

**Verbal Communication Patterns of Traders in Buying and Selling Transactions**

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**ABSTRACT**

*This study aims to find out the forms of verbal communication patterns used by traders who sell in the Rebo of Purwakarta Regency for indigenous buyers and the obstacles encountered in the process of buying and selling. This study uses a descriptive qualitative research method and a pragmatic approach. The data collection techniques used in this study include recording techniques, interviews, recording techniques, and documentary studies. While the research data concerns traders and buyers in buying and selling courses, the respondents are traders and men and women, young people, adults, or elderly who are in the rebo market area. Based on the results of research in the field, researchers obtained data according to which modes of communication of traders with buyers of Rebo took place mainly in a primary way, that is to say, face to face and using more than one language when buying and selling. reciprocal communication transactions between traders and buyers. Two-way communication follows in the negotiation process an explanation of the goods. At the same time, verbal communication occurs with questions and response between traders and buyers during the transaction. The language used in the purchasing process and in general is that of Sundanese, mixed and Indonesian traders, as they adapt to buyers.*

**Keywords:** patterns; traders; transactions of purchase; verbal communication

**INTRODUCTION**

We say that someone has interacted in the case of a reaction action. Actions and reactions are carried out by both individually and in groups, directly and Language and its use are always associated with individuals in the activities of society. The use of language in traders' speech about transactions in the Purwakarta Rebo market is by sociocultural factors. Sociocultural factors that influence the use of language, social status, education level, age, level, gender, etc. Furthermore, language use is also influenced by situational factors, namely who speaks which language, who, when, where and on what issues. (Suwito).

Pasar Rebo is one of the largest markets in Purwakarta district. The market is open every day from morning to night. The market has a large number of traders including greengrocers, meat and staple vendors, clothiers, stalls, street vendors and awning vendors. A kiosk vendor is a

vendor who sells in a shop with a permanent building, a street vendor is a vendor who sells on the edge of a shop, and an awning vendor is a vendor who sells in a semi-permanent small stall. (Nisa).

The researchers chose to conduct the study at Pasar Rebo because Pasar Rebo is one of the largest and most complete markets in Purwakarta, with vendors composed of many tribes. Sellers and buyers operating in the Rebo market mostly speak the protocol language, Sundanese. There is no fundamental difference between the Sundanese spoken by traders from various tribes in Pasar Rebo and other markets. Ethnographic communication is defined as the study of the role of language spoken by different communities. (Kuswarno).

The Sundanese language used by Arab traders in Pasar Rebo is inseparable from the use of the language. According to (Komalasari et al.), Sundanese consists of three language levels: rude Sundanese Basa Loma, Sundanese Basa Loma (familiar) and Sundanese Basa Lempes (polite). The use of Rough Sundanese and Sundanese Loma is commonly used by traders in the Rebo market when communicating with buyers. Sundaloma base is used in dealings with distinguished or elderly people. Although the other party is older, due to the close personal relationship, the language proficiency in Sundanese etiquette is sometimes ignored, so Sundanese Loma is mixed with the Sundanese Lemes base. Based on the above description, the researcher is interested in further examining and examining the communication patterns between dealers and culturally diverse buyers when conducting buying and selling transactions with Sundanese/indigenous buyers in the Purwagada Lebo market. The buying and selling process. What obstacles arise in the buying and selling process between traders and buyers? The purpose of this study is to understand the types of communication patterns and different cultures that occur between traders and buyers during buying and selling transactions in the Purwakarta Rebo market and what barriers traders face in communicating with domestic buyers.

Abdullah (2017 ) did a study on the practice of bargaining when buying and selling in the traditional Blauran/Palangka Raya Besar market of Islamic Law Perspectives, one of the earlier research studies. Moreover, (Nurul Mukarromah) conducted a study in Kutai Kartanegara titled Interpersonal Communication Patterns in the Erau Tradition. The first goal of this research is to ascertain how the Erau tradition is practiced in Kutai Kartanegara and whether Islamic aspects are present in the tradition. The previous study looked at how culture was used as an object of communication, but this study focused on how traders in Purwakarta Rebo Market used communication to conduct acquisition and sale transactions.

