CHAPTER I

INTRODUCTION

CHAPTER   I

INTRODUCTION

1.1 The Background of the Study

Since the age of one year or so people have communi-
cated with others largely through language. At a younger
age they express their wants through gestures or inarticu-
late noises. As adults they may still communicate in such
ways. But they find language simpler and far more accurate
than hand waving or general cries. Language provides the
means for them to take their place in society, to express
their wants and convey information, to learn about the
people and the world around them.

Everyday people are faced with speakers who try to
persuade them of others' views, to sell up products they
may not need, to inform them effectively in response, to
convey their own opinion and wishes, to understand the
past as well as the present. Besides, language is also
used for handling with store clerks, telling off umpires,
and gossiping with friends as well as for negotiating
contracts, discussing ethics, religions and beliefs. In
sum, it is a tool for communication.

According to Clark (1977: 3) language is the medium
through which the manner, morals and mythology of a socie-
ty are passed on to the next generation. Indeed, it is a

basic ingredient in almost every social situation. The thread that runs through all these activities is communication in which people try to put their ideas over to others. As the main vehicle of human communication, language is indispensable.

Ervin Tripp, as quoted by Hornby (1977: 1) claims that for a large percentage of the people to the world, speaking more than one language is a natural way of life with a variety of factors determining which language will be spoken on any particular occasion. Fishman (1972: 40-1) asserts that people have frequently been immersed in a veritable ocean of cross current of talk; therefore, no one speaks in the same way. Di Pietro (1976: 1) also claims that code switching is the use of more than one language by communicants in the execution of a speech act. In communicating, people tend to code-switch from one language to another language. In other words, code-switching commonly takes place in society and any speech event.

In January 1997, the writer of this thesis met one of her friends who was working as Account Officer in "Bisnis Bank" on Jalan Jagalan, Surabaya. He told her about his activities such as finding prospect customers and interviewing the customers who want to have credit loans. Later, he offered the writer of this thesis to accompany

him to interview one of his customers and found a prospect customer. This happened in early February 1997, when she had a chance to accompany her friend together with the other Account Officers, she found that the Account Officers and the customers code-switch quite a lot. One of the apparent reasons was that the Account Officer was code-switching quite a lot from Indonesian to Chinese and so on has, as a matter of fact, attracted the writer to find out why the Account Officers used many languages and had the tendency to code-switch from one language to another language during the interviews.

Besides, so far there has been no thesis on code-switching by the Account Officers written by the English Department students of Widya Mandala Catholic University. It is because of all those reasons, the writer decided to make a study on the code-switching done by the Account Officers of "Bisnis Bank" in Surabaya and write a thesis entitled "A Study On The Code-Switching Displayed by The Account Officers of "Bisnis Bank" in Surabaya".

1.2 Statements of the Problem

With reference to the background of the study, the writer looked into the following questions regarding the problems of the study under report:

1.2.1 What languages are mostly switched by the Account

Officers of "Bisnis Bank" in Surabaya when inter-
viewing their customers, and how often does the
code-switching occur in each language?

1.2.2 What are the reasons for the Account Officers of
"Bisnis Bank" in Surabaya and their customers switch
from one code to another code when talking to each
other during the interviews?

1.2.3 How does the code-switching affect the interviewers
and interviewees in the interviews?

1.3 The Objectives of the Study

In line with the statements of the problem, this
study intended to:

1.3.1 identify the languages which are mostly switched by
the Account Officers of "Bisnis Bank" in Surabaya
when talking to their customers, and to count the
number of occurrences of code-switching in each
language;

1.3.2 determine the reasons accounted for code-switching
in each language as done by the Account Officers of
"Bisnis Bank" in Surabaya and their customers;

1.3.3 to find out the effects of code-switching on the
interviewers and interviewees in the interviews.

1.4 The Significance of the Study

The findings of this study should give a good input to the field of sociolinguistics that is to enrich the branches of sociolinguistics studies in general. The findings of this study should also propose an input to the field of sociolinguistics especially at the English Department of Widya Mandala Catholic University that is to give a better understanding of code-switching (the occurrence of code-switching, the reasons accounting for code-switching, and the effects of code-switching on communication).

1.5 The Scope and Limitation of the Study

According to the head of the Account Officers, there are two divisions of Account Officers. The first division is called Consumer Banking involving those who are specially for handling the Account Officers to cover the credit for car and house loans. The second division is called Commercial Banking involving those who are particularly for the Account Officers to cover the credit for retail and corporate loans.

Due to the limited time, the writer of this thesis chooses the second division of the Account Officers as her subjects. Besides, at the time of doing this study, she was still working. Moreover, she wants to know if the

Account Officers and the customers do code-switching when talking to each other.

