An Analysis of the Language Styles Used in Conversation between Craft Traders and Foreigners in Sukawati Market

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A B S T R A K

Setiap orang tidak akan menggunakan bahasa yang sama untuk berkomunikasi karena mereka mempunyai gaya bahasa sendiri. Cara mereka untuk memilih kata atau tata bahasa biasanya dapat dipengaruhi oleh tempat berlangsungnya percakapan itu. Oleh karena itu, penelitian ini bertujuan untuk menganalisis gaya bahasa yang digunakan oleh pedagang kerajinan dan turis asing dalam percakapan mereka, gaya bahasa yang paling sering digunakan, dan fungsi bahasa yang digunakan oleh pedagang kerajinan di pasar Sukawati. Penelitian ini adalah penelitian deskriptif kualitatif. Subjek penelitian ini adalah 2 orang pedagang kerajinan dan 20 turis asing. Metode pengumpulan data dengan wawancara dan observasi. Instrumen penelitian adalah peneliti, lembar observasi, pedoman wawancara dan perekam suara. Teknik analisis data yaitu analisis deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa gaya bahasa yang digunakan adalah colloquial, casual, dan consultative. Dari ketiga gaya bahasa itu, consultative paling sering digunakan oleh pedagng kerajinan dan turis asing. Selain itu, fungsi bahasa yang digunakan oleh pedagang kerajianan adalah mempengaruhi turis asing membeli barang dagangan mereka, membuat hal yang ingin disampaikan lebih jelas, mendapatkan perhatian turis asing, dan meningkatkan mood turis asing.

A B S T R A C T

People will never use the same language to communicate because they have their own style. The way they choose the words or language style can be influenced by the setting of the conversation. Therefore, This study aims to analyze the style of language used by handicraft traders and foreign tourists in their conversation, the language style most often used, and the language function used by handicraft traders at the Sukawati market. This research was descriptive qualitative research. The subjects were two craft traders and twenty foreigners. Methods of collecting data by interview and observation. The research instrument was the researcher, observation sheet, interview, and voice recorder. The data analysis technique is descriptive qualitative analysis. The results of this study showed that the language styles used were the colloquial, casual, and consultative styles. From those styles, the consultative style was dominantly used by craft traders and foreigners. Moreover, the function of the language style used in the conversation was to persuade the foreigners to buy their merchandise, to make the speaker's ideas clearer, to get foreigners' attention, to create mood, and increase foreigners' tastes or feeling.
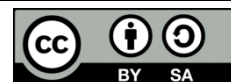
1. INTRODUCTION

Language is a system of arbitrarily vocal symbols. It is a tool of communication that is used by people for many purposes such as delivering opinions and speaking to others (Risnawati & Nuraeni, 2019; Sidabutar et al., 2018). Without language, people will have difficulty building interactions with others. Language is divided into written language and spoken language. Written language is commonly used in poetry, articles, and novels (Febriani et al., 2019; Nugroho & Mutiaraningrum, 2020). The function of language is as a communication tool. Even this can be seen as the main function of Language (Fauzi et al., 2019; Jamalin & Abdul, 2021). The similarity of the language used in the conversation does not necessarily lead to the same meaning. In other words, understanding the language does not necessarily understanding the meaning brought by the language (Abdullah et al., 2011; Meşe & Sevilen, 2021). The higher the language skills of both parties communicating, the smoother the communication process (Li, 2021; Moses & Mohamad, 2019). In this form, there is no direct interaction between writer and reader. The reader will know writers' intentions by reading their writing works. Meanwhile, spoken language is used in speech, storytelling, and conversation (Febriani et al., 2019; Nurwicaksono & Amelia, 2018). In daily life, people mostly use language in conversation because they do an interaction.

