

PENGARUH PENGGUNAAN BAHASA KOMUNIKASI INTERPERSONAL PEDAGANG BERBAHASA SUNDA TERHADAP TINGKAT PENJUALAN DI WILAYAH KABUPATEN PURWAKARTA

(EFFECT OF THE USE OF LANGUAGE COMMUNICATION INTERPERSONAL SPEAKING SUNDA TRADERS ON THE LEVEL OF SALES IN THE DISTRICT PURWAKARTA)

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Abstrak

Penelitian ini membahas pengaruh penggunaan bahasa komunikasi interpersonal yang dilakukan oleh para pedagang berbahasa Sunda terhadap tingkat penjualannya di kabupaten Purwakarta. Purwakarta merupakan wilayah yang terus berkembang dan tidak menutup diri terhadap pengaruh luar. Banyak pendatang yang tinggal di Purwakarta diantaranya pendatang dari China, Arab, dan India yang sudah menjadi penduduk Purwakarta. Pada umumnya pendatang tersebut berprofesi sebagai pedagang yang tersebar di beberapa wilayah Purwakarta. Walau demikian penggunaan bahasa yang mereka gunakan rata-rata bahasa Sunda. Pada saat berdagang penggunaan bahasa Sunda lebih mendominasi ketika melakukan transaksi dengan para konsumen, hasilnya komunikasi tersebut sangat berpengaruh terhadap tingkat penjualan dan minat beli masyarakat. Yang ingin diketahui dari penelitian ini adalah; bagaimana situasi penggunaan bahasa ketika transaksi jual beli dengan para pembeli yang berasal dari suku/daerah lain. Bahasa apa yang digunakan pada saat para pedagang berinteraksi di ruang public dengan pedagang lain. Dan apakah komunikasi interpersonal berpengaruh terhadap tingkat penjualan. Pendekatan penelitian yang digunakan adalah kualitatif dengan perspektif penyesuaian identitas dan jenis studi etnografi komunikasi. Subjek penelitian adalah para pedagang berbahasa Sunda yang tinggal di wilayah Purwakarta, baik pedagang di pasar tradisional maupun pedagang di pasar modern yang dipilih secara purposif. Pengumpulan data diperoleh melalui observasi lapangan, wawancara secara mendalam, rekaman, partisipasi pasif, dan analisis dokumen. Aktivitas komunikasi interpersonal para pedagang berbahasa Sunda sangat berpengaruh terhadap tingkat penjualan, pengaruh tersebut dapat terlihat dari seberapa besar minat beli konsumen yang berbelanja. Berdasarkan hasil observasi di lapangan menunjukkan bahwa pedagang yang komunikatif dan menggunakan Sunda terbukti tingkat penjualannya lebih tinggi dan selalu mengalami peningkatan, dibandingkan dengan pedagang yang hanya aktif menggunakan bahasa Indonesia /kaku dan tidak komunikatif dengan pembeli yang berbeda bahasa, baik di pasar tradisional maupun di pasar modern wilayah Purwakarta.

Kata Kunci: Pengaruh bahasa, komunikasi interpersonal, dan tingkat penjualan

Abstract

This study discusses the effect of the use of language interpersonal communication is done by traders Sundanese against its sales level in Purwakarta district. Purwakarta is an area that continues to grow and is not closed to outside influences. Many immigrants living in Purwakarta among immigrants from China, Arabia, and India who have become residents Purwakarta. In general, these migrants work as traders are scattered in several regions Purwakarta. However the use of the language they use an average of the language. At trading the use of Sundanese predominate when conducting transactions with consumers, the result is that communication is very influential on the level of sales and buying interest masyarakat. Yang wanted to know from this study is; how the language usage situations when buying or selling to buyers who come from the tribe / other regions. What language is used when traders

interact in public spaces with other merchants. And whether interpersonal communication affect the level of sales. The approach used is qualitative research with the perspective of identity adjustment and kind of ethnographic studies of communication. Subjects were traders Sundanese who live in Purwakarta, both traders in traditional markets as well as merchants in the modern market selected purposively. The collection of data obtained through observation, in-depth interviews, recording, passive participation, and analysis of documents. Interpersonal communication activities Sundanese traders greatly affect the level of sales, the effect can be seen by how much consumers to buy the shop. Based on observations in the field shows that traders are communicative and use the Sunda proven level of sales higher and always increase, compared with the traders who are active only use Indonesian / stiff and uncommunicative with a different buyer language, both in traditional markets as well as in the market modern Purwakarta region]

Keywords: The influence of language, interpersonal communication, and the level of sales

I. INTRODUCTION

This study examines the influence of interpersonal communication traders Sundanese language on the level of sale/purchase interest in the region of Purwakarta regency. In the activity of buying and selling, two-way communication it is very important to tersampaiannya messages/wishes to be achieved good wishes of the seller and the desire of the buyer. Effective communication is needed one to do the negotiations between the seller and the buyer, so it can be seen how the reaction of both to the activities of sale and purchase, offer, or other activity that occurs in the traditional market or in modern market. In the transaction face-to-face between the seller and the pembereli there Komunika diau conversation between them. In a conversation the buy and sell should use Language that is understood by us both sides.

