

# **ALIH KODE DAN CAMPUR KODE PADA AKTIVITAS PENJUAL DAN PEMBELI DI PASAR TRADISIONAL SAPEKEN-SUMENEP**

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## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui alih kode dan campur kode yang terjadi antara penjual dan pembeli dipasar tradisional Sapeken berdasarkan bentuk, jenis, dan faktor. Jenis penelitian ini adalah penelitian deskriptif kualitatif. Subject dalam penelitian ini terdiri dari penjual dan pembeli serta objek penelitiannya adalah alih kode dan campur kode yang terjadi antara penjual dan pembeli dalam interaksinya. Jenis data dalam penelitian ini adalah data kualitatif dan sumber data yang digunakan adalah data primer. Metode pengumpulan data diperoleh melalui note-taking involved free listening technique, recording technique, dan note-taking technique. Teknik analisis data dalam penelitian ini menggunakan pendekatan kontekstual dilakukan melalui empat tahap yaitu transcription of recorded data into text form, classification of code switching and code mixing speeches, after the data is classified the analysis is carried out by understanding the content of the speech and adhering to the theory used in this research, so data has been analyzed then author concludes the research results obtained.

Berdasarkan hasil penelitian ini dapat diketahui bentuk alih kode dan campur kode yang terjadi adalah dari bahasa Indonesia ke dalam bahasa bajau, alih kode dan campur kode dari bahasa bajau ke bahasa madura, alih kode dan campur kode dari bahasa bajau ke bahasa mandar, alih kode dan campur kode dari bahasa bajau ke bahasa jawa. Sedangkan jenis alih kode terdiri dari 1) alih kode intra-sentential, 2) alih kode inter-sentential, 3) alih kode tag-switching. Adapun jenis campur kode meliputi beberapa bagian yang terdiri dari 1) campur kode insertation, 2) campur kode alternation, 3) campur kode congruent lexicalization. Faktor-faktor yang mempengaruhi alih kode yaitu 1) speakers, 2) Interlocuter, 3) Third Person Attendance. Sedangkan factor-faktor yang mempengaruhi campur kode yaitu 1) faktor sosial, 2) factor budaya, 3) factor individu.

**Kata kunci:** Bentuk; Jenis; Faktor Alih Kode dan Campur Kode

**CODE-SWITCHING AND CODE-MIXING IN BUYING AND SELLING  
ACTIVITIES AT THE SAPEKEN TRADITIONAL MARKET SUMENEP -  
MADURA REGENCY**

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**ABSTRACT**

This research aims to know the language forms about code switching and code mixing that happened between sellers and buyers in the Sapeken traditional market. This research discuss about the language form of code switching and code mixing, and the types of code switching and code mixing, and the factors which influence the use of code switching and code mixing in buying and selling activities at the market. It applied a descriptive qualitative research. The subjects of the research are sellers and buyers in where. The object of the research are code switching and code mixing the use in their interaction. The types of data in the study were use qualitative data and primary the source of the data. The obtained data of the study were collected though recording and note-taking technique.

This studied concluded that the speech community in the market were found using five different languages: Bajau, Mandar, Madurese, Javanese, and Indonesian, however when the do code switching and code mixing, they used language other than Indonesian. Their forms varied from Indonesian with Bajau language, Bajau with Madurese language, Bajau with Javanese language. In this case code switching and code mixing used language other than Indonesian: The types of the code switching used by the speech community of the traditional market are in the category of Intra-sentential, Inter-sentential, Tag-switching of code switching. While the types of code mixing, they used Insertion, Alteration, and Congruent Lexicalization. The factors which influenced the use of the code switching were the Speakers, Interlocutor, and the Third-person Attendance. While the factors which influence the use of code mixing were the social, cultural, and individual factors.

**Keywords:** The forms of code switching and code mixing; Type of code switching and code mixing; Factors influencing of code switching and code mixing