CHAPTER I

INTRODUCTION

1.1. Background

Language is the tools for human being to communicate to each other. There are varieties of language in Indonesia. All ethnics have their own language. The connection between humans and language can not be separated. It is interlerated to each other.

Many experts also express their statements about language. For example "Language is a set (finite or infinite) of sentences, each finite in length, and constructed out of a finite set of elements." (Chomsky, ,1957:13). According to Fishman, for instance, socially, the language use involves "*who speaks, what language, to whom, when and where*" (Fishman,1974:244)

Many forms of the various languages found in social life, one of them is code switching. Many people still don't understand what code switching is. In sociolinguistic studies, code is the same as language. So, code switching is the same as switching a language, for example Indonesian language swich to Javanese regional language, and vice versa. Code switching is a thing that people often used in daily life. Especially in traditional market, when all the sellers or the buyers want to communicate to each other eventhough they are from different cultures, backgrounds and languages.

The traditional market in the Sidangoli village has sellers who come from different cultural backgrounds. This is due to the large number of immigrants from various regions such as Sulawesi, Java and Maluku. They lived and settled in Sidangoli for quite a long time. They also mingle with the indigenous people of the Sidangoli village by learning the language and dialect used by the indigenous people. This is what causes code switching events to become very common, especially in the market area.

Researcher choose a public place such a traditional market at Sidangoli village, West Halmahera because of the background of Sidangoli village itself. Many ethnics and varieties of culture from people in Sidangoli village. So, there must be a lot of code switching that they used to communicate. It is interested to research about.

1.2 Statements of Problems

Based on the background that the researcher elaborate above, then the problems being studied can be formulated, as follows:

1.2.1 What are the forms of code switching in buying and selling transaction at traditional market in Sidangoli village, West Halmahera?

1.2.2 What are the contributing factors of the uses of code switching in buying and selling transaction at traditional market in Sidangoli village, West Halmahera?

1.3 Scope of the Study

In this study, the researcher limits the problem that being studied, the researcher only focused on the uses of code switching in buying and selling transaction at traditional market in Sidangoli village, West Halmahera.

1.4 Objectives of the Study

Based on the formulation of statement of problems above, the purposes of this research are :

1.4.1 To elaborate the forms of code switching used in buying and selling transaction at traditional market in Sidangoli village, West Halmahera.

1.4.2 To elaborate the contributing factors of use code switching used in buying and selling transaction at traditional market in Sidangoli village, West Halmahera.

1.5 Significances of the Study

In this research, the researcher has two significants of study which are theoritically and practically, in the following :

1.5.1 Theoretical Significance

It is expected that this research can provide benefits and contributions to the completeness of the sociolinguistic scientific literature at the Khairun University scientific library as a reference for others language research. This research also can help other students as a reference to comprehend about sociolinguistics especially code switching.

.1.5.2 Practical Significance

It is expected that this research is not only useful in scientific literature, but can contribute to the development of linguistics in North Maluku, especially West Halmahera.

1.6 Review of Related Literature

There are previous studies related to this research that the researcher observed, as follows :

The undergraduated thesis from Nurmia. 2013, with the title "Code Switching in Buying and Selling Transaction at Traditional Market of Manonda in Palu". In this research, she used two theories to analize it. There are sociolinguistics bilingualism and code switching. In this research, she classified the result into two parts from several language. For example from Indonesian language to Bugisness language and vice versa. She found five language from her research, which are; indonesian language, bugis language, Kaili language, Java language, and manado language. The factors that influenced the use of code switching are bilingualism, speaker, interlocutor, the place and the time, and the topic.

The undergraduated thesis from Siti Amanah Amahoru. 2012, with the title "Code switching tana suku Noaulu language" in this research, she used sociolinguistics approach. She classified her result into formal, nonformal, and informal situation such as school, neighborhood, and market.

However this research and the previous researches above have the similarity and the difference things. This research is using the same method and approach as the previous researches. Therefore, the previous researches have the different place with the different language with this research. So, the result and the study cases will be different among these researches.

