
THE ANALYSIS OF THE USE OF SOME LANGUAGES AMONG THE SELLERS OF PASAR MANGLI JEMBER TO MAINTAIN GOOD TRANSACTIONAL INTERACTION WITH THEIR BUYERS IN 2004

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ABSTRAKSI

Salah satu fenomena kebahasaan yang berhubungan dengan sosial adalah penggunaan beberapa bahasa oleh masyarakat yang bilingual atau multilingual. Tujuan penelitian ini adalah (1) mendeskripsikan secara nyata penggunaan beberapa bahasa oleh pedagang di Pasar Mangli Jember, (2) menggambarkan interaksi kebahasaan pada masyarakat dengan perbedaan latar belakang sosial, dan (3) menggambarkan strategi yang digunakan pedagang untuk mengatasi perbedaan bahasa dalam berinteraksi dengan pembeli. Penelitian ini menggunakan pendekatan deskriptif-kualitatif, purposive sampling, dengan cara observasi, kuesioner, dan interview. Data dianalisa dengan teknik deskriptif, menggunakan prosentase. Hasil penelitian menunjukkan (1) ada tiga bahasa yang digunakan oleh pedagang, yaitu Bahasa Jawa, Bahasa Madura, dan Bahasa Indonesia, (2) status sosial mempengaruhi penggunaan bahasa, dan (3) salah satu strategi pedagang untuk menjaga hubungan transaksi yang baik dengan berpindah bahasa sesuai bahasa pembeli.

Kata kunci : Penggunaan beberapa bahasa dan interaksi dalam transaksi

Language plays an important role in human life. Most of human activities use language as a means of communication. Thus, there must be a close relationship between language and people who use the language. People need language when they are motivated to express their ideas, feeling, or when they interact one another. Otherwise, language will serve its meaning if only there are people who apply the language, and the process must be settled in social context.

Related with society, however, language does not only serve simple function as a means of communication but also established the social relationship among the speakers, shows

the identification of speakers, conveys information about speakers either the social background, or part of places the speakers come from. Therefore, it may concluded that there will be some phenomena appear in society in accordance with the use of language. Coincidentally, one of the particular phenomenon is taken to discuss in this research, that is the strategy of the sellers to maintain good transactional interaction with their buyers.

It is undoubtful that language plays its significance in social interaction distributed in society. People are constantly linked to others via the facilitation of language. They use

language to survive or to be acceptable, safe, intelligible, comfortable, even more intimate in their social interaction. It is hard to think that the existence of human is separated from the essential meaning and using of language. Human may lose their vehicle of expressing their ideas, feeling, or thought. People are confused to seek a means carrying them into the running of social interaction. Certainly, language influences society where people are settled in social interaction.

There are some aspects which are necessary to discuss in correlation between language and society. One, that in social interaction language is merely not useful as means of communication, moreover, it is also means of establishing relationship among the speakers and showing the identification of speakers, giving information about speakers, either the social background of speakers or the parts of places the speakers come from (Trudgill, 1983:13).

Next, Trudgill adds that in social interaction, the first speaker, probably and subconsciously, tends to recognize certain thing about the second, for examples what job he does or what social status he has, in order to be sure exactly how he should behave toward him (1983:13). This recognition can be done via the use of languages, variants of languages, style of languages utilized by the second, insides making intelligent guesses about his companion from the sort of clothes he is wearing and other visual clues.

The next aspect, that in social interaction, as one equipment of society, man is also linked via shared norms of behavior. It gives the consequence that the use of language must naturally be linked to the norms, the use of language must closely be tied up with social structure, value system applied in society. Accordingly, the study of language may merely

not concern with the linguistic aspects, but also the social and situational aspects, such as the value system, the norms of behavior of the society applying the language, and the social background of people who apply the language.

Sociolinguistics, as a branch of Linguistics, studies the relationship between language and society. Hymes defines this study as the study of verbal behavior in terms of social characteristics of speakers, their cultural background and ecological properties of the environment in which they interact (Fishman, 1972:15), as well, it is defined by Chaika that Sociolinguistics is the study of the way people use language in social interaction (1982:72).

