

CHAPTER V

CONCLUSION AND RECOMMENDATION

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This chapter consists of two sections. The first section is the conclusion based on the result of the research. The second part is a recommendation that might be useful for the people or students who deal with sociolinguistics.

5.1 Conclusion

This study investigates code switching displayed by the sellers and the buyers when they are doing their transaction in a TV and electronic store in Pasar Blauran Surabaya. Most sellers are Javanese and the customers are Madurese, Javanese and Chinese. Here, the writer wants to observe why the sellers and the customers do code switching during their business transaction conversation.

The writer used a walkman tape recorder and cassettes to record the conversations. Then, the writer transcribed and investigated code switching during the business transaction conversations. After that, she analyzed the pattern of code switching in their business transaction conversations. Also, the writer identified the reasons of code switching between the sellers and buyers based on Accommodation Theory and interviews with the sellers and buyers. The findings show that they switch codes because they mastered two or more different languages. The informal setting and the close relationship between the sellers and the customers influenced the code switching too. The purpose of the sellers was to get the goods sold out. Meanwhile, the purpose of the buyers was to get good quality products with cheaper price. Besides that, personal feelings such as disbelief of the price and quality of the

products affect them to code switch. Also, the customers do code switching during the business conversation to express their feeling or emotion and it was their habit to do so.

5.2 Recommendation

Since this study is limited to the number of the subjects, the place where this study was conducted and the data used, this study is far from being perfect. To strengthen and to give more view on the findings of the study, the writer would like to suggest that the next research about code switching takes more subjects with more various backgrounds such as the ones who sell toys, glassware, cakes, etc, and the conversation takes place in a rather formal situation, such as at the hotel, plazas, airport, and distinguished restaurant. To study code switching, other researchers are suggested to consider various backgrounds and places to confirm the results of this study. Above all, the result of this study would contribute much more to the work of sociolinguistics.

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