Abstract: Indonesia is one of the countries that have ethnic and cultural diversity. One such culture is a culture of Aceh in Aceh province where the origin of Acehnese inhabit in this province. They use Aceh language and Bahasa Indonesia in their daily communication. The aim of this study was to find out the reason of switching in Aceh traditional market. This is a descriptive qualitative research which implemented purposive sampling. The researchers took five informants (orange sellers) in one of traditional markets in Aceh. The data of this research were in the form of phrases, sentences, and paragraph from the orange sellers’ utterances. The researchers gained the data through recording the conversation between the orange sellers and the buyers in traditional market. The researchers focused on the code switching made by the orange sellers as the data. Then, researchers analyzed the data by applying the thematic analysis. The finding was code switching used by bilingualism such as in the traditional market, they were for: (1) repetitive and (2) relationship-building.

Keywords: Acehnese, code switching, traditional market

INTRODUCTION

Indonesia is one of the countries that have ethnic and cultural diversity (Parlindungan, Rifai & Safriani, 2018) (Roslidah & Komara, 2017). Each has its characteristics (Miftah & Java, 2016). One culture interacts one another. For instance, Aceh. Aceh is a province in Indonesia located at the north-western tip of Sumatera island (Al-Auwal, 2017). Aceh province is not only inhabited by Aceh tribe but also by tribes from outside Aceh. Aceh is well known with its geostrategic position as an international sea trade route. People in Aceh use Aceh language and Bahasa Indonesia for their daily communication. Aceh itself consists of several local vernaculars. This is as the evidence that Aceh is a multilingual society (Al-Auwal, 2017). Either domestics or foreign trader come and go for trading from this region (Özay, 2012).
In their local society, indigenous people communicate using their traditional language (Nurhapitudin, 2017). This is alike with Aceh people who communicate using Aceh traditional language among them. Sometimes they will switch into Indonesian when they are communicating with different people from different tribes. Thus, the code switching takes place. According to Mefareh Almelhi (2020) there are five importances of code switching, those are: 1) allowing social relationship, 2) a change in topical emphasis, 3) the relationship between language choice and situational features is less rigid, 4) more open to re-negotiation, and 5) conversational code switching replace the situational code switching.

Language is used in order to convey information or ideas whenever people communicate (Rabiah, 2018). This can be seen when a speaker and a listener are involved in one activity. More than half of the world’s population today uses more than one language while engaging in the activities basic to human needs (Davies, 2014). Bilingualism symbolizes the essential humanity of connector between people of different color, creed, culture and language (Mulyani, 2017).

Bilingualism and multilingualism are abilities in producing complete and meaningful utterances in two languages or more (Butler, 2012). In bilingualism or multilingualism society, there are some codes such as language, dialect, variation and style that are used in a social interaction. With those codes, a person can or will choose a code according to some factors. This process is called language choice. Language choice depends on some factors such as participants, location, topic, and so on (Suktiningsih, 2017). In this research, traditional market is chosen to see the interchangeably language mostly used, but the researchers focused on observing the use of local language.

According to Dorthe Buhmanar (n.d.), it is stated that local language refers to the language spoken in the homes and marketplaces of a community, as distinguished from a regional, national or international language. After observing the process of bargaining in Acehnese traditional market, it shows that Acehnese people tend to use more than one language in conversation at the market. In this research, the researchers chose orange sellers because their activities enable the researchers to have a conducive situation to do the recording along with the observation.
The data were classified using two techniques; recording and transcribing. The transcription used conversational transcription symbols provided by Ali (as cited in Rahmadani & Bahri, 2017). The research problem formulated is: “Why do fruit sellers do the code switching in Acehnese of Langsa traditional market?”

It is hoped that this study can give a contribution to linguistic learners/future researchers who are interested in using bilingual language in social context mainly in traditional market. This study is also hoped to give a contribution for readers in implementing this study in their daily life when they interact with others. It is useful when people are able to enrich their ability in mastering other languages. It gives them easiness in communicating with many different social backgrounds.