1.6 The Theoretical Framework

This study was based on the theories of sociolinguistics which cover multilingualism, code-switching, and attitudes to a language. Besides, it was also based on the theories of discourse.

Sociolinguistics, according to Holmes (1992: 1-2), is the study of the relationship between language and society which is interesting in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning. In addition, sociolinguistics also examines the way people use language in different social contexts, provides a wealth of information about the way language works as well as about the social relationships in a community. Therefore, this theory was used to understand code-switching better.

Fishman (Holmes 1979: 15) states that multilingualism is related to a single population which uses two or more languages or varieties of the same language for internal communicative purposes. This theory was used to bolster up the theory of code-switching and to note the influence of the multilingualism towards the Account Officers of Bisnis

Bank.

Hymes (1974: 103) claims that code-switching has become a common term for alternative use of two or more languages, varieties of a language, or even speech styles. This theory of code-switching was used to grasp and analyze the data in this thesis.

Attitudes to a language, according to Holmes (1992: 344-57) are of two kinds; namely positive attitudes and negative attitudes. Positive attitudes are usually very respectful as well as admiring. On the contrary, negative attitudes refer to ignorance and prejudice. The writer of this thesis used this theory, as an attempt to understand the reasons on why the Account Officers during their interviews use certain language.

This study was also based on discourse analysis. Riley (1985: 2) states that discourse analysis is an analysis of meaning. Cook (1989: 2) defines as kinds of languages which are meaningful, unified, and purposive. This theory was used to emphasize that the data observed were in terms of oral discourse.

1.7 The Definition of Key Terms

Before proceeding to further discussion, the writer will clarify some key terms applied in this thesis in order to avoid misinterpretation.

1.7.1 Code

Code is the particular dialect or language one chooses to use on any occasion or a system used for communication between two or more parties (Wardaugh 1986: 99). While Holmes (1992: 9) refers code with the term variety which is a set of linguistic forms which patterns according to social factors, that is used under specific social circumstances. Variety includes different accents, different linguistic styles, different dialects and even different languages which contrast with each other for social reasons. The social considerations are the participants, social setting, and the topic or purpose of the interaction (Holmes: 9).

1.7.2 Switch

Webster (1990: 1194) gives the dictionary meaning of switch (n) is a shift from one to another; of switch (v) is to make a shift in or exchange of. He also gives an example in "switch the talk to another subject." Quoting Stein, Lyons (1981: 861) states that switch is to shift or change. In this study switch means changing from one code to another.

1.7.3 Code Switching

Hymes (1974: 103) gives the meaning to code-

switching as the alternative use of two or more common languages, varieties of a language, or even speech styles. While Di Pietro (1976: 1) as quoted by Paradis (1978: 237) defines code-switching as the use of more than one language by communicants in the execution of a speech act. It is the action of changing from one language to another language in the oral communication. In this study means a change of a single speaker who uses different varieties of language in the oral communication.

1.7.4 Account Officer

Account Officer is a part of Bank's Staff who is looking out for the person or company to offer their bank's products and attract them to be customer. An Account Officer has the task of a "formal business arrangement providing for regular dealings or services (as banking, advertising, or store credit) and involving the establishment and maintenance of an account of a client or customer (Webster: 50). In this study the writer focuses on the task of interviewing its clients or customers.

1.7.5 Customer

A customer or client is a person that purchase a

commodity or service (Webster: 318) or a person who engages the professional advice or services of another (Webster: 248). Customer is a person who wants a service. In this study means a person or company who want to have account from the bank.

1.7.6 Interview

Interview is a form of oral communication involving two parties, at least one of whom has a preconceived and serious purpose and both of whom speak and listen from time to time (Masterson, 1989: 148). An interview here is more concerned with face-to-face interactions involving two parties with a preconceived purpose. The interview is an information-sharing activity in which both the interviewer and the interviewee share equal information (Masterson: 150). Webster (1990: 633) gives the dictionary meaning of interview is a formal consultation usually to evaluate qualifications. In this case the qualifications concerning the feasibility of a customer to get the bank's service. In the case the customer has the prospect to get the service he or she is called a prospective customer, i.e., he or she has the possibility of the financial expection from the bank (Webster: 945). In this study means that before getting the credit loan, the Account

Officer and the customer provide and gather information and the information shared is nearly equal.

1.8 Organization of the Thesis

This thesis is divided into five parts. They are; Introduction, Review of Related Literature, Research Methodology, Research Findings and Discussions, and Conclusion. Chapter one presents the introduction of the study including background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation, theoretical framework, and definition of the key terms, and organization of the thesis. Chapter two presents review of related literature, focusing on the theory of code-switching. Chapter three presents the methodology of the study. Chapter four is the research findings and discussions. At last, chapter five is the conclusion which comprises the summary of what has been discussed in the previous chapter, and some suggestions.