

CODE SWITCHING BETWEEN BUYERS AND SELLERS IN A GARMENT SHOP IN PASAR KAPASAN SURABAYA

A THESIS

**In Partial Fulfillment of the Requirement for
The Sarjana Pendidikan Degree in
English Language Teaching**



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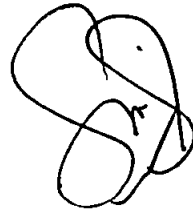
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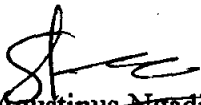



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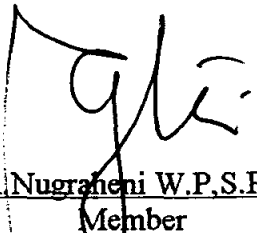
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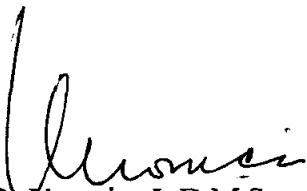

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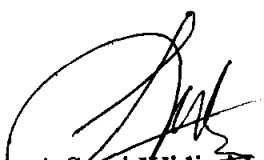

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The writer

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ABSTRACT

Monalisa Junia, 1998 The Study of Code Switching between Buyers and Sellers in a Garment Shop in Pasar Kapasan Surabaya, S1 Thesis, Program Studi Pendidikan Bahasa Inggris, FKIP Universitas Katolik Widya Mandala Surabaya. First Advisor : Drs. Ignatius Harjanto, M.Pd. and Second Advisor : Dra. M.N. Siti Mina Tamah.

Language is a key for communication in the society. Many big cities, for example Surabaya, have a multilingual society consisting of ethnic groups, cultures and languages in which code switching usually occurs. Even in business, code switching happens. The objective of this study is to obtain the reasons which influence the sellers and the buyers to switch their codes during their business transaction conversations.

This study is a qualitative research since the writer does not set out to test hypothesis, but observes the conversation conducted by the subjects under study. The subjects of this study are ^{the} writer's mother and her uncle as the sellers who are Chinese, and three buyers who come from Madura. The writer acts as an observer records the conversations.

The data are collected by applying some steps : (1) preparing a cassette, a walkman tape recorder and a notebook, (2) asking permission, and (3) collecting the data.

Using closely - related participants, informal setting and shopping topic, the writer analyzed the data, and finally she presented the reasons which influenced them to code switch. The writer found out that the sellers and the buyers switched codes because of three dominant reasons. They are : (1) the buyers and the sellers wanted to maintain their relationship because they had known each other for years, (2) the sellers might make efforts in order to achieve their selling target, and (3) the buyers intended to show their emotion when they found out the increase of the goods' price.