CODE-SWITCHING IN SELLING AND BUYING AT SEGIRI MARKET SAMARINDA, EAST KALIMANTAN

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ABSTRACT

The purposes of this research were to describe the form of the code-switching and factors of code-switching in selling and buying at Segiri market Samarinda, East Kalimantan. The used method was descriptive qualitative and employed a sociolinguistics study using Poplack approach. Data sources were activities and informants. Meanwhile, the type of data were the form of speech in the conversation. Data collection was done by observation, field notes, recording, and interviews. Miles and Huberman interactive analysis and Dell Hymes, ethnography communication method was used in the analysis. The result of this research shows that form of the code-switching in selling and buying at Segiri market Samarinda, East Kalimantan are tag switching consists of 21 data and inter-sentential consists of 41 data. The data are taken from Indonesian language, Banjar language, Kutai language, Java language, and Bugis language, and factors of community language, culture, tribe, and environment existing in Segiri market Samarinda, East Kalimantan also influences the way of code-switching in selling and buying transaction at Segiri market Samarinda, East Kalimantan.

Keywords: code-switching, selling and buying, market, sociolinguistics

INTRODUCTION

Humans as social beings in interaction require communication which can be understood by each other. Communication process requires a tool to convey the message that is language. Widdowson (2009) has argued that language can be seen as distinctive because of its intricate association with the human mind and with human society. Moreover, Bloor and Bloor (2013) have added that when people use language to make meanings, they do so in specific situations, and the form of the language that they use in discourse is influenced by the complex aspects of those situations.

In the daily situation and various places, there are many varieties of language communication occur. One of them is language communication in selling and buying at the market. In those activities, sellers and buyers have different language conversations in accordance with ethnic and cultural background and also are expressed in the form code. A code is a symbol of nationalism that is used by people to speak or communicate in a particular language-a dialect, a register, an accent or a style on different occasions and for different purposes (Yuliana, Luziana, & Sarwendah, 2015).

From the use, the phenomenon among sellers and buyers' speech can be defined as code-switching. Apple in Chaer & Agustina (2014) has stated that code-switching is a

transitional phenomenon of language usage due to changing circumstances. In another opinion, code-switching is not only between languages but can also occur between various or styles contained in a language (Hymes in Chaer & Agustina, 2014).

In considering the conversation whether code-switching or not, it should be known by several characteristics. Suandi, (2014) has divided the characteristics of code-switching, namely; (1) the code change occurs due to the contact language and the interdependence (language dependency), (2) the switching of code will occur because the public or the speaker is a bilingual or multilingual and or diglossic person, (3) instead of the code of use of the language or code it supports its own function-itself in accordance with the contents of the context, and (4) the function of each language is adapted to the situation related to the change of speech content. Besides that, it is necessary to take into account the speakers' linguistics preferences, their competences, and the conversational context (Alfonzettti in Lehti-Eklund, 2013). In addition, it is also viewed from the sentence structure, such as a positive, negative, interrogative, or imperative sentence.

In this research, Segiri market Samarinda, East Kalimantan is considered as the research object. Reasons for choosing this market are; Segiri market is one of the existing big traditional markets in Samarinda, East Kalimantan, in the market, there are several tribes found as sellers and

buyers, such as Banjarnese, Bugisnese, Kutainese, and Javanese, and the market is the main market handling export and import, such as vegetables and fruits from outside of the East Kalimantan, such as South Sulawesi.

In order to analyze code-switching, Poplack approach is employed. Poplack in Putra (2015) has argued that code-switching refers to the utterance-internal juxtaposition in unintegrated form of over linguistic elements from two or more languages, with no necessary change of interlocutor or topic. In addition, Poplack in Azlan & Narasuman (2013) have divided code-switching into three items, namely; tag-switching, intra-sentential, and inter-sentential. In addition, Sardar et al. (2015) have defined that tag-switching refers to the insertion of a tag phrase from a language into a statement from another language. Inter-sentential code switching involves in a change occurring at a clause or sentence level, where each clause or sentence is either in one language or the other. Inter-sentential CS requires high proficiency in both L1 and L2 compared to tag-switching CS as it involves in the clause or sentence change. Intra-sentential which is perceived as the most complicated type of code-switching that occurs within the clause or sentence boundary. Although intra-sentential CS is the most frequent type of CS in conversations, however, most of the proficient bilingual or multilingual speakers avoid using intra-sentential CS as it contains the highest syntactic risk. Although intra-sentential CS is the most frequent type of CS in conversations, however, most of the proficient bilingual or multilingual speakers avoid using intra-sentential CS as it contains the highest syntactic risk.