1.7 Theoretical Based

To support this research, the researcher uses sociolinguistics approach, code switching theories, and bilingualism based on the experts, as follows:

1.7.1 Sociolinguistics

Sociolinguistics is a branch of linguistics that takes language as an object of the study, in a way that is usually distinguished from how syntax, semantics, morphology, and phonology handle it. It is a field that analyzes language as part of social property. The study explores the functions and the varieties of language, the contact between different languages, attitudes of people towards language use and users, changes of language, as well as plans on language. (Jendra M. I., 2012:9)

Some experts put forward their statements about sociolinguistics; (Janet Holmes, 2001) said that "sociolinguistics is the study concerned with the relationship between language and the context in which it is used. In other words, it studies the relationship between language and

society. It explains people speak differently in different social contexts. It discusses   the social functions of language and the way it is used to convey social meaning. All of the topics provide a lot of information about the language works, as well as about the social relationship in a community, and the way people signal aspects of their social identity through their language".

(Ronald Wardhaugh, 1986 : 12) also said that "sociolinguistics is the study concerned with investigating the relationship between language and society with goal of a better understanding of the structure of language and of how languages function in communication".

Sociolinguistics is the study that concerned to the relation or interaction between language and society. One of sub-disiplin in sociolinguistics study is **code switching**.

1.7.2 Code Switching

There are various definitions of the term "code switching" based on some experts; "Code switching has become a common term for alternate use of two or more language, or vareities of language, or even speech styles." (Dell H Hymes, 1875). There are classification and types of code switching itself, as follows :

1.7.2.1 Classification of Code Switching

According to Jendra (2012:75), The expression of code-switching can be classified by two different classifications, namely grammatical and

contextual classification. The grammatical classification is based on "where is the sentence or utterance the switching appears" while the contextual classification is based on the reasons why a bilingual switches.

There are three types of code switching in grammatical classification, namely tag-code-switching, inter-sentential code-switching and intra-sentential code-switching.

Tag code switching happens when a bilingual inserts short expression (tag) from different language at the ends of the utterance. Example from tag-code-switching : An Indonesian bilingual switches from English to Indonesian, (e.g. It's okay, no problem, ya nggak?). (Jendra, 2012:75)

An inter-sentential code-switching happens when there is a complete sentence in a foreign language uttered between two sentences in a base language. Example, (Ini lagu lama, tahun 60an. It's oldies but goodies, they say. Tapi masih enak kok didengerin). (Jendra, 2012:75)

An intra-sentential code-switching is found when a word, a phrase, or a clause of foreign language is found within the sentence in a base language. Example, an English bilingual switches from English to French, (e.g. The hotel, il est grand, is really huge and unbelievably majestic). (Jendra, 2012:75)

Unlike the grammatical classification, which is based on the position of the different codes found in the utterances, the contextual classification is based on the reasons why people switch. The classification divides into

two types of code-switching, namely the situational and methaporical code-switching. (Jendra, 2012:76)

1. Situational code-switching

A situational code-switching appears when there is a change in the situation that causes the bilingual switches from one code to the other. In regard to the factors of choosing a code suggested by (Dell H Hymes, 1964) the changing situations involved could be the setttings, the participants, or the Norms of Interaction. (Jendra.M.I , 2012:76)

The example in conversation below :

Agus : Menurutku, semuanya karena mereka tidak tahu persis artinya De,..

Mark : Hi, Agus.

Agus : Eh, how're you Mark? Mark, this is Made, our friend from Mataram.

Made : Nice to meet you, Mark.

Mark : Nice to meet you too. What are you two talking about?

Agus : Nah, ini dia kita bisa... Mark, can help us?

2. Metaphorical code-switching

A metaphorical code-switching happens when there is a change in the perception, or the factors, this type of switching involves the Ends, the Act Sequences, or the Key, but not the situation. Bilinguals that code-switch metaphorically perhaps try to change the participants' feeling towards the situation. (Jendra.M.I , 2012:76)

The example in conversation below :

Made   : We want to take it, to where.. Ya, itu tempat kita biasa mancing (fishing), and we are drinking, singing, having fun, ok.