The conversation is a kind of social interaction which happened informally (Hashemi & Mirzaei, 2015; Suparman, 2017). It is a process of sending and receiving information between two or more participants. It is also known as a spontaneous activity rather than a scripted activity because the speakers do not have much time to think about the language. In conversation, people usually use different language choices because they have a different styles(Ahdan et al., 2020; Kleinke, 2010). People never talk in the same way because the way they convey the meaning of words is different. They will use different expressions depending on the situation, e.g. they can speak formally or informally (Sidabutar et al., 2018; Winkler et al., 2020). Therefore, style influences the language that is expressed by people. Style in a language is related to the manner or choices of conveying thoughts depending on the audience or the formality of the occasion (Gulanguage stylenawan et al., 2019; Silalahi, T. et al., 2021). Moreover, people use different styles because they have different social statuses, gender, age, occupation, setting, etc. For example, people will not use slang words in a formal conference because it takes place in a formal situation. Of many languages in the world, English is an international language that is mostly spoken by people (Gulanguage stylenawan et al., 2019; Sidabutar et al., 2018). English is used in many sectors such as tourism (Bajrami & Ismaili, 2016; Ho, 2020). One of the most beautiful tourist places in Bali. Tourists usually come to Bali to see the uniqueness of the cultures. Therefore, most people in Bali work in the tourism industry (Boğan et al., 2020; Sidabutar et al., 2018). One of them is a craft trader. A craft trader is someone who sells goods to individuals especially tourists in the tourism context. For this reason, they should be able to speak English to influence tourists to buy their goods.

Unfortunately, not all craft traders can speak English well. The findings of previous research also reveal that there are still many students who have learned to speak English but do not understand it well (Ahmad & Triastuti, 2021; Sari, 2016). Other findings also reveal that there are still many who cannot speak English well and fluently (Basri, 2018; Mulyanah et al., 2018; Pravitasari & Yulianto, 2018). Based on the preliminary observation in Sukawati Market, most craft traders use ungrammatical sentences and repeat the wrong utterances. They ignore the grammar and use a different style in conversation with tourists. Their speaking intention is only to make the foreigners want to buy their goods. It is in line with the result of research by (Sidabutar et al., 2018). Their research was conducted to find out the language functions and styles used by vendors at Legian Beach. The results showed that the common language function that they use was to get information and control the conversation. Meanwhile, they commonly used an informal style in their conversation with the tourists. Moreover, Other research did a study the language style used by the tour guide in Makassar Cultural Tourism (Ratnawati et al., 2021). The results showed that the informal style was commonly used by the tour guide. The results of those previous studies indicate that people will use a different pattern of language depending on the place and the participants. Other research findings also state that the use of language is very important for someone so that messages can be channeled properly (Dwihartanti & Nur Faizah, 2019; Prasojo et al., 2020; Tseng, 2014). Reoffering to those studies, the researcher wants to find out the types of language styles used in the conversation between craft traders and foreigners, the language style which is dominantly used in the conversation, and the function of language styles used in the conversation. The purpose of this study is to find out the style of language used by handicraft traders and foreign tourists in their conversation, the language style that is most often used, and the language function used by handicraft traders at the Sukawati market.

2. METHOD

This research was descriptive qualitative research. It was conducted in Sukawati market, Gianyar regency. The subjects were two craft traders and twenty foreigners in Sukawati market, Gianyar regency. The objects were (1) the types of language styles used in the conversation between craft traders and foreigners (2) the language style which was dominantly used in the conversation (3) the function of language styles used in the conversation. The research instruments were the researcher, observation sheet, interview guide, and voice recorder. The data were collected from interviews and observations. The data of this study were analyzed using data analysis that consisted of data reduction, data display, and conclusion drawing and verification (Miles & Huberman, 2007). The researcher watched the video, checked the observation sheet, and transcribed the results of the interview with the craft traders to reduce the data. Then, the data were displayed in the form of tables, conversations, graphics, and descriptions based on the results of observation and interview. In the end, the researcher made the conclusion

