CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Human being lives in this world has a role as an individual creature, but also has a role as social creature. People have a role as social creature which means people cannot live alone. They need other people to fulfill their need and help them solve their problems. To communicate with others they need language as a means communication. By using language people can express idea, experiences, thought, wants, hopes, feeling and so on to other. When two or more people communicate with each other in speech we can call the system of communication that they employ a code, in most cases that code will be something we may also want to call language. (Wardhaugh, 2006:1).

Sociolinguistics is one of linguistics branches that can be analized from various point of view. Sociolinguistics is a term including the aspects of linguistics applied toward the connections between language and society and the way it is used in different social situations. It ranges from the study of the wide variety of dialects across a given region down to the analysis between the way men and women speak one to another. Sociolinguistics often shows the language can often describe the age, sex, and social class of the speaker. It codes the social function of a language (Baker,2010).

1

In using language, the language users are not aware that they make a language choice. Language choice is a variation of language that is used by a person when he/she talks to one or more other person. Sumarsono and Paina (2002) state that in a bilingualism or multilingualism society, there are some codes, such as language, dialects, variation and style that used in social interaction. With those codes, a person can or will choose a code according to some factors. This process called language choise. This language choise depends on some factors such as participants, setting, topic and so on.

Sumarsono and Paina (2002) state that there are some terms in language choice: (1) Variation, within the same language, for example, the variation of informal and formal French in Europe and French in Quebee, Canada. (2) Code switching. It usually happens when a person can speak two or more language fluently. For example, A has a Batak language as his first language and Indonesian as his second language also A can speak English. In a trip A meets with D then he starts a conversation by using Indonesian, but when A knows that D can speak Batak too, A sometimes speak in Batak language. Suddenly, A and D meet with tourist and he asks them about something in English. Automatically, A and D speak in English what A does is a code switching and what language A's language use is depending on some factors of sociolinguistics such as participants, topic, setting, etc. (3) Code mixing. Code mixing is similar with intervention from language to other language. In code mixing, the speaker inserts another language such as word or phrase when he/she speaks in a language.

Wei (1998) argued that the distinction between code switching and code mixing based on the place where the alternation occurs. Code alternation occurs at or above clause level, it is considered code switching, but if it occurs below clause level then it is considered code mixing. These are the definitions that the researcher adopts for the current study.

This study focuses on the phenomenon of code switching. Code switching is considered as a sociolinguistics phenomenon – a linguistic product of language contact, determined in various ways by the social circumstances in which it occurs. Code switching is now considered to be a normal and natural product of interaction. Richard (2005) describes that the term code switching means switching from one language variety to another when situation demans. According to Appel and musyken (1987), code switching is the process of switchovers the language action because of the situation change. besides that, Hymes (1974) she stated that code switching has become a common term to alternate the use of two or more languages.

Wardhaugh (2002:100) states that code switching is the particular dialect or language that a person choose to use on any occation. It is a system used for communication between two or more parties. Many linguist have stressed the point that switching is a communicative option available to a bilingual member of a speech community on much the same basis a switching between style or dialects is an option for the monolingual speaker.

Talking about code switching , there are some types of code switching. Saville and Troke (1986) distinguished two types of code switching. They are

Inter Sentential Code Switching and Intra Sentential Code Switching. Inter Sentential switches occurs between sentences, as their name indicates. Intra-sentential code switching concerns language alternation that occurs within a sentence or a clause boundary. Sometimes it includes mixing within word boundaries since intra-sentential code switching occurs within sentence / clause/ word boundaries/ phrase.

Generally, code switching happens on discourse. Halliday (2004) explains that discourse is defined as a meaning that is realized in text. Discourse is realized by text as meaning is represented in expression. In other words, analogously or correspondingly to the relationship of meaning to expression is that of discourse to text. Thus, discourse finds its expression in text. This is to say that certain areas of social life or instutions have specific modes or ways of talking. With reference to social life.

The overall people around the world use language for their communication and interaction. Most of them have a mastery more than one language, especially in Indonesia country. In Indonesia most of the members of society are using more then one language. The exists (in Indonesia) local language (Bahasa Daerah) and national language (bahasa nasional). Local language and national language make the members of society in Indonesia become bilingualism.So, there are many bilingual people in many places of Indonesia. In the public place like traditional market because many people make interaction in traditional market. In every interaction in traditional market, there are code switching in communicative events that appear between buyer and seller .