Having settled in social interaction, it is necessary for the people to recognize the role relationship between them. Fishman proposes, "Any of two interlocutors within a given speech community (or more narrowly, within a given speech network within a speech community) must recognize the relationship that exists between them at any particular time" (1971:44-45).

Implicitly, when members of speech community are linked in social interaction, they are subconsciously tied up with norms of obligations and value system shared in the community where they are in interaction.. As the consequence of social equipment, it is created role relationship between the people who participate in the social interaction. Linguistically, this aspect, role relationship, facilitates people to establish their behavior toward the use of language. By knowing the role relationship between them, the speakers can consider how he should behave toward their companions. Different type of role relationship between the speakers will give implication to the different behavior of the

the investigation of the relationship between language and society, hence, it may deal with the use of language in society which must be related with the culture of the society, the social background and social condition of the people in the society, also with the situation where the language is used.

The sellers can be categorized as big sellers who have good education and higher social status, and the small sellers who are less educated and from lower social status. Therefore, basically there must be two groups of the sellers of Pasar Mangli Jember, the big and the small. All of them are as the population of this research, but it is impossible to take all of them, because of limiting time and cost. So, the researcher will use purposive sampling.

Considering, the number of sellers indicates more than 100 sellers. Based on the primary interview with the Market Services, Mr. Bambang, the total number of the sellers in Pasar Mangli Jember is 200 sellers.

Since the research utilized descriptive research, the type of analysis must be descriptive analysis. The percentage of the data will help the description and analysis. The aim of this process is to support the data analysis. Here, this research uses a simple formula to calculate the frequency and the percentage of the use of some languages. Firstly, The use of code switching will be categorized into some points that states in questionnaires. Then, the result will be formulated by using the following formula :

$$\frac{N}{Y} \times 100\% = X$$

DISCUSSION

The General View of the Social Situation and Condition of Pasar Mangli Jember

Pasar Mangli which can be regarded as one of the market in Jember, may also be regarded as

the traditional market in the West part of this town, considering there are many goods provided in the market from primary requirement, such as foods, fruits, daily requirements (soap, milk, pasta, etc.), and so forth, to secondary requirements, such as household furnishings, electrical products, and so forth. The strategic location of Pasar Mangli Jember gives implication to the number of sellers and buyers which are increase all the time. Everyday the sellers and the buyers who are the different ethnic, hold a kind of transactional interaction in the market.

Everyday in the morning, not less than five hundred people come to that place to do transaction, either they are present as the sellers, who sell the goods and stay from day to day in that market, or the buyers who need the goods to buy and come whenever they need something to buy (Interview with Market Servant : Mr. Bambang).

Physically, Pasar Mangli Jember consists of two parts with different social situation and condition with all the requirements. In other words in different social situation and condition, if it is viewed from some points, such as, from the sorts of the goods sold by the sellers, the number of the buyers coming to do transaction, the heterogeneity of the sellers who stay in the place from day to day, and so forth.

The sorts of the goods may influence the number of buyers who visit the place. As it is observed that the number of buyers who come to small sellers are more than those who come to the big sellers. It is reasonable, the buyers need to buy food for their everyday life, but they do not need to buy cloths everyday. They are more motivated to come to buy the goods in the market located behind, rather than to buy the goods in the store located in front of.

speakers toward their companions. Linguistically, this behavior is shown by the use of languages or variants of languages.

It is explained that the recognition of the role relationship is part of the communality of norms and behavior upon which the existence of speech community depends (Fishman, 1971:45). Intelligibly, in social interaction, people also build social stratification educationally, materially, occupationally, etc. This settles groups of social members into different positions. The educated people are classified into one group, next, they are placed in higher class than those who are less educated. One which is interesting to note, that every group tends to keep the existence of their own group and they aspire to show the identification of their own group.

Moreover, the stratification affects the behavior of speakers toward their companions from different class of stratification which is determined by degree of respect given by the members of social interaction. Linguistically, the respect is reflected by the use of languages or variants of languages applied by different people., for example, people tend to apply more polite expression when they are in interaction with people from upper class than those who come from lower class. Accordingly, it is found social variants, inside, regional variants.

