
Developing Common Expressions Book in Indonesian Traditional Market in Three Languages (English-Indonesian-Mandarin)

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Abstract

This research is intended to develop a common expressions book for Indonesian traditional market in three languages (Indonesian-English-Mandarin). The purpose of this book is to assist the local sellers and foreign buyers to communicate in the process of buying and selling daily needs. The elements of this book are phonetics symbols to assist the readers in pronunciation, vocabularies to enrich the readers words, expressions to be used in the sellers and buyer conversation and example of conversation to help the readers how to use both vocabularies and expressions in their speaking when buying and selling daily needs. This research applied Research and Development research by applying ADDIE model. The need analysis was done by interviewing some sellers and buyer in traditional market. Based on the data gathered, the researcher design the product by determining the components of the book. To accommodate the communication needs of the buyers and sellers, the book provides vocabularies, expressions and example for conversation in three languages (English, Indonesian and Mandarin). The three validators validated the product, namely language expert by the certified mandarin translator and lecturer of English Language Teaching, material expert and design expert. The product was tried out in three traditional markets in Morowali because these markets are located around the industrial area where the foreign workers live. The output in this research is a book that can be used by the local sellers and foreign buyers in Indonesian traditional market.

Keywords: common expressions, three languages, traditional markets

INTRODUCTION

Language has an essential role as the medium of communication and expressions which is used as a mean of communication between people who are not only from the same state, but also between countries that have different languages. Same with the other language, English is one of the important languages in the world. It is an International language which is used in many countries both a native and as a second or foreign language where it is taught in school in almost every country in the earth, including Indonesia.

Currently, the fact that English is the main International language is indisputable. A research conducted by Nursahid (2022) stated that in all aspect of International life such as education, diplomacy, technology, trade and travel, English has been used as the common language for decades. Along with English, Mandarin also becomes a vital part especially in several industrial areas in Indonesia specifically in Sulawesi area where Mandarin spokespersons and interpreters are needed by industrial company (Tritto 2023). Concerning to the industrial area, Morowali is the industrial center area in eastern Indonesia, which has some big industry that absorbs thousands of workers from both domestic and overseas. It is estimated

that within 10 years the workforce will be 100 thousand workers, 15% of whom are Chinese foreign workers (Yoesgiantoro et al. 2022).

To exchange information between citizens of one country with another, English is a language that is very much needed as an international language. Widiastuti (2013) explained that one of the information exchanges that are often carried out between citizens of the world is wanting to know the culture of each country. One of countries that are a destination for foreign tourists to learn culture is Indonesia, the local cultural values embedded in Indonesian society are interesting for the views of other nations so that they are interested in learning about them.

Rizal et al. (2012) implied that in traditional markets, we can see a social reality that can describe the identity of ethnic groups, because behind the existence of traditional markets we can recognize the three forms of culture in their interactions (tangible cultural, intangible cultural, and living cultural). Visiting traditional market, we can witness the daily life of the people interact with others. As explained by Pramudiana (2017) explained that the market is the meeting point of two producers and consumers Trade in goods and services based on the price bet. Meanwhile, (Tambunan 2020) said that traditional market is

a market which in its implementation is still traditional, where sellers and buyers interact directly.

From the point of view of cultural values, it is not only a question of economic problems, but in these traditional markets we will find the identity of the nation of each region starting from the way of thinking, the way of behaving, the local community can be found here, then the process of exchanging value by interacting between sellers and buyers is an interesting part, not only limited buying and selling but there is also information exchanged about the social environment.

However, when foreign people come to work in Indonesian, there are still many obstacles faced by both parties, one of which is the problem of communication. Ningsih (2019) summarized that Indonesian people are still low in speaking English compared to other countries in the ASEAN region. This is reinforced when the foreign buyers come to visit traditional markets in Indonesia, researchers often find miscommunication between tourists and sellers in traditional market in Morowali. which means most of the sellers cannot speak English, moreover Chinese. So, they find some difficulties in communication.

