

CHAPTER I

INTRODUCTION

1.1 Research Background

A code can be defined as a variety that people use to communicate in a particular language, a dialect, a register, an accent, or style on either different occasion and for a different purpose (Stockwell, 2002). Hence, a code may also be referred to as the language choice or variety utilized by a particular speech community for a certain purpose and function in verbal interaction in sociolinguistic terms (Fishman, 1972). Additionally, Wardhaugh (2006) acknowledges that code refers to a communication system used by two or more people. In everyday encounters, people use different codes based on the context, interlocutors, and place. People, according to Cakrawarti (2011), may choose a specific code or variety to make it simpler to discuss a specific issue regardless of where they speak. When discussing a transaction in a market, for example, people may employ field-specific language rather than the language used in formal language communication. As a result, many different types of language communication occur in everyday situations and in varied locations.

One of them is language communication in selling and buying at the market (Bastiar et al., 2018). In those activities, Sellers and buyers have varied linguistic exchanges depending on their ethnic and cultural backgrounds, which are also indicated in the form code. The phenomenon of code-switching and code-mixing in seller-buyer conversation can be characterized as code-switching and code-mixing. These code-switching and code-mixing phenomena have established a societal

trend or style of communication, particularly among multilingual. According to Putra (2012), a multilingual society is one in which people utilize two or more languages as a variety of codes, whether employed independently by each race (ethnicity) or interchangeably to communicate with other society members. Indonesia has a large number of bilingual societies. One of them can be found in Singaraja, which is part of the Buleleng District. Singaraja's community communicates in multiple languages. It's because the people who live there aren't all from Singaraja; there are also migrants and immigrants. In multilingual societies, Pasar Banyuasri Singaraja is one of the areas where code-switching and code-mixing occur. According to (Mahootian, 2016) code-switching and code-mixing are common occurrences in multilingual and multicultural settings. Code-switching and code-mixing are well-known characteristics of the average bilingual and multilingual in any human culture throughout the world, where both are the most evident and widespread and are utilized in distinct languages.

Many linguistic experts emphasized the definitions of code-switching. Those definitions then finally provide the clarity needed to understand the concept of code-switching. Chaer & Agustina (2014) state that code-switching is a transitional phenomenon of language usage that occurs as a result of changing circumstances. According to another viewpoint, code-switching can occur not only between languages but also between different styles within a language (Chaer & Agustina, 2014). Code-switching happens when bilingual or multilingual interlocutors utilize more than one language, variety, dialect, or style in the same interlocution (Romaine, 1992). Moreover, Wadhaugh (2006) acknowledges that code-switching (also called code-mixing) can occur in a conversation between

speakers' turns or within a single speaker's turn. Wardhaugh (2006) also explains that code-switching can occur between sentences (inter-sententially) or within a single sentence (intra-sententially) of the utterance. As a result, code-switching occurs primarily between sentences or within sentences. This code-switch could take a variety of forms, including sentence alterations, phrases from both languages that follow each other, and even large narratives (Sinaga & Hutahaean, 2020).

In considering the occurrences of code-switching Suandi (2014) has divided the characteristics of code-switching, namely; 1) the code change occurs due to the contact language and the interdependence (language dependency); 2) the switching of code will occur because the public or the speaker is a bilingual or multilingual; 3) instead of the code of use of the language or code it supports its function-itself by the contents of the context; and 4) the function of each language is adapted to the situation related to the change of speech content. Wardhaugh (1998) elaborated on the factors that may lead people to code-switch, such as solidarity with listeners (participants), topic choice, and perceived social and cultural distance. He claims that the motivation of the speaker is a crucial factor in the selection. An early seminal work on multilingual discourse is Blom and Gumperz (1972) according to Wardhaugh and Furrel (2015) in which It introduces the notions of situational and metaphorical code-switching. These two divisions, situational code-switching and metaphorical code-switching, are no longer used as a basis for multilingual discourse analysis.

Wardhaugh (2006) admits that the second classification is based on the scope of transition or the nature of the point in time at which language occurs. The basic difference in this scope is usually between inter-sentential switching; changes

that occur between sentences, and intrasentential switching; changes that occur within a sentence. This is similar with Poplack's (1980) definition of inter-sentential as code-switching of a switch occurring between two complete clauses or sentence boundaries. A complete sentence or clause is in one language in this example, but the speaker shifts to another language for the next sentence or clause. An example of inter-sentential is (e.g. *Ini lagu lama, tahun 60an. It's oldies but goodies, they say. Tapi masih enak kok didengerin*). Whereas, intra-sentential refers to the use of two codes within a sentence. The speaker may exchange clause parts, or lexical items, in this circumstance (Poplack, 1980). Anriyani & Swandana (2018) provide examples of intra-sentential happen between Indonesian-English utterances (e.g. *Dari pada jadi yang kedua mending dengan ku saja to be my first girl.*).

