

COMMUNICATION INTERACTION BETWEEN TRADERS IN CULTURAL ANALYSIS (CASE STUDY OF HALAT TRADITIONAL MARKET, MATSUM CITY, MEDAN CITY)

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Abstract

The purpose of this study was to describe and analyze how people from different ethnic backgrounds interact with each other while doing business at Matsum City Halat Traditional Market. This research is a qualitative descriptive research, therefore the research method used in this study reflects this. The type of data presented through observation and interviews using primary data is the source of informant data. The sources of this informant data include traders at Matsum City Halat Traditional Market, books and journals that can be downloaded from the internet, and several documentation files that can be obtained directly at Matsum City Halat Market. Huberman and Johnny Saldana are the ones who will be able to get qualitative data analysis with an interactive model developed by Matthew B. Miles and A. Michael. This method of analysis was chosen for use in this particular study. The findings of this study show that the utilization of convection and divergence communication tactics is accurate whenever these traders engage in conversation with each other. Based on an analysis of 6 speakers' linguistic, idiomatic, intonational, mental, and gestural approaches to their interactions, we found that 4 (four) traders often use convergence communication tactics indirectly. The other two people use different communication strategies in their contacts, which means they don't seek to change their innate attitudes or behaviors when engaging with others.

Keywords: *Communication Interaction, Merchant, Culture.*

INTRODUCTION

We no longer deny the need for regular contact and conversation with people who tend to be from a different race, group, ethnicity, or culture than our own. (Megawati & Syafrizal, 2017). An eye-opening experience for us, in terms of connecting and talking to individuals from all cultures (Fatima, 2019). Each and every human being is obliged to engage in acts of communication during their daily lives. Like the statement that "man always communicates, man cannot avoid communication" attributed to the Axiom (Ahmad, 2019) It is essential that we have the capacity to acknowledge social realities related to the progress that has been made in human life. In other words, humans or individuals can be distinguished according to factors such as race, ethnicity, and religion. Not only that, but it can also be distinguished according to everyone's unique thinking, which is not the same.

Basically, intercultural communication is actually a form of ordinary communication, but what makes it different is the cultural background of the individuals who carry out the communication process (Puyod & Charoensukmongkol, 2019). As is the case with the traders in Pasar Halat market, there is no doubt

that the traders themselves come from different cultures, manifestations that can be observed in their communication interactions through aspects such as language, gestures, nonverbal, attitudes, beliefs, dispositions, values, and thought orientations, most of which are most likely found in the form of large differences that often result in misunderstood communication. (Agustini & Purnaningsih, 2018). Nonetheless, there will always be a common desire in communication between people and societies, no matter how culturally diverse individuals or societies may be. (Hariyanto & Azizah, 2018).

Culture can be seen as the sum total of symbols, knowledge, folklore, conventions, language, information processing patterns, rituals, and other patterns of behavior over time and space. This definition comes from the perspective of communication, which views culture as a complex combination of common symbols, knowledge, folklore, customs, language, and information processing patterns. (Suherman, 2020).

According to (Panuju, 2018) Communication science is an organized effort to precisely articulate the basics of information dissemination as well as generate ideas and attitudes toward that information. Any procedure that involves the exchange of information, ideas, or emotions

between people of diverse cultural origins is referred to as intercultural communication. (Zulfiningrum, Nuur, Dw, & Wahyono, 2020). Information can be conveyed not only orally or in writing, but also through a person's body language, personal style, appearance, or with the help of other elements in his immediate environment. (Sugara, 2019).

According to Hovland, Janis, and Kelly, communication is defined as the process by which one individual acts as a communicator to influence the actions of another individual through the delivery of stimuli, most of which are verbal in nature. (Suri, 2021). And Raymond S. Ross (Nurdin, Syam, & Harahap, 2015) defining communication as, *“A transactional process that involves cognitive sorting, selection, and sharing of symbols in such a way as to assist another individual in drawing from his or her own experiences a meaning or responses that are comparable to those intended by the source.”* which means "a transactional process that includes the separation and co-selection of shared symbols in such a way that it helps the other person to bring out his own experience or the same response intended by the source" in Indonesian. This process helps the other person bring out his own experience or the same response intended by the source.

Therefore, it is possible to draw the conclusion that nonverbal communication is communication that arises from a person as a result of stimuli when communicating even without producing sounds (verbal communication), and that this type of communication has its own meaning or purpose. The use of words (verbal communication) is always expected to follow non-verbal communication as a means of supporting or reinforcing what was originally communicated non-verbally. (Collier, 2015).

