

CODE SWITCHING BETWEEN SELLERS AND BUYERS IN A TV AND ELECTRONIC STORE IN PASAR BLAUAN SURABAYA

A THESIS

In Partial Fulfillment of the Requirements
for the Sarjana Pendidikan Degree
in English Language Teaching



By:

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APPROVAL SHEET

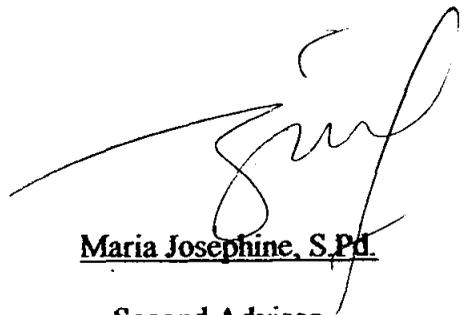
(1)

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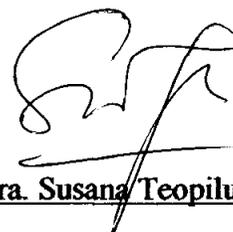
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ABSTRACT

Ongkoharjo, Margaret. 2004. **Code Switching between Sellers and Buyers in a TV and Electronic Store in Pasar Blauran Surabaya**. Thesis. Program Studi Pendidikan Bahasa dan Seni. Jurusan Pendidikan Bahasa dan Seni. Fakultas Keguruan dan Ilmu Pendidikan Universitas Katolik Widya Mandala Surabaya.

Language is a key for communication in the society. Many big cities, for example, Surabaya, are multilingual societies which have varieties ethnic groups, cultures and languages in which code switching usually occurs. As a matter of fact, code switching also happens in the business world. The objectives of this study are to find out the patterns of code switching which are done by the sellers and buyers during their business transaction conversations and to obtain the reasons which influence the buyers and the sellers to switch their codes during their business transaction conversations.

This study is a qualitative study since it is a phenomenal model in which reality is rooted in the perceptions of the subjects. Besides, it also emphasizes natural settings, understanding, verbal narratives and flexible designs (McMillan, 1992:9). It observes the conversations conducted by the subjects under study. The subjects of this study were three Javanese sellers, owners of the store (husband and wife) who were Chinese, and four buyers who were a Madurese buyer, a Javanese man buyer, Javanese woman buyer, and Chinese buyer. The writer acted as an observer who recorded the conversations.

The data were collected by applying the following steps: (1) The writer prepared cassettes, a walkman tape recorder, and a notebook to transcribe and gather the data, (2) She asked permission from or informed the people under study that their conversations will be recorded before the business transactions, (3) She put the recorder next to the subjects under study covered with a gondola, (4) She asked a little time to do an interview to the buyers and the sellers after the transaction was over.

Using informal setting and shopping topic, the writer analyzed the patterns of code switching between the buyers and the sellers and finally she presented the reasons which influenced them to switch codes. Those patterns were: (1) A pattern between a Javanese seller and a Madurese buyer. The Javanese seller's pattern was Indonesian->Javanese->Madurese->Javanese->Madurese->Javanese->Indonesian. Then, the Madurese Buyer's pattern was Javanese->Madurese->Javanese->Madurese. (2) A pattern between a Javanese seller, a Javanese buyer man and a Chinese owner man. The Javanese seller's pattern was Indonesian->Javanese->Chinese->Javanese. The Chinese owner man's pattern was Javanese->Chinese. Then, the Javanese buyer man's pattern was Indonesian->Javanese. (3) A pattern between a Javanese seller, a Javanese buyer woman and a Chinese owner woman. The Javanese seller's patter was Indonesian->Javanese->Chinese->Javanese. The Javanese buyer woman's pattern

was Javanese->Indonesian->Chinese->Javanese->Chinese. After that, the Chinese owner woman's pattern was Indonesian->Chinese->Javanese. (4) A pattern between a Javanese seller, a Chinese buyer and a Chinese owner man. The Javanese seller's pattern was Indonesian->Javanese->Chinese. The Chinese buyer's pattern was Javanese->Indonesian->Javanese->Chinese. Then, the Chinese owner man's pattern was Javanese->Chinese. After that, from those patterns the writer found out that the buyers and the sellers switched codes because of 6 reasons. They are: (1) the seller wanted to modify or disguise his persona to make it more acceptable to the person addressed, (2) the seller tried to make the goods sold out, (3) the buyer wanted to get good quality products, (4) the buyer wanted to get a cheaper price for the products, (5) the buyer wanted to express or show their feelings and emotion, (6) the speaker's habit.

The writer realized that there are shortcomings in her study. Therefore, it is suggested that the next researchers of code switching should include wider scope and in a rather formal situations such as, in the offices, hotel or plaza, airport and distinguished restaurants.