

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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KOPI KE	1 (satu)

UNIVERSITAS KATOLIK WIDYA MANDALA SURABAYA
FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN
JURUSAN PENDIDIKAN BAHASA DAN SENI
PROGRAM STUDI PENDIDIKAN BAHASA INGGRIS
NOVEMBER, 1998

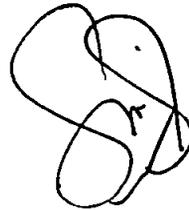
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in a Garment Shop in Pasar Kapasan Surabaya**

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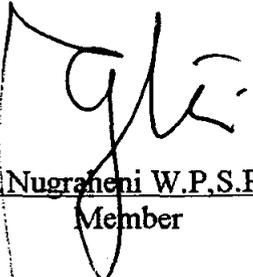
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ACKNOWLEDGEMENT

First of all, I would like to express my greatest gratitude to God, who has given me His blessing, faithfulness, and loving kindness, which enable me to accomplish this thesis. Also, my deep thankfulness goes to my beloved mother, who has encouraged and supported me mentally in my difficult time during the process of writing this thesis.

A special note of appreciation goes to my first advisor, Drs. Ignatius Harjanto, M.Pd., for inspiring me to write this thesis, also for his help, guidance, comments, and valuable suggestions in accomplishing this thesis and also for his advice for the coming future.

I would like to express my appreciation to my second advisor, Dra. M.N. Siti Mina Tamah. She helped me patiently in solving every problem, and encouraged also strengthened me in accomplishing this thesis.

Special thanks go to the head of the English Department, Dra. Agnes Santi W., M.Pd. who has allowed me to go on with the title of my study, Without the wise decision and the kind help from her, this thesis would not have appeared in its present form.

Besides that, I thank all the lectures for their assistance in guiding me during my study at Widya Mandala Catholic University, the librarians for their patience and help in providing the necessary books for this thesis.

Finally, I would like to appreciate the kindness and help of the ^{subjects of} this study who enable me to get the data needed for this thesis. My thank also goes to my friends for their support and help in writing this thesis.

I believe that without the kind help from the persons mentioned above, this thesis could not achieve its present form. May God repay all their kindness and sincere help abundantly.

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.