REVIEW OF LITERATURE

Sociolinguistics is a study about the influences between social and cultural on language behaviour in the society (Danishauskas, 2017) such as cultural norms, expectations, and context based on the language used (Onovughe, 2012). The society fulfill on how a language varies among different groups by certain social variables, such as ethnicity, gender, age, religion, and status. These affect the language variation in a society. People who come from a particular community must be familiar with their own language characteristic. However, as members of a society, people must share knowledge and attitude towards the language use and language patterns of others. That is how the speech community works (Zhan, 2013).

When the society serves some languages to use, people will deal with this condition and learn to use that language. The condition when people are able to communicate using two languages is called bilingualism in which code switching occurs in certain situation (KÖKTÜRK, Odacıoğlu & UYSAL, 2016). Code switching is a speaker’s bilingual skill in a conversation. When a speaker is confused to find a certain word in a language, switching the language from code to another in uttering a sentence is the key to make it easy to understood by the interlocuter (Ansar, 2017).

Code switching occurs in an oral communication, where a speaker switches from one language/dialect to another language/dialect at the same communication event (Fanani & Ma’u, 2018). There are some reasons why people do the code switching, for instance 1) they are talking about particular topic, 2) quoting someone else, 3) being
emphatic about something, 4) interjection, 5) repetition, 6) clarifying the speech content, 7) expressing group identity, 8) to soften or strengthen the imperative sentence, 9) real lexical needs, and 10) somehow to exclude other people (Retnawati & Mujiyanto, 2015). Furthermore, the use of code switching in a society can build a good relationship (solidarity) between the speaker and the interlocutor (Fanani & Ma’u, 2018). Therefore, in this research, the researchers were interested in revealing the code switching in traditional market.

METHOD

This was a descriptive qualitative research. Descriptive qualitative research describes a phenomenon as the data with its characteristic without any intervention or variables manipulation. In other words, the data are gained through the natural occurrence (Nassaji, 2015). Therefore, observation and recording are the best tools to gain the data. The researchers transcribed the recording into the written form and analyzed the data into some steps: 1) familiarizing the data, 2) generating initial codes, 3) searching for themes, 4) reviewing themes, 5) defining and naming the themes, and 6) producing the report (Nowell, Norris, White & Moules, 2017).

This research involved the orange sellers at Langsa Traditional Market as the population for this study. Langsa traditional market is located in Langsa Lama District of Langsa City. It is impossible to take all of the sellers of traditional market to be the samples because of shortcomings, such time and fund. This research used purposive sampling. The researchers only took five orange sellers as the sample.

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Type of Sell</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agam</td>
<td>Orange Fruit Seller</td>
<td>55 years old</td>
</tr>
<tr>
<td>2</td>
<td>Mukhlis</td>
<td>Orange Fruit Seller</td>
<td>25 years old</td>
</tr>
<tr>
<td>3</td>
<td>Samri</td>
<td>Orange Fruit Seller</td>
<td>31 years old</td>
</tr>
<tr>
<td>4</td>
<td>Aminah</td>
<td>Orange Fruit Seller</td>
<td>45 years old</td>
</tr>
<tr>
<td>5</td>
<td>Mardiani</td>
<td>Orange Fruit Seller</td>
<td>32 years old</td>
</tr>
</tbody>
</table>

Source: interviewed data

After observing the Langsa traditional market, the researchers took five orange sellers who are the indigenous people with different ages. The researchers bought some oranges to start the conversation. This is to make sure that this research took place naturally. The researchers did the recording along the transaction process. The orange
sellers were given the same questions. When doing the transaction process, Acehnese language were deployed. This was one of the ways to find out whether the local language gave the benefits to the customers in getting a discount.

**FINDINGS AND DISCUSSION**

**Findings**

Based on the data obtained, five local languages were used by the orange sellers and customers. The functions were of two kinds: repetitive and relationship-building.

