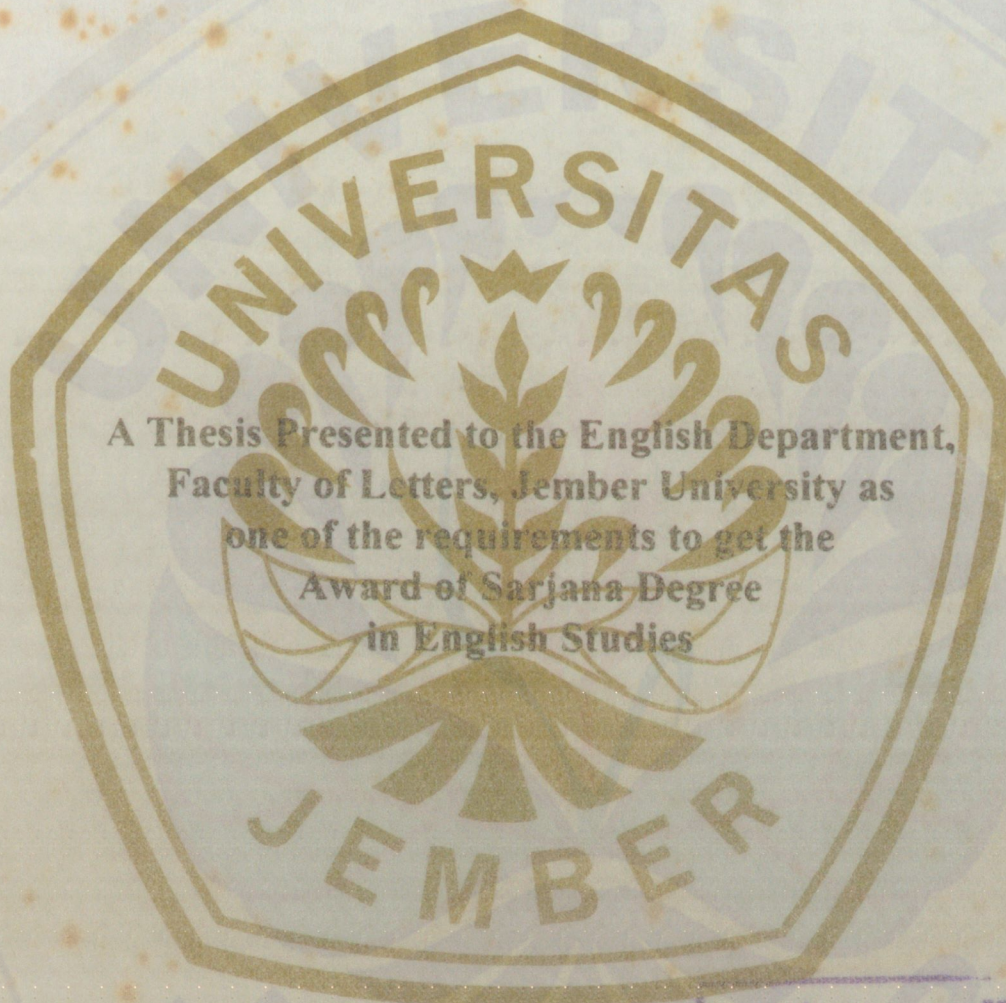




THE USE OF CODE SWITCHING ON THE SELLING TRANSACTION IN PT. METROSEL JEMBER AND THE AGENCIES



Oleh :

EFY ZULFIYATI
NIM. 9401101113

Asal :	Hadiah	Klass 420 Zulfiyati M
Terima Tgl:	Pembelian 29 JUN 2000	
No. Induk :	PT 12000 10-2-223	

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APPROVAL SHEET

Approved and received by the Examination Committee of the English Department, Faculty of Letters, Jember University:

Jember, May 10th, 2000

Secretary

(Drs. Sukarno, MA)



Chairman

(Drs. Hadiri, MA)

The Members :

1. Dr. Suparmin, MA
2. Drs. Syamsul Anam, MA
3. Drs. Albert Tallapessy, MA

(.....)

(.....)

(.....)

