

CHAPTER I

INTRODUCTION

This chapter consist of five important sub-chapters, namely background of the study, statement of the study, objectives of the study, significances of the study and scope and limitation of the study.

1.1 Background of the Study

Madura is an island located in the east of East Java Province with approximately four million Madurese ethnic inhabitants and the area of 5,168 kilometers square in which Madurese language becomes the vernacular of its speakers (Kasih and Hawas, 2017). Theoretically, the language of one group of people may show regular variations from that used by other groups of speakers of that language; and when the language spoken in different geographical regions and social groups show systematic differences, the groups are said to speak dialects of the language (Fromkin et al, 1991, p. 398).

Some languages probably have different level, as Poedjosoedarmo (1979) statements in Septianingtias, V.,et al said that “in Javanese there are three kind levels are Ngoko “Low Level”, Krama “Middle Level” and Madya “High Level”. (2014, p. 27). In this case, Madurese language can basically be compared to Javanese where it is nearly impossible to say anything without indicating the social relationship between the speaker and the listener in terms of status (i.e. wealth, descent, education, occupation, age, and kinship) and familiarity, in which

the choice of linguistic forms as well as speech style in every case are partly determined by the relative status or familiarity among the conversers (Geertz, 1964, p. 248).

In this present study then, the writer focuses on analyzing the speech level of Madurese language, especially in Sampang. The writer is interested in analyzing speech level, because it seems to be able to be found in daily activities of the people in a society in which the writer lives. Sometimes, writer find people share a certain level of Madurese when they are speaking to people and at the same time they use other level of Madurese language as they are talking to others (though in a similar topic). That is the reasons why the writer wants to analyze the spewech level used by people in the market of Pasar Besar Sri Mangunan, Gunung Sekar, Sampang.

Sampang is geographically located on $113^{\circ} 08'$ - $113^{\circ} 39'$ East Longitude and $6^{\circ} 05'$ - $7^{\circ} 13'$ South Longitude. Sampang cover $1.233,30 \text{ km}^2$. Sampang is lied at the north of Java sea, in the South of Madura strait, Bangkalan is in the west and Pamekasan is in the east of it. Sampang has $1.233,30 \text{ km}^2$ of width. It has 6 districts consist of 186 sub-districts or villages. Banyuates is the widest sub-district in Sampang. It has $141,103 \text{ km}^2$. While, the smallest district in the regency is Pangarengan which has only $42,7 \text{ km}^2$ of width.” (profile of city of Sampang).

One of the sub-districts in Sampang that concern with this present research is Sampang sub-district. It is the capital district in the regency. There are eighteen sub-districts on it and one of the sub-districts is Gunung Sekar. It is the only one

center of administration in Sampang at which Pasar Besar Sri Mangunan is located.

Most people in Gunung Sekar usually fulfill their daily need by going to mini markets also traditional market, one of the most famous traditional market is Pasar Besar Sri Mangunan, Sampang. It is, because market of Pasar Besar Sri Mangunan has many objects which sells in the market, such as food, fish, meat, bag, shoes, clothes and vegetables. People can find all of the things at this market. So that's why many people come to this market to fulfill their need. The example of the Madurese language level used by sellers buyers in the market as the followings :

Buyer: Yu, gen senapah kalambinah se nekah Yu..???"

Seller: Nekah, tello polo lek argenah."

Buyer: Agguh, jek lang-larang napah Yu."

Seller: Mode nekah ampon lek, tak larang pon.

Translation:

Buyer : Sister, how much is the dress

Seller : It's price is thirty sister."

Buyer :Ough, it's expensive I think."

Seller : No, it is reasonable price sister, it is not expensive.

From the conversation above it could be described that buyer and seller both shared bhasa alos a kind of second smooth language level of Madurese language.

While, in the conversation above is:

Buyer: Lek, berempah argenah kaos kakinah lek?"

Seller: Seriah argenah tello polo duwek."

Translation :

Buyer : Guys, what is the T-shirt price?"

Seller : It is thirty two

Here, the writer could find that both the seller and the buyer shared kind of the lowest level of Madurese language.

For the writer's view, it is important to explore the Madurese language level existed in Pasar Besar Sri Mangunan, Sampang as stated by Jos Daniel Parera (1991, p.5) who said that language is natural. It means that any language can be changed, as well as can be improved. This also occur to Madurese language.

From the impermanent observation that the reseacher conducted, it could be said that the language that buyers and sellers use in Pasar Besar Sri Mangunan, Sampang are very varied. It occurs since the buyers comes from different age, social status and soon. The both sellers or buyers seem to have different social background. Frequently, the language they use is formal and sometimes is casual. It is, because they feel close with the seller and sometimes to give respect to the seller. This research then concern with the speech level appear in utterances of the buyers and sellers in the market of Pasar Besar Sri Mangunan, Gunung Sekar, Sampang. The writer also want to analyze the factors influence people to choose certain speech level at the market.

1.2 Statements of Research Problems

Based on the description of the background, the researcher would like to present the formulation of the study as follows :

1. What types of speech level of Madurese language used by the seller and buyer at market of Pasar Besar Sri Mangunan, Gunung Sekar, Sampang ?
2. What factors influence people to choose certain Madurese speech level appear in the market of Pasar Besar Sri Mangunan, Gunung Sekar, Sampang ?

1.3 Objectives of the Study

In relation to the formulation of the problems state above, the objectives of the study are :

1. To explain what types of speech level that appear in the market of Pasar Besar Sri Mangunan Gunung Sekar, Sampang.
2. To identify some factors that influence people in the market of Pasar Besar Sri Mangunan, Gunung Sekar, Sampang to choose certain speech level of Madurese in their communication.

1.4 Significances of the Study

The result of this study is expected to give valuable and beneficial contribution to the readers to add their knowledge about speech level, especially speech level in Madurese one. For Madurese people in particular this reasearh is

hoped that they can improve their native language as a valuable heritage and descendent. It is relevant to statement who said that language is natural, because it is a natural phenomenon so, every language can be studied systematically. It means that language can be ment, can be changed, as well as can be improved (Jos Daniel Parera, 1991: p.5) This also occur to Madurese language.

1.5 Scope and Limitations

The scope of this study is focused sociolinguistics on the speech level, especially in Madurese language. The writer only focuses on the speech level that occur between the buyer and seller at the market of Pasar Besar Sri Mangunan Gunung Sekar, Sampang. While the limitation of this study focuses on verbal language occurred in the conversation between the seller and buyers. The analysis does not include on gesture, mimicry and intonation and other non-verbal language, because to make gesture, mimicry and intonation become object of the study, the writer should use camera at which the researcher is worry about the nature of the data obtained, because of people's feeling shy or uneasy for it.