

CHAPTER I

INTRODUCTION

1.1 Background of the Study

It is rare to see a man meeting his old friend just looking at each other. When people come face to face in a shop for example, they will for sure open a conversation usually by greeting to each other. It means they are communicating. They will probably talk about the goods, or their life, etc.

In order to communicate with other people, man creates a means of communication named a language. Yuen Ren Chao (1968:1) says, "Language as a means of communication is entirely arbitrary in its relation to what is communicated". This was supported by Wilkinson (1975) who says that "Language is not simply a means of communication because language is also a system of rules governing relationships". With language, one is able to contact with his surroundings and also to maintain the relationship with others. That is why, language is a key for communication in the society. Language is a means which enables human beings to play their roles in society, to express their needs, to give and get information and to learn about the people and their surroundings (Lehman, 1983:1). Trudgill (1974:13) claims that language is needed in order to

"Establish and maintain relationship. Language is also used for communication all over the world. It is impossible to speak only one language in daily life".

Many big cities, Surabaya for example, has a multilingual society consisting of plurality of ethnic groups, cultures, and languages. Several languages come into contact and some individuals will learn to speak more than two or more languages. Language and culture are so closely related that they may be regarded as parts of the same thing in which cultural changes tend to occur along with language change (Fredwest, 1975:172).

A garment shop which is located in Pasar Kapasan Surabaya sells outfits, handkerchieves, blankets, baby socks, napkins, towels, etc. There are buyers and sellers who do business transaction. The buyers are mostly Javanese and Madurese people while the sellers are mostly Chinese people. Though the sellers are Chinese people, they master the Javanese and Madurese language well since they have been in Pasar Kapasan for years. When they do the business transaction, they sometimes mix the words from different languages. Although both the buyers and the sellers do not have similarities in ethnic and socio economic background, the sellers get used to speaking the buyers language. The relationships between the sellers and the buyers are closed since the buyers are the sellers' old customer. That relationship makes them switch their codes. Then, it will result in a good agreement and get the message across.

Man sometimes does not realize the use of code switching because it comes spontaneously in the process of communication. On the other hand, man sometimes also uses it in order to reach his purposes. Here, the writer decides to observe code switching between buyers and sellers because of the following reasons :

1. She often meets the buyers and sellers do code switching especially on informal situation.
2. She herself often switches to other languages to get cheaper price when she becomes the customer.
3. She finds the buyers feel comfortable if the sellers speak the same language as they speak when they do the business transaction.
4. She also finds the sellers often switches in order to maintain good relationships, especially with the new buyers because it will give good image for them so that they will come back next time.

The writer who helps her mother in the shop, has often heard her mother and uncle speaking Madurese, Javanese and Indonesian alternatively. At first, the writer only took this situation for granted. But later she noticed that there must have been some reasons which influenced the choice of languages and the code-switching done by her mother and uncle. According to Fishman (1971:349), "the choice of language is a function of the set of values and social situations operating in any given social interaction, such that one language is typically considered more appropriate than the other and vice-versa for certain kinds of behavior (be it oral or written)". As quoted by Marasigan (1983:5), speakers do not merely switch from one language variety to another, but they build on the co-existence of alternate forms to convey information. For that reason, the writer has decided to study code-switching between buyers and sellers in their business transactions, conversations to know whether there are reasons behind their code-switching.

1.2 Statement of the Problems

Based on the backgrounds of the study, this research is intended to answer the following question :

Why do the buyers and the sellers switch codes during their business transactions conversation ?

1.3 Objectives of the Study

In the attempt to answer the above research questions, this study is designed to present the reasons which have led the buyers and the sellers to switch their codes during business transactions conversation.

1.4 Significance of the Study

The findings of this study is expected to give some contribution to the study of sociolinguistics because this code switching study can be a good input in learning sociolinguistics. Realizing the fact that a person may use different languages to communicate with others, the reasons why he/she switches from one language to another language still needs studying. Besides that, it can confirm previous research findings in code switching.

1.5 Scope and Limitation

Being aware of how broad the discussion of code switching would be, this study is limited in several ways :

1. The subjects under study are two sellers who are a brother and sister and four buyers.
2. The area is focused on informal conversations when they do the business transaction which takes place on informal situation.

1.6 Theoretical Frameworks

This study is based on the theories of sociolinguistics which covers bilingualism, code switching and language in use.

1.6.1 Code - Switching

1. Code – switching can occur frequently on an informal situation among people who are familiar to each other and have similar educational, ethnic and socio economic background. On the other side, code switching may be avoided among people who have little in common, on a formal speech situation. Hoffman (1991:110) says that code – switching includes the alternate use of two languages within the same utterance or during the same conversation. According to Marasigan (1983:90) code-switching occurs since there are difficulties in finding the right words at the time of speaking and the speakers can agree on interpretation of switching. This code-switching called language use.

According to Hoffmann (1991:177),

“The starting point for any study of language choice in multilingual communities is the recognition that, as this choice does not constitute random decisions on the part of the speaker, there must be a certain pattern”.

2. Code-switching happens in one society because the members do not speak one or two languages. This situation produces bilingualism.

A Richard Diebold Jr. in D.Hymes (1966:499) says that :

“When two languages come into contact, speakers of either language may learn elements of the other language. This acquisition of the nonnative language produces bilingualism. While the resultant convergent change in the language systems is purely linguistic problem, bilingualism itself is essentially sociological”.

Nababan (1984:27-29) differentiates between bilingualism and bilinguality.

Bilingualism is the habit of using two different languages in the interaction with other people whereas bilinguality shows the ability of using two different languages.

1.7 Definition of the Key Term

In order to avoid misinterpretation or misunderstanding, the following definitions are given :

1.7.1 Code Switching

Is a discourse which is characterized by a mixture of codes within a single conversation (Milroy, 1987:4) or the languages changing in the same discourse (Holmes, 1992: 42). Code switching in this study refers to the switch from Indonesian to Madurese or Javanese.

1.7.2 Garment Shop

Is a shop which sells outfits, handkerchieves, blankets, baby socks, napkins, towels, etc.

1.8 The Organization of the Thesis

The thesis consists of five chapters. The first chapter is the introduction. It gives the readers some explanations about the background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation, theoretical frameworks, and organization of the thesis.

The second chapter reviews some related literature related to the study under report. It discusses the theoretical frameworks used in the study, namely sociolinguistics: bilingualism and code switching as well as previous study.

The third chapter is the research methodology. It discusses the nature, the subjects under study, instruments and procedures of collecting and analyzing the data.

The fourth chapter of this thesis discusses the data analysis. It also present the findings. The final chapter presents the conclusion and suggestion concerning the topic of the study.