

CHAPTER I

INTRODUCTION

1.1 Research Background

Indonesia is a country that has much cultural diversity. The many tribes cause this cultural diversity, and each tribe has its language. One of the main elements for establishing harmony between one community and another is through language. Language is a means of interaction and a communication tool intended to convey thoughts, ideas, feelings and others. The development of science can develop because of the element of language. Without the role of language, science will not be able to develop, meaning that language is not only used as a means of communication but also as a means of learning and developing thinking abilities. So, humans can think well because they have language. Robins & Crystal (2023) language is a system of conventional spoken, manual (signed), or written symbols employing which human beings express themselves as members of a social group and participants in its culture.

In general, language cannot be separated from human life because language has a very important function in every life; through language, humans can build a culture that can influence a person's behaviour. Good language is a language that can be understood and understood correctly in its rules. Humans are social creatures who need each other and other people to interact. Communication is the main thing when interacting, so the role of language is none other than as a communication tool. Each region spread across the archipelago has its language. Regional language can be interpreted as the language used daily by certain community groups. Apart from that, regional languages are also symbols of the

region's identity. Language includes several parts starting from words, groups of words, clauses and sentences that are expressed orally and in writing.

Language is the most complete component in people's lives, communication carried out between speakers and interlocutors is a social event for interacting with each other, whether individually, in groups or in organizations. Communication can be interpreted as an event that conveys a message from (message sender) to (message recipient). In the communication process, the sender of the message should use language that is easy to understand, so language in this case has a very important role in the lives of society in general. However, not all speakers and interlocutors have the same mastery of language, if in certain situations a speaker does not understand the language used by the interlocutor, this will cause language switching to occur, this transition is called code switching. On the other hand, in several communication events carried out by speakers and interlocutors, they often mix two languages. This mixing of languages is carried out because the speaker and interlocutor have the same mastery of their speech or understand each other between one language and another. This is done consciously by the speaker and the interlocutor, this language mixing is called code mixing.

In sociolinguistics, language and society are inseparable, meaning linguistics itself studies language, while sociology studies social elements of society, which are interrelated. According to Silaban and Marpaung (2020), sociolinguistics is a branch of linguistics that takes language as an object of 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. Another

function of sociolinguistics itself is to study language variety, word choice, and word use. Thus, sociolinguistics can be interpreted as a science that studies language and social relations between people, both individually and in groups.

So, in this case, sociolinguistics has a function as a science that studies language variety, word choice and appropriate use of words based on situations and conditions; this is to avoid misunderstandings in language. The use of language when communicating is, of course, the main thing; choosing the right words will make it very easy for the person you are talking to understand. In this case, the language used is generally influenced by situational factors such as who is speaking, what form the language is in, to whom, when and where. It shows that the use of language has a very important role in people's lives. Therefore, when interacting with an interlocutor, a speaker should convey his speech systematically, and this texture will make it easier for the interlocutor to understand the content of the speech conveyed by a speaker so that inefficiencies and misunderstandings do not occur in communication.

Bilingualism is closely related to a speaker's use of two languages . In speech acts, if a community group uses two languages or masters more than one language, this is known as Bilingualism. Bilingualism arises because of language contact. Language contact usually occurs when two languages are used interchangeably, transferring one language to another, giving rise to Bilingualism. Bilingualism is commonplace and often occurs everywhere because many tribes in various regions have their own languages. It is simple word, bilingualism is definition as “knowing” two languages by Valdes & Figueora (in Gottardo & Grant, 2008).

The most common concept in bilingualism is that it often occurs when someone interacts using two or more languages alternately, we can encounter this in societies that master more than one language. This form of interaction where people use two languages can occur in various places, for example in markets, schools, offices and in the community. Bilingualism occurs as a result of language contact between individuals or community groups who speak a minority language and individuals or community groups who speak a majority language. People who can use both languages are called bilingual people. Meanwhile, the ability to use two languages is called bilingualism.

In Bilingualism, there are two terms, namely code switching and code mixing. In the case of code-switching, it is not only used between languages but can also occur between styles or varieties within one language. Meanwhile, code-mixing occurs through using two languages in a narrative, usually without intention or the speaker's awareness. The emergence of Bilingualism is based on the mother tongue (L1) and second language (L2). To be able to use two languages, a speaker and interlocutor master both languages so that more than one language is used; mastery of both languages is known as Bilingualism. It happens in people who use one language with another or more.

The use of several languages by a speaker is known as Bilingualism. In certain situations, someone can use language formally or informally. The use of language depends on the situation. However, it is not uncommon for us to encounter community activities when communicating using two or more languages, which causes the emergence of language variations called code-mixing. Code-mixing is one of the major types of language choice, subtler than

code-switching (Waris, 2012). Code-mixing occurs more often in spoken language but less in written language, for example, in novels, magazines, and others. The use of language in people's lives is very diverse because there are differences in culture and ethnicity. Apart from the mother tongue, a second or third language will be widely used, especially when the speaker and interlocutor master more than one of the same languages. Code mixing often occurs in public places, for example, in markets. The market is a place for interaction between sellers and buyers. The form of interaction in the market is buying, selling and bargaining. In interactions carried out by traders and buyers, conversations often arise that contain code-mixing incidents, which is very common. Code mixing occurs for certain reasons, such as the lack of appropriate expressions in the language used. In bilingual communities, sometimes, they use Indonesian and regional languages as their first language. This incident occurs as a result of ethnic differences.

