CHAPTER I

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1.1 Background of the study

Communication happens in the human social relationship. It is a continuous process of expression, interpretation and negotiation (Savignon,1983:4,8). Language as communication allows people to say things to each other and express their communicative needs (Wardhaugh,1977:7). The language itself is divided into two kinds which are spoken and written language. Quoting Schleicher's (1983) in "Die Darwinsche Theorie and Sprach Wissenschaft", Blout and Sanches (1977:1) point out that languages are viewed as objective, historical units subject to scientific analysis. Languages could, in effect, be viewed as autonomous systems independent of their users. Elements of language could be analyzed as purely linguistic facts, extracted from contexts of usage and functions.

Sociolinguists study about the relationship between language and society (Holmes,1992:1). Muma (1983,124) quoting Shuy (1970:347) states that "Sociolinguists assume that language, or a variety of language, used by a given speech community is adequate to meet the needs of language user relative to the demands of that community." They assume, furthermore, that children learn the language of their peer group, and that dialects, even non standard dialects, are systematic in nature." Therefore, it explains sociolinguists' interest

in explaining why we speak differently in different social context and identifying the social functions of language and the way it is used to convey social meaning (Holmes, 1992:1).

Since that language has social function, language variation existed especially in multilingual communities. The variety is a set of linguistic forms used under specific social circumstances with a distinctive social distribution. Variety is therefore a broad term which includes accents, different linguistic styles, different dialects and even different languages which contrast with each other for social reasons (Holmes,1992:9). Furthermore, variation is in fact essential for language change, since it provides the material upon which social processes operate to produce significant social dimensions and categories, such as ethnic identification, stratification, group membership and individual identification (Blount and Sanches, 1977:5).

People sometimes switch code within a domain or social situation and the switches are often very short and they made primarily for social reasons- to signal the speaker's ethnic identity and solidarity with the addressee (Holmes,1992:41). In addition, Surabaya, one of the metropolis cities in Indonesia, is a multilingual community which also has language varieties which are contributing factors for the existence of code switching in the societies.

Surabaya as one of the metropolis cities in Indonesia has many places where code switching is often done by the societies, for example: in the market place. In the market place, there are many different people from different race with different purposes using different codes in order to achieve a good bargain.

The writer herself often goes to the market place and finds out that code switching existed in the business transaction conversations which are done by the sellers and the buyers. The sellers under study are Javanese while the owners of the store are Chinese. On the other hand, the buyers are Madurese, Javanese, and Chinese. According to Holmes (1992:41) a speaker may similarly switch to another language as a signal of group membership and shared ethnicity with an addressee. Here, the writer observe and record some business transactions which are done by the sellers and the buyers in informal situations.

1.2 Statement of the Problem

To carry out this study, the writer looked for the answers of the following questions:

1. What are the patterns of code switching done by the sellers and the buyers in Pasar Blauran Surabaya during the business transaction conversations?

2. Why do they switch from one code to another during their conversations?

1.3 Objectives of the Study

This study is intended to answer the above research questions. As such, the objectives are:

1. To find out the patterns of code switching which are done by the sellers and the buyers in Pasar Blauran Surabaya during the business transaction conversations.

2. To find out the reasons of the existence of code switching which are done by the sellers and the buyers in their business transaction conversations.

1.4 Significance of the Study

The findings of this study are expected to give a contribution to the study of sociolinguistics. Here, the writer observed the existing phenomena of code switching which are done by the sellers and the buyers during the business transactions. Furthermore, it can show the existence of code switching in the multilingual communities and the reasons of its existence in the society.

1.5 Scope and Limitation

Being aware of how limited time that the writer had and how broad the discussion of code switching would be, the writer decided to scope the study in several ways:

1. The subjects under study are:

   Three shop assistants. They are Javanese. In addition, there are also the owners of the store. They are husband and wife. They are Chinese. Meanwhile, the buyers are a Javanese man, a Javanese woman, a Madurese and a Chinese.

2. The area under study is focused on the transactional conversations they do in informal situations.

1.6 Theoretical Frameworks

This study is based on the theories of bilingualism, code switching, accommodation, social dialects and language in use which belongs to Sociolinguistics.

1.6.1 Code Switching

Code Switching is a discourse which is characterized by a mixture of codes within a single conversation (Milroy, 1987:184). People sometimes switch code within a domain or social situation. A speaker may similarly switch to another language as a signal of group membership and shared ethnicity with an addressee. The switches are often very short and they are made primarily for social reasons- to signal the speaker's ethnic identity and solidarity with the addressee (Holmes, 1992:41). According to Hoffman (1991:110) code switching includes the alternate use of two languages within the same utterance or during the same conversation.

1.6.2 Bilingualism

Nababan (1984:27-29) states that it is a habit of using two different languages in the interaction with other people whereas bilinguality shows the ability of using two different languages. Rosen and Burgess 1980 and Paulston 1978 in Tosi (1984:2,3) states that bilingualism is an individual characteristic that may exist to degrees varying from minimal competence mastery of more than one language. On the other hand, according to Taylor (1976:239) in Hornby (1977:4) a bilingual is a person who speaks two or

more "languages, dialects or styles of speech that involve differences in sound, vocabulary and syntax".

1.6.3 Accommodation Theory

In multilingual countries, such as Singapore, India, Zaire and Indonesia with many varieties to choose from, people may *accommodate* to others by selecting the code that is most comfortable for their addressees. In the market place, people sometimes *accommodate* to the language of the person selling goods in order to secure good will and, hopefully, a good bargain (Holmes, 1992:256).

1.6.4 Language in Use

People use languages to communicate to each other in their social life. Milroy (1987:182) suggested that setting, participant and topic become the parameters of code switching analysis. Setting or situation consists of background, circumstance or where the conversation takes place. Participants include age, sex, socio economic background, education and role. Meanwhile, topic is what is being talk about and the goal (s) of the conversation. Hymes (1962) in Pride& Holmes (1972:35) points out a number of list of types of factors which influence speech behavior, such as participants, topic, setting or context, channel, message form, mood or tone, and effects. Languages itself provide a variety of ways of saying the same thing addressing and greeting others, describing things, paying compliments (Holmes, 1992:3). In order for listeners to interpret correctly the messages they hear, they must further relate their content and delivery to such variables as the sex, age, and appearance of the speaker, and the context of the utterance (Wardhaugh, 1977:21).

1.7 Definition of Key Terms

1.7.1 Code switching, according to Hudson (1980: 56) is a situation in which a single speaker uses different varieties at different times. A speaker may similarly switch to another language as a signal of group membership and share ethnicity with an addressee. The switches are often very short and they are made primarily for social reasons (Holmes, 1992:41)

1.7.2 Sellers

People who deal with the buyers in order to get a good bargain of the goods that they sell. They consist of the owners of the store and the salesmen or the shop assistants.

1.7.3 Buyers

People who buy the product that the store sells.

1.8 The Organization of the Thesis

The first chapter discusses the background of the study which explains the reason of the writer's study, the objective, the significance, the scope and limitation, the theoretical frameworks and also the definition of key terms of this study.

The Second chapter discusses the review of the related literature which includes the previous studies that have been done in discussing the existence of code switching and code mixing in multilingual communities.

The Third Chapter discusses the research methodology. It explains the design of the study, participants, instruments, procedures and data analysis technique.

The Fourth Chapter of this thesis discusses the findings and discussion of the findings. Then, the Final Chapter presents the conclusion and recommendation concerning the topic of the study.