As a result of the explanation, multilinguals may occasionally switch or mix their languages when communicating with others. According to Sinaga and Hutahaeon (2020), as the system that two or more people use for communication, it is natural for bilingual or multilingual persons to be in a situation where they must choose between two or more codes. Sinaga and Hutahaeon (2020) also acknowledge that when people talk, they are almost always forced to choose an appropriate code. It becomes essential while communicating because the usage of suitable code decides whether or not the conversation is successful. These alternate phenomena are referred to as code-switching. According to Hasmaruddin (2021), these days Indonesian utilize code-mixing or code-switching in every movement. It happens in every sexual orientation, age, fame, and society. The code here approaches the way to communicate something through the language they utilization of sure language. The utilization of code-switching doesn't just occur in

an immediate interview, classroom communication, politician's statement, and even president's speech yet additionally in everyday life activities too (Lismay, 2017). Thus, it does not only used in the formal situation but also in an informal situations like in the market and any other domains.

Language is the primary aspect of society that influences whether or not communication is fluent. As a result, linguistic accuracy is critical for improving communication fluency. Fluency in speaking or using language is judged not only by the precision with which words are selected and sentences are created, but also by the ability or precision with which the situation is appraised (Simasiku et al., 2015). It implies that someone who uses the language skillfully and appropriately should be able to notice or comprehend the context in which they are speaking, such as with whom, where, when, and so on. The usage of code-switching in communication is common in today's society and among EFL students. In the process of buying and selling communication, for example, there is often the use of the mother language, this is because the language is considered easy to understand by the sellers and buyers at Pasar Banyuasri Singaraja. For the sake of efficient transaction interaction, sellers and buyers will always aim to utilize language that is beautiful and easy to comprehend for both parties. Because the smoothness of the interaction process is dependent on the language used, it can be assumed that conversing in an easy-to-understand language will facilitate communication between sellers and buyers. It is called so because the function of language is to convey messages, ideas, and concepts. Wardhaugh (2006) argued that the function of language is a means of spoken and written human communication.

It is unavoidable for teachers and students to be involved in numerous scenarios involving L1 use during the English as a Foreign Language (EFL) teaching and learning process. Code-switching, according to Nurhamidah et al. (2018), has sparked a debate over the benefits and drawbacks it brings to the educational environment. Code-switching is regarded to be beneficial tools for both teachers and students in achieving their learning objectives. According to Mahootian (2006), students may consciously or unconsciously execute code-switching that benefits them, such as equivalence, floor-holding, reiteration, and conflict control. When it comes to code-switching, EFL students come in handy. When the students are unable to recollect the target language, they might switch or mix the code.

When people engage with one another daily, they frequently use different codes in different situations. They may select a particular code or variation because it makes it easier for them to address a specific topic. The usage of distinct codes in communication is determined by the language's diversity. Sellers and buyers at Pasar Banyuasri Singaraja often communicate in Balinese, and Indonesian and some sometimes communicate in Javanese or English. So that sellers and buyers tend to switch and mix the languages because of the context of the situation. To adjust to this context, it is necessary to choose the right language that is easy for sellers and buyers to understand when interacting. According to Muta'allim et al., (2021), several factors tend to make sellers and buyers use code-switching and code-mixing in their interactions, including sellers and buyers do not master the language, different ethnicities, and different languages, there are foreign buyers,

there are limitations in mastering the language, for the smooth process of buying and selling interactions and to beautify the language.

Several scholars have already undertaken research on code-switching analysis in a public setting, including Tritama (2016), Prin (2021), Bastiar et al. (2018), Muta'allim et al. (2021), Sianipar & Manik (2018). One such study, by Sianipar and Manik (2018), looked at code-switching in politeness-related situations in banking services. After finishing, the researcher discovered the occurrence of both inter-sentential and intra-sentential code-switching in politeness-related request situations. Researchers note that code-switching occurs frequently in banking service conversations. The code-switching and code-mixing theories advanced by Hoffmann and Wardhaugh were used in the prior study to assess the data. In this idea, the researcher recognizes the types and understands how a code change might take place. The majority of code-switching occurrences, according to the researcher, occurred while people were being courteous in banking and discussing a specific subject. Furthermore, Muta'allim et al. investigated the case study of code-switching and code-mixing of sellers and purchasers in Traditional Market Kampong Asembagus Situbondo (2021). Code-switching and code-mixing occur at Asembagus Situbondo Market Kampong. The researcher looks into the form as well as the aim of these activities. According to the data, sellers and buyers at Asembagus Situbondo Market Kampong employed code-switching speech more than code-mixing speech. They are also multilingual, with speakers attempting to establish a linguistic environment through the use of many languages.

