

CHAPTER I

INTRODUCTION

1.1 Background of the Study

This study focuses on language levels that can be found in the conversations between buyers and sellers in the market. Language level means class or position of the language that people choose to speak with someone who is older or younger than the speaker. Each language has different level, such as Poedjosoedarmo (1979) statements in Septianingias, 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 Balinese language also has levels are Refined ‘*Bahasa Bali Halus*’, medium ‘*Bahasa Bali Madya*’, and coarse ones ‘*Bahasa Bali Kasar*’. (I Nyoman, para 3)

The writer interested in analyzing language levels because it can be found in daily activities of the people. Sometimes, people do not realize why it happens and why they use different language levels when they speak to the elder one, to the teachers and even to our parents. Hence the reasons why the writer wants to analyze the language levels used by people in the market of Semampir Kraksaan Probolinggo.

“City of Probolinggo is geographically located on 113 13 - 113 15 East Longitude and 7 43 41 - 7 49 04 South Latitude. It is adjacent to Sumberasih Subdistrict Regency of Probolinggo in the west, Dringu Subdistrict Regency of Probolinggo in the east, Madura Strait in the north and Leces Subdistrict, Wonomerto, Bantaran and Sumberasih Subdistrict Regency of Probolinggo in the south.” (profil of city of Probolinggo, para. 1.)

There are twenty four sub-districts in Probolinggo and one of the sub-districts is Kraksaan. Kraksaan is the only one center of administration in Probolinggo regency. And in

January, 5th 2010 Kraksaan became the capital of Probolinggo. There are twenty villages in Kraksaan city, Rangkang, Bulu, Asembakor, Kebon Agung, Semampir, Kalibuntu, Sidopekso, etc.

Some villages in Kraksaan has a market, one of them is Semampir. Actually there are four markets in Kraksaan, Market of Semampir, Market of Sore, Market of Kebon Agung, and Market of Kalibuntu. The biggest market in Kraksaan is Market of Semampir. Not only Kraksaan people come to this market. Outside of Kraksaan people also come to this market, such as Paiton people, Wangkal people, Pajarakan people, Krucil people and others. It is because Market of Semampir has many objects which sells in this market, from foods, fish, meat, bag, shoes, cloths and vegetables, people can find all of that in this market. So that's why many people come to this market to fulfill their need.

The language levels that buyers and sellers use are very varied. Sometimes the language they use is polite and sometimes is impolite. It is because sometimes they feel close with the seller and sometimes to give respect to the seller.

Analysis of language levels also have done by Septianingtias, V., et.al (2014) with the title "Javanese Speech Level in Bargaining and Declining Strategist at Sarinongko Market of Pringsewu of Lampung Province: A Sociopragmatic Study" International Journal of Language Learning and Applied Linguistics World (IJLLALW). They want to analyze what types of realisation of bargaining and declining strategies are used by the Javanese speakers at Sarinongko market of Pringsewu of Lampung Province? And what types of Javanese speech level are used by the Javanese speakers in bargaining and declining strategies at Sarinongko market of Pringsewu of Lampung?

In the of the research they found that there are eleven narratives of bargaining strategy and ten narratives of declining strategy committed by the speaker and the addressee when the trading activity occurs. And The Javanese speech levels used by the speaker and the

addressee in trading activity are *kromo lugu*, *ngoko alus*, and *ngoko lugu*. The use of the Javanese speech level in this research is affected by social factors such as age, setting where the conversations take place, the purpose of the conversations and the intimate level of social distance between the speaker and the addressee.

In this study the writer focus on Madurese language. The writer use it because Madurese language is very unique, such as Shinigami (2012) said that “*Bahasa madura adalah bahasa yg unik, kenapa bisa dibilang unik?, ya karena di setiap daerah di madura punya beberapa kata yang berbeda tapi sebenarnya memiliki arti yang sama.*” (Keunikan Bahasa Madura, para. 1). “Madurese language is unique, it is because in each area in Madura there are some different words but actually have the same meaning.”

