



Banggai Language Register in Buying and Selling Interactions at Pasar Baru Banggai and Its Benefits in Indonesian Language Learning

Hasni Asis^{1*}, Dakia N. Djou², Herson Kadir³

¹²³Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Negeri Gorontalo, Gorontalo, Indonesia

*E-mail: hasniasis852@gmail.com

ABSTRACT

This study aims to: 1) describe the form of Banggai language register in buying and selling interactions at Pasar Baru Banggai. 2) describe the form of Banggai language register in buying and selling interactions at Pasar Baru Banggai. 3) describe the benefits of Banggai language register in buying and selling interactions at Pasar Baru Banggai for the Indonesian language learning domain. This study uses a qualitative method with a sociolinguistic approach to analyze the use of Banggai language register in buying and selling interactions at Pasar Baru Banggai. Data were obtained through observation, recording, and listening techniques. The data for this study were recordings of dialogues between sellers and buyers at Pasar Baru Banggai. The results show that Banggai language register in buying and selling interactions has a distinctive form, in the form of the use of certain vocabulary, expressions, and language variations influenced by the communication situation and the relationship between speakers. This register serves to facilitate communication, create familiarity, and streamline the transaction process. Furthermore, the use of the Banggai register also has benefits in Indonesian language learning, particularly in enriching understanding of language variations, improving sociolinguistic competence, and serving as a contextual learning resource relevant to everyday life. Thus, the Banggai register in buying and selling interactions serves not only as a communication tool but also has educational value that can be utilized in Indonesian language learning.

Keywords : Banggai language, register, buying and selling

Register Bahasa Banggai dalam Interaksi Jual-Beli di Pasar Baru Banggai dan Manfaatnya dalam Pembelajaran Bahasa Indonesia

ABSTRAK

Penelitian ini bertujuan untuk: 1) mendeskripsikan bentuk register bahasa Banggai dalam intraksi jual-beli di Pasar Baru Banggai. 2) mendeskripsikan bentuk register bahasa Banggai dalam intraksi jual-beli di Pasar Baru Banggai. 3) mendeskripsikan manfaat register bahasa Banggai dalam interaksi jual-beli di Pasar Baru Banggai terhadap ranah pembelajaran Bahasa Indonesia. Penelitian ini menggunakan metode jenis kualitatif dengan pendekatan sociolinguistik untuk menganalisis penggunaan register bahasa Banggai dalam interaksi jual-beli di Pasar Baru Banggai. Data diperoleh melalui teknik observasi, rekaman dan simak tak libat capak. Data penelitian ini berupa rekaman dialog antara penjual dan pembeli di Pasar Baru Banggai. Hasil penelitian menunjukkan bahwa register bahasa Banggai dalam interaksi jual-beli memiliki bentuk yang khas, berupa penggunaan kosakata tertentu, ungkapan, dan variasi bahasa yang dipengaruhi oleh situasi komunikasi serta hubungan antara penutur. Register tersebut berfungsi untuk mempermudah komunikasi, menciptakan keakraban, serta mengefektifkan proses transaksi. Selain itu, penggunaan register bahasa Banggai juga memiliki manfaat dalam pembelajaran Bahasa Indonesia, khususnya dalam memperkaya pemahaman terhadap variasi bahasa, meningkatkan kompetensi sociolinguistik, serta menjadi sumber pembelajaran kontekstual yang relevan dengan kehidupan sehari-hari. Dengan demikian, register bahasa Banggai dalam interaksi jual-beli tidak hanya berfungsi sebagai alat komunikasi, tetapi juga memiliki nilai edukatif yang dapat dimanfaatkan dalam pembelajaran Bahasa Indonesia.

Kata kunci: register, bahasa Banggai, interaksi jual-beli

Submitted
11/05/2026

Accepted
14/05/2026

Published
18/05/2026

Citation	Asis, H., Djou, D. N., & Kadir, H. (2026). Banggai Language Register in Buying and Selling Interactions at Pasar Baru Banggai and Its Benefits in Indonesian Language Learning. <i>Jurnal Pembelajaran Bahasa dan Sastra, Volume 5, Nomor 3, Mei 2026, 2293-2304</i> . DOI: https://doi.org/10.55909/jpbs.v4i3.1467
----------	---

Publisher
Raja Zulkarnain Education Foundation

INTRODUCTION

In everyday life, language is the primary tool that enables humans to communicate. As social beings, humans continuously interact with others and require a means to convey their thoughts and feelings. All thoughts, concepts, or intentions that a person wishes to convey are translated through language, making the communication goal clearer and more focused (Wijayanti, 2016:37). Chaer (in Aswadi and Susilawati 2017:210) explains that language is a system of arbitrary sound symbols that humans use as a means of communication and social interaction. A similar opinion is expressed by Kridalaksana (in Aswadi and Susilawati 2017:211), who asserts that language functions as a system of arbitrary sound symbols that society uses to interact, collaborate, and identify itself.

