

Ida Wati. 2021. *Variasi Bahasa Segi Penutur pada Komunikasi Jual Beli di Pasar Socah Bangkalan*. Skripsi, Program Studi Pendidikan Bahasa dan Sastra Indonesia, Fakultas Ilmu Pendidikan, Universitas Trunojoyo Madura. Pembimbing: Ika Febriani S.S., M.Pd.

ABSTRAK

Pengkajian mengenai variasi bahasa segi penutur pada komunikasi jual beli di Pasar Socah Bangkalan dilakukan karena merupakan suatu hal menarik yang tidak terpisahkan oleh bahasa. Variasi bahasa segi penutur hadir apabila pengguna bahasa berasal dari masyarakat beragam. Jadi, pasar Socah Bangkalan merupakan tempat yang cocok karena tempat tersebut masih banyak didatangi masyarakat beragam. Tujuan penelitian untuk mendeskripsikan variasi bahasa segi penutur pada komunikasi jual beli di pasar Socah Bangkalan. Penelitian ini menggunakan metode kualitatif deskriptif dengan pengumpulan data melalui observasi, simak bebas libat cakap, rekam, dan catat. Teknik analisis penelitian ini berupa pembeda reaksi dan kadar keterdengaran. Hasil penelitian terdapat 20 data berupa 13 data variasi bahasa Madura, 2 data variasi bahasa Jawa, dan 5 data variasi bahasa campuran. Variasi bahasa segi penutur pada komunikasi jual beli di pasar Socah Bangkalan ditemukan adanya idiolek, dialek, dan sosiolek. Idiolek berupa variasi bahasa Madura, Jawa, dan campuran. Terdapat 10 dialek dari bahasa Madura berupa *lo'*, *lagghuk*, *yorop*, *bang temor*, *ba'eng*, *dagghuk*, *hedeh*, *lagghik*, *messee*, dan *ghar-aghar*. Variasi ini membahas mengenai masalah pribadi penutur berdasarkan pekerjaan. Berdasarkan pekerjaan, termasuk variasi bahasa jual beli yang digunakan oleh pedagang dan pembeli di pasar Socah Bangkalan. Jadi, berdasarkan sosiolek termasuk kolokial tingkatan ngoko, Iya-Enja', dan Engghi-Enten.

Kata kunci: variasi bahasa, segi penutur, komunikasi jual beli, pasar Socah Bangkalan.

Ida Wati. 2021. *Language Variations in Speaking in Buying and Selling Communications at Socah Market Bangkalan*. Thesis, Indonesian Language and Literature Education Study Program, Faculty of Education, Trunojoyo University Madura. Supervisor: Ika Febriani S.S., M.Pd.

ABSTRACT

The study of language variations in terms of speakers in buying and selling communication at the Socah Market Bangkalan is carried out because it is an interesting thing that is inseparable from language. Language variations in terms of speakers are present when language users come from diverse communities. So, Socah Bangkalan market is a suitable place because the place is still visited by many diverse people. The purpose of this research is to describe the variation of language in terms of speakers in buying and selling communication in the Socah Bangkalan market. This study uses a descriptive qualitative method with data collection through observation, free listening, speaking, recording, and taking notes. The analysis technique of this research is in the form of differentiating reactions and audibility levels. The results of the study contained 20 data in the form of 13 Madurese language variation data, 2 Javanese language variation data, and 5 mixed language variation data. Language variations in terms of speakers in buying and selling communication at the Socah Bangkalan market are found to have idiolects, dialects, and sociolects. Idiolects are variations of Madurese, Javanese, and mixed languages. There are 10 dialects of the Madurese language in the form of *lo'*, *lagghuk*, *yorop*, *bang temor*, *ba'eng*, *dagghuk*, *hedeh*, *lagghik*, *messee*, and *ghar-aghar*. This variation discusses the speaker's personal problems based on work. Based on occupation, including variations of buying and selling language used by traders and buyers in Socah Bangkalan market. So, based on sociolects, it includes colloquial levels of ngoko, Iya-Enja', and Engghi-Enten.

Keywords: language variation, speakers' perspective, buying and selling communication, Socah Bangkalan market.