The Phenomenon of Greetings Used by Sellers to Buyers in Traditional Markets

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Abstract. Abstract. Traditional markets, where buyers and sellers engage with great intensity, served as the data sources for this study. Finding greetings used in the context of buying and selling in traditional markets is the goal of the research. Because the data came from participants' oral utterances, the study adopted a qualitative approach with descriptive methodologies. The data collection methods and techniques used were uninvolved conversation observation techniques, supported by recording techniques and interviews with 30 traders in traditional markets, including the Badung market, Kreneng market, and Ketapean market. To avoid seeming stuffy, the data analysis process used an uninvolved conversation method, which is then reported in everyday language. This study discovered that greetings are used between sellers and buyers or vice versa when they are acquainted, with consideration given to a person's position based on Tri or Jaba Wangsa lineage and factors such as age and social status. However, if they are strangers, consideration is given to factors such as age, appearance, and social status. The findings of this study suggest that learners must comprehend the use of greetings because they are crucial for establishing social connections, communicating intentions, and reflecting cultural and social changes in language use and greetings that have a significant influence on fostering a positive environment and supporting the transactional process.

Keywords: greetings, sellers, buyers, traditional markets

INTRODUCTION

Greetings are morphemes, words, or phrases that are used to refer to each other in different conversation situations according to the nature of the relationship between the speakers (Kridalaksana, 1982:14). Greeting words are used to greet, reprimand, or mention a second person, or the person being spoken to (Chaer, 2000:107). A speaker's ability to use greeting words is part of communication skills. The use of greeting words in speech events must pay attention to the rules (Ertinawati & Nurjamilah, 2020). This condition can be seen in the application of greeting words between sellers and buyers in the Cikurubuk Tasikmalaya main market which varies greatly. The choice of greeting words is influenced by the speaker's age level, gender, as well as speakers' origin factors which result in dominant greeting words using Sundanese (Ertinawati & Nurjamilah, 2020).

There have been many studies that have taken greetings as objects and produced various linguistic phenomena, although the objects studied vary, they can provide findings that can add to the repertoire of linguistic knowledge. Greetings are currently a trend in online transactions, with the use of the term "brother" by Malay and Minangkabau speakers. What is an interesting point is that the choice of words for older siblings is not determined by the age and gender of their partner (Marnita, 2022). This is different from greetings in the interactions that occur in the life of the Surakarta Hadiningrat Palace community social interactions are largely determined by gender and age, social status, close relationships, and situations (Susylowati, 2020).

Generally, languages in the world have a greeting system as a medium for communication and interaction between speakers. Using appropriate greeting words to greet your speech partner will be considered polite in language (Rusbiyantoro, 2014). The choice of greeting words used to address other people is greatly influenced by the context

of the situation. However, its nature is very flexible because in different situational contexts, greeting words can be used by speakers from different social classes (Ghofur, 2013).

A speaker's ability to use greetings is part of communication skills. The use of greeting words in speech events must pay attention to the rules in their use (Ertinawati & Nurjamilah, 2020). The interaction patterns of Balinese people are largely determined by the position of their interlocutor. A person's current position can be classified based on hereditary factors called caste as a form of implementation of the stratification of traditional society or because of the social status of society based on the stratification of modern society (Sutika, 2019). This harmony remains by the concept of Tri Hita Karana, namely establishing harmony not only with the Creator but, with nature as well as with fellow humans. Previous research has studied greeting language, including Rusbiyantoro, 2014); Ertinawati & Nurjamilah, 2020; Susylowati, 2020; Marnita, 2022). However, the general research results have not yet found in detail the determining factors for the existence of linguistic phenomena which focus on words of greeting in buying and selling interactions, especially in Bali which recognizes the traditional stratification of society and what words of greeting support local wisdom in interactions in traditional markets when transactions buying and selling occur.

Greetings play an important role in building social relationships, as well as reflecting cultural and social changes in language use (Sari; Ermanto & Nst, 2013). The choice of greeting words is also determined by the context of the situation. The context of the situation also plays a role in determining the use of greeting words. The context of the situation plays a role in a person's speech. This is because the context can interpret the implied meaning of the speech spoken by the participants (Leech, 1983: 13-14). This context is related to the interaction between speech participants regarding the variables of power, social status, social distance, age, and gender, Subroto (2008, 511). Moreover, the Balinese language is familiar with language levels and societal stratification, traditionally due to hereditary factors (caste) and modern due to social status in society. Therefore, greeting words are very important to be researched further, especially to find social factors that influence the use of greeting words in buying and selling interactions in traditional markets as well as the choice of greeting words used when buying and selling interactions occur in traditional markets.