When people from various economic backgrounds and social statuses, from the upper middle class to the lower middle class, meet, the differences in their languages create unique and interesting variations in language use. This diversity arises from the many activities carried out in daily life (Khotimah and Sodik, 2021:145). Widyawati (2013:2) explains that differences in occupation, profession, and position influence language variation. For example, the language used by market traders differs significantly from that used by employees in agencies or offices. Language variation that develops within a particular group based on their occupation or profession is known as register. Chaer and Agustina (in Rizkianfi and Fitriana, 2022:1487) also state that register is a form of language variation related to a person's activities or profession.

Register is an interesting topic to research because in everyday life, people use a variety of language variations. This is influenced by the many professions held by speakers, one of which is trade. In this context, language variations that are unique and adapted to the situation and communication needs are called trade registers. According to Suamba et al., (2022:18), language variation is a study in sociolinguistics that systematically examines differences in language features. In line with this, Holmes and Wilson (in Kultsum and

Syamsudin, 2021:2) argue that sociolinguistics is the study of language as a means of communication influenced by social interactions in dynamic contexts. This indicates that language is not only viewed formally but also as a reflection of social activities that are constantly changing according to the existing situation. As stated by Ardhana et al. (2021:2), the core of sociolinguistic studies lies in the interaction between language rules and the surrounding social reality.

Chaer and Agustina (in SusyLOWATI et al., 2024:32) conclude that language variation is not only seen from the structure or form of words but is also influenced by who uses them. Speaker-specific variation includes differences that arise due to individual characteristics, such as background, social status, gender, and even the temporal context in which the language is used. The concept of register emphasizes speech variation influenced by the purpose of the speaker, social group, and specific occupation. This is evident in the use of the same vocabulary but with different meanings depending on the context in which it is used.

Traditional markets are one place that clearly demonstrates the use of registers. Interactions between sellers and buyers in the market give rise to the use of distinctive language influenced by culture, customs, and communication goals. Pasar Baru Banggai is one of the centers of economic activity for the Banggai Laut community, which still maintains the use of regional languages in buying and selling transactions. Banggai is one of the regional languages still widely used by the people of Banggai Laut Regency. According to Rahim (in Aminah, 2019:6), the number of speakers is estimated to reach around 95,000 people. This language is generally preserved and actively used by the Banggai tribe (pau Banggai), especially those living in rural areas. However, conditions are different in the sub-district capital area, where the use of Banggai is starting to decline, especially among the younger generation. In the context of interactions at Pasar Baru Banggai, language plays an influential role in establishing communication between buyers and



sellers. Banggai is not only used as a means of transaction, but also describes broader social relations. The use of distinctive vocabulary in buying and selling is part of the language register that develops in the market environment. However, modernization and shifting language preferences within the community have influenced the use of Banggai in everyday transactions. Therefore, it is important to observe how Banggai registers persist and adapt to interactions between buyers and sellers in the marketplace, as part of the social dynamics of the Banggai community.

In line with this, the theoretical basis used is Kridalaksana (in Fajrina et al., 2020:31), who defines lingual patterns as the arrangement of language elements systematically arranged according to the rules applicable to the language itself. Based on linguistic structure or lingual form, registers can be classified into three types: word registers, abbreviated registers, and word class registers. According to Chaer and Agustina (2014:68), registers are variations of language used in specific communication situations, tailored to the purpose, field, medium, and level of formality of the interaction. The primary function of registers lies in their ability to adapt the form of speech to suit the communication context. In other words, selecting registers allows speakers to convey messages more effectively and precisely. According to Chaer's approach, the language register function is essentially related to the speaker's ability to adapt their language use to specific communication situations. Register acts as a "bridge" that connects language structure with social context so that the message conveyed can be received appropriately by the listener. Broadly speaking, there are several aspects of the language register function, including: 1) instrumental function, 2) conative function, 3) interpersonal function, 4) metalingual function, 5) expressive or emotive function, 6) aesthetic or poetic function.

METHOD

The approach used in this research is a sociolinguistic approach. According to Al Ashadi Alimin and Eti Ramaniyar (in Siti Mahdzuroh,

2024:12), sociolinguistics is a science that examines the interaction between two aspects of human behavior, including: language use and the organization of behavior or social conditions. The study of sociolinguistics encompasses three things: language, society, and the relationship between language and society. The main focus of this research is the process and in-depth understanding of the form and function of registers used in the daily interactions of sellers and buyers in the market.

The method used is a qualitative method. According to Sugiyono (2018:9), Razak (2017) Abubakar (2021), in his book entitled *Qualitative, Quantitative, and R&D Research Methods*, qualitative research is based on the philosophy of post-positivism and is used to conduct research under natural conditions (as opposed to experiments), with the researcher as the key instrument. Data collection techniques include triangulation (combined), inductive/qualitative data analysis, and qualitative research results emphasize meaning over generalization.