Ali   : And, there we are surfing, swimming.. terus, kita jadi pusing-pusing (feeling dizzy) dah.. ha, ha, ha..

Made   : Are you joining Jim?

Jim   : Okay, then.

1.7.2.2 Type of Code switching

According to Hymes in (Rahardi, 2010,24) code switching is divided into two types. They are intern code switching and extern code switching.

1.7.2.2.1 Intern code switching

Intern code switching is code switching happened in inter-regional languages in a national language, inter-dialect in a regional language. The case of intern code switching, for example, may happen in Javanese that switches into *Bahasa Indonesia*.

Example in conversation below :
Devi   : "Aku wes mumet ora iso mikir".
Susika   : "Ngambeh obat kono!"
Adel   : "Devi kenapa , Ika?"
Susika   : "Lagi pusing dia, jadi tidak bisa berpikir".

From the example above, Susika is doing code switching from Javanese to Indonesian language, because Adel doesn't understand Javanese language. To adjust with the language that Adel use which is Indonesian language, so Susika switch the code become Indonesian language.

1.7.2.2.2 Extern code switching

Extern code switching is code switching happened in native language with foreign languages. The case of extern code switching, for example is code switching from *Bahasa Indonesia* into English, or English into *Bahasa Indonesia*.

Example in conversation below :

Erfina   : "Ada Mr. Rusdi, ayo kita sapa!"
Filzah   : "Oh iyah, ayo!"
Erfina   : "Good morning Mr, How are you?"
Mr. Rusdi : "Good morning, I'm fine."

The example above showing that the first code is Indonesian language, and then code switching into English language because the interlocutor is an English teacher.

According to Fishman (in Chaer dan Agustina,Sosiolinguistik, 2004:108) that the cause of code mixing and code switching is who speaks, in what languages, to whom, when, and for what purpose. Code switching can occur because a problem changes from one issue to another that is discussed by speakers and interlocutors. Code switching also does not happen by chance, but is closely related to certain situations, for example – changes in the situation of speech, changes in the speaker's will or mood suddenly or due to factors of language competence and various other linguistics factors (Taha, 1985 : 5)

Fishman (in Chaer and Agustina, 2004:108) argues that the cause of code switching consist of who is speaking, in what language, to whom, when and for what purpose.

According to (Chaer and Agustina, 2004 : 108), in general the causes of code switching are;

(1) speaker

(2) interlocutors

(3) the presence of third person

(4) a change in situation from formal to informal or vice versa

(5) changing the topic of conversation

(Suwito, 1985:27) adds two factors that cause code switching in addition to those mentioned above, is to generate a sense of humor or just a sense of prestige. thus, code switching does not just happen but occurs with the involvement of various individual factors, is a speaker and interlocutor as well as other factors.