From those explanations, the researchers discuss two research problems. They are how is the form of the code-switching in selling and buying at Segiri market Samarinda, East Kalimantan? What are influence factors of code-switching in selling and buying at Segiri market Samarinda, East Kalimantan?

Moreover, the objective of this research are to describe the form of the code-switching in selling and buying at Segiri market Samarinda, East Kalimantan. To describe influence factors of code-switching in selling and buying at Segiri market Samarinda, East Kalimantan.

In addition, the benefits of this research are theoretically and practically. Theoretically is to examine the code-switching theories in selling and buying transactions, especially by using Poplack approach. While practically is to provide more comprehension about developing and commonly local languages used in Segiri market Samarinda, East Kalimantan.

METHODS

Type of this research is a qualitative descriptive. Fraenkel and Wallen (2012) have argued that descriptive studies describe a given state of affairs as fully and carefully as possible. Because this research is sociolinguistics study, Poplack approach is also used. Fishman in Thesa, Nababan, and Marmanto (2017) have defined that sociolinguistics is a study of characteristics of language variation, language function, and language user. These three elements always interact and mutually change each other in a speech society.

Related to sociolinguistics, it is focused on the code-switching form. The form is limited on the tag-switching and inter-sentential switching by focusing on sellers and buyers that spoke Indonesian language, Banjar language, Kutai language, Bugis language, and Java language as research data.

This research is conducted at Segiri market located in Samarinda, East Kalimantan. Four market areas existing at Segiri market are considered as the location for obtaining data, namely; (1) fish market, (2) staple market, (3) vegetable market, and (4) clothing market. Meanwhile, data collection techniques used are observation, field notes, recording, and interview. For the observation, the researchers become non-participant and observe any activity of selling and buying in the five market areas of Segiri market Samarinda, East Kalimantan. For field notes, the researchers write every selling and buying transaction using code-switching from Indonesian language, Banjar language, Kutai language, Bugis language, and Java language in the five market areas of Segiri market Samarinda, East Kalimantan. For recording, the researchers record every selling and buying transaction in the five market areas of Segiri market Samarinda, East Kalimantan by using the tape recorder. And for interviews, the researchers conduct the semi-structured interview to four sellers of the market by preparing the list of question which is simple and can easily be understood.

In order to analyze data, an interactive analysis is used. It consists of three stages, namely data reduction, display data, and conclusion drawing or verification. In data reduction, the researchers gain many data and reduce it from several unimportant and irrelevant data found. In display data, after reducing those data, the researchers display and organize it into data in Table 1 that is presented on the results and discussion part. In conclusion drawing or verification, the researchers write the conclusion based on the strong and valid evidence which are proposed on the first step (Miles & Huberman in Moleong, 2014).

Moreover, the further language data in the form of conversation is analyzed by the ethnographic method. The ethnographic method used is a speech component of SPEAKING expressed by Hymes in Sumarsono (2008), namely; S (Setting and Scenes) is Segiri market Samarinda. It is the place of the research and 04.00-09.00 a.m and 04.00-06.00 p.m as the time for collecting data; P (Participants) is sellers and buyers in Segiri market Samarinda, East Kalimantan; E (Ends), Language used of the sellers and buyers should relate to the aim of the conversation; A (Act Sequences) is the content and meaning of selling and buying transaction; K (Keys) is direct or indirect selling and buying conversation, the idea of the conversation, and sentence structure; positive, negative, interrogative, or imperative sentence; I (Instrumentalist) is communication devices, such as the gesture; N (Norms) is ethics or norms of interaction in selling and buying transaction; G (Genre) is the language variation which is used in communication activity.

RESULTS AND DISCUSSIONS

In this research, Tag Switching and Inter-sentential Switching are found by the researchers. Tag Switching consists of 21 data and Inter-sentential consists of 41 data. The details of those findings of code-switching used at five existing market areas in Segiri market Samarinda including code variation can be seen in Table 1.

Based on Table 1, it shows that there are five languages in the selling and buying in five market areas existing at Segiri Market Samarinda, East Kalimantan. Those languages are Indonesian language, Banjar language, Kutai language, Bugis language, and Java language. Moreover, description of the code variation on Table 1, it is interpreted on (1) form, (2) participant, and (3) code variation among five languages.

