

ABSTRAK

Wardani, Christina Kusuma. 2026. Ragam Bahasa Pedagang dan Pembeli di Pasar Tradisional

Ngino Seyegan Sleman: Kajian Sociolinguistik. Skripsi. Yogyakarta: Program Studi Pendidikan Bahasa dan Sastra Indonesia, Jurusan Pendidikan dan Seni, Fakultas Keguruan dan Ilmu Pendidikan, Universitas Sanata Dharma.

Penelitian ini bertujuan untuk mendeskripsikan dan menganalisis variasi bahasa yang digunakan oleh pedagang dan pembeli dalam interaksi jual beli di Pasar Tradisional Ngino Seyegan Sleman, serta mengidentifikasi faktor-faktor sosial dan situasional yang memengaruhi penggunaan bahasa tersebut. Metode penelitian yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data berupa observasi partisipatif, wawancara mendalam, dan dokumentasi. Informan penelitian meliputi 15 pedagang dan pembeli yang dipilih secara purposive sampling. Hasil penelitian menunjukkan bahwa pedagang dan pembeli menggunakan dua tingkat tutur utama bahasa Jawa, yaitu ngoko dan krama, yang penggunaannya disesuaikan dengan konteks sosial seperti usia, status, dan kedekatan hubungan. Ditemukan pula dialek khas daerah Sleman yang memperkaya interaksi linguistik di pasar, seperti penggunaan kata "*monggo*," "*ewu*," dan "*nok*." Faktor sosial yang memengaruhi pilihan bahasa meliputi usia, jenis kelamin, tingkat pendidikan, dan status ekonomi, sementara faktor situasional mencakup hubungan antara lawan bicara dan tujuan komunikasi. Penelitian ini menyimpulkan bahwa pasar tradisional menjadi ruang sosial yang kaya akan fenomena sociolinguistik, tempat bahasa digunakan tidak hanya sebagai alat komunikasi tetapi juga sebagai cerminan nilai-nilai budaya dan struktur sosial masyarakat Jawa.

Kata kunci: sociolinguistik, ragam bahasa, pasar tradisional, dialek, sosiolek, bahasa Jawa.

ABSTRACT

Wardani, Christina Kusuma. 2026. *Language Varieties of Sellers and Buyers in Ngino Seyegan*

Traditional Market Sleman: A Sociolinguistic Study. Thesis. Yogyakarta: Indonesian Language and Literature Education Study Program, Department of Education and Arts, Faculty of Teacher Training and Education, Sanata Dharma University.

This study aims to describe and analyze the language variations used by sellers and buyers in buying and selling interactions at Ngino Seyegan Traditional Market, Sleman, as well as identify the social and situational factors that influence language use. The research method employed is descriptive qualitative with data collection techniques including participatory observation, in-depth interviews, and documentation. The informants comprised 15 sellers and buyers selected through purposive sampling. The results show that sellers and buyers use two main speech levels of Javanese, namely ngoko and krama, whose usage is adjusted to social contexts such as age, status, and closeness of relationship. A distinctive dialect of the Sleman region was also found that enriches linguistic interactions in the market, such as the use of words "monggo," "ewu," and "nok." Social factors influencing language choice include age, gender, education level, and economic status, while situational factors encompass the relationship between interlocutors and communication purposes. This study concludes that traditional markets serve as social spaces rich in sociolinguistic phenomena, where language is used not only as a means of communication but also as a reflection of cultural values and the social structure of Javanese society.

Keywords: *sociolinguistics, language variety, traditional market, dialect, sosiolect, Javanese language.*