In Purwakarta the use of the Sundanese language is very influential in the level of sales, it's because the majority of the inhabitants speak Sundanese, even though there is a wide variety of immigrants, for example Chinese and Arabic. Migrants who have long lived in Purwakarta are already well versed using the language of Sunda. The use of the Sundanese language can guarantee the establishment of effective communication in a purchase transaction, with the use of such language can occur familiarity between the seller and the buyer, and bargaining more smoothly. Based on a survey in the market-the market, the level of sales of the most that the average seller Sundanese language that has always responded well to the buyers. From this the researchers are interested to examine the influence of interpersonal communication traders Sundanese language on the level of sales in the region of Purwakarta

II. RESEARCH METHODS

Research carried out in the region of Purwakarta regency, which is located in the traditional markets and modern markets. Object in this research is all the traders who speak Sundanese. Field observations, interviews with respondents (which covers traders and buyers) in traditional market and

modern market, incognito, recording, transkripsi, then analysis. The assessment is based on the discussion teorianalisis conversation Paltridge (2000:83). The traders who made the object in this research is the traders who came from the Sundanese of various types of merchandise or goods sold, either traders who sell in the traditional markets and modern markets. In addition, based on the results of the survey can be taken a hypothesis, based on the gender of the looks that male traders are more cautious to speak with the buyer, and principled more than happy to invite a lot of buyers to expect a lot of transactions, rather than having to persuade a buyers to order more goods, and the use of the language even more diverse. While the women traders, the frequency of the language of the browser type used traders of women is higher than men, and tend to use one language.

The method used in this research is qualitative with descriptive method. A qualitative method was used to examine the problem and obtain the meaning in depth about the influence of language use interpersonal communication traders Sundanese language on the level of sales/purchasing power in Purwakarta. The results of the research in the form of descriptive data in the form of words written or spoken of the traders of the Sundanese language. A qualitative approach was used based on the considerations the researcher intends to analyze and interpret facts, constraints, and events related with the influence of interpersonal communication traders Sundanese language on the level of sales in Purwakarta.

III. RESULTS AND DISCUSSION

According to Joseph Devito (Widjaja, 2000:127), the effectiveness of interpersonal communication begins with five general quality are considered, namely; openness, empathy, attitude supportive, positive attitude, and awareness. Of the five qualities, the researchers menyesuaikan with the state of trade are in the region of Purwakarta, then didapatkanlah some examples of the data conversation in the process of buying and selling as follows. As for the explanation, which the researchers described as below:

The following data conversation of the seller with the buyer that located in pasar Rebo Purwakarta, including in the aspects of attitudes supportive ;

Data 1;

Seller; Good morning Ma'am, can I help?

Buyers; Good morning. Yes please, I want to make soup but don't really know the ingredients

The seller; the Soup is what you want to create? Corn soup, asparagus soup or regular?

Buyers; I think I want to make corn soup

The seller; all Right, what you need is corn, carrots, onion, garlic, egg, and seasonings such as salt, gulan, fish sauce, margarine, and flour. But I don't have chicken and fish oil, you can find him in the traders chicken or the seller in A block

Buyer; Thank you very much Ma'am it was very helpful at all. Just give it to serving 4 people.

Seller; Immediately, this is for you. Come again another time

Buyers; Of course.

Conclusion the use of language is done using the Indonesian language because of the early occurrence of the conversation in a purchase transaction that both parties have been consistent using the Indonesian language. seller following the communication of the buyer so that two-way communication occurs. Judging from the language, of the buyers it seems are not familiar with the use of the Sundanese language. In that conversation the buyer do not hesitate to ask to the traders about the price or the recipe of the food will be made. And the buyer was getting a good response from the greengrocer that.

Data the next conversation is the effectiveness of interpersonal communication which belong to the aspects of a positive attitude; an Example of a conversation between traders of the tribe of Sunda and the buyer in general can be understood. But if seen from the variety of Sundanese language which is used, examples of conversation under this is a form of conversation which the use of language Sundanya already good/fine.

In Sundanese known there are two kinds of language, i.e. the language variety of respect or smooth and a variety of languages familiar or coarse. Example conversation above using a variety of respectful language or fine. From the two examples of data transactions of buying and selling can be seen that interpersonal communication plays an important role on the level of sales/purchasing power of society especially in the area of Purwakarta. From the fifth aspect of the effectiveness of interpersonal communication, which most commonly occurs in the process of jual beli Purwakarta community is the aspect of the attitude of the supportive and aspect of a positive attitude.

IV. CONCLUSION

Based on the description above the writer can conclude as follows;

- 1. The situation of the use of language in communication of buy and sell transactions of traders Sundanese language in Purwakarta most of the use of Sundanese as a language of instruction in communicating with consumers.*
- 2. Traders using the language adapts to the consumer at the time of the sale and purchase transactions.*

3. *Interpersonal communication is very influential on the level of sales of merchandise. With effective communication between the seller and the buyer it will be interwoven harmonization in the process of buying and selling transactions.*

4. *The effectiveness of interpersonal communication aspects of the attitude of the supportive and positive, which often happens in the process of buying and selling transactions in the region of Purwakarta.*

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