Table 1 Data of Code-switching in Selling and Buying at Segiri market

Number	Description	Code Variation	Fish Market	Staple market	Vegetable Market	Clothing Market	Total
1	**Form**	TS	6	5	4	6	21
		Inter-SW	10	10	12	9	41
2	**Participant**	Seller	3	3	3	4	13
		Buyer	5	5	5	5	20
3	**Code Variation among five languages**	BG-BI	3	0	0	0	3
		BB-BG	1	0	0	0	1
		BI-BG	3	1	1	0	5
		BI-BB	4	6	5	6	21
		BB-BI	4	3	5	8	20
		BK-BB	0	1	1	0	2
		BI-BK	2	0	0	1	3
		BB-BK	0	1	0	1	2
		BI-BJ	0	0	2	0	2

Note: TS = Tag-Switching, Inter-SW = Inter-Sentential Switching, BI = Indonesia language, BB = Banjar language, BG = Bugis language, BK = Kutai language, BJ = Java language.

First, in the form of code-switching, it is classified into TS (Tag-Switching) consists of 21 data and Inter-SW (Inter-Sentential Switching) consists of 41 data. The details of TS (Tag-Switching) are; fish market is 6, staple market is 5, vegetable market is 4, and clothing market is 6. Meanwhile, the details of Inter-SW is fish market consists of 10 data, staple market consists of 10 data, vegetable market consists of 12 data, and clothing market consist of 9 data.

Second, in the participant, it is classified into seller and buyer. The details of the seller are; fish market consists of 3 data, staple consists of 3 data, vegetable market consists of 3 data, and clothing market consists of 4 data. Meanwhile, the details of the buyer are; fish market consists 5 data, foodstuff consists of 5 data, vegetable market consists of 5 data, and clothing market consists of 5 data.

Third, in the code variation among five languages, it is classified into BG-BI (Bugis language-Indonesia language) consists of 3 data, BB-BG (Banjar language-Bugis language) consists of 1 data, BI-BG (Indonesian language-Bugis language) consists of 5 data, BI-BB (Indonesian language-Banjar language) consists of 21 data, BB-BI (Banjar language-Indonesian language) consists of 20 data, BK-BB (Kutai language-Banjar language) consists of 2 data, BI-BK (Indonesian language-Kutai language) consists of 3 data, BB-BK (Banjar language-Kutai language) consists of 2 data, and BI-BJ (Indonesian language-Java language) consists of 2 data.

In order to gain the further explanation of those forms, the researchers will explain tag switching and inter-sentential switching; (a) the code-switching form of tag-switching, and (b) the code-switching form of inter-sentential switching.

In this research, the explanation of code-switching in the form of tag switching which is found. The first examples of it, the participants are the seller, DN (P), 46 years old, while the buyer is MA.

Buyer : *Plastikmu dulu.*
(Your plastic bag, please!)

Seller : *Berapa kilo?*
(How many?)

Buyer : *Sekilo setengah aja. Berapa?*
(just a half Kilograms, how much is it?)

Seller : *Kasih cukup dua kilo aja. Kalau satu setengah empat lima. Dua kilo lima puluh lima.*
(Give me two kilograms, if one kilogram is forty five rupiahs. Two kilograms is fifty five rupiahs)

Buyer : **_Hamma_**, *kenapa mahal sekali ikan?*
(Oh my God, why is the fish price expensive?)

Seller : *Kosong ikan.*
(The fish is empty)

That conversation takes place in the fish market area of the Segiri market. During the conversation, seller DN and buyer MA employ Indonesia and Bugis language. In the conversation, the buyer MA is shocked after knowing the fish' price and said **"Hamma"**. Based on the analysis of the underlined sentence, it indicates that as a lingual form of the code-switching, namely; tag-switching. It switches from Indonesia language to Bugis language. Moreover, the sentence is also categorized as an interrogative sentence, because it shows that the sentence is a question sentence which needs an answer.

The second example of code-switching in the form of tag switching, the participants are the Seller, DS (P), 50 years old, and the buyer is PH.

Buyer : *Hitung dulu. Sama hutangku kemarin ya!.*
(Count first with my owe yesterday!)