Communication that occurs between people from different cultures occurs when the sender and receiver of a message belong to different cultures. (Henderson & Barker, 2018). As we have seen, culture has an effect on how people communicate with each other. Culture is responsible for the entire repertoire of individual communicative behaviors and the meaning they assign to those behaviors. (King & Bailey, 2021). As a result, the treasury of two people from different cultures will be different, which may result in various challenges. (Rahayu, 2022).

The term "intercultural communication" has been defined in various ways by various specialists, including Fred. E. Jandt, who states that the term "intercultural communication" refers to the interaction that occurs face-to-face between individuals from different cultural backgrounds. Communication in general consists of multicultural intercultural communication (Ou & Gu, 2018). The communication that takes place between people who come from different cultural backgrounds is what Colliers and Thomas mean when they talk about intercultural communication. (Dian, Degeng, Kusumawardani, Hasbullah Isnaini, & Asri, 2022).

Intercultural communication is precisely defined by Stephen Dahl himself as communication that occurs within a community consisting of individuals belonging to two or more different countries, such as differences in race and ethnic background. Steward L. Tubbs gives another definition of what is meant by the term "intercultural communication." He described intercultural communication as a conversation that takes place between two members who come from different cultural backgrounds in terms of their racial or ethnic identity or their socioeconomic status. (Arasaratnam, 2015). Based on the definitions that have been put forward by a number of authorities, the definition of intercultural communication can be derived as follows: Intercultural communication is an act of communication in which the participants come from different cultural backgrounds. (Made Arya Astina & Ketut, 2016).

The term "interaction" refers to the relationship that exists between two systems in which actions that occur on one system have an effect on actions that occur on other systems. (Presbitero & Attar, 2018). Social relationships between two or more people that are structured in such a way that the people involved can influence each other are called interactions. Gillin and Gillin in Soekanto. (Made Arya Astina & Ketut, 2016) social interaction defines as dynamic social relationships that involve relationships between individuals, between groups of people, and between individuals and groups of people. Social interaction also involves relationships between groups of people and individuals. Instantly when two people come into contact with each other, social interaction can begin. They may beat each

other, shake hands, talk to each other, or even fight with each other. This kind of activity is an example of different types of social interaction. (Ladegaard & Jenks, 2015).

Recalling hypotheses and ideas that have been presented in previous descriptions. A conceptual definition is a restriction placed on a person's knowledge of a concept or understanding, and it is a major component of inquiry. (Sholeh, 2020). Because of this explanation, it is possible to understand how people from different cultural backgrounds engage and communicate with each other while doing business at the traditional Halat market in Medan City. Is there a big difference in the application of convergence and divergence communication techniques when these two tactics interact with each other? And what, in particular, are some of the reasons that might sometimes make it difficult for people from different cultural backgrounds to interact with each other?

According to Presidential Regulation No. 112 of 2007, a market is defined as an area where the purchase and sale of goods with more than one seller. A market fits this criterion whether it is called a shopping mall, plaza, market plaza, traditional market, shop, mall, plaza, trading center, or something else entirely. In other words, the market is the location where commercial exchanges occur, such as the purchase and sale of commodities and services. Although the traditional definition of a market is a place where buyers and sellers can meet on a set day to transact business, the market also serves another function. (Made Arya Astina & Muliadisa, 2017).

The term "market" originally referred to a location where people could meet to exchange goods; It is in this sense that we understand the term "market." On the other hand, in more advanced settings, the definition of a market is described as a meeting between sellers and buyers to negotiate the acquisition of a particular good or service. It is important to have a general understanding of the market because it is commonly known as a place where buyers and sellers can meet to make buying and selling goods and services with the aim of being able to meet demand.

According to (Munawara, Rahmanto, & Satyawan, 2020) one definition of a market is "any group of people who have needs that can be met, resources that can be used, and motivations to use

them." According to this concept, there are three important components in the market: people with all their desires, their ability to make purchases, and their willingness to spend money.

Learn to communicate in a way that goes beyond just reading the language of body movements and observing situations and conditions while speaking by gaining these skills in the marketplace. The market is one area where you can learn to communicate in this way. (Amalia & Haris, 2021). It is possible for people from different cultures to communicate with each other in any field, including market dealer interactions with each other and then with customers. It is also certain that this type of communication can occur. (Hermawan, 2019).