What distinguishes this research from previous research is, the research I conducted involving traders of descent, Arab descent. Because in Purwakarta some descendants live and are scattered in several places. Some descendants who live in Purwakarta are of Arab descent, Chinese descent, and there are some Indian descent. Some of these descendants have become indigenous people in Purwakarta because they have lived a long time in Purwakarta, the language used is the average Sundanese language. The mother of their descendants is only used occasionally when in the internal environment. Most are fluent and Sundanese in their daily activities. So at the time of the study, researchers can see a lot of the difference in the use of the language that the community of heredity uses when buying and selling with consumers. The use of the Sundanese language is typical of descendants who attract researchers to conduct deeper research on verbal communication traders in buying and selling transactions at Pasar Rebo. This also creates new knowledge for readers, especially the people of Purwakarta that traders in traditional markets consist of multicultural sellers and there are many Arab descendants, Chinese. Primary communication used in buying and selling transactions is Sundanese. Sundanese is crucial to the buying and selling processes at Purwakarta Rebo Market.

The theories related to this research are, that researchers utilize the theories associated with this work to help with data analysis in the upcoming chapters. Verbal, nonverbal, and pattern communication are all included in the literature study that was employed.

### **Communication Patterns**

According to (Soejanto), communication patterns are a straightforward diagram of the communication process that illustrates the relationship between one element of communication and other elements; in other words, the communication pattern is connected to a number of factors that have an impact on the communication process itself. The mechanism by which the communication process forms a specific pattern in a given context is strongly linked to the pattern. defines communication patterns as a pattern of relationships between two or more people in which messages are sent and received appropriately to ensure that the message in question is com (Djamarah et al.)prehended. It is possible to infer that comprehending the communication patterns that (Djamarah et al.) outlined is an efficient, straightforward communication method. Effective because the media is precisely what is available in the context of the interaction connection.

A person's or a group's communication patterns are their manner of doing so. This style of communication is a societal habit that is practiced often (Purwasito). Over time, this habit develops into a certain model or pattern. According to (Herutomo and Istiyanto), communication patterns are created in order to recognize and classify the pertinent components of a communication process, particularly interpersonal communication. The components of communication can be observed through the use of communication patterns, which are representations of a communication event. audience psychology and culture. In order to find appropriate patterns that are simple to use in communication, the phrase "communication patterns" is also used to refer to a model of the communication process, which includes a range of communication models and process components. Communication patterns can often be thought of as a model for the delivery of information.

Numerous elements, such as associations, trust, cultural context, and religious systems, have an impact on communication patterns, making it dynamic. (Effendy) Three types of communication patterns are distinguished: multidirectional, two-way, and one-way communication. Effendy states that there are three different kinds of communication patterns. These are:

1. One-way communication is the process by which messages are sent from the communicator to the communicant both through and without the use of media. In this scenario, the communicant merely serves as a listener.
2. Reciprocal or two-way communication patterns, also known as two-way traffic communication, involve communicators and communicants exchanging functions within their roles; in the first step, communicators transform into communicants, and in the second stage, they alternate functions. However, in general, the primary communicators initiate the conversation; they do so with a specific goal in mind, and the process is dialogical, allowing for direct input.
3. Communication processes that take place in another group where communicators and communicants dialogally share ideas are known as multi-directional communication patterns.

### **Verbal Communication**

According to (Sendjaja), verbal communication is any form of communication that involves both written and oral language. Communicators typically use more verbal cues, or language, when conveying messages. A communicator must therefore be knowledgeable about spoken messages, which include:

1. The pattern of conclusions (implicit or explicit), the argumentation sequence (which is first, the argument that is loved or dissatisfied), and the pattern of objectivity (one side or two sides) are indicators of the message structure.
2. Message Style: Use a variety of languages when communicating (looping, easy-to-comprehend vocabulary)
3. Draw Message: This is a reference to the message's psychological underpinnings (rational-emotional, fear-based appeal, and reward-oriented allure).

Understanding the contents of the message to be conveyed: for instance, if a trader wants to sell clothes, the message should include references to clothes to make it easier for customers to quickly comprehend the message forwarded by the clothing trader. Technically, for the communication to be swiftly understood, its contents must be easily understood audibly. heads: Use the format outlined on these pages to type and label section and subsection heads. Number your parts to make cross-referencing easier.