Discussing code switching means talking about bilingualism, because the speech actors who create code switching can occur are bilingual or multilingual people.
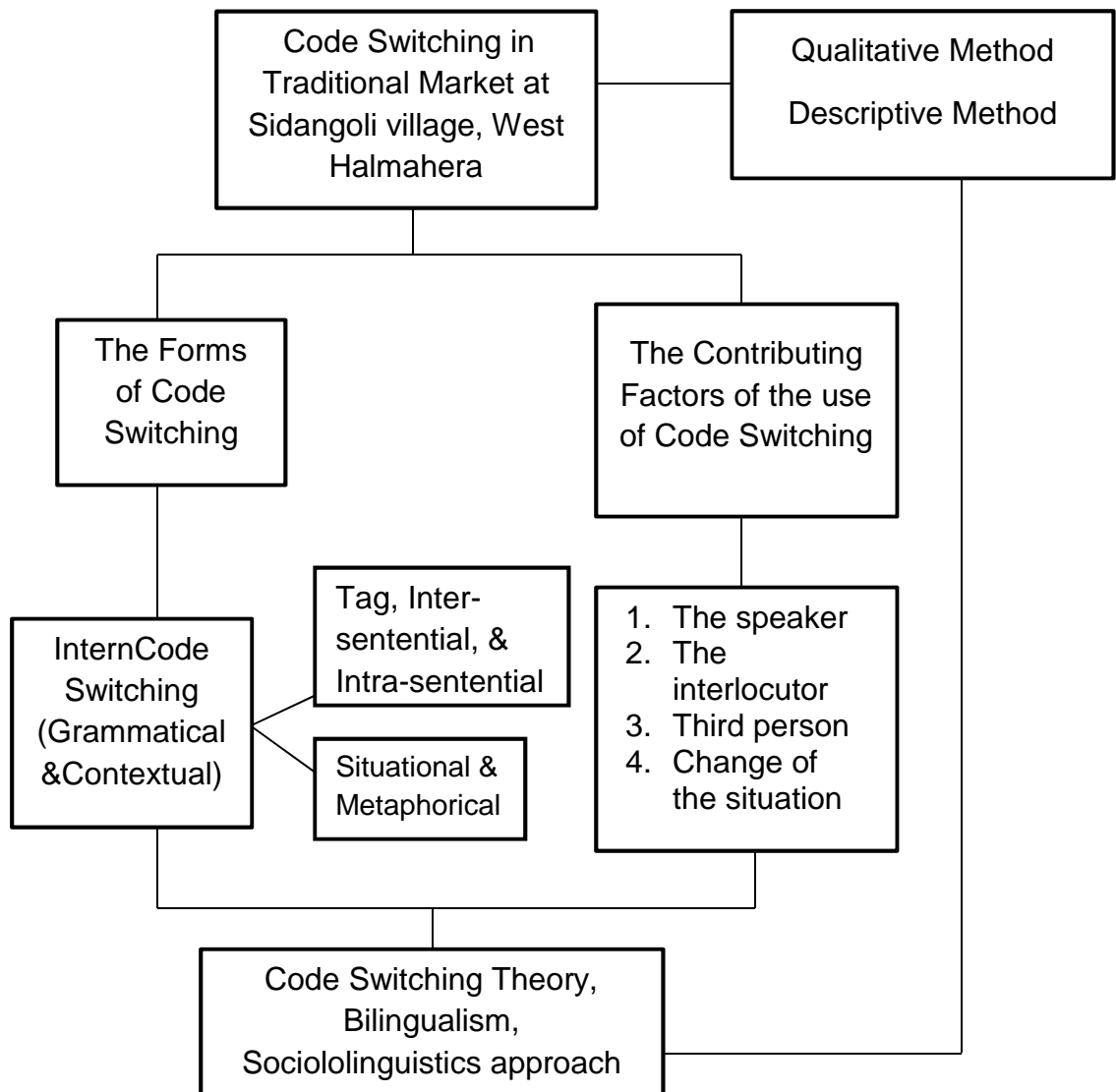
1.7.3 Bilingualism

A bilingual society is a society that understands and uses two languages to communicate with each other. For example, people use the malay Ternate and Ternate native language to communicate.

Mackey and Fishman (Chaer, 2004:87) , states firmly that bilingualism is the practice of using language interchangeably, from one language to another, by a speaker.

The society in Sidangoli village can be called a bilingual. Especially for immigrants who have settled in Sidangoli village, even though they come from outside the North Maluku area with different cultural backgrounds and their mother tongue, the immigrants have started to get used to using the Malay Ternate language or the regional language of Ternate and its accent, without losing their mother tongue.