The data for this study consist of conversations between sellers and buyers during the bargaining process at the market. The data comprise the form and function of Banggai language registers used in buying and selling interactions at Pasar Baru Banggai. This research was sourced directly from the traders and buyers at Pasar Baru Banggai, who are indigenous to the Banggai region. This facilitated data collection, as the data obtained were based on actual events. The data collection techniques employed included observation, allowing researchers to directly understand the use of Banggai language registers in buying and selling interactions. This technique allows for more objective data collection because the observed interactions occur naturally and candidly. According to Mahsun (2017:92), the free-involved listening technique is a data collection technique in which researchers listen to language usage in the field without directly engaging in conversations with the informants. Recording techniques were used to obtain more accurate data, namely by recording direct conversations between buyers and

sellers at Pasar Baru Banggai. After recording, the data was then transcribed into text for easier in-depth analysis (Mahsun, 2017:92).

The research data analysis used a data analysis model developed by Miles and Huberman (1992). They stated that qualitative data analysis activities are carried out interactively and continuously until complete, resulting in data saturation. This activity consists of three stages:

1. Data reduction is the process of summarizing and selecting primary data by focusing on important points, namely by filtering information relevant to the research. At this stage, the researcher filters the utterances that are relevant to the research focus, then groups the data based on the form and function of the language registers that appear, such as word choice, typical expressions, or certain language variations, and ignores data that is not related to the research objectives.
2. Data presentation: At this stage, the selected data will be organized into a clearer format, for example, in tables, graphs, pictograms, and so on. Through data presentation, researchers can observe patterns of language register use in buying and selling interactions at Pasar Baru Banggai. In this study, data is presented through excerpts from conversations between sellers and buyers, accompanied by descriptive explanations regarding the context of their use.
3. Conclusion drawing is the final stage of data analysis, the process of formulating research findings based on the analyzed data. At this stage, researchers summarize the forms and functions of language registers used by sellers and buyers and explain their role in building social interactions and their benefits in the realm of Indonesian language learning.

RESULTS

The research results obtained are data from a sociolinguistic study using Banggai language registers in the Pasar Baru Banggai environment. The researchers focused on the form and function of registers. The researchers will describe the results of the analysis of Banggai language registers using Kridalaksana's theory, which classifies register forms into three types: word register, abbreviation register, and word class register. In addition, for the analysis of register function, the researcher used Chaer's theory, which consists of several aspects, including: 1) instrumental function, 2) conative function, 3) interpersonal function, 4) metalingual function, 5) expressive or emotive function, 6) aesthetic or poetic function. In this study, the researcher obtained 62 data sets, including 43 data sets on register form and 19 data sets on register function in the Banggai language at Pasar Baru Banggai.

1. Banggai Language Register Forms

Based on recordings of sellers and buyers at Pasar Baru Banggai, the researcher found 43 registers consisting of seven register forms: single words, complex words, contractions, nouns, adjectives, verbs, and numerals. The register forms of the Banggai language at Pasar Baru Banggai can be seen from the following explanation.

1.1 Register in Word Form

a. Single Word

A single word is a word constructed from one free morpheme. A single word is a word that stands alone without affixes or does not undergo the process of duplication and compounding. These words are called singular because they cannot be grammatically separated into smaller elements and lack additional elements such as conjunctions. The data found in this study concerns the word "ano," which in Indonesian means "there is," as seen in the sentence "ano ko susum sodo?". In the original local language, this word is actually "dano," but in the Pasar Baru Banggai area, traders more often use the form "ano" in everyday interactions. The simplified form "dano" is a singular word because



its pronunciation conveys a direct meaning. The change from "dano" to "ano" indicates a process of adjustment to language registers, namely the form of language used according to a particular social environment. In this context, the market environment encourages the use of shorter, more practical, and more easily understood forms.

Therefore, "ano" has become the most commonly used form among traders and market visitors. Although different from the original form, the meaning conveyed remains the same: indicating the presence or availability of an item. This demonstrates that language can change and adapt to the communication needs of a social community.

b. Complex Words

Complex words are words consisting of two or more morphemes, often referred to as plural or polymorphemic words. Complex words are linguistic units that can be broken down into smaller units. The data found in this study, including the word *tiliyo* in the sentence "ode, *tiliyo soisik*," fall into the complex word register because it is a linguistic unit that can be broken down into smaller units. The word *tiliyo* is derived from the root word *tili*, meaning "wait," and is then given the suffix *-yo*, becoming *tiliyo*, which in Indonesian means "wait." This word is used specifically by traders at Pasar Baru Banggai, making it part of the language register, a variation of language chosen according to the context of buying and selling interactions. Meanwhile, the Banggai community generally uses the word *tidiyo* to convey the same meaning. Although these two words are different, they share the same meaning. This demonstrates that language can be adapted to specific social situations.

1.2 Abbreviated Forms

a. Contractions

Contractions are the process of shortening a word, syllable, or word combination by removing certain letters representing specific sounds. Data found in this study indicate that the word *damasek*, meaning "still good," is a contraction in the Banggai regional language. Several lexemes are

removed, resulting in a shorter form than the original, resulting in a new word: "danomo asek" (a word that appears to be a mistranslation), which becomes *damasek*. This can be seen in the sentence "ode, *damasek kai nia*," meaning "yes, this is still good." This word is characteristic of the language of Pasar Baru Banggai and is widely understood by the community, making it a legitimate language for interactions between sellers and buyers.