A wide variety of Indonesian cultural groups can be found in Pasar Halat. These groups include the Bugis, Javanese, Banjar, Kutai, Chinese, and a large number of others. Because there are so many different tribes in Indonesia, each has its own distinctive features, such as language, religion, customs, dress, and behavior patterns, all of which contribute to the country's rich cultural diversity. (Nugroho, 2016).

The researchers were interested in taking six sellers who had been active in this market for a long period of time. There are many dealers participating in this industry. In addition, they must also often interact with other dealers, especially traders who have cultural backgrounds different from their own. In and of itself, Halat Market has a kind of association that leans more towards daily routine. which, in a sense, continues to practice its own habits. Therefore, it is not uncommon to find situations where traders often communicate with each other using the various languages of their regions; In most cases, this happens only if the merchants are fluent in the regional language. However, Indonesian is still the dominant language there, which means the transaction process between buyers and sellers can still take place.

In the Halat market, problems are also not spared, despite the fact that they are very common there. However, it starts with less serious problems and progresses to more severe problems. In addition, the author intends to describe situations connected with the interaction of traders coming from different cultural backgrounds. When I first started working at Halat Market in the early 2000s,

there were frequent misunderstandings between sellers and buyers as well as between other sellers and sellers. The root of the problem lies in the fact that different people perceive different types of speech due to differences in language and cultural background.

Given the information presented above, it should come as no surprise that the author has an interest in determining the scope of the intercultural communication contact process that takes place between traders coming from different sociocultural backgrounds. Next, the researchers were curious to see how convergence and divergence communication methods are used in the wild. And if the aforementioned problems with cross-cultural communication are still prevalent in these markets or have been eradicated altogether. And finally, academics are interested in learning about characteristics that, when people from different cultural backgrounds come into contact with each other, often become barriers to communication and business. Given the context that has been described earlier, the question that will be examined in this study is, "How to Communicate Interactions Between Traders in Cultural Analysis of Halat Traditional Market Matsum City Medan City?" (How to communicate interactions between traders in cultural analysis of Halat traditional market, Matsum City, Medan City). So that the title that will be raised in this study is: Communication Interaction Between Traders in Cultural Analysis (Case Study of Halat Traditional Market Matsum City Medan City).

METHOD

The research conducted is a qualitative descriptive variation, which is a form of research that often uses descriptive analysis. According to Alo Liliweri (Nasrullah, 2018) the most important sources of information in qualitative research are words and actions; The rest of the information comes from additional sources, such as documents and other things. After that, the researchers will travel directly to the field to monitor traders' behavior as they interact or socialize with other dealers who come from various backgrounds.

The purpose of the focus in this study is to limit the scope of investigation to make it easier for researchers to analyze the data and draw conclusions from it. According to the challenges that have been formulated, the main objective of

this study is to use a kind of communication accommodation method that utilizes convergence and divergence techniques. A convergence strategy is one in which individuals adapt to each other's communicative behavior through the use of strategies. While divergence tactics (when no attempt is made to show similarities between communicants, arguing that they want to protect their culture or highlight differences) are prevalent, convergence strategies (when there are attempts made to show similarities between communicants) have nothing in common.

No	Name	Age	Information
1.	Herman	51	Chili Trader
2.	Serasi	55	Meat Trader
3.	Sumi	52	Onion Trader
4.	Nani	44	Potato Trader
5.	Aminah	37	Breakfast Merchant
6.	Bahrin	46	Onion Trader

Primary and secondary sources of information were used in the preparation of the sources and types of data of this study. Primary data is data that has been collected directly from the field by conducting direct interviews with members of the public or traders in the Segiri market. These interviews have been conducted by researchers. The perspectives and actions of the people seen or interviewed are primary sources of data. This data can be used to collect data relevant to the purpose of the study. The main method of recording material is to use written notes or audio cassette recordings. During this study, the most frequently used data collection methods were observation and interviews.

RESULTS AND DISCUSSION

Convergence Communication Accommodation Strategy

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material is to use written notes or audio cassette recordings. During this study, the most frequently used data collection methods were observation and interviews. (Paris & Sultan, 2018).