Hudson (1982:25) states that the term speech community is widely used by sociolinguists to refer to a community based on language. If speech communities can be delimited, then they can be studied, and it may be possible to find interesting differences between communities which correlate with differences in their language.

Each individual creates the systems for his verbal behaviour so that they shall resemble those of the group or groups with which from

time to time he may wish to be identified, to the extent that :

- a. he can identify the groups,
- b. he has both opportunity and ability to observe and analyze their behavioral systems,
- c. his motivation is sufficiently strong to impel him to choose, and to adapt his behaviour accordingly,
- d. he is still able to adapt his behaviour.

Language switching as one of sociolinguistics phenomena proves the distribution of language dependence in multilingual speech community. It gives sense that in such kind of community, it is closely impossible for its members to speak one language totally. Essentially, in bilingual or multilingual speech community, where the language of its members comprises more than one choice, people are facilitated to switch - as their strategy - from the use of one language to another.

It is Hymes, who defines, that language switching is the alternate use of two languages or varieties of language (Arden, 1971:63), as well as, it is also pointed out that language switching is the change from the habitual use of one language to that of another (Weinreich, 1968:107).

About the distribution of process, Gumperz proposes that members of speech community sharing a linguistic repertoire must (and do) know when to shift (1971:14). Implicitly, it illustrates that the distribution of language switching may be the strategy of the members of society when they interact the others to maintain good interaction with their companions in order to convey their conversational purpose.

RESEARCH METHODOLOGY

This research uses descriptive – qualitative approach. It will be concerned with

It shows that the big sellers do not have more heterogeneous social background. They do not have many various social background such as their social status and education. Almost all of the sellers in this class can be grouped as big sellers of the market who have high social statues, well educated, minimally well enough educated rather than the small sellers.

Different from the big sellers, the small sellers come from more various social background. If it is more detail to observe, however, the market consists of two important groups with their special characteristics which are different each other. They are big sellers who have high social status and good education (minimally good enough education), and the small sellers as the opposite of the big ones.

Pasar Mangli Jember as Multilingual Speech Community

Apparently, people running transaction in the market, Pasar Mangli Jember come from different ethnics. It can be understood, considering, there are two dominant ethnics living in Jember, they are the Javanese and Madurese. As the consequence of its strategic location that is in one of the junction part of Mangli Jember, Pasar Mangli Jember can not refuse the existence of the two ethnics in that place. The market can not select whether the buyers or sellers coming must be the Javanese or Madurese only. Everyday, both Madurese and Javanese gather in the market to do transactional interaction.

The existence of the two ethnics gives influence to the number and the use of language spoken by the people in the market. People from each ethnics will carry out their language in their communication to make their

transactional interaction running well. Therefore, there will be Bahasa Jawa and Bahasa Madura applied in the market.

Instead of speaking Bahasa Jawa and Bahasa Madura, however, there is still another language which is utilized by the people in this place, that is Bahasa Indonesia. This condition facilitates Pasar Mangli Jember to be included as multilingual speech community. The dominant language is Bahasa Madura (Interview with Mantri of Market Servant : Mr. Soehermanto).

The Social Situation and Condition of the Sellers of Pasar Mangli Jember

In the interaction the Madurese or Javanese may be present as speakers or interlocutors (buyers or sellers), it means that either the sellers or the buyers may consist of the Madurese and the Javanese. For the sake of composing this research report, it emphasizes the discussion on the process of transactional interaction among the sellers and buyers of Pasar Mangli Jember.

Two of the social background are emphatically taken as important variables to get description how the social background of the buyers influences the sellers' behavior when they make interaction with their buyers, especially their use of languages, even when their language comprises more than one choice. There are sellers who have cheap goods to sell, and who have the expensive goods to sell. There are sellers who have capital in great number, and there are sellers who have capital in small number. Moreover, if the social status of the sellers is indicated by the riches of the sellers, which is determined by their capital or the quality and quantity of the goods sold, the sellers of Pasar Mangli Jember may have high and low social status.

From the education of the sellers, it is found that there are sellers who are well educated, minimally well enough educated, and there are sellers who are less educated. From the last description it can be concluded that the sellers of Pasar Mangli Jember are heterogeneous in education.