1.3 Word Class Forms

a. Noun

A noun is a word class that can function as the subject or object in a clause. Words in this category typically refer to people, objects, or something considered an object. Data found in this study is in the sentence "tobunan, *kalu ano*," which means "wajan if there is one." A buyer is seen asking the seller about a frying pan. The noun form in this sentence is the word "tobunan," which in Indonesian translates to "wajan," because the word is used to name an object. The sellers' use of the word "tobunan" is not without reason. This word was chosen because it is considered more common and easier to understand in buying and selling interactions at Pasar Baru Banggai. Meanwhile, in the Banggai regional language, there is the word "katook," which also means "wajan" in Indonesian. Thus, the use of the word "tobunan" demonstrates the variety of language used in the market context, thus becoming part of the language register unique to Pasar Baru Banggai.

b. Adjective

An adjective is a word class that describes an action, deed, activity, process, or state performed or experienced by a subject. The Banggai language register for the adjective class is characterized by the word *mosonimo*, which in Indonesian means "already yellowing." This can be seen in the sentence "damola nia? bulangge *mosonimo*," which means "still can this? It looks like it's already yellowing." The word *mosonimo*, meaning "already yellowing," is used by buyers to express dissatisfaction or concern when choosing vegetables at the Banggai Baru Market. This expression is typically used to ensure that the

vegetables purchased are still fresh and have not turned yellow, which would indicate they are no longer fit for consumption. In this case, the word *mosonimo* refers to an adjective that describes the quality of a vegetable.

c. Verbs

Verbs are a category of words recognized by their behavior in a phrase or clause. The data found in this study is characterized by the word *sumaikon*, found in the sentence "oh ano, mai *sumaikon* mongkita," meaning the seller directs the buyer to enter his shop to get a closer look at the goods or necessities they wish to purchase. This indicates an action, namely the buyer entering the shop, which is indicated by the word *sumaikon* meaning "come closer." Therefore, *sumaikon* is included in the verb class. The use of the word *sumaikon* is often found in market environments, especially in Pasar Baru Banggai compared to the word *sumai dimba*, which also has a similar meaning. Sellers more often use this word to invite buyers to stop by their place.

d. Numerals

Numerals are words or phrases used to express the quantity, order, or number of an object or entity. The data found is characterized by the word "sollo," which translates to "thousand" in Indonesian. It appears in the sentence "oh ano, sollon meng kobatuno." This word is included in the numeral register because it indicates a value or number. In the sentence, a seller states his selling price is one thousand rupiah per item. The word "sollon," used at Pasar Baru Banggai, is a standardized form of vocabulary used in market transactions, specifically for the number "thousand." Although the general public often uses the form "sololon," both have the same meaning in Indonesian. This difference indicates linguistic variation based on social context. The word "sollon" serves as a marker of the identity of the trading community and facilitates communication in market transactions, while "sololon" remains the commonly understood form outside the market environment.

2. Functions of Banggai Language Registers

Based on recordings of sellers and buyers at Pasar Baru Banggai, researchers identified 19 language register functions, comprising four register functions: instrumental, conative, interpersonal, and expressive. The Banggai language register functions found at Pasar Baru Banggai can be seen in the following explanation.

2.1 Instrumental Function

The instrumental function appears dominant, as language is used as a means to influence the audience to take certain actions, such as trying a product, following a tutorial, or avoiding techniques deemed incorrect. Thus, the instrumental function is the use of language to invite, persuade, appeal, and influence the interlocutor, even to prohibit, in order to achieve practical goals. The instrumental function in the Banggai language register is indicated by the sentence "oh ano madang, yaku tobunan kai poaseki," which means "oh, there are many, I have some nice pans." This demonstrates the interpersonal function, as the seller attempts to build a positive relationship with the buyer through a friendly and reassuring attitude. Sellers don't simply convey information, but also attempt to influence buyers' perceptions by emphasizing quantity (ano madang – a lot) and quality (poaseki – good-good). Through these word choices, sellers aim to attract buyers' attention and trust, encouraging them to be interested in the goods they sell.

2.2 Conative Function

The conative function is the speaker's motivational or directive actions, encouraging listeners to take action according to the speaker's instructions. The conative function in the Banggai register is found in the sentence "taepa, sumai dano ko taepa mami," meaning "mango, come here, there are sweet mangoes." In this sentence, a mango seller is inviting market visitors to stop by and see the mangoes he is selling. This sentence has a conative function because it relates to an activity or action that encourages the interlocutor



to do what the speaker has stated. Expressions such as (*sumai* – come here) and mentioning the quality of the mangoes (*mamis* – sweet) serve as both an attraction and a direct invitation to market visitors. In this case, the buyer not only conveys information but also attempts to influence the listener's attitudes and actions to encourage them to come and buy.