3. RESULT AND DISCUSSION

Result

The results of observations showed that the craft traders and foreigners used colloquial, casual, and consultative styles in the conversation. In the conversation, craft traders and foreigners used a colloquial style

that was indicated by making an abbreviation but did not change the meaning. The speaker usually changes the spelling of words but it does not change the meaning (Sidabutar et al., 2018). Conversation 1 showed that the craft trader did some abbreviations in their languages. The craft trader used the word "it's" which was an abbreviation of the word "it is" and "OMG" which was an abbreviation of the word "Oh My God". The word "it's" was used to point out the merchandise. From the conversation, it's referred to as a hat. Meanwhile, the word "OMG" was used to show their amazed when foreigners tried their merchandise. They used some abbreviations but did not change the meaning of it them.

Then, craft traders and foreigners used a casual style when they discussed the merchandise. The casual speech had a characteristic where the speaker used articles, pronouns, or auxiliaries at the beginning of a sentence. He added the examples such as "anybody home?" and "car broke down." In the same result, the craft traders at Sukawati market sometimes put pronouns at the beginning of their utterances. In conversation 2, the craft traders used the utterance "good vase for flower" which indicated that they put pronouns at the beginning of their utterances. Same with the craft traders, the foreigners also used a casual style in their conversation. For example, they said, "wow beautiful bracelet" which meant they put the pronouns at the beginning. The utterance reflected that the foreigners were amazed by the bracelet. Therefore they put the adjective "beautiful" before the noun "bracelet". Another characteristic of casual style is the use of the first name or even nickname. From the conversation, the craft traders usually called the foreigners by saying "come here beautiful lady." Or "come in, sir". Because they did not know the name of foreigners, they would say lady or sir and add adjective "beautiful, handsome, etc" to make it more informal.

In the conversation, the craft traders and foreigners used consultative style in the process of bargain. The craft trader used consultative style when the foreigners asked about the price and the colours of the bag. There was a discussion or consultation about it. Those were reflected from the utterances "one hundred thousand" and "other colour? Want white colour?" Those utterances used by the craft trader to give respond toward foreigner's questions. From those language styles, the craft traders and foreigners mostly used consultative style in the conversation. It could be seen from the Table 1.

Table 1. Types of Language Style Mostly Used in Conversation between Craft Traders and Foreigners

No	Types of Language Style	Craft Trader 1	Craft Trader 2	Foreigners	The Average
1	Colloquial Style	47.36%	52.63%	5.26%	35.08%
2	Consultative Style	50.00 %	50.00 %	8.69%	36.23%
3	Casual Style	47.26%	52.83%	6.89%	35.66%

Table 1 showed that craft trader 1 (CT 1) used colloquial style (47,36%), consultative style (50%), and casual style (47,26%). Based on those percentages, consultative style was dominantly used by craft trader (CT 1). Otherwise, craft trader 2 (CT 2) used colloquial style (52,63 %), consultative style (50%), and casual style (52,83%). Therefore, craft trader 2 (CT 2) dominantly used casual style in conversation. The results of table 4. also showed that most foreigners used consultative style in the conversation. The percentage of the use of consultative style was 36, 23%. Then, based on the accumulation, the language style that dominantly used by craft traders and foreigners in doing conversation was consultative style (36, 23%). Figure 1 showed that craft trader 1 and foreigners mostly used consultative style in the conversation while craft trader 2 mostly used casual style in the conversation. Therefore, from the average, the percentage of the use of consultative style in the conversation between craft traders and foreigners was 36, 23%.
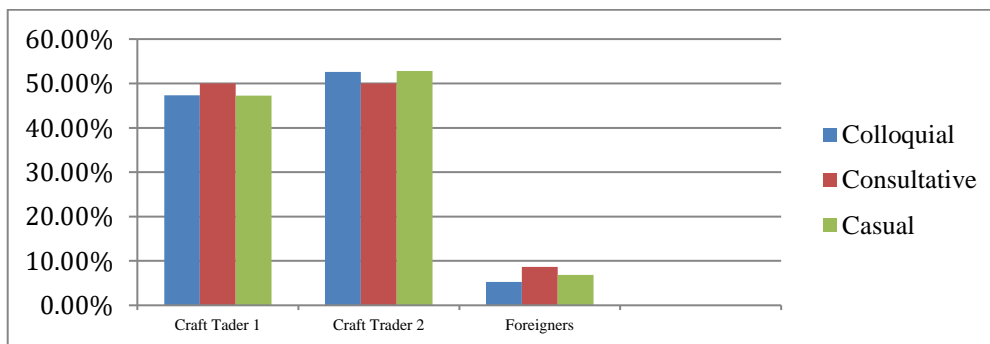