I would like to dedicate this thesis to:

- ❖ My beloved parents, **Sayuti and Roaenih**
I am really grateful for their support as well as their eternal and pure love.
- ❖ My beloved sister, **Idah Inayah** and brothers: **Tajuddin, Asep, Dedy** and *the Little Oman*
- ❖ My beloved **Hadi Poerwanto**, thanks for giving me so much love and care. Thanks for everything
- ❖ My beloved Almamater



MOTTO :

The language shows the nation

(proverb)

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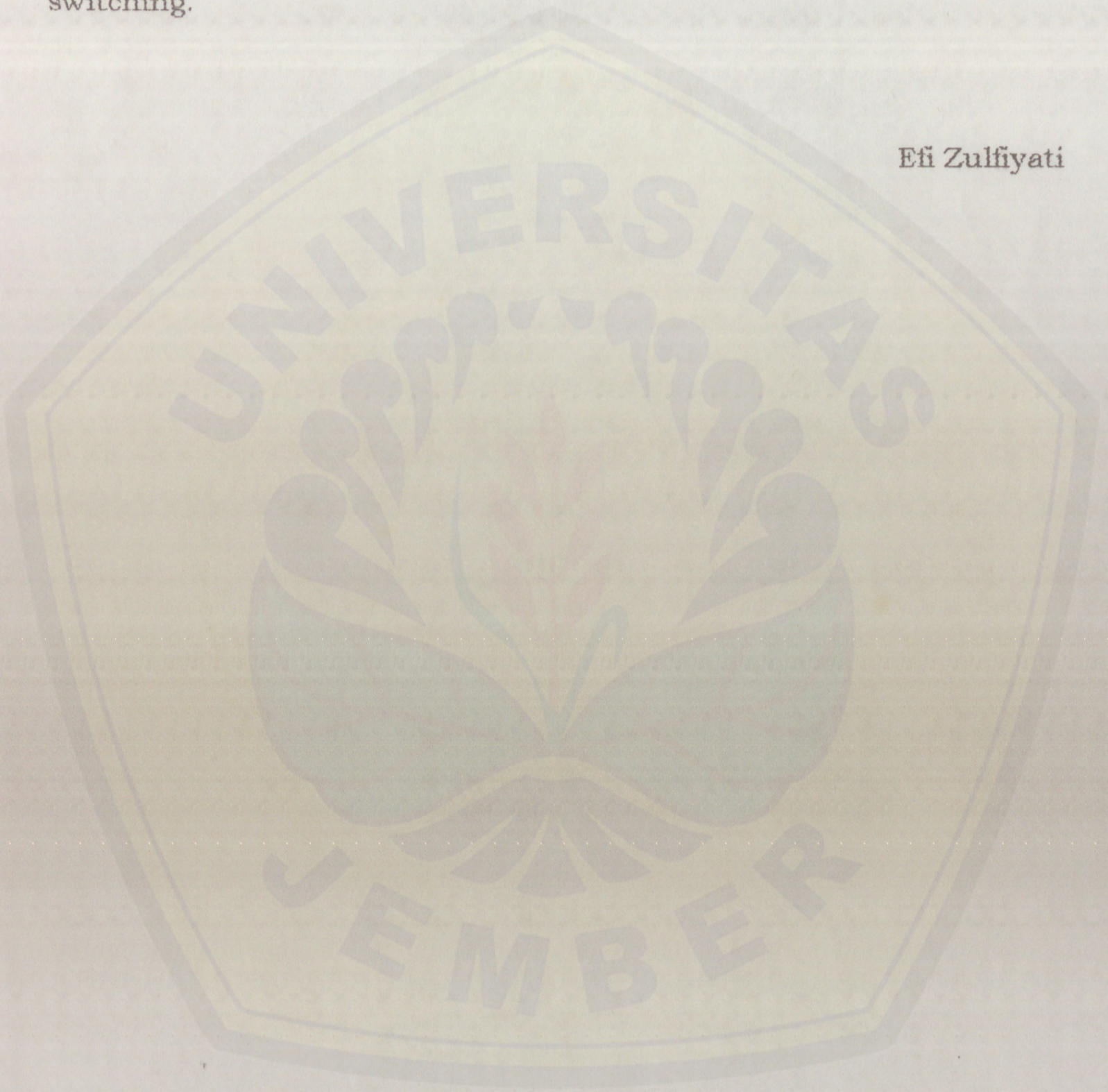
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Efi Zulfiyati