2.3 Interpersonal Function

This function expresses a person's feelings, emotions, and inner thoughts. The orientation of this register is directed at the speaker. Data indicating an interpersonal function is found in the sentence "*kabudon mongoli, bai kitayo kene kom akina memendeng,*" which means "if you buy it, make sure you check the ones that aren't broken." The buyer is expressing his slight concern that the fish he bought is broken. This sentence exemplifies an interpersonal function because it is used to express personal matters and matters related to the individual.

2.4 Expressive or Emotive Function

This function is used to express feelings, workload, or experiences experienced in trading. Data referring to this function is found in the sentence "*ode ano kai, mongkitamo komu sinanggon,*" which means "yes, there are, please take a look at what you like." This sentence illustrates that the seller not only provides information about the availability of goods but also expresses a friendly and open attitude towards the buyer. Through this utterance, the seller demonstrates his readiness to serve and his desire for the buyer to feel free to choose. Thus, the expressive function in this sentence is evident in the seller's way of expressing a positive attitude and providing good service to the buyer.

Based on the analysis of the register functions of the Banggai language, it can be concluded that the most fundamental register functions in communication are four: (1) instrumental function, (2) conative function, (3) interpersonal function, and (4) expressive or emotive function. These four register functions emphasize the speaker, the interlocutor, the context of the conversation, and

the codes contained within the communication context.

DISCUSSION

Based on the research findings presented in the previous subchapter, this discussion focuses on interpreting and further examining the research findings. The discussion covers the form and function of Banggai language registers in buying and selling interactions at Pasar Baru Banggai, as well as their benefits for learning Indonesian. Register is a type of variation that arises from the specific needs and characteristics of its users. Holmes (in Suamba et al., 2022:18) associates register with the distinctive speaking style of a particular group or occupation, while Wardaugh (in Suamba et al., 2022:18) states that register is the use of specialized vocabulary associated with a particular profession or social group. For example, the word "operation" can have different meanings: in medicine, it refers to a surgical procedure; in mathematics, it refers to a calculation process; and in a military context, it describes a tactical action.

The approach used in this research is sociolinguistic. According to Al Ashadi Alimin and Eti Ramaniyar (in Siti Mahdzuroh, 2024:12), sociolinguistics is a science that examines the interaction between two aspects of human behavior: language use and the organization of behavior or social conditions. Sociolinguistic studies encompass three aspects: language, society, and the relationship between language and society. The data analysis used a model developed by Miles and Huberman (1992). They revealed that qualitative data analysis is interactive and ongoing until complete, resulting in data saturation. The analysis of Banggai register forms uses Kridalaksana's theory, which classifies register forms into three types. Furthermore, the analysis of Banggai register functions uses Chaer's theory, which proposes six register functions.

Banggai Register Forms in Buying and Selling Interactions at Pasar Baru Banggai

Register is essentially a language variation used specifically by certain social groups related

to a profession or vocation. The vocabulary consists of technical terms in the relevant field. As found in the Banggai regional language used at Pasar Baru Banggai, it varies widely. This is determined by the parties involved in the buying and selling interaction. However, some sellers and buyers use everyday language because they are not fluent in the Banggai language. Based on the data and analysis of the research data presented, it shows that Banggai is the language frequently used by sellers and buyers in interactions.

Singular word forms are found in conversations between sellers and buyers, including the sentence "ano ko susum sodo." This sentence is one of the sentence forms that uses a single word, namely the word "ano," which means "there is." This word is considered a single word because it can be interpreted without the addition of prefixes or affixes. Complex word forms are found in one conversation between a seller and a buyer, namely the sentence "ode, tiliyo soisik," which means "yes, wait a little." The word "tiliyo" is a complex word because it receives the suffix -yo from the root word "tili," which means "wait." This conversation is a sentence that the seller said to the buyer so that he could wait a moment.

This aligns with Kridalaksana's (1986:33) opinion that words are the smallest independent units in language, so any unit that stands alone can be called a word. Structurally, words are divided into two types of units: phonological units and grammatical units. Phonologically, words consist of one or more syllables composed of several phonemes. Meanwhile, in grammatical studies, words are constructed from one or more morphemes. In this register, they emerge as a result of the process of affixation. Affixation itself is one of the morphological processes alongside compounding and repetition. Simply put, affixation is the process of adding an affix to a form, whether single or complex, to produce a new word.

In abbreviations, there are words that undergo contraction. For example, the word *damasek*, meaning "still good," is a contraction in the Banggai regional language. Several lexemes are removed, resulting in a shorter form than the origi-

nal, giving rise to a new word: "danomo aseki" becomes "damasek." This can be seen in the sentence "ode, damasek kai nia," which means "yes, this is still good." This word is a characteristic of the language of Pasar Baru Banggai and is widely understood by the community, making it the official language for interactions between sellers and buyers. This demonstrates the linguistic adaptations that occur in everyday communication, especially in the market environment. Contractions facilitate pronunciation and speed up interactions without changing the meaning of the words. In line with this, Kridalaksana (1986:12) suggests that one characteristic of the lingual register is the process of abbreviation, which involves the separation of one or more parts of a combination of lexemes to form a new word with lexical status.