Seller : *Garam 1 pcs, Kacang 5kilo, ketan 2kilo, gula lembek 1 bungkus, gula pasir 2 kilo, kanji 2 bungkus, petis 4, (sambil menghitung). Dua ratus lima ribu, ditambah yang kemarin seratus tiga puluh dua. Jadi tiga ratus tiga puluh tujuh ribu.*
(Salt is 1 pcs, peanuts is 5 kilograms, sticky rice is 2 kilograms, soft sugar is 1 pcs, sugar sand is 2 kilograms, starch is 2 pcs, petis is 4 pc) (While counting) two hundred five thousand plus one hundred thirty two. So, three hundred thirty seven thousand)

Buyer : **_Wadak leh_**, *Ampun habis lagi duit.*
(Oh God, my money is broken)

That conversation takes place in the food market area of the Segiri market. During the conversation, the seller DS and the buyer PH employ Indonesia and Kutai language. In the conversation, the buyer PH is shocked because she has to pay much than usual and says **"Wadak leh"** of those staple that she buys. Based on the analysis of the underlined sentence, it indicates that a code-switching form found is tag-switching. It switches from Indonesia language to Kutai language. Besides that, the sentence is also categorized as a declarative sentence which shows an argument sentence.

The third examples of code-switching in the form of tag switching, the participants are the seller MT (P), 42 years old, and the buyer MK.

Buyer : *Waluh tiga ribu bisa kah? (Labu tiga ribu bisa?)*
(Pumpkin is three thousand, can it?)

Seller : **_Wadak leh,_** _kada kawa segitu. Kalo kam handak lima ribu. (Tidak bisa, kalau mau lima ribu)._
(It can't, if you want I give you five thousand)

Buyer : *Kada usah dah kabanyakan banar. (Tidak jadi kebanyakan sekali).*
(No, it is too much).

That conversation takes place in the vegetable market area of the Segiri market. During the conversation, the seller MT and the buyer MK employ Banjar and Kutai language. The buyer MK just would like to buy pumpkins with price Rp3.000,00,- because, in the market, it is usually sold with price Rp5.000,00,-. The seller MT replies **"Wadak leh"**. Based on the analysis of the underlined sentence, it is indicated that code-switching form found is tag-switching. It switches from Banjar language to Kutai language. The sentence is categorized as declarative sentence contains information or argument.

The fourth examples of code-switching in the form of tag switching, the participant are the seller, FX (L), 35 years old, and the buyer is BL.

Buyer : *Bang, kulot mana yang hitam.*
(Bang, which one is black kulot?)

Seller : _Aw, Cukup emang pakai kulot?_
(Enough for using it?)

Buyer : *Mawarahakan abang ni. (Mengolok abang ini)*
(are you moking?)

Seller : *Kada, biasa ikam pakai levis pang ku liat, kalo ai kada cukup kan pakai hini. (Sambil tertawa) (Tidak, biasanya kamu pakai levis aku lihat, siapa tau gak cukup pakai ini).*
(No, you used to have levis, who knows I can use it enough!)

That conversation takes place in the dress market area of the Segiri market. During the conversation, the seller FX and the buyer BL employ Indonesia and Banjar language. In the conversation, the seller FX is shocked because the buyer BL asks about *kulo*t pants and said: *"Aw, Cukup emang pakai kulot?"* Based on the analysis of the underlined sentence, it is indicated as a lingual form of the code-switching, namely tag-switching. It switches from Indonesia language to Banjar language which shows

shocking expression. In addition, the sentence is also categorized as an interrogative sentence, because it shows a question which needs a question.

In this research, the use of code-switching of Inter-sentential switching is also found. In the first example, the participants are the seller AN (L), 35 years old, and the buyer is PW.

Buyer : *Berapaan nila sakilo? (Berapa nila sekilo?).*
(How much is it?)

Seller : *Ampat puluh. (Empat Puluh).*
(Forty)

Buyer : *Larangnya pang, biasanya jua dua puluh delapan. (Mahal sekali, biasanya dua puluh delapan ribu).*
(It is very expensive, it is usually twenty eight thousand)

Seller : *Kawa ai. (Bisa saja)* _Tapi ekornya aja ya?_
(It can, but just the tail, yes?)

Buyer : *Gak apa ekornya, tapi kasih sekarung Ya!.*
(No problem for tail, but it is given now!)

That conversation takes place in the fish market area of the Segiri market. During the conversation, the seller, AN, and the buyer PW employ Banjar and Indonesia language. In the conversation, the buyer PW asks about parrot fish and bargains it. The seller, AN, replies **"Tapi ekornya aja ya."** Based on the analysis of the underlined sentence, the sentence used is indicated as a lingual form of the code-switching, namely inter-sentential switching. It switches from Banjar language to the Indonesian language. Besides that, the sentence is also categorized as an interrogative sentence, because it needs an answer.

