ABSTRAK

Skripsi ini berjudul "Variasi Kedwibahasaan Tutur Sapa Penjual dan Pembeli di Pasar Desa Panawangan, Kabupaten Ciamis". Tujuan penelitian ini adalah menjelaskan variasi kedwibahasaan tutur sapa dan faktor-faktor sosial yang melatarbelakangi penggunaan kedwibahasaan tutur sapa di Pasar Desa Panawangan, Kabupaten Ciamis. Bentuk penelitian ini adalah deskriptif kualitatif dengan data berupa peristiwa tutur antara penjual dan pembeli di Pasar Desa Panawangan, Kabupaten Ciamis.

Metode pengumpulan data yang dipakai dalam penelitian ini adalah metode simak dan metode cakap. Teknik yang dipakai dalam metode simak, yaitu teknik dasar sadap dan teknik lanjutan simak libat cakap. Teknik yang dipakai dalam metode cakap, yaitu teknik cakap semuka. Metode analisis data dalam penelitian ini adalah metode padan. Pada metode padan menggunakan teknik pilah unsur penentu menggunakan daya pilah referensial. Setelah dianalisis, penyajian hasil analisis data disajikan dengan menggunakan metode penyajian secara informal.

Berdasarkan hasil analisis data yang telah dilakukan, ditemukan 22 data. Dalam data tersebut ditemukan bentuk tutur sapa, yaitu tutur sapa berbentuk fonem, kata, dan frasa. Ditemukan pula jenis sapaannya, yaitu sapaan kekerabatan, sapaan nonkekerabatan, sapaan nama diri, sapaan kata ganti, sapaan kekerabatan + nama diri, sapaan kekerabatan + gelar, sapaan nonkekerabatan + gelar, dan bentuk zero. Selain itu, ditemukan faktor-faktor sosial yang melatarbelakangi penggunaan kedwibahasaan tutur sapa penjual dan pembeli di Pasar Desa Panawangan, Kabupaten Ciamis berdasarkan dimensi sosialnya, yaitu dimensi skala jarak sosial, dimensi status sosial, dimensi formalitas, dan dimensi fungsional.

Kata kunci: variasi bahasa, kedwibahasaan, tutur sapa

ABSTRACT

This research is entitled "Variations of Bilingual Greetings Seller and Buyer at Panawangan Village Market, Ciamis Regency". The aim of this research are to explain the variation of bilingual greeting and the social factors behind the use of greeting in Panawangan Village Market, Ciamis Regency. This research was descriptive qualitative research and the data of this research is speech events of seller and buyers at Panawangan Village Market, Ciamis Regency.

The Method of collecting data on this research are observation method and the interview method. This research used tapping technique the basic technique of observation method and for the advanced technique used involved conversation observation technique. The technique that interview method used is refined interview technique. This research used the identity and distributional method for data analyze. The basic technique of distributional method this research used immediate constituent and for the basic technique of identity method this research used sorting the determinants based on referential. In presenting the result of data analysis, the methods used are in the informal.

This research found 22 data on buying and selling interactions in Panawangan Village Market, Ciamis Regency. That data shows the form of greeting language, that is phonemes, word, and phrases. The types of greetings were also found, that is kinship greetings, nonkinship greetings, personal greetings, pronoun greetings, kinship greetings + personal greetings, kinship greetings + titles, nonkinship greetings + titles, and form zero. In additiom, it was found that the social factors behind the use of greeting language in buying and selling interactions at Panawangan Village Market, Ciamis Regency were based on social dimensions: the social distance scale, status scale, formality scale, and functional scale.

Keywords: language variations, bilingual, greetings,