### **Non Verbal Communication**

Understanding nonverbal cues, such as body language, expressions, faces, gestures, motions, touch, distance, eye contact, and so forth, is the process of communicating with others without the use of words. Hogan in (Husen) states that there are several ways to categorize nonverbal communication aspects, or body language, from actual body parts to how the body parts are employed. According to Hogan (Husen), the primary components of body language are separated into:

1. Eye,
2. Face,
3. Sign,
4. Touch,
5. Posture,
6. Movement,
7. Appearance,
8. and sound.

### **METHOD**

Data and data sources, data gathering strategies, data collection tools, data collection processes, and data analysis methodologies are all covered in the methods section. Techniques for testing hypotheses that are pertinent to quantitative research must be included. This study employed a qualitative descriptive methodology in addition to a literature review and field survey methodology. One of the techniques for conducting interviews is the same technique utilized to collect information from vendors at Pasar Rebo. As for some of the criteria for respondents, we make data that there are 20 traders and buyers from various sellers including; Food traders, vegetables, meat sellers, wholesale goods, fruits, etc. The age of respondents varies from young (18-25 years) to adults (30-50 years) both men and women. Because of their interpersonal communication habits, traders and purchasers participate in this study as informants. In this investigation, listening and recording techniques were employed. This study is being conducted at Pasar Rebo, one of Purwakarta's markets. (Siyoto) states that for research

to be considered truly high-quality, all data must be gathered in the form of primary data, which is defined as verbal or verbally expressed words, gestures, or behavior carried out by a subject that can be trusted—in this case, the research subject, or informant—about the variables under study. Secondary data that can enhance primary data include information from graphic documents (tables, notes, minutes of meetings, etc.)

## **RESULT**

The results of this study indicate that sellers and buyers, especially in Purwakarta Rebo Market, are traded by buying and selling using the pattern of communication, there is a communication process of symbolic interactionism models between sellers and buyers, communication components that are unique in verbal (language) and non-verbal messages for example Clothing, touch, body language, or the seller's close call to the buyer, and the effects and context of communication. The effect of communication in the process of buying and selling transactions can give birth to familiarity between sellers and buyers. The context of communication in addition to the topic of buying and selling transactions is also on other topics such as personal gossip, economy, education, religion, culture, society, and even politics. This research requires further research with a different paradigm so that it can be further developed in a communication ethnographic study. It is undeniable that the use of the Sundanese language as a primary language in buying and selling transactions between buyers and traders becomes the most important part of the success of the buying and selling process.

## **DISCUSSION**

Based on several factors, a communication pattern that takes place in Purwakarta Rebo Market can be identified. Communication patterns can be broken down into four categories, according to (Sitinjak): primary, secondary, linear, and circular. Naturally, in their daily lives, these traders will always come into contact with and speak with other buyers in their place of business. In this instance, such interaction takes place between traders and buyers in the Pasar Rebo environment. Their different cultural backgrounds will undoubtedly have an impact on how they communicate and engage with each other during the purchasing and selling process. Interactions between people of different ethnic and cultural backgrounds are a social fact of life, particularly in the current globalized period. On the other hand, conflict and an imbalance in the relationship will result from improper management of the encounter. Prejudice, ethnocentrism, and preconceptions can lead to unhealthy interactions. The daily lives of traders whose portraits are ethnic need interruption, mutual understanding, and efforts to enter and adapt to other cultures—all of which are necessary for healthy contact. Stated differently, the efficiency of intercultural communication will be impacted by the cultural distinctions that exist within each ethnic group.

### **1. Primary communication patterns**

The transfer of information from the communicator to the communicator through the use of a symbol as a medium or channel is known as the primary communication pattern. There are two categories of symbols in this pattern: verbal and non-verbal. Language is the spoken symbol that is most frequently employed since it allows a communicator to express their thoughts. Nonverbal language refers to the use of the head, eyes, lips, hands, and voice as symbols. According to the Food Trader Informant, Mr. Asep, "Yes, before the Pandemic people chatting, gathering many people who chat in the market, now there are no" buy as necessary, finished buying immediately home, he responded, indicating that the communication pattern is different from before.

Researchers discovered the Purwakarta Rebo Market's common tradition of bargaining while gathering data. What the author sees based on information obtained during an interview. After conducting the interview, the author discovered that haggling had evolved into a necessary step in the market shopping experience. Meetings in person between buyers and sellers during negotiations help them communicate both verbally and nonverbally. This is so because the underlying verbal and nonverbal cues of any culture cannot be isolated. beginning with the buyer and seller's greeting before the transaction begins. Vendors who are aware of potential customers will greet them with more recognizable phone numbers, such as Neng, Teteh, and AA. People who are familiar with one another will ask each other questions regarding the person in question or the news. However, general welcomes like Pak/Bu are used for merchants and purchasers who are not too familiar with one another. The following researchers will provide an explanation of some successfully gathered conversation data that shows exchanges between vendors and ethnic Sundanese/native buyers at Purwakarta Rebo Market.