Divergence Communication Accommodation Strategy

Researchers began to pay more attention to traders' attempts to use different communication strategies in subsequent investigations. Where there is no attempt by the communicator to try to change or adapt to the interlocutor, which of course is produced indirectly – this divergent behavior is inversely proportional to the previous convergence behavior. (Martin, 2015). Good communication can still occur despite these inequalities, but it is clear that they arise only because people want to protect their own social and cultural standing. This difference will still result in effective communication. (Saputra, 2019)

Based on their statements, the researchers were able to draw tentative conclusions that there are still people who, when engaging with others, do not seek to adapt to their interlocutors. Which behaviors were driven by habit, or whether from the start these merchants wanted to keep their identity in front of the crowd, which included merchants and consumers from different cultural backgrounds. These items are still sold in the Halat section of the traditional market.

Inhibiting Factors in the Communication Interaction Process

In the following study, the researchers began to zero in on elements that make it difficult for business people to engage with each other there. It is things like that, which make conversations between traders unsuccessful, especially exchanges between traders who come from diverse backgrounds. The researchers were able to draw tentative conclusions from the statements presented earlier, and those are factors that are often encountered as obstacles to the interaction of traders there, especially those from diverse origins, particularly language, speaking styles, mindsets, and attitudes. These are things that often result in their interactions having to be temporarily halted halfway through or even causing misunderstandings between traders working there. (Nurdin et al., 2015).

Convergence Strategy

The attempt to generate commonality among communication actors is what we mean when we

talk about convergence. One reason for this effort is based on interests. Having similar views or acting in a way consistent with those beliefs is another factor that can influence convergence by causing people to become interested in convergence. (Saudah, 2018). Buying and selling products and services is only one aspect of the action that takes place in the market. When there is a pause in buying and selling, it is not uncommon for traders to engage in conversation with each other. When compared to the business transactions that take place between them, this kind of conversation can involve a large number of contacts. (Khotimah, 2019).

For example, when one of the Banjar ethnic traders, Mr. Herman, talked to other traders nearby who mainly transacted vegetables and who were mainly of Batak ethnicity, he found that most of the vegetable vendors were ethnic Batak. Language is the most obvious aspect of their own culture that they carry with them when they begin the process of acculturation, which is a step towards adaptation to a different culture. Language is the most important instrument for communication. Where Mr. Herman who is ethnic Javanese is integrated by using three languages that are common around his place: Batak language, Javanese language which is not too thick, and Indonesian which is the national language and known by everyone.

Obviously, the only reason for doing this is to establish common ground and increase the chances of successful communication between the two of them. Where in the book Mulyana reveals that in order for communication to be considered successful, at least language needs to fulfill three functions. These functions are to know the world around us, to relate to others, and to make our lives more coherent. And the languages they speak, Bugis, Banjar, and Javanese, all meet these three requirements. (Made Arya Astina & Ketut, 2016).

In addition to verbal communication, they are also quite good at reading and responding to nonverbal cues. Paralanguage is a type of nonverbal communication. People who speak more than one language are seen as an "opportunity" for them to join. (Wahyuningrum, 2017). The utilization of the interlocutor's colloquial language in conjunction with the utilization of the interlocutor's language, as mentioned earlier. That is why they incorporate

several dialects into their work so that the pronunciation looks authentic. This facilitates good communication because the interlocutor has the perception that his culture is recognized, and as a result, the interlocutor is more open to conversation. (Hs & Fahlevi, 2015).

Touch is an additional nonverbal approach that can be used to meet. Which touches happen there regularly. Touch is a nonverbal behavior that can have multiple meanings and can replace a thousand words. While this kinesthetic activity is in the form of a handshake or hug filter. The fact that they touch each other shows the closeness of their friendship. Personal distance is another factor that business people from different cultural backgrounds almost never consider. (Arruan, 2017).

In addition, formulating a convergence strategy related to buying and selling transactions that will take place. In the course of their business, these merchants often speak not only Indonesian but also their mother tongue, the language of the region in which their customers (buyers) are located, as well. So that the process of buying and selling goods and services is not too strict, so the process of buying and selling goods and services can sometimes be interspersed with light conversations (Ashari, 2017). Where this familiarity leads to flexibility in terms of time to pay, such as obtaining a cheaper price, the phrase "where this familiarity generates leeway" is appropriate. to foster mutually beneficial relations between the two parties. While accepting a lower price is beneficial for buyers, for sellers, lower prices obviously create a sense of calmness and ease when selling and engaging with other traders as it has formed a positive impression.