Alfianata, Sulissusiawan, & Amir (2014) showed the study in traditional market that there were various language used in Flamboyan traditional market which based on the existence of buying and selling activities in flamboyant traditional markets that carried out by the seller and the buyer in the form of spoken language. In the other hand, Ardhiansyah and Mahendarto (2020) in the research entitled Revitalizing and Reimagining the Indonesian Traditional Market (Case Study : Salaman Traditional Market Indonesia) showed that Indonesian traditional market was one of the main economic centres in the past, where farmers, fishermen, gardener, and those whose products were connected to the natural resources could sell their products and consumers could buy them with much cheaper prices. Hansen (2021) also compiled study which quantitatively and qualitatively tests the influence of sales-deployed relational marketing material using an ongoing information stream (OIS) of relevant literature, and measures the impact on a buyer's likelihood to purchase in the future, the allocation of dollars to a purchase, and the development of relationship, trust, expertise, and reduction of uncertainty in decision making.

Prastio, Nurzafira, & Ghazali (2020) with the title "Question Patterns and Conversation Implicature on Traditional Market In Lampung-Indonesia". This journal showed that there were six types of question patterns found in such tran-

sactions that contained conversational implicature, namely (1) yes/no question for asking, (2) tag question for rejecting and ordering (3) declarative question for ordering, (4) alternative question for asking, (5) wh-question for asking and suggesting, and (6) rhetorical question for rejecting

Alfani, Sukarno, & Haryono (2021) chicken, fruit, grocery, and vegetable shops of Pasar Waru, a traditional market, in Sidoarjo, Indonesia. The data were in the form of transactional conversations between the sellers and the buyers. Qualitative method was applied in this research by using the formula of generic structure potential theory proposed by Halliday Hasan (1985) summarized a study which showed that the generic structure elements in some shops at Pasar Waru comprises: greeting (G), sale initiation (SI), sale enquiry (SE), sale request (SR), sale compliance (SC), sale (S), purchase (P), purchase closure (PC), and finish (F).

At present, there are many books that feature conversations in English, but only discuss everyday conversations. One of them is a book with the title "101 Conversation in Simple English". It is very difficult to find a book that shows the conversation between sellers and buyers in traditional market.

From several previous research results, which have been described above, the researchers focused on analyzing vocabulary and conversations used by local sellers and foreign buyers of traditional market in Morowali regency. Expression characterized by a combination of words that produces a new meaning (figurative meaning). Combined words in the expression cannot be inserted other words (Ranuwijaya 2017), expressions also usually called as idioms (Handayani 2010). Moreover, Koban et al. (2023) that the meaning that arises from its constituent elements expressions are divided into two types, namely full expressions (full idioms) and partial expression (partial idiom). Stephen Leison (2006) defines word is the smallest units of language that have their own meanings. Words are the fundamental elements used in language communication, both in spoken and written form.

Researchers then developed the book in order to assist the sellers and buyers in their communication. In addition to add a reference book of English conversation, especially in the market, the researchers also want to help sellers and buyers to communicate effectively in buying and selling activities to meet the needs of both sellers and foreign buyers in Morowali Regency as an industrial area that hosts a lot of foreign workers (Yoesgiantoro et al. 2022). They interact a lot

with each other, especially in traditional markets to meet their needs. (Sugiyono 2013)

In addition, there are several common expressions books developed by previous researchers, but none of them have been developed in three languages, especially for common expressions in the traditional market. For these reasons, researchers take the initiative to design the three languages book (English, Indonesian, and Mandarin) to help the communication between sellers and foreign buyers in traditional market.

Furthermore, researchers conducted this research with the title *“Developing Common Expression Book in Indonesian Traditional Market in Three Languages: English-Indonesian-Mandarin”*. It is a form of realization of cooperation between the government of Morowali Regency and IAIN Palopo in the field of research. It is expected to be useful for the local sellers and foreign buyers at traditional market in Morowali Industrial Zone. So that, they can communicate effectively.

