

APPENDIX

APPENDIX I

I. Interview with Javanese seller 1 (The seller in conversation 1)

1. Bahasa apa yang mas pakai sehari- hari?
(What language do you speak as your daily language?)
“ Aku pakai bahasa Jawa kesehariannya, tapi juga pakai bahasa Indonesia dalam situasi tertentu, seperti ngomong dengan orang yang baru dikenal gitu. “
(I speak Javanese with Surabaya dialect as my daily language, but I also use Indonesian in particular situations, especially when I talk to someone I just know.)
2. Saat bekerja dan melayani pembeli bahasa apa yang cenderung anda gunakan?
(What language do you use when you are working and serving the customers?)
“ Pertama ya pakai bahasa Indonesia biar sopan sama pembeli, kemudian lama-lama ya jadi bahasa Jawa , kan tergantung kita melayani pembeli macam apa yang kita layani. Kalau orang Madura misalnya, saya juga harus pintar sedikit- sedikit bahasa Madura, biar bisa akrab dan akhirnya beli produk yang saya tawarkan ke mereka.
(At the first time, I use Indonesia language to respect the customers. Then, I switch into Javanese, but it depends on what kind of buyers that we serve. If I serve Madurese, I have to be able to speak Madurese a little bit, so that we can be friendly and they will buy the products that I offer to them.)
3. Mengapa?
(Why?)
“ Ya biar akrab, jadinya mereka bisa percaya sama omongan saya. Setelah itu mereka akhirnya beli produk yang saya tawarkan ke mereka.
(To make our conversation friendly, so that they trust everything I say. After that, they finally buy the product that I offer to them.)
4. Hal apa yang membuat anda termotivasi untuk membuat penjualan produk anda meningkat?
(What factor that motivate you to make your selling product increase?)
“ Soalnya saya kan juga digaji sama bos. Kalau saya pintar jual barang, saya bisa dapet bonus, jadi gaji saya bisa banyak.
(I am paid by the boss. If I can sell the products as many as possible, I can get a bonus from the boss.)

II. Interview with Javanese seller 2 (The seller in conversation 2 and 3)

1. Bahasa apa yang mas pakai sehari- hari?
(What language do you speak as your daily language?)
“ Saya biasa pakai bahasa Jawa, tapi di saat- saat tertentu saya bisa pakai Bahasa Indonesia. Malahan saya juga bisa bahasa Mandarin dikit- dikit, khan saya sering ngomong sama bos, apalagi kalau soal harga.”
(I used to speak Javanese, but in some occasions I speak Indonesian. Moreover, I can speak Mandarin also, because I used to speak that way with boss, especially about prices.)

2. Saat bekerja dan melayani pembeli bahasa apa yang cenderung anda gunakan?
 (What language do you use when you are working and serving the customers?)
 “ Awalnya ya Bahasa Indonesia, kemudian ganti Bahasa Jawa karena pembelinya banyak pake bahasa Jawa.”
 (Firstly, I speak Indonesian, then I switch into Javanese language because the most of the customers speak Javanese.)
3. Mengapa?
 (Why?)
 “ Supaya akrab dan pembeli percaya omongan saya. Jadinya mereka bisa langganan dan beli produk saya. “
 (To make us friendly and they will trust me. So, they will be my loyal customers and buy my products.)
4. Hal apa yang membuat anda termotivasi untuk membuat penjualan produk anda meningkat?
 (What factor that motivate you to make your selling product increase?)
 “ Saya kan digaji bos, jadi harus bantu bos jualan. Lumayan kalau rame tokonya atau laris, saya dapet bonus.”
 (I am paid by the boss, so I have to help my boss. If the goods sold out, I can get bonus.)