Both similarities and contrasts between earlier studies and the researchers' research have been discovered, based on studies that are comparable to their own. The similarities between this research and other code-switching studies reside in their respective research topics. The distinction, however, is in the research's subject, namely earlier studies looking at code-switching and code-mixing in airports, restaurants, banks, and markets. In the meantime, the researcher's research involved observing code-switching in a public setting, specifically at Pasar Banyuasri Singaraja. Several factors encourage the researcher to conduct research entitled an examination of code-switching in a public location, including (1) the frequency of code-switching in the market, especially at Pasar Banyuasri Singaraja. (2) Because the community is multiethnic and multilingual, there is a high probability that sellers and buyers will switch the code in order to speed up the process of communication with transactions, (3) communication and bargaining processes, (4) no researcher has yet conducted the research, and (5) there is an entertaining point to develop in order to produce knowledge. The researchers solely looked at the several sorts of code-switching at Pasar Banyuasri Singaraja, taking into account each component and function. Yet, the researchers used a theory of Wardhaugh. Moreover, the researcher put the objectives of this study to find and analyze the types of code switching to find out the dominant classification of code-switching occurs in buyers and sellers interlocutions at Pasar Banyuasri Singaraja. Based on the previous studies, there are differences and similarities found. Therefore, the research has the opportunity to examine the research gaps.

This makes researcher interested in conducting research on code-switching between buyers and sellers in traditional markets.

1.2 Problem Identification

1. Theoretically, The choice of topic, perceived social and cultural distance, and solidarity with listeners (the participants) can all contribute to code-switching (Wardhaugh, 2006). He claims that a key factor in the decision is the speaker's motivation. In order to make it simpler for them to discuss a certain topic regardless of where they speak, people may choose a specific code or variation independently by each race (ethnicity) or interchangeably, claim Cakrawarti (2011) and Putra (2012).
2. Empirically, Code-switching is a regularly recognized phenomenon in multilingual and multicultural settings, according to Mahootian (2016). Code-switching is one of the most obvious and common speech patterns of the average bilingual or multilingual person in any human community around the world, where it is employed in several languages.

1.3 Research Question

1. What are the code-switching observed at Pasar Banyuasari Singaraja?
2. What is the dominant type of code-switching observed at Pasar Banyuasri Singaraja?

1.3 Research Objectives

1. General objective of the research is to analyze the code-switching observed at Pasar Banyuasri Singaraja.

2. Specific research objectives are: 1) analyzing the occurrence of code-switching in sellers and buyers interlocutions at Pasar Banyuasri Singaraja; and 2) analyzing the dominant types of code-switching occurs in sellers and buyers interlocutions at Pasar Banyuasri Singaraja.

1.4 Research Significant

1. Theoretically, significance of the research is to know about the occurrence especially the dominant type of code-switching between sellers and buyers at Pasar Banyuasri Singaraja.
2. Practical significance for: 1) society in choosing suitable codes would enhance the communication quality; 2) EFL students would selectively employ specific code choices that are acceptable in particular circumstances. The choice of a particular code would not be made at random; rather, several factors, including who is speaking to whom, what the conversation is about, and where it is occurring, would need to be taken into account; and 3) future researchers would be able to use this study as references and conduct a similar study about code-switching with more in-depth analysis.

1.5 Research Scope

The present research is focused only on the code-switching observed at Pasar Banyuasri Singaraja. It also constricts the types of the code that are chosen by the sellers and buyers in every interlocution settings at *Pasar Banyuasri Singaraja*. The place conducted is only at *Pasar Banyuasri Singaraja*.

1.6 Assumption and Limitation

The code-switching observed at Pasar Banyuasri Singaraja is assumed to be varied and natural. The sellers and buyers at Pasar Banyuasri are assumed as a multilingualism who use codes in the right context within the topic in some interlocution settings at Pasar Banyuasri Singaraja including several sellers and buyers who have done a communication. The proposed research could not be classified in general and even could not be implemented across different population and setting.