The word classes in the language register are divided into several categories, including nouns, adjectives, verbs, and numerals. Researchers found several words that fall into the noun form, one of which is the word "tobunan," meaning "wok." This word is used by sellers and buyers to refer to household appliances being traded. This aligns with Kridalaksana's (2007:68) opinion, which states that one of the characteristics of nouns in Indonesian is their inability to combine with the particle "not." Furthermore, nouns also have the potential to begin with the particle "dari."

Furthermore, the adjective form is characterized by the word "mosonimo," which in Indonesian means "already yellowing." This can be seen in the sentence "damola nia? bulangge mosonimo," which means "still can this be eaten? It looks like it's already yellowing." The word "mosonimo," meaning "already yellowing," is used by buyers to express dissatisfaction or concern when choosing vegetables at Pasar Baru Banggai. This expression is typically used to ensure that the vegetables purchased are still fresh and have not turned yellow, which would indicate they are no longer fit for consumption. These words are used to describe the quality of the goods being sold, such as the condition of the vegetables or the taste of the fruit. The use of these adjectives serves to provide buyers with information about the quality of the goods



and is also a strategy for sellers to attract buyers. This is in accordance with Kridalaksana (2007:59), adjectives are a class of words that have several characteristics, namely:

- a. Can be combined with the particle "no"
- b. Can accompany nouns
- c. Can be accompanied by particles such as "lebih," "sangat," and "bagai"
- d. Has certain morphological characteristics, such as the endings -er, if, or -ie
- e. Can be changed into a noun with the addition of the affix "ke-an"

The verb form is indicated in the sentence "oh ano, sumaikon mongkita," which means "oh there is, come closer and look." The verb form is found in the word "sumaikon," which means "come closer," because the word indicates an activity, namely, the seller directing the buyer into his shop to get a closer look at the item they want. This is in line with Kridalaksana's opinion (2007:51), who states that a word can be considered a verb if:

- a. Can be accompanied by the particle "tidak,"
- b. Cannot be combined with the particles "di," "ke," or "dari," as is the case with nouns.
- c. It cannot be accompanied by particles such as "sangat," "lebih," or "lebi," which are typically used for adjectives.

The numeral form is characterized by the word "sollon," meaning "thousand per item," in the expression "oh ano, sollon meng kobatuno," meaning "oh yes, a thousand per item." The numeral form is characterized by the word "sollon," meaning "thousand," which is used to refer to the price of an item. Generally, in the Banggai vernacular, the word "sollon" is used to denote a value of one thousand. However, in market communication practices, the word "sollon" has become a common form used by sellers and buyers, thus being considered part of market language. This aligns with Haliday's opinion (in Novita and Khusnul, 2021:23), which states that the language register currently used depends on the activity being undertaken, and the nature of the activity itself depends on the context in which the person is en-

gaged. Furthermore, the nature of the activity reflects other aspects of the social hierarchy that typically involve people.

Functions of Banggai Language Registers in Buying and Selling Interactions at Pasar Baru Banggai

Research at Pasar Baru Banggai revealed several Banggai language registers based on their functions. One example is the instrumental form, indicated by the sentence "tamate damsodo, sodo na lubat doi Luwok," meaning "the tomatoes are fresh, just arrived from Luwok City." This sentence describes a seller conveying information and advising buyers that the tomatoes he is selling are fresh and not old. The instrumental function is evident in the purpose of using language to emphasize or encourage the listener, in this case, to make the buyer feel confident and interested in purchasing the tomatoes.

Furthermore, the conative function is the function of language related to activities or actions, enabling the interlocutor to carry out what the speaker has expressed. The conative function is evident in the sentence "taepa, sumai dano ko taepa mamis," meaning "mangoes, come here, there are sweet mangoes." This sentence is uttered by the seller to increase customer curiosity and encourage them to choose the mangoes he is selling. The interpersonal function register, on the other hand, expresses feelings, emotions, and inner thoughts. In this function, a number of data were found, including the sentence "kabudon mongoli, bai kitayo kene kom akina memendeng" which means "if so, buy it, but look for something that isn't broken." The sentence shows the buyer's concern that the fish the seller has chosen is rotten. Furthermore, language registers are also found in the expressive or emotive function. This function is used to express feelings, workload, or experiences experienced in trading. One example of the expressive or emotive function of the use of Banggai regional language found at Pasar Baru Banggai is the sentence "hama tante bole kurang? mo mo bili dua ikat 40 ribu bole?", which means "oh poor auntie, can I reduce the price? I want to buy two ikats for

40 thousand, can I?". This sentence shows a buyer expressing himself using the word "hama" (poor), which is a term used in Pasar Baru Banggai, hoping that the seller will reduce the price of the goods being sold.

In line with several issues related to the register function, Didipu (2018:1) states that the use of a set of vocabulary or language specific to a particular field of work is known as register. Although some terms can be found in various fields of work, their meanings and usage often differ. Language use in the marketplace can often be seen through the speakers' social dialects and sociolects, which are variations of language related to the social status, social class, and social class of the speakers (Alfianti, 2021:25). Chaer also explains that using the appropriate register not only facilitates smooth communication but also fosters social identity and the cultural values inherent in the situation. Therefore, recording and categorizing registers in each area is crucial to clarify their specific meanings and applications.