**Table 1. Types of traders**

No	Nama Pedagang (Trader name)	Dagangan (Merchandise)	Usia (Age)	Jenis kelamin (Gender)	Ragam Bahasa (Variety of languages)
1	Tohir	Grocery traders	48	Laki-laki	Unofficial
2	Asep	Somay seller	24	Laki-laki	Unofficial
3	Lala	Butcher	26	Perempuan	Unofficial
4	Jaenal	Klontong trader	40	Laki-laki	Unofficial
5	Susi	Chicken noodle trader	40	Laki-laki	Unofficial
6	Ati	Butcher	48	Perempuan	Unofficial
7	Nuya	Vegetable seller	22	Perempuan	Unofficial
8	Aji	Fruit merchant	30	Laki-laki	Unofficial
9	Fauzi	Wholesale seller	23	Laki-laki	Unofficial
10	Ela	Fried food trader	35	perempuan	Unofficial

Here are some conversational data that Purwakarta Rebo Market analysts have gathered;

### 1. Pedagang Somay (Somay traders)



Deri: "a beli somay"

Seller: "Hoyong sabaraha porsi a?"

Deri: "Sapoorsi weh a, teu nganggo sambel"

Seller: "siap a"

Deri: "Hargana sabaraha saporsi"

Seller: "Tujuh rebu teu nganggo endog"

Deri: "lamun nganggo telur"

Seller: "Sapuluh rebu a"

Data analysis: Sundanese is the most common language spoken since native buyers and sellers from Purwakarta are identified by their "aa" calls, which are near calls to elderly people. Primary communication patterns are those that arise in exchanges between buyers and sellers. In the conversation above traders and buyers communicate using Sundanese, communication that occurs is two-way effective. However in the buying and selling communication, there is no small talk between the two, and there is no bargaining in it. Overall communication occurs briefly and communication of buying and selling transactions runs smoothly.

## 2. Pedagang sembako (Grocery traders)



P1 Fikri (Pembeli) : "punten pa meser kerupuk"

P2 Rahman (Penjual) : "Mangga jang, hoyong sabaraha?"

P1: "satengah weh pa"

P2 Rahman : "mangga, kedapnya antosan"

P1: "muhun pa"

P2 : "sareng naon dei?"

P1 : "atos weh pa, janten sabaraha?"

P2 : "8000 jang"

P1: "iyeu artosna pa"

P2 : "nampi artosnana, haturnuhun"

P1 : “muhun pa sami sami”.

### 3. Pedagang grosir (Wholesaler trader)



Pembeli: pak punten ada rokok?

Fauzi:ada kang

Pembeli: kalo rokok garam filter berapa pa?

Fauzi : sabungkus 25 ribu

Pembeli: sebungkus pak, sekalian sama kopi

Fauzi : Ooh siap kedap

Pembeli; jadi semuana 26 ribu?

Fauzi: less a.

The speech above occurs between traders and buyers in the domain of trade. The non-standard or informal variety of speech suggests that talks take place in an informal setting with intimate relationships between the speakers. The word *Punten* always starts the buyer when asking for the item he will buy. In Sundanese, the word '*Punten*' indicates a polite attitude towards others or the other person. Sundanese and Indonesian are used interchangeably in the speech of the buying and selling exchange mentioned above. The sellers frequently substitute Sundanese words, such as "antosan," for Indonesian words that mean "brief." Speakers in the speech above inadvertently employ many languages during transactions related to purchases and sales. Because of the habit factor, speakers whose first language is Sundanese in this instance utilize Sundanese inadvertently or unintentionally. Based on the conversation above traders and buyers communicate using Sundanese, and communication that occurs is two-way effective. In the conversation above there is no bargaining inside. Overall communication occurs briefly and communication of buying and selling transactions runs smoothly.

### 4. Warung Kelontong (Grocery stalls)



P1: punten a meser gula hiji sareng minyak hiji

P2 : teras naon deui?