The Significance of Language Switching as the Strategy for the Sellers of Pasar Mangli Jember to Maintain Good Transactional Interaction With Their Buyers

Principally, language switching is quite significant for the sellers -as the strategy-, who have to give their services to different buyers with different ethnics, different social background, and different languages in their everyday activity. This may be correlated to the purpose of the sellers to come to this place, to sell the goods they have. This purpose may motivate the sellers to create good transactional interaction with the buyers whom they have to face.

Transactional interaction are those which stress the mutual rights and obligations of their participants. In transactional interaction hold by people in Pasar Mangli Jember, it participates the sellers and the buyers. Then, there must be rights and obligations owned by each group which create mutual relationship. Here, good transactional interaction will be maintained if each group is successful to do the obligations they have and to achieve their rights, even their transactional interaction purposes.

Linguistically this good interaction may be maintained via the use of language. In the transactional interaction, the sellers may give their service to different buyers who speak different languages, Bahasa Jawa, Bahasa Madura, and Bahasa Indonesia. Accordingly, it is necessary for the sellers to speak, minimally understood, the language spoken by the buyers.

The Significance of The Strategy For The Big Sellers

This group of sellers are equipped with good, minimally enough, education and high social status. Their condition may influence their behavior toward the use of language, especially, the strategy (language switching) which is discussed in this research.

From the research operated, it is found that almost all members of the group speak the three languages spoken by the buyers coming to the place. It is proved by the responses given by the respondents toward the questionnaire number 1 and 2. For these numbers, one hundred percent of the respondents state that they know that there must be three languages spoken by people in Pasar Mangli Jember and they all speak the three languages.

The questionnaire number 3, 4, 5, and 6 are directed to know whether the sellers have to capable to use all the three languages if they want to maintain good transactional interaction with their buyers. The background of the sellers may influence their behavior toward the use of languages, especially, language switching which is discussed in this research.

The research are supported with he result of interview number 1 and 2 to the sellers, that 100 % of them said that the sellers of Pasar Mangli Jember use all the three languages : Bahasa Jawa, Bahasa Indonesia, and Bahasa Madura, during they hold interaction in the market.

The discussion of the languages applied in the process of language switching may also be related to the result of the interview that indicate the ability of sellers in using Bahasa Jawa Krama. Among of them are able to use this language grade, but some of them cannot use this language. The reasons is that this grade is very difficult.

Seemingly, the sellers believe that via speaking the three languages they will be easier to maintain good transactional interaction and they may be saved from getting miss-communication or losing the intelligibility of their communication with their buyers. Moreover, by speaking the three languages the

sellers get a little problem in serving the buyers concerning with the use of language.

Their competence to speak the three languages may facilitate them to proceed language switching. It is proved by the responses given to questionnaire number 3, 4, 5, and 6. The following table indicates the responses :

No.	Case	Yes		No		Total		Add
		N	%	N	%	N	%	
3.	Whether the sellers have to speak the three languages	18	90 %	2	10 %	20	100%	They get rarely
4.	Whether the sellers get ease to give service to the buyers if they speak the three languages	20	100%	0	0	20	100%	
5.	Whether the sellers will get problem concerning with the use of language if they do not speak the three languages	12	60%	8	40%	20	100%	
6.	Whether the sellers ever got experience to get difficulty in serving the buyers concerning with the use of languages.	12	60%	8	40%	20	100%	

Table 1. The sellers' competence to use some languages

The Significance of Language Switching as The Strategy for The Small Sellers

This group of the members of Pasar Mangli speech community consist of less

educated and low social statues sellers. Their social background may influence their behaviour toward the use of language.

From the research operated it is obtained that the members of this group are mostly not facilitated speak the three languages spoken by the buyers. It may be proved by the following

table which shows the competence of the sellers to speak the two languages spoken by their buyers, Bahasa Jawa, Bahasa Madura, and Bahasa Indonesia.