The second examples of the use of code-switching of Inter-sentential switching, the participants are the seller GT (L), 29 years old, and the buyer is ZN.

Seller : *Belanja apa?*
(What do you shop?)

Buyer : *Biasa.*
(As usual)

Seller : *Ambil sendiri aja ya, nanti ku hitung.*
(Take it by yourself, I will count it later)

Buyer : *Kamu aja, Tur!.*
(You, Tur!)

Seller : *Tumben betul gak seperti biasanya. _Biasa na alabawenni ajana melo isuro._ (Sambil tersenyum) (Biasa ambil sendiri gak usah disuruh).*
(You used to take it by yourself without requested)

That conversation takes place in the cuisine market area of the Segiri market. During the conversation, the seller GT and buyer ZN employ Indonesia and Bugis language. The seller GT asks the buyer ZN about what she wants to buy. Then, the seller GT asks the buyer ZN to take by himself and tells, **"Biasa na alabawenni ajana melo isuro."** Based on the analysis of the underlined sentence, it is indicated as a lingual form of the code-switching, namely; inter-sentential switching which has meaning, "You used to take it by yourself without requested." It switches from

Indonesia language to Bugis language. Besides that, the sentence is also categorized as a declarative sentence with an argument.

The third examples of the use of code-switching of Inter-sentential switching, the participants are the seller XZ (P), 40 years old, and the buyer is XY.

Seller	:	*Sayur bu?* (Vegetable, mam?)
Buyer	:	*Berapa yang ini? (Nunjuk kangkung).* (How much is it?) (Pointing kale vegetables)
Seller	:	*Dua lima ribu. Bayam lima ribu seikat.* (Twenty five thousand. Spinach is five thousand)
Buyer	:	*Segar-segar ya sayurnya.* (Vegetables look Fresh)
Seller	:	*Yaiyalah bu segar-segar. <u>Nek subuh yo apik, nek wis awan yo alum. (Kalau subuh ya bagus, kalau sudah siang ya layu).</u>* (That is right. If it is dawn, they look fresh, but if it is afternoon, they do not)

That conversation takes place in the vegetable market area of the Segiri market. During the conversation, the seller XZ and the buyer XY employ Indonesia and Java language. In the transaction, the seller XZ offers the vegetables to buyers, buyer XY asks those vegetables' price and buys it because those vegetables look fresh. The seller XZ tells to the buyer XY that if they sell in the dawn, those vegetables look fresh, but it does not look fresh if it is sold in the evening, as she said: **"Nek subuh yo apik, nek wis awan yo alum."** Based on the analysis of the underlined sentence, it indicates that code-switching form found is inter-sentential switching. It switches from Indonesia language to Java language. Besides that, the sentence is also categorized as a declarative sentence. It can be viewed from the act contains information.

The fourth examples of the use of code-switching of Inter-sentential switching, the participants are the seller AM (L), 38 years old, the buyer is OB.

Buyer	:	*Kada, bang. Berapaan lah sebuting? Warnanya pang apa ajalah? (Tidak, bang. Berapa satu? Warnanya apa saja?)* (No, how much is it? What color?)
Seller	:	*Warnanya banyak nanti. (Banyak warnanya). <u>Pilih aja dulu kamu.</u> Kena kucarikan warnanya. (Nanti aku carikan warnanya).* (I will look for its colors)
Buyer	:	*Warna biru ada kah? (Warna biru ada?)* (Is blue available?)
Seller	:	*Yang kayak mana bentuknya? (Yang seperti apa modelnya?)* (What model do you want?)
Buyer	:	*Yang hini nah (sambil menunjuk salah satu model baju koko yang ada). (Yang ini)* (This one)
Seller	:	*Hini lah...(sambil menyerahkan mode Baju yang dimaksud). (Ini)* (Here it is).

That conversation takes place in the clothes market area of the Segiri market. During the conversation, the seller AM and the buyer OB employ Banjar and Indonesian language. The buyer OB asks about the clothes colors at the shop; then the seller AM suggests to choose the model of clothes first because those clothes have many colors. The seller tells, *"Pilih aja dulu kamu."* Based on the analysis of the underlined sentence, it indicates that a lingual form of the code-switching used, namely; inter-sentential switching. It switches from Banjar language to Indonesia language. Besides that, the sentence is also categorized as an imperative sentence, because it contains a request.