P1: atos a, sabaraha dayana?

P2 : janten 30rb, artos pas a?

P1: heunteu a, ieu 50rb artosna anggulan

P2: oh manga

P1: nuhun a

There is just one language utilized in the buying and selling transactions listed above, and that language is Sundanese. The language used by the traders and buyers is consistent from the first. In the process of buying and selling in the conversation above the trader only asks what other items will be purchased, there is no bargaining or joke between the two. However, once the communication in the buying and selling transactions was successful and went smoothly.

### **5. Penjual gorengan (Fried seller)**



P1 Elita: teh gorengannya berapaan?

P2 Ela: Lima ribu 4 teh.

P1: dikira seribuan, biasana kan seribuan teh. 5 ribu lima weh atuh

P2: muhun kamari-kamari mah masih sarebuan, ayeuna mah tos nararaek hargana oge neng. Jadi lima rebu opat.

P1: Oh yaudah atuh teh, saya beli 8 aja, ada cengeknya gak?

P2: ada, di pisin teh sok candak nyalira

P1: oh iya, teh ini uangnya jadi 10 Ribuen ya

P2: Iya neng, nuhun

P1: sami-sami teh.

A blend of Sundanese and Indonesian languages are utilized in the conversation. The merchant answers in Sundanese and speaks Indonesian infrequently, even if the buyers speak Indonesian at first. The above speech takes place during buying and selling transactions between merchants and purchasers. The speakers are close friends and the conversations take place in an informal setting. Both Indonesian and Sundanese are used in the speech above. The vendor uses a lot of Sundanese, one of which is used to replace the Indonesian word "yes" with the term "Muhun." Speakers in the speech above inadvertently employ many languages during transactions related to purchases and sales. Because of the habit factor, speakers whose first language is Sundanese in this instance utilize Sundanese inadvertently or unintentionally. In the aforementioned purchases and sales, there was bargaining with the food purchased, and the members assured the price was appropriate. In the end, the buyers and sellers agreed and communication went smoothly.

## 6. Pedagang Mie ayam kriuk (Kriuk chicken noodle trader)



P1: "Assalamualaikum a, masih aya mie ayamna?"

P2 : "Walaikumsalam masih a, hoyong sabaraha bungkus?"

P1: "sabungkus weh a"

P2: "ceker na seep a, wios?"

P1: "oh enya wios a, naha tumben tos seep"

P2: "ngadamel sakedik tadi teh a"

P1: "tutup tabuh sabaraha kitu a"

P2: “tabuh dua belas”

Analysis of the variety of languages used: Sundanese languages make up the majority of the variety of languages used since the seller speaks Sundanese from the start of the conversation to the end. The conversation occurred very closely, the seller and the buyer showed close body language, the buyer asked about other foods the seller, there was two-way communication, and the buying and selling process went well.

### **7. Pedagang daging (Meat traders)**

Pembeli: Bu, harga daging sapinya berapa sekarang, sekilo?

Pembeli: Wah, harganya sudah naik, ya, Bu.

Penjual: Iya, Bu, naik semua harga.

Pembeli: Setengah kilogram aja boleh, bu?

Penjual: Wah, kalau setengah kilo 75 rebu

Pembeli: kok lebih mahal pak, kan sekilo 140 jadi 70 setengah.

Penjual: sekilo aja bu belinya 140

Pembeli: udah setengah aja 70 ya bu, bungkus

### **8. Pedagang sayur**

Pembeli: bu, ada Kangkung?

Penjual: Ada, bu. Mau beli berapa ikat?

Pembeli: Dua ikat saja, bu. Berapa harganya?

Penjual: Seiket 3.000. klo dua jadi 6.000

Pembeli: oh iya, tambah Tomat dan Tempenya juga, ya, bu.

Penjual: ya

From the two conversations above buyers and sellers use Indonesian even though both are natives (Sundanese). Because from the beginning the buyer used Indonesian, the seller adjusted using Indonesian in the sale and purchase transaction. In the conversation above there was a bargaining process in buying and selling, but the bargaining process was unsuccessful because traders did not approve the price offered by the buyer. After all, prices had gone up. Nevertheless, the buying and selling process in the two conversations went smoothly and communication occurred in two directions using the Indonesian language.

### 9. Pedagang buah (Fruit trader)



P1: Mang, ieu Gedang sabaraha pangaosna?