CHAPTER I

INTRODUCTION

1.1 The Background of the Study

The mastery of more than one language makes someone choose one language over the other when he is conducting a speech or communication. The choice of language will depend on the need and condition of the speaker. As stated in Hudson, it is the speaker's decision in a given communication interactive situation to use one language rather than the other. (1996 : 52). Usually bilinguals are able to choose the language of their discourse as well as the code and the style of communication. (Lyon, 1996: 23)

Today, becoming bilingual is a common phenomenon because of the development of languages in the world. In many parts of the world it is a normal requirement of daily living that people speak several languages, perhaps one or two languages at home, school or market. These various languages are usually acquired naturally and unconsciously and the switches from one language to another are made without hesitation. The speaker will select different code or language in a different situation that is usually influenced by some factors, one of which is social factors such as the participant, the social context of the discourse, the function and topic of the discussion. People sometimes switch code within a domain or social situation, for example first they use Indonesian then switch to English. Even sometimes they use two languages at the same time. The switching here is not without reason. The reason may to have a

good representation and achieve the goal of communication. It often happens in communication such as speech, conversation, in which people can use code switching for their own purpose to influence or define the situation as they wish to convey nuances of meaning and personal intention. (Trudgill, 1985)

Since the language plays a very important role in almost every aspect of life and code switching is also used by people for some reasons and purposes, then what is the function and purpose of both of them if seen from the economic point of view. PT Metrocel as one of the cellular operator, one of the branch offices of which is in Jember, and the agencies often use code switching (from Indonesian to English or the contrary) when they are explaining the product to the customers or prospective buyers. In PT. Metrocel Jember as one of the branch offices, of which the headquarter is in Surabaya, code switching always happens everyday in every selling transaction. The official employees of PT. Metrocel Jember always use code switching, from Indonesian to English or vice versa, when they are facing the customers and the prospective buyers to explain the product to them.

The choice of the official employees of PT. Metrocel Jember as the object of this research, rather than the freelancer or part timer, and its two agencies is because they have some reasons for doing this code switching and they are willing to be investigated. For them, the reasons are to raise the intention of costumers and prospective buyers, to give a good impression about the product and the most important purpose is to make them interested and finally buy the product. Whether it works or not, it will be discovered after the research is conducted.

important purpose is to make them interested and finally buy the product. Whether it works or not will be discovered after the research is conducted.

The code switching that usually happens in PT. Metrosel Jember and the agencies consist of words, phrase and simple sentence. The words are regular, menu, product, performance, setting, language, accessories, capacity, battery, line, billing...etc. The phrases are line only selling, cover area, stand by, leather case, plug in, service point ...etc. The simple sentences are cellular phone for incoming calls only, Metrosel commits to excellent.

The two agencies of PT. Metrosel Jember which are as the object of this research are Punky Selular and Hadi Karya Selular. Those two agencies also actively use that code switching since they are facing the customers and the prospective buyers directly in Matahari Dept. Store and Alfa Retailindo as the places where people can communicate with one or two languages when they are bargaining or explaining about something.

1.2 The Problems to Discuss

Based on the explanation above, the problems to be discussed are as follow:

1. What are the other reasons or purposes of the official employees' of PT. Metrosel Jember and the Agencies using code switching in the selling transaction?
2. What are the response of the costumers and prospective buyers toward code switching used by the official employee of PT. Metrosel Jember and The Agencies?

1.3 The Scope of the Study

The study in this thesis will be limited on the code switching used by the official employees of PT. Metrosel Jember and The Agencies, their motivations, reasons and purposes and how the costumers and prospective buyers' respond toward them. The official employees of PT. Metrosel Jember is limited on those whose work directly meets the customers or concerns with the selling, while those who do not concern with the selling are excluded. The customer is limited on the customers who come to the Metrosel counter or stand in Matahari Dept. Store and Alfa Retailindo.