1.8   Conceptual Scheme

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┌─────────────────────────┐        ┌─────────────────────────┐
│   Code Switching in     │        │   Qualitative Method    │
│  Traditional Market at  │────────│                         │
│  Sidangoli village, West│        │   Descriptive Method    │
│        Halmahera        │        │                         │
└─────────────────────────┘        └─────────────────────────┘
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┌──────────────┐                 ┌──────────────────┐
│  The Forms   │                 │ The Contributing │
│   of Code    │                 │ Factors of the use│
│  Switching   │                 │  of Code Switching│
└──────────────┘                 └──────────────────┘
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                   ┌─────────────────┐
                   │  Tag, Inter-    │
┌──────────────┐   │ sententential, &│     ┌──────────────────┐
│ InternCode   │   │ Intra-sentential│     │ 1.  The speaker  │
│ Switching    │───│                 │     │ 2.  The          │
│(Grammatical  │   └─────────────────┘     │     interlocutor │
│ &Contextual) │   ┌─────────────────┐     │ 3.  Third person │
│              │───│  Situational &  │     │ 4.  Change of    │
└──────────────┘   │  Metaphorical   │     │     the situation│
                   └─────────────────┘     └──────────────────┘
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        ┌────────────────────────────┐
        │   Code Switching Theory,   │
        │       Bilingualism,        │
        │  Sociololinguistics approach│
        └────────────────────────────┘
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Based on the conceptual scheme that has been compiled above, researcher uses qualitative and descriptive method that help in the process of research. In this research, the reseacher find two statements of problems which are the forms of code switching and the contributing factors of the uses of code switching. To find out this research, the researcher is using sociolinguistics approach and the code switching and bilingualism theories from the experts.

1.9   Method of Research

In this research, researcher is using two methods to help the process of research, as follow :

1.9.1 Qualitative Method

Qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. (Creswell, 1994). Based on the definition about qualitative method, this research is quite match and it is about language and society.

1.9.2 Descriptive Method

Descriptive research involves gathering data that describe events and then organizes, tabulates, depict, an describes the data collection (Glass & Hopskins, 1984). To make this research running well, the researher is using descriptive method for collecting the data in the field of research.

1.9.3 Data Sources

There are three sources of data in this research that help the researcher to do research, as follows:

1.9.3.1 Population and Sample

Before doing the research, the researcher have to find out the population and determine the sample. According to (Sugiono, 2010 : 117) "Population is geographic generalization there are : object/subject has quality and certain characteristic that set by researcher to learning then make the conclusion".

The population in this research is all of the sellers and buyers that is doing an interactionin buying and selling when the collecting of the data. The data is the utterances of the buyers and the sellers.

Based on the data, the sample is based on the interaction of communication that the researcher get by note taking in the field of research.

1.9.3.2 The Source of Primary Data

The first data source in this research is the result of note taking from observation that the resercher do when the interaction happen. The next is the result of note taking are fully trancribed to be used as the primary data. Besides that, the result of observation also become the source data to support the research.

1.9.3.2 The Source of Secondary Data

The second source of data that the researcher uses to become a reference is sociolinguistic references and linguistic research journals that have been previously researched. The previous research is very important to make the comparation of the study, so there is not the same in this research.

1.9.4 Technique of Collecting Data

The method used in the data collection technique is the observation method. (Sudaryanto, 2015: 203) says that the observation method is a method used in language research by listening to the use of language on the object to be examined. The techniques used in this research are observation techniques, recording techniques, and note taking techniques.

1.9.5 Technique of Analysing Data

There are several technique that the researcher use to analyze the data, as follows:

1.9.5.1 Classifications

The first step in data analysis techniques is classification. Researcher processes the raw data obtained in the field and classifies the data that related to the topic.

1.9.5.2 Interpretation

After classifying the data, the researcher interprets the results of the data into two parts according to the statement of the problems in this study, namely the form of code switching that occurs in the interaction

between the seller and the buyer, and also the contributing factors so that code switching can occur in the speech interaction.

1.9.5.3 Explanation

The next step after interprets the result of the data, researcher explains based on the data that the researcher has found in the field to find out the final result of this research.

1.9.5.4 Conclusion

After passing through all the process of analyzing the data, the researcher concludes the form of code switching and the contributing factors that make code switching happened in traditional market at Sidangoli village in West Halmahera.