P2: Nu eta mah 6000 Teh, tos amis nu eta mah, parantos asak

P1: Oh muhun, abdi meser sakilo atuh mang

P2: Muhun mangga teh, sakedap nya

P1: Muhun Mang. Mang dupi ieu Gedang nyandak ti mana?

P2: Asli ti kebon atuh teh, aralus buahna oge sareng amis eta mah

P1: enya atuh mang ti kebon saur saha ti langit, ahh si mang mah bodor, ieu artosna mang

P2: Muhun teh, hatur nuhun

P1: Sami-sami mang

### 10. Pedagang buah (Fruit trader)

P1: mang Jeruk baraha sakilona?

P2: dua puluh rebu teh, ieu jerukna nembe turun pisan, sarae tuh tingal

P1: 15 rb weh sakilo mang nyak kenging teu?

P2; teu kenging neng, ieu mah jeruk sae. Tapi sok wios mun dua kilo dipasih 25 rebu.

P1: oh asik, mang dua kilo weh nyak, nuhun mang.

If we are seen from the atmosphere there are two types of conversations or actual dialogues, namely official conversations and unofficial conversations. Examples of official conversations are discussions in the Sundanese language called Sawala. Examples of unofficial conversations are daily conversations between friends or with others, one of which is a conversation between traders and buyers that occurs in Purwakarta Rebo Market. In the first conversation, the buyer opens the conversation by asking about the origin of the fruit before deciding to buy the items needed. In addition, in the transaction, there was a bargaining process that was successfully carried out. Verbal communication occurs very close, and is supported by friendly body language and no limits. The use of the Sundanese language is one of the

supporters in the buying and selling transaction process because the communication that exists between the two becomes warm and runs smoothly.

The following is the result of the researchers' interviews with several random respondents regarding the use of their language at the time of buying and selling transactions at Pasar Rebo. The following is the result of the researchers' interviews with several random respondents regarding the use of their language at the time of buying and selling transactions at Pasar Rebo.

1. Somay Trader The language they use when communicating with sellers is Sundanese and sometimes use mixed language. Situation; Buying and selling transactions occur using a mixed language between Sundanese and Indonesian language
2. Food trader, When ordering a food menu. The selection of the language used in Sundanese
3. Wholesaler trader, In the sale and purchase transactions, both use a mixed language between Indonesian and Sundanese
4. Meat trader, The sale and purchase transaction is done consistently using Indonesian
5. Haberdasher, Sundanese language is consistently used by traders and buyers
6. Chicken noodle traders, Traders, and buyers consistently use Sundanese
7. Vegetable seller, In the sale and purchase transactions, both agreed to use two languages Sundanese and Indonesian languages
8. Fruit merchants, Buying and selling transactions carried out between traders and buyers consistently use Indonesian
9. Fruit merchant Traders and buyers consistently use Sundanese
10. Trader, In the sale and purchase transactions, both agreed to use two languages Sundanese and Indonesian languages.

### **Description: (+) Using language**

The aforementioned table indicates that Sundanese is the language most often used during buying and selling transactions at Purwakata Rebo Market. However, in reality, some buyers may speak Indonesian, and traders may respond in that language as well. Nevertheless, the majority of respondents at Purwakata Rebo Market use Sundanese and other mixed languages.

## **CONCLUSION**

Swords and buyers in the Purwakarta Rebo Market have a pattern of communication that is primarily face-to-face and uses the Sundanese language, which is the indigenous language of the Purwakarta community. This is especially true for the traders who have been documented in the conversation data in the discussion chapter. The use of Sundanese in Pasar Rebo facilitates more intimate and laid-back transactions between buyers and sellers. As a result, the Sundanese/Maternal language of the Purwakarta community is still preserved and is used as the primary language during transactions, particularly in traditional markets where many vendors are, incidentally, from various Indonesian regions or tribes.

Communication that occurs during the buying and selling process is direct communication, which means that communication occurs face to face and is assisted with body language, which makes the pattern of communication occur effectively in the buying and selling process.

Because many traders in Purwakarta are of Chinese and Arab ethnic heritage, it will be interesting to study how the process of cultural acculturation takes place among the local population in future studies. Whether Sundanese is still widely used and sustainable, or if it has been translated into other languages. Hopefully, researchers looking into this will find out how important the Sundanese language is in Purwakarta in the upcoming study. (Rakhmat, 2004)

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