METHODOLOGY

This research is a qualitative study that aims to describe the greetings used in the realm of buying and selling in traditional markets and the factors that influence the use of greetings by traders to buyers in traditional markets. Qualitative research has research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior (Moleong, 2005:4). The research data source is taken from interactions between sellers and buyers in traditional markets, primary data in the form of dialogue that implements the use of greetings in interactions. The direct field observation method using listening, engaging, and skill techniques is supported by recording techniques and interviews with 30 traders in traditional markets with very high visit intensity, including Badung Market, Kreneng Market and Tapean Market, Denpasar. The data analysis technique uses a free, involved, and competent listening method, then described using ordinary words so as not to seem stiff.

RESULT

The results of this descriptive research found that there is a basic phenomenon in the realm of buying and selling in traditional markets, that the factors that determine the use of greeting language are largely determined by the traditional and modern stratification of the participant's speaking. Apart from that, the results of this descriptive research found that there is a basic phenomenon in the realm of buying and selling in traditional markets, that the greeting system is largely determined by age, level of familiarity, and position, based on traditional and modern stratification. This means that the use of greetings in a buying and selling interaction in traditional markets is largely determined by who is greeting, who is being greeted, and the relationship between greeting and being greeted. Apart from that, the context of the situation is the main point in using greeting words. This is because a speaker's greetings are not always the same for each interlocutor and are supported by social factors. Among them, there is a relationship of closeness and kinship, which can influence the differences in the relationship between the greeter and the person being greeted. There are social factors that influence. Traditional stratification is influenced by caste (ancestry), age, and level of familiarity, while modern stratification is influenced by the social position of the speech participant, age, and level of familiarity.

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DISCUSSION

The analysis of this research can be seen below:

Context Situation (1)
Fruit traders greet buyers they don't know at all and offer them their wares.

Data (1):

Pedagang	: Mari sini **bu cantik**, ada jeruk, salak gula pasir, mangga
Pembeli	: (sambil datang menghampiri) salak gula pasir bu? Berapa 1 Kg?
Pedagang	: Manis Bu cantik salak gula pasir asli Karangasem, Rp. 15.000 aja pas nda kasi harga mahal
Pembeli	: Satu Kg aja bu
Pedagang	: Dua Kg ya bu cantik, saya kasi Rp.25.000

Trader	: Come here, *bu cantik*, there are oranges, sugar snake fruit, mangoes
Buyer	: (while coming over) sugar snake fruit, ma'am? How much is 1 kg?
Trader	: sweet *bu Cantik*, Karangasem sugar snake fruit, it's just Rp 15,000 not a high price
Buyer	: Just one kilogram ma'am
Trader	: Two kilograms, *bu cantik*, I'll give you IDR 25,000

Analysis:
The dialogue that occurs in data (1) occurs between the seller and the buyer. It appears that traders greet buyers in a very friendly manner to establish friendly and effective communication. The greeting "bu cantik" indicates that the trader wants to elevate the buyer's position and hopes that the buyer will be interested in the trader's offer. "Bu cantik" is one of the greeting words that refers to a woman's gender in her daily activities at the market to buy daily necessities. In the context of this situation, gender is an important point in choosing greeting words so that you can easily determine the correct vocabulary to address your partner. The greeting word Bu comes from the word Ibu, but in various interactions that are spoken, the greeting word "bu" is more dominantly used than Ibu. The greeting word "bu" is generally used to greet women who are approximately the same age as the speaker or greeter's mother even though there is no close kinship relationship between the two parties or they don't even know each other. The use of the greeting "bu", which is equivalent to the greeting "pak", has the same characteristics. Because it is general, this type of greeting is increasingly used among people when communicating. The context of the situation above provides a condition that means greeting sincerely even though they don't know each other, buyers can indirectly feel whether the greeting spoken by the trader is meant sincerely or just a formality. Because sincere greetings can create stronger emotional bonds. Besides that, saying greetings is an opportunity to open dialogue. Fruit traders greet buyers they don't know at all and offer them their wares.

Context Situation (2)
The yellow rice trader was shocked because known the buyer who bought the yellow rice.

Data (2):

Pedagang	: (sedang berdiri sambil merapikan dagangan)
Pembeli	: Buk, bungkus nasi kuning Rp.5000 tiga
Pedagang	: Yee, **Bu Jero**, nggih medaging pedes
Pembeli	: Nggih
Pedagang	: Bu Jero, sampun wusan niki? (sambil membungkus nasi kuning)
Pembeli	: Nggih, jagi budal dumun sampun siang. Niki buk (menyerahkan uang)
Pedagang	: Nggih, Tunas tiang niki bu jero, suksma
Pembeli	: (sambil senyum)

Trader	: (standing while tidying up his merchandise)
Buyer	: Ma'am, three packs of yellow rice Rp. 5000
Trader	: Yee, *Bu Jero*, is it filled with chili sauce?

