CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the most important knowledge of human, and of course this must be the naturally knowledge of them, because since they already exist, they hear something by elder and when they grown up, they talk. Jendra (1 - 2) state that only human kind is blessed with ‘language capacity’ (the Language Acquisition Device or LAD), an essentially unique quality. At least, this is what Chomsky (1968, 1972), one of the leading rhetorical linguistics in history, has proclaimed. Chomsky’s opinion on the human’s language is as quoted below:

“When we study language, we are approaching what some might call the ‘human essence’, the distinctive qualities of mind that are so far as we know, unique to man.”

Now days, there are so many experts study about language that called linguistics. Linguistic is the scientific study of human language, and it generally classified as one of the social sciences along with sociology, anthropology, geography, psychology. Made Jendra (2010: 8 - 9) states, in this modern era there are two terms of linguistics; they are microscope of linguistics and macro-scope of linguistics. Microscopes of linguistics are focusing on the internal elements of languages. In addition, the macro-scope of linguistics is referred to the group of language studies, which
focus on analyzing the relation between language and objects, studied within other disciplines, such as psycholinguistics (language and psychological problem), antropolinguistics, (language and cultures), and sociolinguistics (language and societies).

Therefore, in this term sociolinguistic gives us a wider scope to do literary researches. In this case, there are aspects of sociolinguistics would be applied that they are namely code switching and code mixing. These code switching and code mixing are about the phenomenon people use more than one languages or it usually called a bilingual. In addition, bilinguals must have a possibility that they are in a situation to choose between two or more codes that has to be made, so the process is called language choice.

In daily life activity people speak about everything, generally people are bilingual especially Indonesians. We know that Indonesia is an archipelago country that the emergence local language is inevitable among tribes in Indonesia. Consequently, Indonesians are at least bilinguals for ethnic languages, and Bahasa Indonesia. Moreover, it is not surprising if some Indonesians might be shift back and forth between the two languages as they converse either by switching and mixing languages because of different occasion.

The phenomenon of using ethnic languages are happened in human’s daily activities such as at home, at school, at bus, at office, traditional market etc. because as it is explained before, Indonesia consist of so many tribes which each tribe has its own native language, so it is not
surprised if we can find people talk ethnic languages like Javanese, Batakne
sese, Karonese etc. in everywhere, in every activities besides they talk in Bahasa Indonesia as the national language but unfortunately the using of them are not too dominant, as we know that we are in a modern era, the using of national language is more dominant in supporting for understanding about the development of technology.

For the writer, it is very interesting enough to analyze human’s activities in traditional market. People in traditional market consist of variant tribes, they are might be Karonese, Javanese, Batakne etc. they also talk informal, we can find they talk Bahasa Indonesia, or ethnic languages depend on what language they know, and with whom they talk for example, if the seller is Karonese and the purchaser speaks Karonese language or switch and mix that language with Bahasa Indonesia, there are possibilities that the seller might talk Karonese language, Bahasa Indonesia, or switch and mix those languages. But as it is described above, we are in a modern era, the languages are not only the ethnic languages but also there is the national language and the using of national language is the most used then ethnic languages. Traditional market is the place for people who wants to fulfill their needs that it is the actually the real traditional place where visited by variant tribes, but from the influence of this modern era, everything from their cultures are one by one is disappear especially their mindset as a traditional person to be a modern person. So even it is a traditional market, this place has been influenced by this modern era. So, traditional market is the interesting place to be analyzed.
about their choosing language from their modern mindset as modern people even at traditional market especially. For doing this research, the writer prefer to choose a traditional market that namely “Pajak Sore” in Jl. Jamin Ginting Medan.

As the focusing analysis in this thesis, the writer will observe the activities primarily the languages use of Karonese fruits and vegetable sellers, when they meet purchasers who speak karonese language or switch and mix with Bahasa Indonesia at Pajak Sore in Jl. Jamin Ginting Medan. The choosing Karonese fruit and vegetable sellers because fruits and vegetables are the most come from Berastagi. In that city the people are Karonese, so that’s why the writer chooses them as the objective reason. The example of phenomenon language choice between the Karonese fruit and vegetable sellers when they meet the purchasers who speak karonese language or switch and mix with Bahasa Indonesia regularly every morning at Pajak Sore in Jl. Jamin Ginting Medan is described bellow:

Purchaser :  *Berapa harga sayur-sayurnya Bi?*

How much is this vegetables Aunty?

