

CHAPTER I

INTRODUCTION

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1.1 Background of the Problem

Language is a very important tool in our civilization. It plays a great part in human life since it is used in their daily life when people communicate to others, and without it, people cannot communicate with each other smoothly. Language is indeed a means of communication. This statement is supported by Miller (1978:7) who said that language is a socially shared means for expressing ideas. Moulton as quoted by Bloomfield (1975:3) also states:

"Language is a wonderfully rich vehicle for communication. We can use it to convey wishes and commands, to tell truths and to tell lies. Besides we can use it to influence our hearers and vent our emotions, and formulate our ideas which could probably never arise if we had no language in which to embody them."

From the statement above it is known how important language is in the human life.

Talking about language, it is also known that there are so many languages in this world. Each country has its own languages, for example: Canadians use English and

French in communicating with each other, and Singaporean use English, Malay, and Chinese in communicating with each other, etc. Nababan as quoted by Lily (1996:1) said that some countries are officially multilingual, that is, the government has designated more than one language as the official means of communication. All members of the society uses more than one language in their day-to-day interaction.

It also happens in Indonesia. Having splendid cultural and ethnical background, Indonesia is also a multilingual society with one national language, hundreds of vernaculars, and several foreign languages. Most people speak at least two languages, and among the educated people, at least a foreign language is added in their linguistic repertoire. Indonesian as the standard language is used in education and in official matters. Whereas, the vernaculars are usually used for communicating among relatives and friends in everyday life communication. It is supported by Nababan who said that Indonesia with around 400 languages within its borders and where many people speak more than one language, is monolingual on the official level,

recognising only Indonesian (bahasa Indonesia) as the medium of official communication. However circumstances require village officials to use the local language to communicate effectively.

Since these languages share different functions in the community, switching from one language to the other very often arises consciously or subconsciously by the interlocuters. Holmes (1992:41) adds that a code-switch may be related to a particular participant or addressee. This phenomenon occurs mostly in Indonesia as a country that consists of many ethnic groups. It is supported by Wardhaugh (1986:100) who claims:

"Most speakers command several varieties of any language they speak, and bilingualism, even multilingualism, is the norm for many people throughout the world rather than unilingualism. People, then, are usually forced to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes."

Furthermore, in switching their code, people do not just switch it, but they switch code within a domain or social situation. Holmes (1992:41) adds that a code switch may be related to a particular participant or addressee. The example of code switching can be seen as

follows:

A: Cari apa, Pak? (What are you looking for, Sir?)

B: Cari senar, **ono**? (I am looking for a string, is there any?)

A: **Seng merek opo**, Pak? (Which trademark is it, Sir?)

B: **Mereke** Siglon. (Siglon trademark)

Through the above example, the writer wants to show the code switching that is done by a seller and a buyer in the fishing net's shop. The buyer switches his code in the second line: "Cari senar **ono**?" ("I am looking for a string, is there any?") showing that there is code switching from Indonesian to Javanese. According to Holmes (1992:42) this kind of switching is called emblematic switching or tag switching. He explains that emblematic switching or tag switching is the switch that simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker. In this case, the buyer performed a tag switching to show his ethnic identity which is Javanese. From the above conversation we can also see an example of the seller switching code from Indonesian to Javanese, changing language within the same speech event. In the

example of the first line: "Cari apa, Pak?" the seller uses Indonesian and then in the third line: "**Seng merek opo**, Pak?" he switches to Javanese. It is because he has identified the buyer as a Javanese speaker. In line four, the buyer switches his code again: "**Mereke Siglon**" ("Siglon trademark") showing that there is code switching from Javanese to English. This time he code-switches because of the problem of the word Siglon. Siglon is a trademark that comes from USA. So the trademark should be in English.

The above situation is also experienced by Mr. Hermanto as a shopkeeper who often switches his code when he communicates with others, especially the customer, and it attracts the writer's attention to observe it. The writer was attracted because she would like to know how further was Mr. Hermanto in doing his language switching. Another reason for choosing UD. Rosaria is because the writer's mother is the owner of the shop. So, it gives ease to the writer to conduct this research.

1.2. Statement of the Problem

Based on the background of the study, this thesis was focused on the following questions:

1. What languages are switched by Mr. Hermanto as the shopkeeper of UD. Rosaria in communicating with the customers?
2. What factors influence Mr. Hermanto to code switch in communicating with the customers?

1.3 The Objective of the Study

Derived from the problem statements above, this study was intended to describe:

1. the languages switched by Mr. Hermanto as the shopkeeper of UD. Rosaria in communicating with the customers.
2. the factors that influence Mr. Hermanto to code switch in communicating with the customers.

1.4 Significance of the Study

The results of this study are expected to give some contributions to the field of sociolinguistics, especially about code switching, and to provide some

additional information about code switching which is experienced by a shopkeeper in Surabaya.

1.5 The Limitation of the Study

This study will be limited in several ways, such as:

1. The subject under study will be Mr.Hermanto, the shopkeeper of UD.Rosaria.
2. The area of analysis will be focused on the informal oral communication which is done by Mr.Hermanto, the shopkeeper of UD.Rosaria which is on Jalan Songoyudan number 6.
3. There will be four conversations between Mr.Hermanto and his customers.

1.6 Definition of Key Terms

To avoid misinterpretation of this study and its contents, it would be better to clarify the key terms used in this project, so that there will be no unexpected misinterpretation.

- (1) Language, according to Wardhaugh(1986:1), is what the members of a particular society speak.

- (2) Ccode, according to Wardhaugh(1986:99), is a system used for communication between two or more parties.
- (3) Switch, according to Jess Stein, as quoted by John Lyons(1981:861), is to shift or change.
- (4) Code-switching, according to Saville(1982: 61), is a changing in a language within a single speech event.

1.7 Theoretical Framework

Since this study observes the Code switching done by Mr. Hermanto as the shopkeeper of UD. Rosaria, then this study is based on the theories of Sociolinguistics which covers Bilingualism-Multilingualism and Code Switching.

RA.Hudson (1980:4) defined sociolinguistics as the study of language in relation to society. Holmes (1992:3) adds that Sociolinguists study the relationship between language and society. They are interested in explaining why people speak differently in different social contexts. And Wardhaugh (1986:124) also stated that no two individuals are exactly alike in their linguistic capabilities, just as no two social situations are exactly alike. So, there would be some variety of languages and a person would be able to speak more than

one language. From the beginning of the use of language, people interact and influence one another. They often switch code for their own purposes or when the situation demands. And, that person is said to be bilingual or multilingual.

1.8 The Organization of the Thesis

This thesis consists of five chapters. It begins with the introduction, which consists of background of the problem, the statement of the problems, the objectives of the study, significance of the study, the limitation of the study, definition of key terms, theoretical framework, and organisation of the thesis.

The introduction is followed by chapter two. It focuses on reviewing the related literature that discusses about the related studies done in this particular field. This chapter also talks about the main theoretical background in conducting this study.

Chapter three deal with the methodology of this study. It discusses about the nature of the study, the subject, the research instruments, the procedure of collecting the data, and the procedure of analysing the

data. Then, chapter four will present the data analysis and interpretation of the finding. At last, chapter five will be the conclusions of the research and the suggestions for further studies.