III. Interview with Javanese seller 3 (The seller in conversation 4)

1. Bahasa apa yang mbak pakai sehari- hari?
 (What language do you speak as your daily language?)
 “ Bahasa Indonesia, tapi kebanyakan ya bahasa Jawaan.”
 (Indonesian, but mostly I speak Javanese)
2. Saat bekerja dan melayani pembeli bahasa apa yang cenderung anda gunakan?
 (What language do you use when you are working and serving the customers?)
 “ Bahasa Indonesia tapi seringnya pake bahasa Jawa, tergantung siapa pembelinya. Kalau orang Jawa ya Jawaan.
 (Indonesian, but I often use Javanese language, because the customers speak in that way.)
3. Mengapa?
 (Why?)
 “ Biar deket sama pembeli. Jadi mereka percaya omongan saya dan membeli produk saya.”
 (To make us friendly, so that they trust me and buy my products.)
4. Hal apa yang membuat anda termotivasi untuk membuat penjualan produk anda meningkat?
 (What factor that motivate you to make your selling product increase?)
 “ Saya kan kerja sama atasan. Kalau saya bisa jual barang sebanyak mungkin, atasan bakal seneng dan saya dikasih uang tambahan waktu gajian.”
 (I worked for the boss. If I can sell goods as many as possible, my boss will be delighted and give me extra money on my salary.)

APPENDIX II

I. Interview with Madurese woman (The buyer in conversation 1)

1. Ibu sudah lama langganan sini? Berapa lama?
(Are you a loyal customer of this store? How long have you become a loyal customer of this store?)
“ Ya, saya langganan toko ini udah lama. Saya juga sering belanja di pasar ini. Barangnya bagus dan harganya murah dibanding tempat lain.”
(Yes, I do. I often shop in this market also. The goods are qualified and the price is inexpensive.)
2. Kenapa anda suka langganan di toko ini?
(Why do you like to buy in this store?)
“ Pelayanannya bagus dan sudah kenal sama orang- orang yang jaga di toko ini.”
(The service is good and I know well the employees.)
3. Bahasa apa yang anda pakai sehari- hari?
(What language do you speak in your daily lives?)
“ Bahasa Indonesia tapi kebanyakan ya Bahasa Jawa meskipun saya orang Madura. Soalnya saya lama tinggal di Surabaya.”
(Indonesian, but I often speak Javanese , eventhough I am a Madurese. I have lived in this town for quite a long time.)
4. Kalau di pasar atau hendak membeli barang di pasar menggunakan bahasa apa?
(What language do you speak when you're in the market or buying things in the market?)
“ Pakai Bahasa Jawa kadang ya Madura soalnya kan udah biasa.”
(Javanese language, but sometimes Madurese since that it is a habit.)”
5. Mengapa menggunakan Bahasa Jawa?
(Why do you speak Javanese?)
“ Karena saya kan tinggal cukup lama di Surabaya dan kalau penjualnya orang Jawa khan enakan ngomong Jawa, biar maksud saya dimengerti sama penjualnya dan dikasih murah.”
(Because I live in Surabaya in a quite long time and if the seller is a Javanese, it is better if I speak Javanese, so that they will get what I mean and get a cheaper price.)

II. Interview with Javanese buyer man (The buyer in conversation 2)

1. Bapak sudah lama langganan sini? Berapa lama?
(Are you a loyal customer of this store? How long have you become a loyal customer of this store?)
“ Ya , cukup lama, sekitar enam tahunan lah. “
(Yes, it is around six years.)
2. Kenapa anda suka langganan di toko ini?
(Why do you like to buy in this store?)
“ Karena penjualnya ramah dan harganya murah, bisa ditawar lagi harganya.”
(Because the seller is friendly and the price is inexpensive. It can be bargained.)
3. Bahasa apa yang anda pakai sehari- hari?

(What language do you speak in your daily lives?)

“ Saya biasa pake Bahasa Indonesia tapi kadang ya sering pake Bahasa Jawa.”

(I used to speak Indonesian but I often speak Javanese language also.)

4. Kalau di pasar atau hendak membeli barang di pasar menggunakan bahasa apa?

(What language do you speak when you're in the market or buying things in the market?)

“ Kalo beli di pasar atau di toko ya biasa pake Bahasa Jawa, soalnya udah biasa seperti ini. Terus biar dikasih murah sama penjualnya, dan dapat barang yang bagus.”

(In the market, I usually speak Javanese. It was a habit to speak in that way.

Moreover, to get a cheaper price and I can get the things I want.)

5. Mengapa menggunakan Bahasa Jawa ?

(Why do you speak Javanese language with Surabaya dialect?)