Karonese vegetables seller :  *
empat ribu sekilo, tapi kalau kam ambil dua kilo bisa kurang.*

Only four thousands Rupiahs for one kilogram, but if you take two kilograms, you can get cheaper.
Purchaser : sekilo saja pé enggo bias é, Bi. Adi banci urakindu

Min Regena.

Sekilo aja cukuplah, Bi. Kalau bisa kam kurangilah harganya..

One kilogram is enough I think. I hope you can give cheaper please..

Karonese vegetables seller : Sekai kin aténdu?

Mau berapa rupanya kam?

How much do you want?

Purchase : Telu ribu saja bahan yah Bi?

Tiga ribu saja buat ya, Bi?

How about three thousands Rupiahs, Aunty?

Karonese vegetables seller : Lenga mbera. Unga adi telu ribu lima ratus saja sibahan?

Belum bisa. Kalau tiga ribu lima ratus aja kita buat cemana?

Sorry it can’t. How about three thousands five hundreds Rupiahs?

Purchase : lanai kin banci denga urak é, Bi?

Apa gak bisa lagi kurang, Bi?

Would you give cheaper, Bi?

Karonese vegetables seller : Hmm Ué yah, Ué yah Telu ribu saja.

Hmmm Iya lah, tiga ribu aja.
Yeah, you may take three thousands Rupiahs.

_Enda gulén- guléndu é._

_Ini sayurannya._..

Here it is.

Purchaser : _Enda senna, Bi_

_Ini uangnya, Bi_

Here you go, Aunty.

_Bujur_

_Trimagasih_

Thank you.

Explanation: Italic sentences are Karonese language and Bahasa Indonesia. The normal sentences are English language.

From the example above, the writer sees the case of language choice that the purchaser chooses Karonese language for the third conversation, and after that the Karonese vegetables seller answers him with Karonese language too. So in this case, the writer wants to see this case seriously, what are the factors the karonese vegetables seller answer him with Karonese language after the third conversation? Then what are the categories of purchasers for choosing a particular language?

The purpose of this thesis is to see the cases of language choice, and code switching and code mixing in particular occasion.
1.2 Problem of the Study

Based on the background of this thesis, there are two questions need to be answered they are:

1. Do the Karonese fruit and vegetable sellers at Pajak Sore in Jl. Jamin Ginting Medan choose a particular language?
2. What are the factors of the Karonese fruit and vegetable sellers at Pajak Sore in Jl. Jamin Ginting Medan for choosing a particular language?
3. What are the categories of purchasers for choosing a particular language?

1.3 Objective of the Study

Due to the question/problems above, this thesis is meant to answer that question. In other words, the expected form this analysis is:

1. To know the language is choosen by Karonese fruit and vegetable sellers at Pajak Sore in Jl. Jamin Ginting Medan.
2. To know the factors why Karonese fruit and vegetable sellers are at Pajak Sore in Jl. Jamin Ginting Medan choose a particular language.
3. To know categories of purchasers for choosing a particular language.

1.4 Scope of the Analysis

Based on the fore mentioned background of analysis and facts that the writer finds actually, there are some interesting cases that can be analyzed, but the writer only focuses on the language choice, and also code switching mixing of Karonese fruit and vegetable sellers at Pajak
Sore in Jl. Jamin Ginting Medan when they meet the purchaser with observation time about one month.

1.5 Significance of the Study

There are two significances of the analysis of this thesis, they are:

1. Academically, this study is expected to give some useful contributions to the theory of Sociolinguistics, particularly the theory of code switching and code mixing

2. Practically, this thesis can give more data about language choice that is used by group of community, especially from undergraduate students which can used of data for language maintenance or language shift.