1.4 The Significance of the Study

Code switching as a language phenomenon in the society is gaining a great deal of attention among societies and it is something commonly happens in our daily life. We may not realize that we use it so often and it can give some effects on the participant that actually we can take advantage from it.

It is important for us to study code switching because we often use code switching eventhough we do not aware of it. By study code switching, at least we understand about the function of language better.

1.5 The Goal of the Study

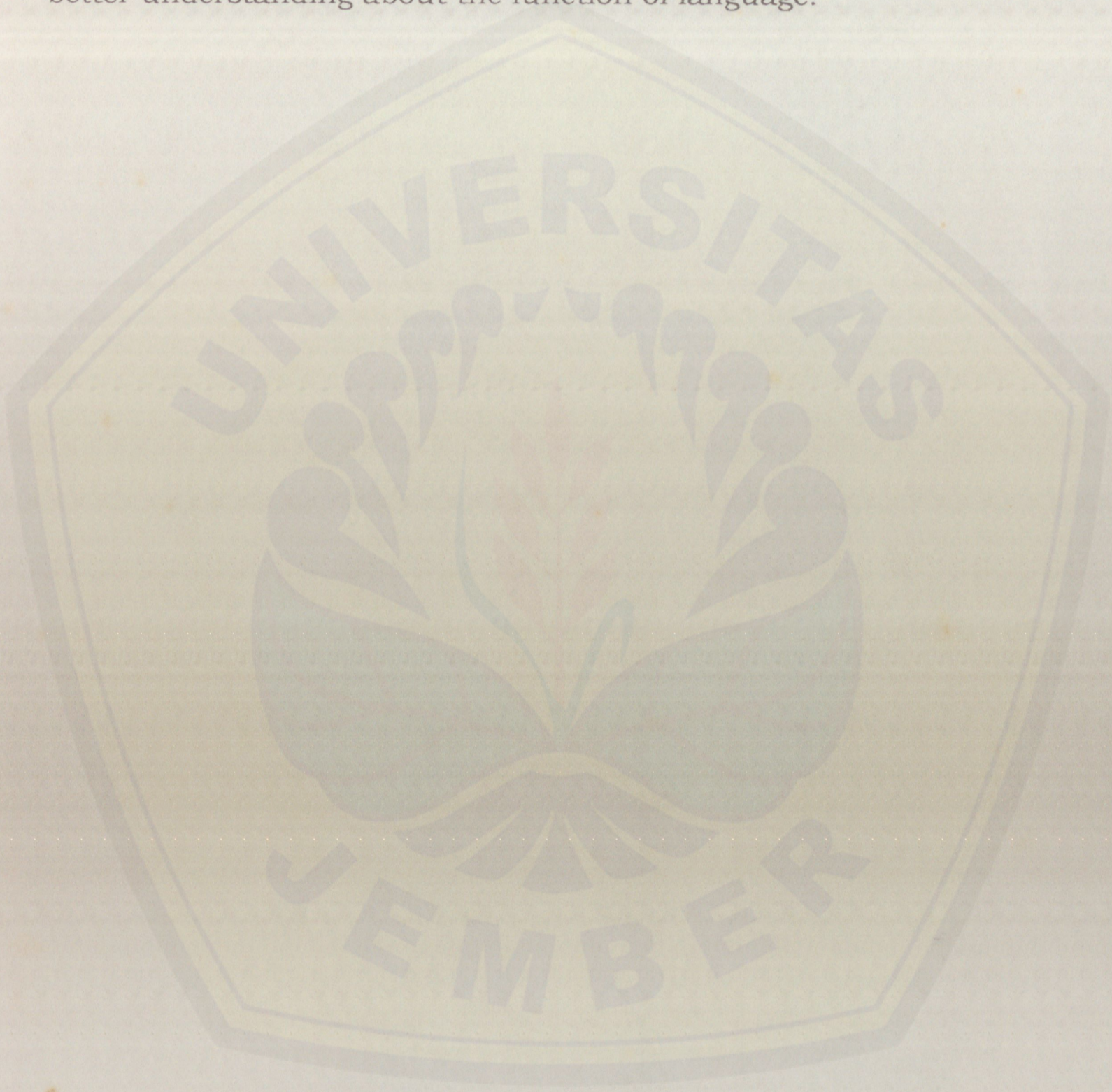
This thesis is aimed at making us more aware toward the phenomenon happening around us that makes us realize that language is not just as means of communication but it can be used for economic purpose, that the goal is to achieve advantages.



