CHAPTER I

INTRODUCTION

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1.1 THE BACKGROUND OF THE STUDY

Everyone knows what is supposed to happen when a man meets his old friend and comes face to face in a restaurant. What will happen? Of course, they start greeting and talking to each other. It shows that they are communicating. They probably talk about the food, their own condition, or where they live now, etc. In order to communicate with other people, man creates a means of communication which is called a language. By language, one could contact with his surroundings as well as one could maintain the relationship with the others. That is why, language is the key to communication in the society. Lehmann (1983:1)says, language is the means which enables human being to play their roles in society, to express their needs, to give and get information and to learn about the people and their surroundings.

Another definition about the language comes from Trudgill (1974:13) who says that language is not simply a means of communicating information but also a very important means of establishing and maintaining relationship with other people.

Language is used for communication all over the world.

Obviously, no language would survive in isolation, and civilization needs to transcend time and transmit itself. Culture and language are so tightly related that they may be considered as parts of the same thing. Cultural changes tend to occur along with language change. (Fredwest,1975:172).

Nowadays our city, Surabaya has a multilingual society. It shows that Surabaya is made of a plurality of ethnic groups, cultures, and languages. As a matter of fact, it is impossible to speak only one language in daily life. Automatically, several languages will come into contact and some individuals will learn to speak more than two or more languages.

In a bicycle shop which is located at 35 Waspada Surabaya, and which sells spare parts and bicycles, there must be some buyers and sellers who do business transaction. Automatically, when they are doing that, they sometimes mix the words from different languages into sentences. The term of using different words from different languages into sentences is called code switching. They like to switch the languages since both the sellers and the buyers have similarities in ethnic and socio economic background. The relationship between the sellers and the buyers are closed. It also makes them switch their codes. Then, it will result in a good agreement and get the

message across. It is supported by Hoffmann (1991:110-113) who says that code switching includes the alternate use of two languages within the same utterance. She also states that code switching can occur frequently among people who have similarities in educational, ethnic, and socio economic background.

As usual 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 uses it in order to reach his purposes, to get the message across. Here, the writer decides to observe code switching between buyers and sellers because of these following reasons :

(1) she herself often switches to other languages when she is the customer.

(2) she often finds the buyers and the sellers do code switching especially in informal situation.

Specifically the writer chooses her uncle's bicycle shop at 35 Waspada because the relationship between the writer and her uncle is so close that she will not get difficulty in asking permission and collecting the data. From the reasons above, the writer is interested in observing it.

1.2   STATEMENT OF THE PROBLEM

With reference to the background of the study, the major problems of this study are formulated as follows:

1. What language(s) are usually code switched by the buyers and the sellers when they are doing their business transaction?

2. What influences the buyers and the sellers to code switch in a bicycle shop?

1.3   OBJECTIVES OF THE STUDY

This study is intended to answer the above research questions. As such; the objectives are :

1. to describe the languages that are usually code switched by the buyers and the sellers when they are doing their business transaction.

2. to describe the factors that influence the sellers and the buyers to code switch.

1.4   SIGNIFICANCE OF THE STUDY

The findings of this study are most likely to enrich the varieties of sociolinguistic studies because this code switching study can be a good input in learning sociolinguistics. Besides that, it can confirm or disconform previous research findings in code switching.

1.5 SCOPE AND LIMITATION

Realizing how broad the discussion of code switching could be, this study is limited in several ways:

1. The subjects under study are two sellers who are a husband and wife and four buyers.

2. The area is focused in informal conversations which takes place in informal situation.

1.6 THEORETICAL FRAMEWORK

This study is based on the theories of sociolinguistics: bilingualism and code switching.

Holmes (1992:1) states that sociolinguistics is the study of the relationship between language and society. It is concerned with the relationship between language and the context in which it is used. Holmes (1992 : 11-12) also states sociolinguistics refers to social factors and social dimensions.

According to Hoffmann (1991:10), bilingualism is used in the literature for individuals and communities in which two languages are present. Another definition about bilingualism is given by Nababan (1984 : 27-29) who says that the habit of using two different languages is called bilingualism while the ability of using two different languages is called bilinguality.

Hoffmann (1991:110) claims that code switching includes

the alternate use of two languages within the same
utterance or during the same conversation. He also states
that among people who are familiar to each other and have
similar educational, ethnic, and socio economic background,
code switching can occur frequently in an informal
situation. On the other side, in a formal speech situation
among people who have little in common, code switching may
be avoided.

1.7 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, definition of
keyterms.

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

The fourth chapter of this thesis discusses the data,

analysis, and the findings.

The final chapter presents the conclusion and suggestion concerning the topic of the study.