Figure 1. Types of Language Style Mostly Used in Conversation between Craft Traders and Foreigners

Discussion

Language is used to channel the message that the communicator wants to convey to the communicant (Majid et al., 2012; Sirivedin et al., 2018). In its use, the right language can convey the message well so that it is easy to understand (Moses & Mohamad, 2019; Sharif Matthews & López, 2019). Based on the results of interview, the craft traders used those three language styles based on 4 functions. First is to persuade the foreigners to buy their merchandise. It could be seen from the results of interviews as follows. *"I usually use the same language to tell my merchandise to all foreigners. I just want to make them interest with my merchandise. So, I use simple languages to make them understand about my explanation (CT 1, question 1)". "I want to persuade the foreigners to buy my merchandise. I don't think my languages are correct but I try to use simple languages like "good vase here, come in please" When I was difficult to say something about the price, I will use calculator and show it to them. So, the foreigners understand and they know my merchandise. (CT 2, question 1)".*

The craft trades used the same language to explain their merchandise through the simple languages even though sometime their languages are ungrammatical. Although simple language is used, it does not change the meaning of the message so that the message can be conveyed properly (Feng & Liu, 2021; Lorena & Sadiku, 2015). Therefore, the craft traders would be easier to persuade the foreigners. Based on the observations, the craft traders explained their merchandise through simple languages even though it was not well-structured. For example, the craft traders said *"Bag by rattan. It's look good for you." Or "Good vase for flower, come in come in."* From those utterances, the craft traders explicitly told the name of the merchandise. So, the foreigners could understand it. In communicating it is important to understand the message you want to convey to others so that the message can be received well (Areni, 2010; Hengki et al., 2017).

Second is to get foreigners attention. Attracting attention is also a way to communicate with other people (Shamsudin et al., 2013; Zaretsky, 2020). For examples, the craft traders said *"Come here Miss. Look look inside. Beautiful necklace and bracelet. You will like it. Beautiful necklace and bracelet."* From the interview, those two craft traders repeated the utterances to get foreigners attention so that they wanted to visit and buy it. Third is to create a certain mood. Creating a good atmosphere will also affect communication (Herbein et al., 2018; Mishori, 2020). To create foreigners' mood, the craft traders usually said *"Come here, beautiful lady"* or use a polite language such *"Come in, sir. Please look inside"* They used it to create a good atmosphere at the beginning so the foreigners were willing to visit their shop. Based on the interview, to create foreigners' mood, the craft traders will use polite language and praise them through their language. The craft traders will praise the foreigners by saying that they were good or beautiful in using the hat for example or other merchandises. The language choices that used by craft traders directly increased the foreigner's taste. It was related to their feeling when talking with the craft traders. That was another function of their language (Hall et al., 2022; Zhang et al., 2020). The result of the interview indicated that the craft traders tried to make the foreigners feel comfortable and happy in doing conversation with them. Therefore, sometimes, they gave a praise to the foreigners and used polite languages.

4. CONCLUSION

The craft traders and foreigners used colloquial, casual, and consultative style in the conversation. Based on the accumulation, the craft traders used colloquial style, consultative style , and casual style. Moreover, the accumulation from 20 foreigners showed that they used colloquial style, casual style, and consultative style. From those accumulations, the language style that dominantly used by craft traders and foreigners in the conversation was consultative style. Craft traders and foreigners used consultative style in the process of bargain.

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