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Furthermore, code switching is something familiar with us that is the usage always related with prestige and identity.

Hopefully, This study will be useful for us, at least for a better understanding about the function of language.



CHAPTER II

GENERAL REVIEW OF CODE SWITCHING

This chapter contains the theories that support the analysis. In this analysis, the writer will use the sociolinguistic theories on code switching and its varieties, the level of code switching and some theories related to the reasons which underlie the occurrence of code switching.

2.1 Code Switching

According to Hudson, code switching is a situation in which a single speaker uses different varieties at different times. (1980:56) It happens if anyone who speaks more than one language chooses between them according to the circumstances. Code switching usually happens in a multilingual community. The different languages are always used in different circumstances, and the choice is always controlled by social rules. Typically one language is reserved exclusively for use at home and another is used in the wider community (for example, when shopping). (Hudson, 1996:51-52)

Code switching will take place if a minimally bilingual community exists in which at least two interlocutors must share the same knowledge. In this study, the two interlocutors are the customers and the seller. Code switching as a communicative strategy is a stage in the linguistic and cultural assimilation. It happens because there is language dependencies in the multilingual community. It means everyone hardly ever uses one language only without taking another language.

In this study, the term code switching refers to the use of two or more varieties by a single speaker. Code switching often happens

subconsciously which means that people may not be aware that they have switched from one code to another. As Gumperz says in his book *Discourse Strategies*.

“...the code alternation as highly salient, participants immersed in the interaction itself are often quite unaware which code is used at any one time. Their main concerns with the communicative effect of what they are saying. Selection among linguistic alternants is automatic, not readily subject to conscious recall. (Gumperz; 1982:61)

He further says:

“...code switching is perhaps most frequently found in the informal speech of those members of cohesive minority groups in modern urbanizing regions who speak the native tongue at home, while using the majority language at work and when dealing with members of group other than their own. The individuals concerned live in situations of rapid transition where traditional inter group barriers are breaking down and norm of interaction are changing. Eventually situation lead to the displacement of one language variety by other. (1982:64)

Holmes (1992: 41-42) denotes that code switching occurs when the speakers shift from one language to another or when the speakers switch from one code to another. For example: a speaker uses Indonesian in his conversation then he changes to English. In this case, the speaker may similarly switch to another language as a signal of group membership and shared ethnicity with an addressee. Holmes also says that people use different codes to express different relationship. Social distance or solidarity, relative status refers to the status relationship among people which involve formal relation such as doctor-patient, teacher-pupils, seller-buyers and so on. Furthermore, when people change the topic, they sometimes switch

their codes too. For instance, when a government official deals with someone who is from the same home town as he was before, they may switch from Indonesian to Javanese when they tell stories of their schoolmates.

Gumperz, then differentiates code switching into three kinds namely Metaphorical code switching , Situational code switching and Conversational code switching .(In Hudson, 1980:56)

2.1.1 Metaphorical code switching

Metaphorical code switching (Bloom and Gumperz, 1971) occurs when a variety normally used only in one situation is used in different kinds of situation because the topic is the sort which would normally arise in the first kind of situation (in Hudson, 1980: 56). The code switch in metaphorical code switching relates to particular kinds of topic or subject matter rather than a social situation.

