

Supportiveness Analysis (Support) in the Sale and Purchase of Buying Interest in Purwakarta

Rani Sri Wahyuni

STT Wastukencana Purwakarta
raniSWahyuni21[at]gmail.com

Abstract: *This study discusses the attitude of supportiveness analysis (support) in the process of buying and selling on consumer buying interest in Purwakarta, the problem is to know from this study is; whether supportive attitude can affect the buying interest of society in Purwakarta, how to form supportive attitude towards the buyer traders. The goal is to find out whether attitudes supportive effect on buying interest and to determine the shape of the supportive attitude of traders in buying and selling process. The reason why the Purwakarta district of choice in doing this research, one reason is because the people who live in Purwakarta has a variety of culturally and linguistically heterogeneous, besides in Purwakarta region already occurred development of language very dinamis. Banyak outsiders who live in Purwakarta and most of them work as traders, migrants are among others; migrants originating from China, India, and Arabic. The newcomers on average almost work as traders, they spread across several regions in Purwakarta. The research approach will adalahkualitatif digunakandalam this study, with the perspective of identity adjustment and kind of ethnographic studies of communication. His research interests are traders Sundanese living around Purwakarta, both traders in traditional markets and modern markets trader in randomly selected. The collection of data obtained through observation, in-depth interviews, recording, passive participation, and analysis of documents. The results of research in the field explaining that the use of Sundanese by traders from the Sundanese who sell in traditional markets dominate plus supportive attitude of merchants who have an enormous impact on consumer buying interest in Purwakarta.*

Keywords: supportiveness attitude and purchase interest

1. Introduction

Humans will basically experience the moment in which he will try to understand another language beyond the comprehension of the first language that is owned and learn another language in the surrounding environment. Language as rooted in one's mind as a means of communication with other audiences and pemerolehannya are directly studied. Like a student who learns a language, then by continuously learn he will gradually master the language. We are aware that the position is one of those human beings who were created by God mandated as being language. This was reflected by a phenomenon has occurred many languages in our daily lives.

Indonesia as a multilingual nation, besides Indonesian used nationally, there are also hundreds of regional languages scattered throughout the islands, large and small, that are used by members of the local language community for the purposes of communication between people. Multilingual society which high mobility movement, the community members will tend to use two or more languages, either fully or in part, in accordance with their needs. It happens in Purwakarta region, the heterogeneous society because many immigrants from Arab and Chinese descent. The majority of migrants are already fluent in the language of Sunda, people in traditional markets in general use Sundanese language at the time of sale and purchase transactions. With the use of Sundanese language can be seen familiarity and emotional involvement between sellers and buyers are very large while transacting, thus affecting the level of sales and interest in public purchasing. Supportive attitude of traders play an important role in the increase of consumer buying interest particularly in Purwakarta.

2. Methods

The method used in this study includes a type of qualitative descriptive research. Data retrieval is done through field observation, interviews, and recording. In language research, descriptive research methods tend to be used in qualitative research. Research Design The design of the research used in this study selects literature included in the design of analysis study, this is due to the nature of analytical studies that are able to unite different theoretical and methodological frameworks.

3. Result

Based on studies that have been carried out against the language used by traders in Purwakarta the research data obtained conversation with dialects Sunda buyers and sellers when buying or selling. Data of this study indicate that the use of the same language that is used when the process of buying and selling to be one of the factors affecting the buying interest of society to rise. Plus being supportive (supportive) from the seller to the buyer when the transaction is done will have a positive impact and increase buyer confidence to continue buying.

Sample Data: Meuli Peuyem

buyer : Mang, ieu peuyeum sabaraha pangaosna?

seller: Nu eta mah 2000 Teh, tos amis nu eta mah, parantos asak

buyer : Oh muhun, abdi meser sakilo atuh Mang

seller : Muhun mangga Teh, sakedap nya

buyer : Muhun Mang. Mang dupi ieu peuyem kawitna ti mana?

seller : Asli ti Bandung Teh, hipu sareng amis eta mah

buyer : Oh muhun Mang, ieu artosna (bari mere duit ka

penjual)

seller : Muhun Teh, hatur nuhun

buyer : Sami-sami Mang.

From the example above conversation seller to the buyer attitude is very friendly and supportive attitude shows / favor with buyers, and showed familiarity. Thereby impacting the buyer to continue its procurement.

The use of language in Purwakarta people often use more than one language, it is a lot going on in the conversation in the markets, in accordance with the desire and ability to use traditional speakers of two languages by the speakers. In the process of buying and selling in the traditional markets use most dominating Sundanese. Often the buyers are in Indonesian language Sundanese even get an answer from the seller. Examples of the conversation as follows:

buyer: saleger kieu kangkung teh meni harejo, bu ari ieu kangkung sabarahaan bu?

seller: sarebuan neng, karek menang panen yeuh neng saleger pisan.

buyer: meser lah bu tilu iket mah. Dua rebu tilu kencing?

seller: teu tiasa bageur ieu mah kangkung oge nembe pisan panen masih saleger kieu.

buyer: sok atuh bungkus bu. Ieu artosna

seller; mangga neng, nuhun sing kaanggo.

Based on the above it can be concluded the conversation being very supportive seller to the buyer and he did not hesitate to flatter, to kindly explain to the seller that the merchandise crops and fresh. So buyers interested in continuing their purchases.

From the few examples above conversation, Sundanese is a very important language used in the transaction conversation sellers and buyers in the traditional market Purwakarta. Because based on the data captured, the use of Sundanese almost appears, dominate, and last used on any speech that they do when buying and selling process takes place.