Buyer	: yes
Trader	: **Bu Jero**, have you finished shopping? (while wrapping yellow rice)
Buyer	: yes, I want to go home first, it's already noon. Here, ma'am (hands over the money)
Trader	: yes, I'll take the money, **Bu Jero**, thank you
Buyer	: (with a smile)

Analysis:

The context situation that occurs in data (2) is the dialogue between buyers and traders takes place naturally. Trader interactions with known buyers. According to traditional stratification, the buyer's position is a Jero because his status is married to a knight. In the context of this situation, the trader knows the buyer, so he chooses a direct greeting by saying the name, namely Bu Jero. The context of this situation illustrates that Balinese kinship terms are influenced by the traditional stratification system, namely due to birth factors (caste). Based on the views of Kridalaksana (1982), the greeting words in Balinese are in the form of morphemes, words, and phrases, used by speech participants to refer to each other in different conversation situations according to the nature of the relationship between the speech participants. Greetings by saying "bu jero" to create a positive shopping experience and build good relationships with customers, greetings in the market are a strong tool in creating harmony in interactions which indirectly provide opportunities for buyers to shop. The choice of the word "Bu Jero" is a form of the trader respecting the buyer's status. The rich use of the greeting "bu jero" is a form of respecting local culture, respecting individual preferences, and communicating sincerely. This condition can create a friendly atmosphere and establish good relationships with customers.

Context Situation (3)

The trader saw a familiar woman passing in front of his fruit stall and greeted him by persuading buyers to shop for fruit.

Data (3):

Pedagang	: *Gung biyang tumbasin tiang siki, pang polih megarus*
	"Gung biyang, beli barang saya satu. Biar ada yang beli pertama.
	Gung Biyang, buy one of my goods. Let someone buy it first.
Pembeli	: *Ye, buk Ade, salak Bali napi gula pasir?*
	Ye, buk ade, ini salak bali atau gula pasir?
	Yes Buk Ade, is this salak Bali or granulated sugar?
Pedagang	: *Salak Bali niki, wawu panen ring karangasem.*
	Ini salak bali baru saja panen di karangasem.
	This Balinese salak has just been harvested in Karangasem.
Pembeli	: *Satu kilo buk ade. Manis niki. Kude satu kilo?*
	Satu kilo buk ade, manis ini? Berapa harganya 1 Kg
	One kilo, buk ade, is this sweet? How much does it cost 1 kg
Pedagang	: *Nggih gung biyang, manis niki cobain siki. Niki coba ajengin dumun. Rp. 15.000 manten.*
	Iya, Gung biyang manis ini, cobain satu. Ini coba untuk dimakan dulu. Cuma Rp.15.000 saja.
	Yes, **Gung Biyang** is sweet, try one. Try eating this first. Only IDR 15,000.
Pembeli	: *Nggih, niki (sambil menyerahkan uang pas)*
	Iya, ini
	Yes, this
Pedagang	: *Suksma gung biyang*
	Terima kasih Gung biyang.
	Thankyou **Gung Biyang**.

Analysis:

Dialogue between sellers and buyers occurs when traders offer merchandise to known buyers. Greetings that appear in traditional markets vary greatly depending on the interaction that occurs and the status of the participants in the speech who already know each other or not. The market is a meeting place for sellers and buyers with various interactions occurring in the morning, afternoon, and evening. In this context, greetings have an important role in establishing harmony and friendly and effective interactions. The choice of the word "Gung Biyang" refers to a greeting addressed to people who are known from their social position. The position is based on traditional

stratification, the greeting word "Gung Biyang" is used by traders as a form of respect for a mother with a warrior lineage. Even though the word "ibu" is not used, the use of Gung Biyang represents a greeting. This condition illustrates that community life still respects local culture as part of maintaining harmony. Apart from that, traders use the right choice of words and clear language. This is to create effective communication. Effective communication is the key to success in the market.

CONCLUSION

The phenomena found in studying greeting words between sellers and buyers vary greatly, including when the participants in the conversation already know each other, the choice of greeting words is largely determined by the position of the speech partner according to traditional stratification, namely based on lineage, whether Tri Wangsa or Jaba Wangsa. It's different when the participants don't know each other, the choice of words of greeting takes into account a person's age, appearance, and social status. Greetings play a big role in building social relationships, expressing communicative intentions, and reflecting cultural and social changes in language use and greetings have a big impact in creating a positive atmosphere and helping in the transaction process. Greeting words that are found when classified according to modern stratification include Bu gek, Bu cantik, Gek, mbok, and buk, while greeting words according to traditional stratification take into account closeness, the participants in the speech already know each other so that they predominantly use names based on their status or position and add the child's name, for example, Gung Biyang, Bu. Dewa, Bu Jero, Bu Agus. The choice of words used has the aim of respecting the buyer as a customer. Apart from that, it is a form of implementation of local community wisdom in maintaining harmony when communicating, even in non-formal situations, namely in traditional markets.

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