Here is the example of metaphorical code switching which is quoted by Bloom and Gumperz, arising out of their research in a town in Northern Norway, Hemnesberget, where there is a diglossic community with one of two standard Norwegian language Bookmal-High language and Ranamal-Low language. Example:

In the course of morning spent at the community administration office, we noticed that clerks used both standard and dialect phrases, depending on whether they were talking about official affair or not. Likewise, when a resident steps to the clerk's desk, greeting and inquiries about family affairs tend to be exchanged in the dialect, while business is carried on standard. (Bloom and Gumperz; 1971; 425)

Furthermore, Holmes states that metaphorical code switching occurs when a change of topic requires a change in the language

used. Metaphorical code switching has an effective dimension which means that a speaker changes the language as he redefines the topic from formal to informal, official to personal, serious to humorous, politeness to solidarity.

2.1.2 Situational code switching

Situational code switching exist when the language used by the people change according to the situation in which the conversation taking place. (Hudson; 1980:57) In situational code switching, one speaks one language in one situation and another in another situation. In this case, no changing topic is involved. According to Bloom and Gumperz:

“ situational code switching mostly in diglossic situation, distinct varieties are employed in certain setting, such as home, school...etc; that they are associated with separate bounded kinds of activities (such as public speaking, formal negotiation, special ceremonials, verbal games, etc.) or spoken with different categories of speakers (friends, family members, strangers, social inferiors, government officials etc.) although the speaker in diglossia situations must know more than one gramatical system to carry on their on their daily affairs, only one code is used at any one time.(in Gumperz; 1982:60)

Diglossic situation here refers to the situation where different code were used with markedly different functions. In a diglossic situation, one of the code is considered as high which is used on formal occasion and the other one is low code which is used in informal situation or everyday circumstances. For example: standard Arabic as high code is used in formal occasion, such as giving lectures, sermon...etc, while vernacular Arabic as low code is used at home or informal situation.

This statement supported by Hudson, who says that in situational code switching, the switching between languages always coincide with changes from one external situation (for example, talking to member of family) to another (for example, talking to the neighbours). The choice of language is controlled by rules, which member of the community learnt from their experience, so these rules are part of their total linguistics knowledge. It means that when they speak in one language in one situation and another in a different one. There is no topic change is involved. What is meant by situational code switching is that one language is used in a certain set of situation and another in entirely different set. However, the change over from one to the other may be instantaneous. In this code switching bilingual speaker will use their choise of language in order to define the situation, rather than letting the situation define the choise of language. (Hudson, 1996:52)

2.1.3 Conversational code switching

Conversational code switching is a situation where the speaker may switch code within a single sentence and may even do so many times. (Hudson; 1980:57) Conversational code switching is where a fluent bilingual taking place to another bilingual changes language without any change at all in the situation. (Hudson, 1996:53) The occurrence of conversational code switching is not signified by any regularities that is why Labov notices at as Idiosyncratic phenomenon.

According to Labov, when a speaker employs conversational code switching, he does not attempt to account for listener's ability to assign speaker certain social categories i.e to use knowledge of

variability to place the speaker within the spectrum of own social categories and to discuss shared social background. (Gumperz; 1982: 70)

This example of conversational code switching is taken from Labov (1971) research which was taken from an extract from the speech of Puertoricon living in New York:

“...*por eso* (therefore) you know it’s nothing to be proud of *porque yo no estoy* (because I am not) proud of it as a matter of fact I hate it...*Pero viernes y sabado yo estoy...tu me ve haci a mi sola* (but comes Friday and Saturday I am...you see me here by myself alone)...*aqui solite a veces que Frankie me deja* (here alone sometimes Frankie leaves me) you know a stick or something *y yo aqui solita queces Judy no sabe y yo* (and I am here alone perhaps Judy does not know and I) but I rather...(In Gumperz, 1982:70)

2.1.4 Levels of Code Switching

According to this study the levels of code switching can happen at the level of sentence, phrase and word.

Sentence

According to Longman Dictionary of Contemporary English, sentence is a group of word that forms a statement, command, exclamation, usually contains a subject and a verb and (in writing) begins with a capital letter and ends with one of the marks “ ! ? “. The code switching levels of sentence means that people do code switch from sentence to sentence, for example, cellular phone for incoming calls only, Metrosel commits to excellent.