METHODS

Research Design

The researchers chose Research and Development as a method model on this study. Borg and Gall (2007) stated that Research and Development is a process used to develop and validate the educational product. According to (Sugiyono 2013), in his book, “Development research is research that is used to produce certain products, and test the effectiveness of certain products.” Researcher-developed goods may eventually be applied to the small game process. The method or procedures used in development research are accounted for in the process of creating new products or refining already-existing ones. This indicates that creating or developing products is the constant focus of the development research design. A new or existing product’s development must be driven by the users needs. The researchers used research and development design in this study because research and development could produce a product that would help sellers in the market to improve their English skills. The researchers used three steps those are research and collecting information, development process, and validating.

In this research, the researchers designed a book containing the expressions the sellers and the buyers in market, ADDIE models choose as a design model in this research.

Subject of the Research

The sellers and the buyers in traditional

market in Morowali were the subject in this research. The sellers consist of the grocery seller, greengrocer seller, fishmonger, clothing seller, fruit seller, and drug seller. The researcher took 12 sellers as samples in this research. They were two grocery sellers, two greengrocer sellers, two fishmongers, two clothing sellers, two fruit sellers, and two drug sellers. While the buyers participants came from the foreigners, consists of 9 Chinese in Morowali traditional market.

Location of the Research

The researchers chose 3 busiest traditional markets in Morowali they were Bahonsuai traditional market, Topogaro traditional market, and Wosu traditional market as the locations of this research. Because there were several dormitories of Chinese workers around these markets. The researcher observed that those places as the public place where the employees from China meet the local people or sellers to buy their needs. So, they would use the developed book as a guidance how to express their questions or responses to the sellers as well as the sellers to the buyers when they make transaction in the traditional marker.

Research Procedure

The procedure of this research, the researchers applied ADDIE approach to design a product in this research “Common Expression Book in Indonesian Traditional Market Three Languages: English, Indonesian, and Mandarin”. Pri-badi (2009) defines that ADDIE is a learning development model that illustrates the basic and easily learned stages of learning design. As the name implies, there are five primary phases or stages in this model: analysis (A), design (D), development (D), implementation (I), and evaluation (E). ADDIE is implemented in a methodical and structured manner. It is anticipated that this will help researcher create products that are efficient, efficient, and attractive.

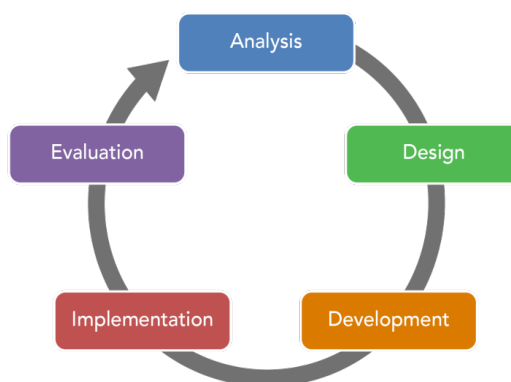


Figure 1. The ADDIE Model

Branch (2009) explained that product development is a crucial and requires a rigorous scientific process. ADDIE model stands for five phases; those are analysis, design, development, implementation, and evaluation. The five phases followed by the researchers in order to measure the product would be valid, practice, and effective for the users.

Analysis

In this research, the researchers visited the traditional market to analyze the common expressions which used both sellers and buyers over there by observing. The researchers used hand phone to record the activity in market. Therefore, the interview used in this step to know what problems faced by sellers that usually felt when dealing with Chinese buyers who want to buy their product.

Design

Design phase was taken through several stages those were 1) the researchers preparing some references, 2) the researchers outlined the design of the product.

Development

In this step, the researchers focused on the development of the common expression book. The process to develop an expression book through some stages those are 1) collecting the expressions 2) arranging the expressions book 3) Validating by the experts of material, language and design.

Implementation

In this phase the researchers chose some local sellers and Chinese buyers in traditional market to use the product.

Evaluation

In this phase, the researchers were collecting opinion from the sellers and buyers by using questionnaire, and evaluate the product based on the validators' suggestions and corrections.