4. Discussions

Interpersonal communication

Interpersonal communication is communication in an interpersonal relationship between two or more people, both verbally and nonverbally, with the aim to achieve uniformity of meaning. According to Joseph A. DeVito (2013: 8-16), in interpersonal communication, there are several elements or important elements, namely; Source - Receiver (Source - Receiver), the message (message), interference, media, ethics, and feedback. The stages include interpersonal communication; contact, involvement, familiarity, setbacks, and repair. From some of these stages when linked with the data obtained on interpersonal communication traders and buyers in a traditional market in Purwakarta, the transaction process goes well and intertwined involvement and familiarity talks between seller and buyer, so that the level of sales and increased buying interest / ride. Communication used in the sale and purchase transactions in Purwakarta use of Sundanese. Here are some examples of conversations that are located in the Friday market;

buyer: Tiasa kirang? (*can it be less?*) seller: Moal tiasa, tos pas sakitu. (*can not, it fits the price*) buyer: Kirangan atuh

teu kencing awis teuing. (*less was not too expensive*) seller: Punten moal tiasa, tos mirah éta ogé. buyer: Nya wios atuh, ieu artosna (*Oh well, it's his money*) seller: Ieu pangangsulanna/angsulanna (*This is the change*) buyer: Nuhun/hatur nuhun (*thank you*). From the conversation above the seller was able to convince the buyer that the goods bought good quality that can not be a bargain again. And in the end the buyer agrees to buy the merchandise. From the conversation above the seller was Able to convince the buyer that the goods bought good quality that can not be a bargain again. And in the end the buyer agrees to buy the merchandise. Principles of Interpersonal Communication By Joseph De Vito (2013) he argues that the principle - the principle of interpersonal communication is as follows: a. Interpersonal communication is a transactional process, interpersonal communication is an ongoing process which will be mutually continuous interaction in which elements of each - each will be mutual reliance in achieving effectiveness in communicating. b. Interpersonal communication has a purpose, in conveying a message or information, the communicator certainly have a specific purpose such purposes are summarized into five key points; learn, build relationships, influence, play, help. c. Interpersonal communication is ambiguous. d. otherwise ambiguous, because the perspective of people in digesting a message or information may be different interpersonal communication is irreversible, irreversible referred to here is, this communication is a form of communication that can not be avoided, be repeated, and can not be changed. Stages of Interpersonal Relations. The interpersonal relationships are built through several stages, namely; contact, engagement, intimacy, refinement, and breakup. From the stages of the most widely available data in the field is familiarity and involvement. It can be seen from the number of data showing that the communication sellers and traders at the time of sale and purchase transactions. The effect of using the same language greatly affect the level of sales / buying interest of society.

5. Conclude and Suggestions

Conclusions from this research that good communication, effective, and appropriate will provide a great consumer purchase interest in which the role of communication is part of a campaign strategy that is good enough. The similarity in the use of language is an important factor of two-way communication so that benefit both sides. From the use of the same language that is, Sundanese arise intimacy and mutual support when the process of buying and selling takes place. In other words, people buying interest against traders who have supportive attitude becomes a distinct advantage. Saran; diharapkan penelitian selanjutnya dapat membahas komunikasi interpersonal penggunaan bahasa daerah lainnya sebagai bahan perbandingan dengan bahasa Sunda. (Suggestion; further research is expected to discuss the use of interpersonal communication other local languages for comparison with the language.

References

- [1] Alwasilah, A. Chaedar. Filsafat Bahasa dan Pendidikan. Bandung: PT Remaja Rosdakarya, 2010

- [2] Devito, J. A. (2013). *Komunikasi Antar Manusia*. Edisi ke-5. Jakarta : Professional Books. Ekadjati, Edi S. 2009. *Kebudayaan Sunda, Suatu Pendekatan Sejarah*. Jakarta; Dunia Pustaka Jaya.
- [3] Fasya, Mahmud. *Pemilihan Bahasa dalam Masyarakat Sunda*. Yogyakarta: Universitas Gadjah Mada. 2009
- [4] Goodenough, W.H. (1981) *Cultural Anthropology &Linguistik* Wasington D.C. Georgetown University Hayakawa, SI. "Simbol-Simbol" Dalam Deddy Mulyana dan Jalaluddin Rakhmat, ed. 1996. *Komunikasi Antarbudaya :Panduan Berkomunikasi dengan Orang-orang Berbeda Budaya*. Bandung: Remaja Rosda karya
- [5] Hudson, R.A (1985). *Sociolinguistics*. Camvridge : Cambridge University Press.
- [6] Mulyana, Mumuh. 2012. *Pengaruh Komunikasi Terhadap Minat Beli Konsumen*. Bogor
- [7] Nababan, P. W. J. (1991). *Sosiolinguistik: Suatu pengantar*. Jakarta: Gramedia Pustaka Utama.
- [8] Samsudin, Muhammad dan Hurhayati. *Penggunaan Bahasa Indonesia dalam Aktifitas Jual Beli di Pasar Anduonohu dan di Mall Mandunga Kota Kendari: Kajian Sosiolinguistik*.2012
- [9] Soekanto, Surjono. 2006. *Sosiologi Suatu Pengantar* Jakarta: PT Raja Grafindo Persada
- [10] Suranto, A.W. 2011. *Komunikasi Interpersonal*. Yogyakarta: Graha Ilmu.

Author Profile



Sri Wahyuni received the magister degrees in Linguistics from University of Padjadjaran Bandung, Indonesia in 2011. She is a lecturer at several universities in Purwakarta and recorded as a permanent lecturer at STT Wastukencana purwakarta.