No.	Category	Case	Number	%
1.	A	Speaking Bahasa Jawa and Bahasa Indonesia	2	6,67 %
2.	B	Speaking Bahasa Jawa and understanding Bahasa Indonesia	4	13,33%
3.	C	Speaking Bahasa Indonesia and understanding Bahasa Jawa	1	3,33%
4.	D	Speaking Bahasa Jawa		
5.	E	Speaking Bahasa Indonesia		
6.	F	Understanding Bahasa Jawa and Bahasa Indonesia	5	16,67%
7.	G	Understanding Bahasa Jawa	-	-
8.	H	Understanding Bahasa Indonesia	3	10%
9.	I	Nothing of the two languages	6	20%
			-	-
			9	40%
		TOTAL	30	100 %

Table 2. The competence of the small sellers to use some languages

From the table, it may be concluded that the strategy (language switching) is only possible to be applied by the sellers who are settled in category A, B, C, and D. There will be 12 respondents taken from the small sellers group who settle these categories. Then, there will be 40 % of the respondents are facilitated to proceed language switching. This number is smaller if it is compared with the number of sellers who are not facilitated to apply the process. They are 18 sellers, or 60 % of the respondents.

This gives an illustration that the strategy is not quite significant for this group of sellers. In giving services to the buyers, this type of sellers will be rare to switch from the use of one language to another. For this members of speech community, the money of their buyers is much more important than the languages spoken by the buyers.

They do not have an assumption that in their transactional interaction it is necessary for them to maintain good interaction with the buyers via the use of language. They will not be confused about getting miss-communication, or getting safe or intimate communication with their buyers. This characteristic may be proved in the following conversation recorded when a small sellers who does not speak Bahasa Indonesia or Bahasa Jawa, but Bahasa Madura gives service to two buyers who speak two different languages, Bahasa Jawa and Bahasa Madura.

Buyer 1 : "Rambutana senapa Bu ?" (How much does this rambutan cost ?)

Seller : "Sebu" (One thousand)

Buyer 1 : "Kok larang !" (How expensive it is !)

Seller : "Larang ..." (It is expensive!)
 Buyer 2 : "Sak mene iki sewu ?" (Is this one thousand ?)
 Seller : "Hah..." (Here, the sellers get miscommunication)
 Buyer 2 : "Pirang kilo sak mene iki ?" (How weight is this ?)
 Seller : "???" (Getting miscommunication).....
 "Sebu!" (One thousand!)

almost of them states that the sellers get ease to serve the buyers either they are Madurese or Javanese.

The other characteristic of the sellers is indicate by the responses given by the respondents toward the questionnaire number 7, 8, and 9. It is shown that the members of this group tent to identify the buyers whom they give services. Their identification may influence how they use language in accordance with their effort to speak the same language with the buyers'.

Mostly, all members of this group subconsciously realize that they may maintain good transactional interaction if both the sellers and their buyers speak the same language. Therefore, they speak Bahasa Jawa when the buyers speak Bahasa Jawa, speak Bahasa Indonesia to the buyers who speak Bahasa Indonesia, and Bahasa Madura to those who speak Bahasa Madura. The responses are displayed in the following table.

The Strategies of The Big Sellers to Apply Language Switching

Their competence to speak the three languages which are spoken by the buyers may facilitate the sellers to get ease to give services to the buyers either the buyers are Madurese or Javanese. This is proved by the responses given by the respondents which are taken from this group of sellers to the questionnaire number 12. For this number,

No.	Case	Yes		No		Total	
		N	%	N	%	N	%
7.	Whether the sellers identify the buyers whom they speak to	15	75%	5	25%	20	100%
8.	Whether the sellers distinguish the buyers as Javanese or Madurese	16	80%	4	20%	20	100%
9.	Whether the sellers know the characteristics of the Javanese or Madurese buyers	16	80%	4	20%	20	100%

Table 3. The competence of big sellers to use some languages

This characteristic of big sellers may also be proved by the responses given to the questionnaire number 12 which indicates the behavior of the sellers when they make mistake

in identifying their buyers. Here, 75 % of the respondent choose point A, which states that they immediately change their use of language into the language spoken by the buyers. 20 %

choose point B, which states that they may be consistent to their own language, and 5 % choose point C, which states that sometimes they change their use of language into the language spoken by the buyers.