Divergence Strategy

The divergence approach that certain traders use will be discussed in more detail in the next section. We recognize that divergence is a tactic used to emphasize the verbal and nonverbal differences that exist between communicators. (Mode Arya Astina & Muliadisa, 2017). In this particular study, the application of divergence tactics by market participants such as Mr. Bahrnun and Mr. Matching takes place in the arrangement of conversation exchanges as well as buying and selling activities.

When he interacted with other merchants and buyers, most of whom were of a different ethnicity

than him, he spoke to them in Batak and Indonesian. This is also something Mr. Serasi did. Although his local language is not very complicated and can be understood by merchants and other buyers of different cultures, he continues to communicate frequently with them in it. This is despite the fact that it is not overused. According to the research findings, in addition to Pak Serasi, Pak Bahrnun also occasionally engages in the same behavior. When talking to people of different races, they will sometimes speak their own local language in addition to Indonesian.

This state can arise as a result of the spontaneity they experience, either intentionally or unintentionally, or because it is carried away by the communication process that came before. When they connect or communicate with each other, it's clear from this that they are really trying to make a difference. (Putri, Cangara, & Wahid, 2022). This state arises as a result of a number of circumstances, one of which is the need to preserve one's social identity. However, this state of divergence usually does not last for a very long time and usually only lasts for one to two chats for the convenience of the client.

Touch is still another type of divergence, where business people avoid any kind of physical contact with each other, especially those from foreign cultures. They sometimes argue that it is unethical. (Azhari, Rahmawati, & Syafitri, 2022). Some of these traders reveal their full potential in the context of buying and selling, which may be quite profitable. The retailer plays the role of a seller, and as such, it actually performs the "intact" performance of its functions, which makes a clear distinction with its customers. The buyer does not have the opportunity to take a position of "power", then the person who really controls and regulates the communication process during the sale and purchase transaction is the seller.

Inhibiting Factors in the Communication Interaction Process

In addition to the study team's main goal in determining the type of communication accommodations traders use when engaging with each other, the research team also prioritized data collection regarding elements that hinder the process of communication interaction between traders. Researchers identify causes or factors responsible for the inhibition of their meeting, in which the interlocutor does not pick up on a very

well communicated message. Along the same lines as language, other elements such as speaking style, perception, attitude, and even social distance can often operate as barriers to communication between these traders. (Wibowo, 2016).

And the majority of informants spoken to by the researchers gave practically identical answers to each other. Other times, communication breaks down mid-sentence due to factors including the interlocutor's language, speaking style, perception, attitude, or social distance. In some cases, misunderstandings are almost caused as a direct result of things like this. (Fadhilah, Ariadne, & Dewi, 2017).

CONCLUSION

Researchers spoke with six different traders and found that they all came from different cultural origins, had at least five regular clients, and sold their wares in the Halat market. These traders were chosen because they were the only ones who met these criteria. Though this definitely gives credence to the way they engage in business with other merchants, particularly those from diverse cultural backgrounds. And each of them made a statement about the way they engage with others. As a result, the implementation of the idea of communication accommodation is indirectly accurate.

In this case, communication accommodation techniques are broken down into two different tactics, which are referred to as convergence strategies and divergence strategies, respectively. In this particular scenario, the researchers directly observed, on the ground, that these traders were more geared towards convergence tactics. Due to the fact that these traders strive to communicate with other traders, especially traders who come from different cultural backgrounds, they change their language, manner, gestures, intonation, and accent of speech accordingly.

And in terms of buying and selling it also operates very smoothly, where buyers are allowed to enter the seller's "authority", and this causes prices to be lower and gives them more wiggle room when it comes to the amount of time they have to make payments. But among the many traders who use strategies in convergence, there are some traders who use strategies differently in

their interactions with other traders and buyers, especially those from different cultural backgrounds. This is especially true when it comes to the cultural backgrounds of people who have a wide range of trading experience. a place where people still communicate with people from other cultures while speaking their native language.

While some of them seek to draw attention to differences while still maintaining their identity. Some elements that hinder the interaction process between these traders and other traders, especially those from diverse backgrounds, include the following: in terms of the use of language, speech or style, body language (non-verbal), perception, social distance, and also the trader's attitude. Nevertheless, this kind of thing happens a lot out there. The term "ineffective communication" is used to describe potential misunderstandings among traders as a result of the previously mentioned factors. In reaction to this, traders react in a variety of different ways. Some people answer with patience or reason, while others don't seem to care about communicants.

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