“ Ya karena sudah biasa itu tadi ya. Saya lahir di sini dan besar di sini, jadi udah biasa bicara seperti ini. Juga lebih gampang untuk menyampaikan maksud saya ke orang.”

(It was because a habit. I born and grew up here, so I talk this way. It is also easier to deliver my message or intention to people.)

III. Interview with Javanese buyer woman (the buyer in conversation 3)

1. Ibu udah lama langganan sini? Berapa lama?

(Are you a loyal customer of this store? How long have you become a loyal customer of this store?)

“ Ya udah cukup lama sih. Sekitar lima tahunan lah kurang lebih segitu.”

(Yes, I am. It is about five years.)

2. Kenapa anda suka langganan di toko ini?

(Why do you like to buy in this store?)

“ Karena pelayannya ramah- ramah nggak kayak toko lain, lagi di sini barangnya komplet juga harganya lebih murah dari tempat lain.”

(Because the service is good and the stock is complete. Also, the price is cheaper than other place.)

3. Bahasa apa yang anda pakai sehari- hari?

(What language do you speak in your daily lives?)

“ Ya pakai bahasa Indonesia tapi Bahasa Jawa lebih sering.”

(Bahasa Indonesia, but I often speak Javanese language.)

4. Kalau di pasar atau hendak membeli barang di pasar menggunakan bahasa apa?

(What language do you speak when you're in the market or buying things in the market?)

“ Kalau ke pasar ya biasanya pake bahasa Jawa tapi kadang kalau yang punya toko orang Cina, biasanya saya pakai bahasa mereka sedikit- sedikit. Lumayan biasanya dapat diskon.”

(I usually speak Javanese, but if the owner is Chinese, I speak their language a little bit. In that way, I can get more discount.)

5. Mengapa menggunakan Bahasa Jawa ?

(Why do you speak Javanese ?)

“ Ya soalnya sudah biasa dan lagi lebih gampang ngomongnya ke penjual. Jadi bisa akrab dan dapat barang lebih murah dengan kualitas yang bagus.”

(Because it is a habit. Moreover, I can speak friendly to the sellers. So, we can be friendly and get the thing we want with inexpensive price.)

IV. Interview with Chinese buyer (The buyer in conversation 4)

1. Bapak sudah lama langganan sini? Berapa lama?

(Are you a loyal customer of this store? How long have you become a loyal customer of this store?)

“ Ya , cukup lama, sekitar tujuh tahunan lah. “

(Yes, it is around seven years.)

2. Kenapa anda suka langganan di toko ini?

(Why do you like to buy in this store?)

“ Karena penjualnya ramah dan harganya murah, bisa ditawar lagi harganya.”

(Because the seller is friendly and the price is inexpensive. It can be bargained.)

3. Bahasa apa yang anda pakai sehari- hari?

(What language do you speak in your daily lives?)

“ Saya biasa pake Bahasa Indonesia tapi kadang ya sering pake Bahasa Jawa.

Saya juga bisa pakai bahasa Mandarin walaupun ndak banyak.”

(I used to speak Indonesian but I often speak Javanese language. I can speak Mandarin also eventhough I am not to good about it.)

4. Kalau di pasar atau hendak membeli barang di pasar menggunakan bahasa apa?

(What language do you speak when you're in the market or buying things in the market?)

“ Kalo beli di pasar atau di toko ya biasa pake Bahasa Jawa, soalnya udah biasa seperti ini. Kadang ya pakai mandarin dikit kalo ngomong sama pemiliknya tadi biar dikasih diskon lagi.”

(In the market, I usually speak Javanese. It was a habit to speak in that way.

Sometimes I speak Mandarin a little bit like I did with the owner in order to get more discount.)

5. Mengapa menggunakan Bahasa Jawa ?

(Why do you speak Javanese language with Surabaya dialect?)

“ Ya karena sudah biasa itu tadi ya. Saya lahir di sini dan besar di sini, jadi udah biasa bicara seperti ini. Juga lebih gampang untuk nyampaikan maksud saya ke orang.”

(It was because a habit. I born and grew up here, so I talk this way. It is also easier to deliver my message or intention to people.)