Instrument and Data Collection Technique

The researchers used test and non-test instrument in this research. The instruments used in this research are: (1) validation sheet, (2) interview technique and (3) questionnaire to collect the data. The data obtained is used to know the validity, practicality, effectiveness of the developed product.

The data in this research obtained by the

validation of the validators, while the practicality and effectiveness taken from the sellers and buyers as the users of the product. The data used to know the validity, practicality and effectiveness of the developed product.

Data Analysis Technique

The development of this product used data analysis techniques in the form of qualitative and quantitative analysis. Qualitative analysis is based on pre-research data input from validators and users. While quantitative analysis is done by converting the scores obtained into a Likert scale with five categories of assessment based on the formula (Eko Putro Widoyoko 2012).

To see the validity of the book, measured by the average of minimal expert assessment in the category of "good". As for practicality based on user ratings, sellers responses and the use of product with a minimum category of "high". The book is said to be effective seen from the communication improvement of sellers and buyer at the traditional market in Morowali regency.

RESULT AND DISCUSSION

Research Findings

The finding of this research is based on the stages which carried out in the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation.

Analysis Phase

In this analysis phase, the need analysis is carried out to find the needs' of buyers and sellers regarding to the book of common expression which should appropriate for buyers and sellers to communicate, especially for local buyers and for foreigner (Mandarin speaker). The researchers interviewed some sellers in the traditional market to get information about the expressions that usually used in the transaction activity, kinds of things which buy by the foreigners, types of appropriate book which needed. From this phase, the researchers could summarize the result of need analysis as follows: The local seller has difficulties in communicating with foreign language speakers (Mandarin speaker); The local sellers mostly use body language to communicate with foreign language (Mandarin speaker); The local sellers do not have books that can help in communicating with foreigners (Mandarin speaker); The local sellers really need books that suit their daily activities or contain expressions that they usually use in traditional market transactions with foreigners (Mandarin speaker).

From the analysis carried out, foreign sel-

lers and buyers really need a common expression book which contains sub-chapters: grocery, greengrocer, fishmonger, fish, fruit, and drugstore. Therefore, the book compiled in six chapters entitled; 1) grocery store, 2) greengrocer, 3) fishmonger, 4) clothing store, 5) fruit store, and 6) drugstore.

To conclude, from the analysis phase, the researchers decided to compose the book in six chapters where the expressions, vocabulary, and conversation arranged based on the needs of sellers in traditional market.

Design Phase

In the second phase, the researchers drafted the book components which can be seen in blue print as follows:

Table 1. The blue print of Common Expressions Book

Dimension	Element in Book	Objectives
English and Mandarin Phonetic Symbols	English and Mandarin Phonetic Symbols	Introducing phonetic symbols in English and Mandarin, so that users could more easily to learn the contents of the book.
Vocabulary	Pictorial Vocabulary	Introducing vocabulary according to the theme of each chapter, which is equipped with pictures, So that speakers of English, Indonesian, and Mandarin can more easily understand the vocabulary provided.
Expression	Common expressions in traditional marker	Introducing everyday expressions that are commonly used by buyers and sellers in the market, so that they can support the context of using the book according to the expressions in each chapter.

Conversation	Example of conversation using vocabulary and expression	Introducing the use of more complex vocabulary and expressions in the form of conversation in certain conditions that are usually encountered according to the theme of each chapter.
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The researchers considered the blue print as the guideline in developing the book in six chapters, those are:

- Chapter 1 Grocery Store
- Chapter 2 Greengrocer
- Chapter 3 Fishmonger
- Chapter 4 Clothing Store
- Chapter 5 Fruit Store, and
- Chapter 6 Drugstore

Development Phase

The content of the product is arranged based on the conversation between sellers and buyers in each store. The content of the product is divided into six chapters, in each chapter; there are part of vocabulary, expression, and conversation. The result of development phase then gave to the language and material experts.

The result of the development product could not give directly to the sellers or buyers. The researchers must measure the validity of the product to make sure that it would be function for them. Therefore, the researchers continued to validate the product to the experts. The experts' validation results resulted that the book is good, but there were some corrections to the product which need to be fulfill by the researchers before carrying the book to the sellers and buyers in traditional market. In line with that, the researchers did some changing to the product based on the corrections given from the experts.