The Different Strategies Under the Motivation of the Sellers Aspect

From the Ethnic of the Buyers Aspect

The questionnaire number 10 and 11 are directed to know the influence of the ethnics of the buyers toward the strategies of the use of language switching which is created by the sellers. The responses given to the questionnaire number 10 indicate that 60 % of the respondents state that they use Bahasa Madura when they speak to the Javanese buyers. From the 60 % of the respondents, it is added that 66,67 % of the sellers apply occasionally. And 33,33 % apply frequently.

Otherwise, 40 % of the respondents do not utilize Bahasa Madura when they speak to Javanese buyers. Nexts, the responses of the questionnaire number 11 indicate that 25 % of the respondents speak Bahasa Jawa when they speak to Madurese buyers, otherwise, 75 % of the respondents do not use Bahasa Jawa when they speak to Madurese buyers.

From The Social Background of the Buyers Aspect

From the research driven, it is obtained that the sellers may have different behaviour toward different class in line with their strategies of the use of language switching. This may be proved by the responses given to questionnaire number 17. This indicates that 70 % of the respondents state that they should behave more carefully and politely toward the upper class buyers, then, 30 % of the respondents feel that they do not need

to be more careful and polite toward the buyers from the upper class.

Furthermore, the responses given to the questionnaire number 14 indicates that 85 % of the respondents apply Bahasa Krama either it is Bahasa Jawa or Bahasa Madura to interact the upper class buyers. Next, 15 % of the respondents do not use Bahasa Krama to speak to the upper class buyers.

The discussion of the languages applied in the process of language switching may also be related to the questionnaire number 15 which is directed to observe the use of Bahasa Indonesia by the sellers to speak to the buyers. The responses given indicate that 80 % of the respondents state that they occasionally use Bahasa Indonesia to speak to the buyers from the upper class either they are Javanese or Madurese. 15 % of the respondents occasionally use Bahasa Indonesia to speak to all buyers, either they are from upper or lower class, either they are Javanese or Madurese. Next, 5 % of the respondents state that they use bahasa Indonesia only when they interact the Chinese buyers.

From the Intimacy Among the Sellers and the Buyers Aspect

From the research driven, it is obtained when the sellers of Pasar Mangli Jember get contact with the intimate buyers, they are easier to consider the appropriate language which must be spoken. Here, the sellers get smaller facilitation to do language switching.

It will be different when the sellers give their expressions to the not-intimate buyers. The sellers must identify this type of buyers Madurese or Javanese, before judging the language which must be spoken. In this case, they are more facilitated to proceed language switching, such as, when they make mistake in identifying their non-intimate buyers.

CONCLUSION

The use of some languages of the sellers of Pasar Mangli Jember under the motivation of two dominant causal factors; the sellers as the speakers and the buyers as the interlocutors. The dominant language that used by the sellers to maintain good transactional interaction with their buyers is Bahasa Madura.

There are at least three languages in Pasar Mangli Jember, this may motivate the speakers to apply different strategies when they switch their language. Here, the different of the interlocutors may be viewed from these different aspects: from the ethnics of the interlocutors aspect, from the social background of the partners aspect, and from the intimacy of the speakers and the interlocutors aspect.

Firstly, from the ethnics of the interlocutors, it is obtained that language switching is more possible to be done when the sellers are in interaction with the interlocutors from different ethnics, they usually do it by changing completely from the use of one language to another, but it is not possible that they do by using two or more languages at once. Secondly, from the social background of the interlocutors, it is found that language switching is more possible to be applied when the speakers hold interaction to the interlocutors from the other ethnics or other social background of language. Mostly they do the process by changing completely from one language to another. Third, from the intimacy among the speakers and the interlocutors, it is found that language switching is more often to be applied when the speakers face the not-intimate partners, and it is usually done by changing completely from one language to another. The speakers are so rare to proceed language switching by using two languages or more at once.

Finally, it is concluded that language switching is quite significant for the sellers of Pasar Mangli Jember who are settle in bilingual or multilingual speech community, and whose language comprises more than one choice. Those languages are Bahasa Jawa, Bahasa Madura, and Bahasa Indonesia. In social interaction, the sellers aspire to utilize language switching by participating two languages to speak, either they do the process by using two languages or more at once, or they change completely from one language into another.

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