From all the samples of the conversation showed, it is found only two types of code-switching form, namely; Tag Switching and Inter-sentential Switching. The most dominant of code-switching form used at the market is Inter-sentential, while Tag switching is just used at the surprised expression of the seller as well as the buyer.

Those analysis have similar results with research of Sutrisni (2005). From the research, it is found two forms of code-switching used, namely; code-switching in the form of language switching, and speech act switching. They switch from Java language to Indonesia language. Besides that, there are two code-switching in the form of speech level, namely; code-switching from *Ngoko* level to *Kromo* level, and code-switching from *Krama* level to *Ngoko* level.

Being compared with another research, there is also a difference from Koban (2013), namely; this research just focuses on the national language, namely Turkish and English. Meanwhile, in this research, it is focused on four local languages and one national language, the scope of the research is a city, namely; New York City. Meanwhile, in this research, it is scoped at one market, namely; Segiri market, and Poplack's approach is just used for two majors, namely: intra-sentential and inter-sentential. Meanwhile, in this research, it is just focused on tag-switching and inter-sentential.

From those results, it can be discussed by the researchers that tag switching occurs due to the speaker would like to explain or show shocking expression to the listener. This type is usually found in the first sentence, such as Hamma, Wadak leh, Lopet, Hadeh, Uma ai, kada, iya, and Aw. Those codes are the code-switching from Indonesia language to Bugis language, Banjar language to Kutai language, Indonesian language to Kutai language, and Banjar language to the Indonesian language. Based on the results, tag switching consists of 6 data at the fish market, 5 data at the staple market, 4 data at the vegetable market, and 6 data at the clothes market.

Then, inter-sentential switching is found in the sentence. In this research, this type occurs from Indonesia language to Kutai language, Indonesia language to Bugis language, Banjar language to Bugis language, Indonesia language to Java language, and Banjar language to Kutai language. Based on the findings, inter-sentential found is 10 data at the fish market, 10 data at staple market, 12 data at the vegetable market, and 9 data at the clothes market.

Relating with Poplack's (1980) explanation, tag switching is defined as insertion of another language into the lingual unit of the sentence of the language spoken as the language in speech. Meanwhile, inter-sentential switching is defined as the form of the transition of the speaker's utterance into the sentence or clause. Moreover, Koban (2013) in his research's conclusion adds that studying code-switching in language contact situations, one should also consider the influence of other social variables

such as the participants, the setting, and the topic of the conversation on the type and frequency of code-switching. From discussions, it can be pointed out that lingual forms of code-switching found at Segiri market are Tag switching and Inter-sentential switching as well as five languages identified, namely; Indonesia language, Banjar language, Bugis language, Kutai language, and Java language.

Besides that, factors of community language, culture, tribe, and environment existing in the market also influence the way of code-switching among buyers and sellers. It is supported by Toribio (2009) who argues that three types of factor contribute to the form taken by code-switching in a particular instance; Factors independent of particular circumstances in which the varieties are used, which affect all the speakers of the relevant varieties in a particular community; Factors that are directly related to the speakers, both as individuals and as members of a variety of subgroups; Factors within the conversations where code-switching takes place.

CONCLUSIONS

Based on the results of analysis and discussion, the researchers can make two conclusions based on the research problems proposed. First, form of the code-switching in selling and buying at Segiri market Samarinda, East Kalimantan are tag switching consists of 21 data, and inter-sentential consists of 41 data. The data is taken from Indonesian language, Banjar language, Kutai language, Java language, and Bugis language. Besides that, tag switching and inter-sentential switching are used in the form of declarative, imperative, and interrogative sentences. In addition, the most dominant of code-switching when selling and buying transaction taking place is inter-sentential switching, while Tag switching is just used in the form of surprise expression by the sellers as well as the buyers. Second, factors of community language, culture, tribe, and environment existing in Segiri market Samarinda, East Kalimantan also influence the way of code-switching in selling and buying transaction at Segiri market Samarinda, East Kalimantan.

Relating to the implication of this research, there are three implications which can be noted. This research is the first research conducted at Segiri market Samarinda, East Kalimantan. The research has given one new information for the authority of Segiri market Samarinda about selling and buying transaction of the market that it is not only Indonesian language, but also local languages, such as Bugis language or Banjar language used in selling and buying. The it shows that area of Segiri market Samarinda still keeps culture in selling and buying transaction through language whether Indonesian language or native language at the market.

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