Based on the validations result, there are several things that should evaluate by the researchers which can be summarized as follows: The design of the book need to evaluate; The were some corrections in language use inside the product; There were some corrections in grammatical which should be corrected by the researchers.

Regarding to some corrections, the researchers arranged the final draft of the product, following with some changing in arrangement from the experts' advises through their validation. The validity of the product included language, design and layout, and material of the product.

The mean score and the percentages of material and language expert validation shows in

the Figure 2:

$$M = \frac{B}{N} = \frac{56}{14} = 4$$

$$X = \frac{M}{N} \times 100\%$$

$$X = \frac{4}{4} \times 100\% = 100\%$$

Figure 2. The mean score and the percentages of language and material expert validations

The result of material expert validation got a mean score of 4 and 100% of percentages. It means that the qualified material expert validation results the product can be utilized without revision.

The mean score and the percentage of design and layout expert validation shows in the Figure 3:

$$M = \frac{B}{N} = \frac{53}{14} = 3,8$$

$$X = \frac{M}{N} \times 100\%$$

$$X = \frac{3,8}{4} \times 100\% = 95\%$$

Figure 3. The mean score and the percentages of

Design and Layout expert's validations

The result of design and layout expert validation got a mean score of 3,8 and 95% of percentages. It means that qualified the language expert validation results in the product utilized without revision with a little bit of revision.

Implementation Phase

In this implementation phase, the product implemented in three traditional markets in Morowali, those were Wosu traditional market, Topogaro traditional market, and Bahonsuai traditional market. Besides implementing the product in traditional market, the researchers also evaluated the product by doing short interview with sellers and buyers in order to know the things which need to improve in the common expres-

sions book.

The researchers got positive feedback from sellers and buyers in traditional market regarding to the product. Meanwhile, the researchers also evaluated several things that could give some improvements for the product.

Evaluation Phase

The evaluation phase resulted from product tryout's that continue with questionnaire given to sellers in traditional market related to their validity, practicality and effectiveness. Furthermore, the researchers also did discussion to draft the final product and made some changing in book contents and layout.

After considering the sellers questionnaire and discussion with the sellers and validators, the researchers got inside in book contents as follows:

The researchers need to add audio in common expressions book to make sure the sellers and buyers could pronounce the word correctly in English, Indonesian, and Mandarin.

The researchers should draft the design and layout in cover book better than the previous draft.

Based on some points which need to be thoroughly reviewed, the researchers compiled the final draft of common expressions book which provided in term of flipbook which completed with sounds in three languages inside the book contents, it could be accessed by the sellers and buyers from laptop and mobile phone (terms and Conditions applied).

Along with questionnaire given to the sellers and buyers, researchers also did evaluation through Focus Group Discussion (FGD) which attended by some English lecturers in order to evaluate and giving suggestions related to the product.

Hence, the common expressions book is eligible for the criteria of validity, practicality, and effectiveness of the development product through several evaluations until the final draft. Therefore, the book is suitable for the needs and comfortable to use by the sellers and buyers at traditional market in Morowali Regency.

CONCLUSION

The development of Common Expressions Book for sellers and buyers in Indonesian traditional market requires not only the appropriate materials, but also the context of communication occurs between sellers and buyers. In this study, the Common Expressions Book developed through ADDIE model that consist of four pha-

ses (analysis, design, development, implementation, and evaluation).

The analysis phase becomes the fundamental points for researchers to get the result of need analysis which developed in this book. Then, the design phase guided in drafting the whole components of book. The next phase is development where researchers drafted the contents of the product in the real book. Next, the Implementation phase focused on trying out the product for buyers and sellers in traditional market. The last phase is evaluation, in this step researcher evaluated the product by giving questionnaire, doing short interview, and bringing all the evaluation into focus group discussion (FGD). Then the product become valid and practical to use by the sellers and buyers in traditional market.

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