Communicative events are events which comprise communication, communication function as identity. Saville-Troike (2002) state that The communicative event is the basic unit for descriptive purposes. A single event is defined by a unified set of components throughout, beginning with the same general purpose of communication, the same general topic, and involving the same participants, generally using the same language variety, maintaining the same tone or key and the same rules for interaction, in the same setting. An event terminates whenever there is a change in the major participants, their role-relationships, or the focus of attention. If there is no change in major participants and setting, the boundary between events is often marked by a period of silence and perhaps a change in body position.Discontinuous events are possible, if one is interrupted and then resumes without change in major components. A conversation between student and professor in an office may be interrupted by a telephone call, for instance. The professor then participates in a different event with the caller, leaving the student "on hold." They may say "Now where were we?" before resuming the first event, but participants can usually continue from the point of interruption. In this case the student has not been an active participant in the intervening event, generally looks elsewhere, and at least pretends not to listen. He or she has essentially left the situation, although physically still present.

In this case, many buyers and sellers switch the code especially in traditional market. Generally, the sellers use the buyer's language and buyers use seller's language to make each other will feel comfortable and to maintain goods or service relationship. According to Fishman (1971), "the choice of language is a

function of the set of values and social situations operating in any given social interaction, such that one language is typically considered more appropriate then the other and for certain kinds of behavior (be it oral or written)". As quoted by Marasigan (1983), speakers do not merely switch from one language variety to another, but they build on the co-existence of alternate forms to convey information.

Afizah (2013) investigated Code switching in daily conversation. This case study examined the occurrences of code switching in daily conversation among five Jordanian speakers in Malaysia. It attempts to study the circumstances and the factors that affect code switching among the Jordanian speakers within their daily conversation. The data include recordings of conversation and short interviews among five bilingual Jordanian speakers who are living in Malaysia. The results of the study revealed that there are four circumstances which can influences the respondents to code switch and these are: familiarity among respondents, the setting, change of topics in discussion and their ages. from the research, the researcher show how the Jordanian participants in Malaysia interact in their conversation through code switching by identifying the factors that affect the phenomenon of code switching. From the research, the writer interest to investigate by using different data.

As the focusing analysis in this thesis, the writer observe the activities primarily the language use of buyers and sellers in *Sabtuan*traditional market on June 18th, 2016. The example of phenomenon code-switching in communicative events between buyer and sellers in traditional market is described below:

Seller	: Na bawang on, cabe, tomat**,** Beli kalian dulu ini. **Tuhor hamu jo boh**.
Buyer	: To, berapa cabe ?
Seller	: Merah empat puluh ribu seperempat.
Buyer	: **Oh tahe**, mahal kali, **dang boi moru**, kasih kurang lah.
Seller	: **Dang boi**, ga bisa lah, memang mahal harga cabe sekarang.
Buyer	: Cabe rawit berapa seperempat?
Seller	: udah, 38 ribu ajalah.
Buyer	: Campur ajalah, kurang ya.
Seller	: **Agojo, bereng ma sek bagak cabe on**. Lain dari pada yang lain
Buyer	: Hahaha, mana ada cabe lain dari pada yang lain. **Sarupa do sude cabe** .
Seller	: **Ai boru aha do ito?** kok cerewet kali.
Buyer	: **Au boru Purba to.**Dari Doloksanggul.
Seller	: **Bah, marpariban do hita.** Mamak ku punmanalu juga.
Buyer	: Itulah, jangan celit-celit sama pariban
Seller	: Yodah 35 ribu ajalah
Buyer	: **Mauliate da pariban na burju.**baik kali lah.
Seller	: **Olo Pariban.**sama sama

From The example above, the writer sees the code-switching in communicative events between buyers and sellers in traditional market.

For that reason, the writer has decided to study code-switching in communicative events between buyers and sellers in traditional market, conversations to know whether there are reasons behind their code-switching.

1.2 The Problems of the Study

In accordance with the context given above, the statements of the research problems which are investigated in this study are as the following:

1. What types of code switching are found in communicative events between buyers and sellers in traditional market ?

2. How are the code switching delivered in communicative events between buyers and the sellers in traditional market?

3. Why are the code switching delivered in communicative events between buyers and the sellers in traditional market?

1.3 The Objectives of the Study

In accordance with the problem above, the objectives of this study are:

1. todescribe types of code switching are found in communicative events between buyers and sellers in traditional market.

2. to describe processof code switching in communicative events between buyers and sellers in traditional market.

3. todescribe the reasons why they made code switching in communicative events in traditional market.

1.4 The Scope of the Study

The study belongs to the scope of sociolinguistics. Sociolinguistics covers a wide range of aspects, such as code switching. This study is limited to investigate code switching of communicative events between buyers and sellers in traditional market .

1.5 The Significance of the Study

The findings of this study are expected to be useful theoretically and practically.

1. Theoritically, the research findings will be expected to contribute to the related theory of code switching, specifically to the theory of what makes people do code switching. The findings will make it sure if all the current theoretical factors work in communicative event.

2. Practically, for the lecturers is to improve the teaching material and update teaching about code switching.