traditional markets with the Shopee application. Shopee is a technology-based marketplace that allows someone to buy goods without having to meet the seller directly. Shopee is one of the marketplaces used by many people from various regions, but the form of sale and purchase register encountered is electronic-based.

In this research, the word "mango golek" is a type of mango in Indonesia that has a sweet taste. Mango golek is a type of mango originating in Java. Mango golek is included in the limited register. The word "profit" refers to the profit earned in trading. Profit is usually used in buying and selling transactions carried out by sellers and buyers. The word profit is included in the restricted register. The word "dress" is one type of clothing that is often used by adult women when they are at home. The word negligee is commonly used not only when buying and selling transactions, but the meaning of negligee is limited to only one type of clothing. The word "capital" refers to money used as the principal for trading. Capital is included in the limited register. The word "rayon" is usually heard from clothing or cloth sellers. In buying and selling clothes, soft rayon is a type of clothing material that has high absorption so it can absorb sweat and has a soft material. Soft Rayon belongs to the restricted register. The word "fade: means to change or lose color. Fade is included in the limited register because it has a limited meaning. The word "subscription" means that a buyer always buys or shops regularly at the same place with the same seller. Subscriptions are used in buying and selling transactions. Subscriptions are included in a restricted register.

Research on the form of registers in traditional markets has also been carried out by Dana & Erni (2017), was found that registers were in the form of nouns, for example, "Limau" which means citrus fruits sold in floating markets. "Wadai" which means is a word used to refer to an edible object (cake), and "Paung" which means the mention of the name of the seed. The registers found at the floating market in the city of Banjar each are noun registers that can indicate fruit, objects used, and places to put goods. In contrast, the forms of registers found in the Dayun traditional market are closed and open registers, which show the items being sold and purchased.

The Dayun traditional market sells and provides a variety of people's food and clothing needs, which are synonymous with selling clothes and other needs. Meanwhile, Dana's research (2017) found that the use of noun registers in the Floating Market can show fruit, objects used or not used, and where to put the goods. The form of the register found is the noun form register. Initiating a dialogue when the buyer comes to the grocery kiosk to buy cooking oil. In the buying and selling dialogue, bargaining and asking for prices related to the goods purchased occur so that limited encirclement registers are found. According to Ismail (2020), the language used by traders in the market includes characteristics that are different from the language in general. One of the traders who has this characteristic is the traditional market trader. This is supported by Imron's opinion (2017) that registers have different languages depending on their use, such as traders with certain types and functions that distinguish them from other

traders. According to Andriyani (2022), the way traders communicate varies greatly with different characters.

6. CONCLUSION

Based on the results of research and discussion conducted on the analysis of the characteristics of the registry form in the sales conversation at Dayun market in Siak, it is concluded as follows. Firstly, sellers and buyers in the market use the form of a limited circle with conversation using unofficial language and spontaneous conversation. The word contains meaning that is used specifically for traders in making sales transactions. Secondly, there are words that form an open circle and can be interpreted widely.

As for the relevance of research results, it can be used in the development of educational materials on the variety of registry variations that develop in society. The general public serves to know the peculiarities of the sales register in a market. This research can be used as a reference for further research related to registry characteristics found in traders and buyers that include: acronym registry forms, changes in meaning, syntax, and single and complex in sociolinguistic studies.

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