Phrase

The phrase is two or more words that function together as a group. The group of word here without a finite verb. Like: cover area,

busy transfer, call forwarding, call waiting, answering machine, stand by, talk time etc.

Words

The words are written representation of one or more sounds which can be spoken to represent one idea, subject, action etc. the smallest unit of spoken language which has meaning and can stand alone. For example: line, roaming cancel, power, clear, cloning, battery, send etc.

2.2 Some Theories Related to the Reason which Underlie the Occurrence of Code Switching

Code switching is important among the bilinguals and are subjects to the social and attitudinal factors. Bilinguals switch code in the reaction to change participants, the setting and the topics of an interaction, although bilinguals actively manipulated their language choices according to both social constraint and their individual feeling and interaction. Thus, language choice serve as a sociolinguistics marker in the bilingual communities, revealing speaker's feeling about themselves, their interlocutors and the topic they are talking about. Therefore, within community, the choice of language can be less closely tied to social domain and co-participants and also the factors of choice among the speaker who would understand each other in either language such as ethnic identity or solidarity with the addressee. To give more explanation, there are some theories from linguists about the reasons which underlie the occurrence of code switching.

Most people might not be aware that they have done any code switching but if we wrote carefully there must be some underlying purposes why one switches from one code to another. One may switch his code because he feels inadequate with the language that he uses before or he cannot find the best expression or word... etc. in previous code that he uses.

Switching may occur when someone wants to show that he comes from a certain ethnicity. Holmes emphasizes that a speaker may switch to another language as a signal of group membership and shared ethnicity. The switches are often very short and they are made primarily for special reason namely to signal speaker's ethnic identity and solidarity with the addressee.(1992:41)

Solidarity or social distance can also triggers the occurrence of code switching. Solidarity related to the relative intimacy between the speaker and the hearer. Social distance dimension, such as how well the participants know each other... etc what is the social distance between the participants are they stranger, friends or brother? would influence the choice of code to someone.(Holmes; 1992:29) Besides that he also adds that the status relationship between people may be relevant in selecting the appropriate code. Status here means whether someone has a higher position or lower position or someone is younger or older than the others.

Code switching may also be caused by the social factor of language variation such as topics and setting. People may switch code within a speech event to discuss a particular topic. Bilinguals often find it easier to discuss particular topic in one code rather than the other. (Holmes; 1992: 44) According to Holmes the setting can be

important too in accounting for language choice in many different kinds of speech community. (Holmes; 1992: 23)

Giving more explanation from what has been stated above, Holmes adds that codes are likely to vary according to many different factors such as which codes are involved in communication, the function of the particular switch and also the level of the proficiency in each code of the people switching. However, in this case, the level of proficiency should be underlined because each speaker will have different level of proficiency in using code switching in conversation. Thus, the proficiency of bilinguals may switch within sentences, so it can be said that they have a good proficiency in switching from variety A to variety B in communication with the addressee. Whereas, people who are less proficient in code switching will tend to switch at sentence boundaries or they only use short fixed phrases, tags and also word in a language of the sentences with the other.

2.3 Research Hypothesis

The hypotheses in this thesis are:

1. The other reasons of the official employees of PT. Metroselel Jember and the Agencies in using code switching are by using code switching in explaining the product to the customers will increase the feeling of interest of the customers, gives a good impression about the product and ensure them that the product is qualified.
2. The responses of the customers toward the code switching used by the official employees of PT. Metroselel Jember and the Agencies are: they like English expression, they feel friendlier or more familiar with the sellers and they interested to the product.
3. The role of code switching is to influence the customers to buy the product or services, which are explained.

CHAPTER III

RESEARCH METHODOLOGY

This chapter discusses (1) Research Method, (2) Research Location, (3) Type of Data, (4) Population and Sample, (5) Data Collection, (6) Data Analysis and (7) Research Hypothesis.

3.1 Research Method

Methodology is very important and needed in conducting a research. It will guide researcher to the sequence of ways of how a research will be conducted. So a researcher has to use certain methods, which are considered to be the appropriate ways to solve the research problem.