Futhermore with code-switching, if a speaker uses language A (for example, Indonesian) and then switches to using language B (for example, English), an event like this is called code-switching. Code-switching can occur in the form of oral or written communication. According to Waris (2012), Code-switching is a term in linguistics referring to using more than one language or variety in conversation. Code mixing and code-switching are interconnected phenomena; that is just that the processes are different depending on the situation. To differentiate between code-switching and mixing, look at each process. In code-switching, each language or variety of language used still has its autonomous function and is done consciously and deliberately for certain reasons.

Meanwhile, in code-mixing, there is a main code or basic code that has function and autonomy, while the other codes involved in the language are only in the form of pieces, without autonomous functions as a code. So, code-switching will only happen to someone who masters more than one or two languages. Several factors in the occurrence of code-switching are caused by the relationship between the speaker and listener, language variety, the speaker's goals, the topic being discussed, and the time of the conversation. These two phenomena are very common in bilingual societies. Bilingualism can be defined as the use of two or more languages by a person or a particular community.

Sumenep Regency has many islands, one of which is Sapeken Island. Sapeken Island is a sub-district on Kangean Island. The Sapeken archipelago is located at the eastern tip of Madura. Even though the island is part of the island of Madura, the people speak Sulawesi, which consists of Bajo, Bugis and Mandar. This language was inherited by his ancestors, who also came from Sulawesi because if you look at history, it was the Sulawesi people who first discovered Sapeken Island, so if you look at it culturally and culturally, it is very different from the Madurese culture. The cultural culture of the Sapeken people consists of the Bajo, Mandar and Bugis tribes. Hence, the area has various languages: Bajo, Mandar, Bugis and a small part of Madurese. The Sapeken people use Indonesian as a second language in their daily lives. The Sapeken people use the regional language, Bajo, as their daily language. There is great potential for language mixing among the many varieties of languages on the Sapeken Islands. This language mixing includes events related to code-mixing

and code-switching. Code mixing and code-switching occur very often in the traditional Sapeken market.

The Sapeken traditional market is one of the shopping centres most visited by island communities. This market has quite a high intensity, which can be seen based on the interactions carried out by sellers and buyers, which are very complex. Sellers and buyers at the Sapeken traditional market are based on different languages and ethnicities. The role of language, in this case, is very important. Sapeken people tend to use regional languages as their daily language. Sapeken people use the Bajo language in their activities, including buying and selling at the market. Apart from using the Bajo language, they also use Indonesian. In general, the Sapeken traditional market is not only inhabited by native people of the Sapeken Islands. Moreover, sellers and buyers are also immigrants; during buying and selling interactions, they often use Bilingualism because they cannot speak Bajo, so this incident gives rise to code-switching and code-mixing. Bilingualism in the Sapeken traditional market is an interesting phenomenon to study and describe regarding code-switching and code-mixing.

The reason the researcher chose this title was based on a phenomenon that is currently occurring in the sapeken traditional market environment, that generally sellers and buyers come from different regions and have their own languages, a small portion of which use Indonesian, Bugis, Mandar, Madurese and the majority use Bahasa Bajo. Therefore, these various language variations have the potential to cause code switching and code mixing.

Based on the things described above, the author is interested in researching "Code Switching and Code Mixing in Buying and Selling Activities at the Traditional Market Sapeken ".

1.2 Problem Identification

Based on the background that has been described, the problem identification in this research is as follows ;

- 1.2.1 Sellers and buyers tend to use different languages.
- 1.2.2 Sellers and buyers come from other regions.
- 1.2.3 Code-switching and code-mixing when communicating between sellers and buyers.

1.3 Scope of Study

To further direct this research so that it is narrow enough, it is necessary to define the problem, which will later become the focus of this research regarding code switching and code mixing in buying and selling activities at the Sapeken traditional market.

1.4 Research Questions

The problem formulation in this research is describe based on the background described. The problem formulation in this research are as follows;

- 1.4.1 What are the language forms of code-switching and code-mixing in buying and selling activities at the traditional market Sapeken?
- 1.4.2 What are the types of code-switching and code-mixing in buying and selling activities at the traditional market Sapeken?
- 1.4.3 What are the factors which influence the use of code-switching and code-mixing in buying and selling activities at the traditional market Sapeken?

1.5 Research Objectives

Based on the problem formulation above, the objectives of this research are as follows;

- 1.5.1 To find out the forms conversation of code-switching and code-mixing in buying and selling activities at the traditional market Sapeken.
- 1.5.2 To find out the types of code-switching and code-mixing in buying and selling activities at the traditional market Sapeken.
- 1.5.3 To find out use the factors that cause code-switching and code-mixing in the traditional market Sapeken.

1.6 Research Significances

1.6.1 Theoretical Significance

Hopefully, this research can become reference material for developing knowledge and become literature on code-switching, and code-mixing.

1.6.2 Practical Significance

1) Significance for the Researcher

Required to complete the English Language Education at Ganesha University of Education. It provides Education and an opportunity for the author to practice the knowledge she gained at college.

2) Significance of the Ganesha University of Education

I hope this research contributes to the library of Undiksha literature.

3) Significance for the General Public

This research can add information to the public, especially sellers and buyers.