Madurese language has four dialects, Sumenep dialect, Pamekasan dialect, Sampang dialect, and Bangkalan dialect. According to Sahabat said that “*kata be'en umum digunakan di Madura. Namun kata be'na dipakai di Sumenep. sedangkan kata kakeh untuk kamu lazim dipakai di Bangkalan bagian timur dan Sampang. Heddeh dan Seddeh dipakai di daerah pedesaan Bangkalan.*” (Sekilas Tentang Madura, para. 13.). “The word *be'en* mostly used in Madurese people, but the word *be'na* used in Sumenep and the word *kakeh* means “you” mostly used in east Bangkalan and Sampang, the word “*heddeh and seddeh*” used by villagers in Bangkalan”. Also like Le'Bira (Personal communication, February 24th, 2014) said “*engkok reng Madureh e sumenep ngangui be'na, abit e dikna' tadek lah anggui be'en*” “I as a Sumenep people use *be'na*, but because I was long time stay here so I use *be'en*”, and people in Probolinggo as my city also use the word *be'en*.

Second, people of Madura are never shy to use their language whenever they are. Although I ever heard Madurese language is one of the lower language in this country, Madurese language still exists until now. It is because the speakers of Madurese language

still use even when they are outside Madura's Island. So that way, we can find Madurese language in some country in Indonesia.

The last, Madurese language has language levels, not only Javanese language which has a level of language, but also Madurese language. It makes me want to know what the levels in Madurese language are, and what the differences of those levels. It also makes me have a big question why Madurese people interact with the other people using different level with different people and what the factors of it.

Many of the researchers analyze about Madurese language, such as Rahmawati (2012) entitled "Social Dialect in Madurese Language." Her analysis focused on the social dialect in daily communication of Madurese language. Her data were taken from students of literature in her university who knows about Madurese language.

A study of Madurese Language also done by Sofyan (2007) entitled "Beberapa Keunikan Linguistik Bahasa Madura." His study focused on types of phonemes in Madurese language, phonemes combination in Madurese, and syllable pattern in Madurese.

Analysis of Madurese language also done in journal written by (Sholihin et al., 2007) entitled "Penerapan Modifikasi Metode Enhanced Confix Stripping Stemmer Pada Teks Berbahasa Madura." The study focused on Madurese language where they want to find the basic form of word in Madurese language. After doing some analysis and testing using a system that has been built to obtain the results of the modified algorithm Confix Enhanced Stripping Stemmer in Madurese language text. The percentage of successful Madurese language word stemming is 95.75% of the 400 words that were tested.

Another analysis about Madurese language level was written by Stevens (1965) entitled "Language Levels in Madurese." His study focused on word of Madurese that used in language level. His analysis also focused on prefixes and affixes that found in language level.

What kind of affixes and prefixes used in language level. The end of his research he found prefixes *kuq-* add in Kasar level and the affixes *-na* add in any levels.

Analysis about Madurese language level that Stevens do, it closes with my analysis. First, Steven's analysis explains about levels of language in Madurese, also in my analysis explain about it. Second, Steven's analysis also explains the usage of each level in conversations. But, there are little differences between my analysis and Steven's analysis. In Steven's analysis concern with the word and the prefixes and affixes that found in language level, but my analysis concern with the language levels appear in utterances of the buyers and sellers in the market of Semampir-Kraksaan-Probolinggo. I also analyze the factors influence people to choose certain language levels at the market.

1.2 Statements of the Problem

- a. What are the Madurese language levels appear in the Market of Semampir Kraksaan Probolinggo?
- b. What factors influence people to choose certain language levels?

1.3 Purpose of the Study

This analysis here has an objective to give more knowledge about language levels especially in Madurese language. The writer uses Madurese language because she wants to give more information about Madurese language, and to introduce the unique of Madurese language exactly.

This analysis also wanted to know about language levels that appear in the Market of Semampir Kraksaan Probolinggo. And also what the factors that influence people in the market to choose certain language levels.

1.4 Significant of the Study

The result of this study is expected to give valuable and beneficial contribution to English Department students to add their knowledge about language levels, especially the language levels in Madurese language. For lecturers it is hoped that this analysis will help the lecturer to develop and improve the knowledge of language levels in Madurese language levels.

1.5 Scope and Limitation

The scope of this study is focused on the language levels especially in Madurese language levels. I only focus on the language levels that occur between buyers and the sellers at the Market of Semampir Kraksaan Probolinggo especially at Mrs. Agus shop as a seller of cloths at this market. The limitation of this study is that the analysis only focuses on verbal language. The analysis does not focus on gesture, body language and intonation, others might see this as limitation of this study, but I focus on this because to decide gesture, body language and intonation is difficult since this study used tape recorder to collect the data.

1.6 The Key Terms

In order to avoid misunderstanding and misinterpretation about the basic concepts used in this research, I would like to give some definitions of the key terms as follows;

- a. Language level is class of language, such as formal and informal.
- b. Madurese language is the language spoken by Madurese people.