Benefits of the Banggai Language Register in Buying and Selling Interactions at Pasar Baru Banggai in Indonesian Language Learning

The Banggai language register in buying and selling interactions at Pasar Baru Banggai in Indonesian language learning has broad benefits, as it can be used as a source for contextual learning. Language learning based on students' social environment tends to be easier to understand than learning that is solely theory-oriented. Through the Banggai language register, students can learn about language as it is used in everyday life. This aligns with the objectives of Indonesian language learning, which emphasize not only theoretical aspects but also the ability to use language communicatively and contextually.

The first benefit is seen in strengthening students' understanding of the concept of language variation. In Indonesian language studies, students learn about formal and informal language varieties, dialects, idiolects, and registers. The presence of the Banggai language register in the market provides a concrete example of language use based

on specific professions and situations. Students understand that language is not a single entity, but rather takes various forms according to the communication needs of society. Thus, sociolinguistics learning becomes more concrete and understandable.

Furthermore, the Banggai language register can support the learning of speaking and listening skills. Buying and selling interactions in the market involve active two-way communication, such as offering goods, bargaining, expressing opinions, persuading buyers, and responding to the other person. These communication activities can serve as models for speaking lessons, fostering courage, fluency, and the ability to choose appropriate language. Students can learn to use persuasive, polite, and effective language in everyday communication situations.

The Banggai language register also offers benefits in learning negotiation texts. Bargaining interactions between sellers and buyers represent a concrete example of negotiation texts learned in Indonesian. The negotiation process in the market demonstrates the submission of offers, rejections, and justifications, ultimately reaching an agreement. Teachers can use market conversations as authentic examples in their lessons so that students understand the structure and purpose of negotiations directly. This makes learning more applicable and less abstract. This is in line with the statement by Dana Aswadi and Erni Susilawati (2017:210), who stated that language serves as a means for humans to communicate various needs in various fields. Therefore, incorporating elements of the Banggai language register into Indonesian language learning is a form of preserving and interacting with local culture.

Another benefit is increased student motivation and interest in learning. Learning materials derived from the surrounding environment tend to be more engaging because they relate to students' daily experiences. When students encounter examples of language they commonly hear in the market or within their family environment, they will more easily understand the material. Teachers can develop environment-based



learning methods, such as market observation, buying and selling simulations, role-playing, and conversation analysis. This approach makes the learning process more active, creative, and communicative. As Abdul Chaer and Leonie Agustin (2010:11) noted, good and correct language does not always require formal language, but rather uses a variety of language appropriate to a specific purpose and situation, as language is a human activity for connecting with others.

Based on this description, it is clear that the Banggai language register in buying and selling interactions at Pasar Baru Banggai has broad and profound benefits for Indonesian language learning. These registers serve as authentic learning resources that help students understand language variations, improve communication skills, support negotiation text learning, preserve local culture, and create contextual and meaningful learning. Therefore, regional language registers deserve attention in education to make Indonesian language learning more relevant to people's lives and maintain local cultural richness amidst changing times.

CONCLUSION

Based on the data and analysis of the research data presented, it is clear that the language register at Pasar Baru Banggai is highly frequently used by the Banggai Laut community, particularly among traders. Researchers identified 62 words or utterances, categorized by register form and function, derived from trading interactions at Pasar Baru Banggai. This study identified 43 forms of Banggai register, including single words, complex words, contractions, and the word classes nouns, verbs, adjectives, and numerals. These registers are used to name goods, describe quality, convey prices, and facilitate communication in sales transactions. In addition to being a means of communication, Banggai registers also reflect the intimacy and social relationships between sellers and buyers. Thus, Banggai registers function not only in trade but also play a role in maintaining cultural identity and preserving the Banggai regional language.

Furthermore, Banggai registers at Pasar Baru Banggai have instrumental, conative, interpersonal, and expressive functions, reflecting the social activities of the market community. The use of registers also serves as a cultural identity for the Banggai people and demonstrates the continued preservation of the regional language in daily life, particularly in trade activities.

In the realm of Indonesian language learning, the Banggai register has broad benefits, as it can serve as a resource for contextual learning. Language learning that is based on the learner's social environment tends to be easier to understand than learning that is solely theory-oriented. Through the Banggai register, students can learn about language as it is actually used in everyday life. This aligns with the goal of Indonesian language learning, which emphasizes not only theoretical aspects but also the ability to use language communicatively and contextually.

Thus, the Banggai register in buying and selling interactions at Pasar Baru Banggai serves not only as a functional language variation in trade but also as a reflection of the social, cultural, and economic life of the Banggai community, and has broad and profound benefits for Indonesian language learning. The existence of this register is crucial for maintaining cultural identity and preserving the Banggai regional language amidst the development of modern society.

