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The international journal of language learning and applied linguistics world performs as a platform for the new scholars to share their insights with other scholars in the form of original papers.

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JAVANESE SPEECH LEVEL IN BARGAINING AND DECLINING STRATEGIES AT SARINONGKO MARKET OF PRINGSEWU OF LAMPUNG PROVINCE: A SOCIOPRAGMATIC STUDY

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ABSTRACT

Local language or ethnic language is a cultural reflection of its speakers in communicating. Javanese language recognizes speech level. This article is based on two important factors, that is, bargaining and declining strategies and Javanese speech level of its speakers in trading activity at Sarinongko market of Pringsewu of Lampung Province. This research uses a sociopragmatic study which includes the Javanese speech level studied from Sociolinguistics point of view and the bargaining and declining strategies studied from Pragmatics point of view. The participants involved in the research consist of buyers as the speakers and sellers as the addressees. This article tends to find out the realisation description of bargaining and declining strategies by the Javanese speakers and the description of Javanese speech level of its speakers in trading activity at Sarinongko market of Pringsewu of Lampung Province. The method used in this research is the uninvolved conversation observation technique while the data analysis uses comparing method which is applied through dividing-key-factors technique of pragmatic competence-in-dividing.

KEYWORDS: speech level, Javanese language, bargaining, declining, sociopragmatics

INTRODUCTION

Humans live with differences in culture, nation, and geographical region with different typology. Language is one of the cultural aspect of humans. The diversity in culture results various languages such as local language or ethnic language (mother tongue). Local language is a cultural reflection of its speakers in communicating. One of the local languages in Indonesia that is still used by its speakers is Javanese language. Poedjosoedarmo (1979: 1) proposes that "Javanese language is the mother tongue of Javanese people who mainly live in the province of Central Java, Yogyakarta, and East Java. The Javanese speakers are also found in northern Banten, Lampung, Medan, and transmigrans' regions in several islands of Indonesia"

Javanese language recognizes the *undhak-usuk* system or speech level. According to Poedjosoedarmo (1979:3) speech level is "defined as language variations which the differences between one and another is determined by the difference of the speaker's and the addressee's politeness". The speech level in this research is committed by the buyers and sellers when they carry out the bargaining and declining strategies at Sarinongko market of Pringsewu of Lampung Province. Sarinongko market is one of the traditional markets located in Pringsewu Regency of Lampung Province, Indonesia. Examined from its history, Pringsewu began as a village named Margakaya in 1738 AD. It was occupied by its original dwellers of Lampung-Pubian ethnic group which reside the bank river of Way Tebu (4 km from Pringsewu capital to the south nowadays).

In 1925, a group of people from Java island through the colonization program of colonial government of East Indies cleared the forest near the Margakaya village to build a new residential area. To clear the forest, they cut down many bamboo tress. Thus, they named the new residential area by the name of Pringsewu. Pringsewu derives from Javanese language which means "a thousand bamboo". The Javanese language used by the people of Pringsewu seems to be varied because they come from various regions of Java island. Today, the Pringsewu Regency has become a developing and lively town.