Repetition is one of important techniques to emphasis the message or clarify the previous statement (Kurnia, 2015). Of course this can be done without using a single word, but more frequently code switching is used as repetition to convey the same message in both languages for emphasis or clarification the message.

1  C1:  /Boh limo nyo padum si kilo bang?/jeruk yang ini bang? (Buah jeruknya berapa sekilo bang?) (How much is it for one kilogram?)

4  S1:  Mameh dek / manis lah dek / (ci rasa dile) (Manis dek.) (It has a good taste)

67  S5:  Padum kilo man adek nak bloc?/ berapa kilo// Meuseu adek bloe dua kilo, 25 mantong keu adek aneuk kuliah (Berapa kilo (rupanya) mau beli? Kalau adik beli 2 kg, 25 ribu ke adek karena anak kuliah.) (If you buy 2 kg, you will pay 25 thousand rupiah since you are a college student.)

At the first sentence, the buyer showed her ability in Acehnese language and also in Bahasa Indonesia. From the example, it showed that the seller and the buyer repeated what had been said in the form of translation or approximate translation into Bahasa Indonesia for clarity.

Relationship-building shows a rapport between the speaker and the interlocuter when the interlocuter answers with the same switch. This shows friendship and solidarity between the seller and buyer (Ahmad Mustamir, 2012).

70  S5:  Lhe ploh lapan mentong keu adek / harga perkenalan / (smile)
From the example, it seemed that the seller switched the code when she wanted
to be friendly with the customer.

Other instances of socializing functions that were observed in the data were not
only because the seller wanted to be friendly to the costumer, but also because she
wanted to create the solidarity among the customers. This example could be seen in:

S5: padum kilo man adek nak bloe?// berapa kilo// Meuseu
adek bloe dua kilo, 25 mantong keu adek aneuk kuliah
(adik mau beli berapa kilogram? Kalau adik beli 2 kilogram,
harganya 25 ribu rupiah saja karena masih anak kuliah.)
(How many kilogram do you want to buy? If you buy 2 kilogram,
you will pay 25 thousand rupiah since you are still a college
student)

S5: Lhe ploh lapan mentong keu adek / harga perkenalan / (smile)
/Nteuk kon meuseu langganan adek balek lom keuno.
(Sudah jualan dari jam 8 pagi dek/
(I have been here since 8 am. It is a solidarity price.)
Nanti kan kalau langganan, adek kembali lagi kemari.
(If you become my customer, please back again to buy some.)

As the researchers observed the market and recorded the interaction between the
seller and the customer in the traditional market, they noted that the seller used
socializing function to make her customer comeback again to buy in another day. The
fact, the benefit of using local language is able to make both speakers closer.

Discussion

After answering the research problem, it is found that the orange sellers in
traditional market did the code switching for some reasons. The main reasons were
repetition and relationship – building. The repetitive function was to emphasize that the
product sold had a good taste. According to Masrahi (2016), in code switching the speaker repeats his word in order to emphasize the previous statement. In this function, the seller wanted to convince the buyer that his orange was good.

Meanwhile, at the end of the conversation the orange seller tried to build a good relationship with the customer so that she would come for the next purchase. As Mustamir states that someone switching for social motivation which depends on setting of the discussion, speaker or group identity moreover create a relationship – building (solidarity) (Ahmad Mustamir, 2012).

CONCLUSION AND SUGGESTION

Conclusion

Basically, the use of Acehnese language is presented dominantly by the customers and sellers at Langsa traditional market in their communication. Throughout this study, the researcher discovered the number of reasons why the code switching was used in the traditional market, they were for: (1) repetition and (2) relationship-building. The fact, the code switching gives the positive impact to seller and customer as the customers. For the sellers, they can get many customers who buy the fruit, and for the customers, they can get a lower price.

Suggestion

Code switching is an interesting topic to be discussed. The researchers expect the next researchers to develop the discussion on code switching in different contexts and regions better than this. The researchers also expect the next researchers to look on different reasons why people do code switching in different contexts. The researchers expect this study can be used as the next researchers’ reference within the same topic.

REFERENCES


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