ACKNOWLEDGEMENTS

My deepest gratitude goes to my parents for all their unconditional love and affection. Thank you for your unwavering prayers, material support, motivation, advice, attention, and sacrifices. All of this has always made me grateful to have such an extraordinary family.

Furthermore, I extend my deepest appreciation to my Supervisor I and Supervisor II who have dedicated their time, energy, and thoughts to guiding me and providing input during the writing process of this article. Their suggestions, criticisms, and knowledge have been invaluable and have contributed significantly to the improvement of this scientific work.

REFERENCE

- Abubakar, R. (2021). *Pengantar Metode Penelitian*. Yogyakarta: Suka-Press UIN Sunan Kalijaga.
- Alfianti, T. (2021). Register Bahasa Jual-Beli Buah dan Sayur di Pasar Gamping, Ambarketawang, Kecamatan Gamping, Kabupaten Sleman. *CARAKA*, 7(2), 70–84.
- Ardhana, M. R., Ahmad, M. R., & Rijal, S. (2021). Penggunaan Variasi Bahasa di Media Sosial Twitter: Kajian Sociolinguistik. *Adjektiva: Educational Languages and Literature Studies*, 4(1), 1–9.
- Aswadi, D., & Susilawati, E. (2017). Penggunaan Register Berupa Nomina di Kalangan Pedagang Tradisional Pasar Terapung Kota Banjarmasin. *STILISTIKA: Jurnal Bahasa, Sastra, dan Pengajarannya*, 2(2), 210–221.
- B., M. A., & Aminah, A. (2019). *Tatahasa Banggai*. Makassar: De La Macca.
- Chaer, A., & Agustina, L. (2010). *Sociolinguistik: Perkenalan Awal*. Jakarta: Rineka Cipta.
- Didipu, H. (2013). Register Bahasa Gorontalo di Kalangan Pengrajin Pandai Besi (Suatu Kajian Sociolinguistik). Gorontalo: Universitas Negeri Gorontalo, 10–27
- Fajrina, N., Lestari, D., & Sania, B. (2020). Seminar Nasional Bahasa dan Sastra Indonesia Unpam. 115–128.
- Kultsum, H. N., & Syamsudin, O. R. (2021). Code Switching and Code Mixing in EFL Class at Homeschooling Khalifah. *INFERENCE: Journal of English Language Teaching*, 4(1), 27–31.
- Lania, M., Meruntu, O. S., & Wengkang, T. I. M. (2022). Campur Kode Kosa Kata Bahasa Banggai terhadap Penggunaan Bahasa Indonesia dalam Kerukunan Montolutusan Mahasiswa dan Pelajar PAU Banggai Kepulauan yang ada di Tondano. *KOMPETENSI: Jurnal Ilmiah Bahasa dan Seni*, 2(12), 1875–1884.
- Mahdzuroh, S. (2024). Implementasi Pendekatan Sociolinguistik dalam Pembelajaran Bahasa Arab Komunikatif. *Lentera: Jurnal Kajian dan Riset Pendidikan Islam*, 2(01), 9–18.
- Mahsun, M., Raharja, R., & Sukri, S. (2022). Kesantunan tindak tutur direktif artis Nikita Mirzani dalam channel YouTube Crazy Nikmir Real (Konten: Pemersatu Bangsa dengan narasumber selebgram Anastasyakh). *Jurnal Ilmiah Mandala Education*, 8(2), 1716–1725
- Novita, D., & Khusnul, K. (2021). Register Jual Beli Online dalam Aplikasi Shopee: Kajian Sociolinguistik. Surabaya: Universitas Negeri Surabaya.
- Razak, A. (2017). *Metode Riset: Menggapai Mixed Methods Bidang Pembelajaran Bahasa Indonesia*. Pekanbaru: Ababil Press.
- Rizkyanfi, M. W., & Fitriana, A. K. (2022). Penggunaan Bahasa Indonesia dalam Interaksi Komunikasi Jual Beli di Pasar Tradisional Gegerkalong, Bandung. *Jurnal Ilmu Komunikasi*, 2020, 60–69.
- Suamba, I. M., Owon, R. A. S., Eliya, I., Hamid, A., Pujasari, R. S., Muhsyanur, Arisa, Septariantio, T. W., Rachmawati, D. K., Hamsiah, A., Kartadireja, W. N., & Kusuma, F. P. (2022). *Sociolinguistik: Suatu Pengenalan Awal*. Makassar: Forum Silaturahmi Doktor Indonesia (FORSILADI).
- Sugiyono, S. (2018). *Metode Penelitian Kualitatif: Untuk Penelitian yang Bersifat Eksploratif, Interpretatif, Interaktif, dan Konstruktif*. Bandung: Alfabeta.
- Susyulowati, E., Zakiyah, F., Sandy, D. K., & Cicilia, V. D. (2024). *Sociolinguistik: Teori dan Aplikasi*. Klaten: Penerbit Underline.
- Widyawati, R. (2013). Penggunaan Register pada Kusir Andhong di Pasar Induk Wonosobo. Yogyakarta: Universitas Negeri Yogyakarta.