Research method used in this thesis is descriptive method. According to Surakhmad (1990:147), descriptive method technically involves some activities, namely, collecting, arranging or classifying, analysis and interpreting data. Djajasudarma (1990:8) says that this method is aimed at making a systematic, factual and accurate description of the data and also to describe the relationship of phenomenon being investigated. In relation to the topic of discussion in this thesis, descriptive method is used in order to describe and interpret the code switching phenomena happening in the selling transaction in PT. Metrosel Jember and the Agencies. Furthermore, the description and the interpretation of the code switching may give an input to the speaker as the seller and the listener as the customer. To the speaker, the code switching may become a useful way to convince the customer, to arouse their intention about the product being offered. Code switching is useful for the listener since it can

make them sure about the performance and the quality of the product.

3.2 Research Location

To search for the phenomenon taking place, two location of research are used. They are library research and field research. Library research refers to research activity done by reading some books or references in order to get some information, which may be relevant to the topic of discussion. While field research is done in certain location where the real phenomenon occurs (Mandalis, 1990:28). In this sense, the real phenomenon being searched, code switching, done by the official employees of PT. Metrosel Jember, the agencies and their customers are the main data.

3.3 Type of Data

Type of data that is used in this thesis is qualitative and quantitative. Qualitative data indicates that the data cannot be counted such as diary entries or narrative descriptions, while quantitative refers to the data such as words counts, test score and statistical result (McMillan, 1992 : 9-10). In this study, quantitative data is collected from questionnaire while qualitative data is gained from interview. The quantitative and qualitative data which are collected from the questionnaire and interview will be calculated using percentage and interpreted in bar diagram.

3.4 Population and Sample

3.4.1 Population

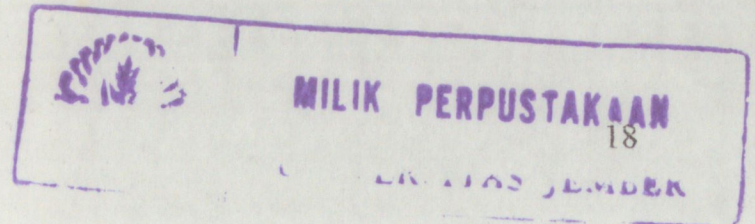
A population is any group of individuals that have one or more characteristics that are of interest to the researcher (Best, 1981: 8). In this research, the population is the official employee of PT. Metro Jember, the agencies and their customers. The customers are the active and passive ones. The active ones are the people who are interested to buy the product or services after hearing the explanation using code switching. Conversely, the passive ones are people who just hear without any intention to buy the products or services being explained.

3.4.2 Sample

Sample is a small population selected for observation and analysis (Best, 1981: 8). According to Surakhmad sample is part a of population, the sample constitutes representatives of population (1990: 93). They are representatives of population, which are considered to be the object of the research.

The sample in this research is the official employee of PT. Metro Jember and the agencies. They are all about 15 persons. Also 20 customers are selected as the sample.

This thesis uses two kinds of techniques. First, to gather the data from the official employee and the agencies, total sample is used, because the population is limited. Surakhmad says, total sample is the sample that involves all the population as the sample as long as the number of population is known limited (1990: 100). To gather the data from the customers, the random sampling is utilized in this research. In this sampling, not every member of the population has



an equal and independent chance of being selected for the sample (Sutrisno Hadi, 1983: 80). Only specific individuals who are selected for the sample, in this case the customers who come to the Matahari Dept. Store and Alfa Retailindo.

3.5 Data Collection

The data is collected from the questionnaire that is distributed to the respondents. A questionnaire is used when factual information is desired (Best, 1981: 167). The type of question is closed question. The respondents are expected to give a short response by circling one of the two options, i.e. yes or no. From the closed questionnaire the result gained is easy to tabulate and interpret. Next, the collected data is tabulated and calculated by using percentage that is interpreted in bar diagram.

The questionnaire is supported by interview. The interview is done to examine the validity of another data such as observation, test and questionnaire (Mandalis, 1990 : 64). Interview obligates direct communication between the researcher and the object or sample. By interview further information can be achieved. The interview is recorded and the recorded data is transcribed to analyze and interpret.

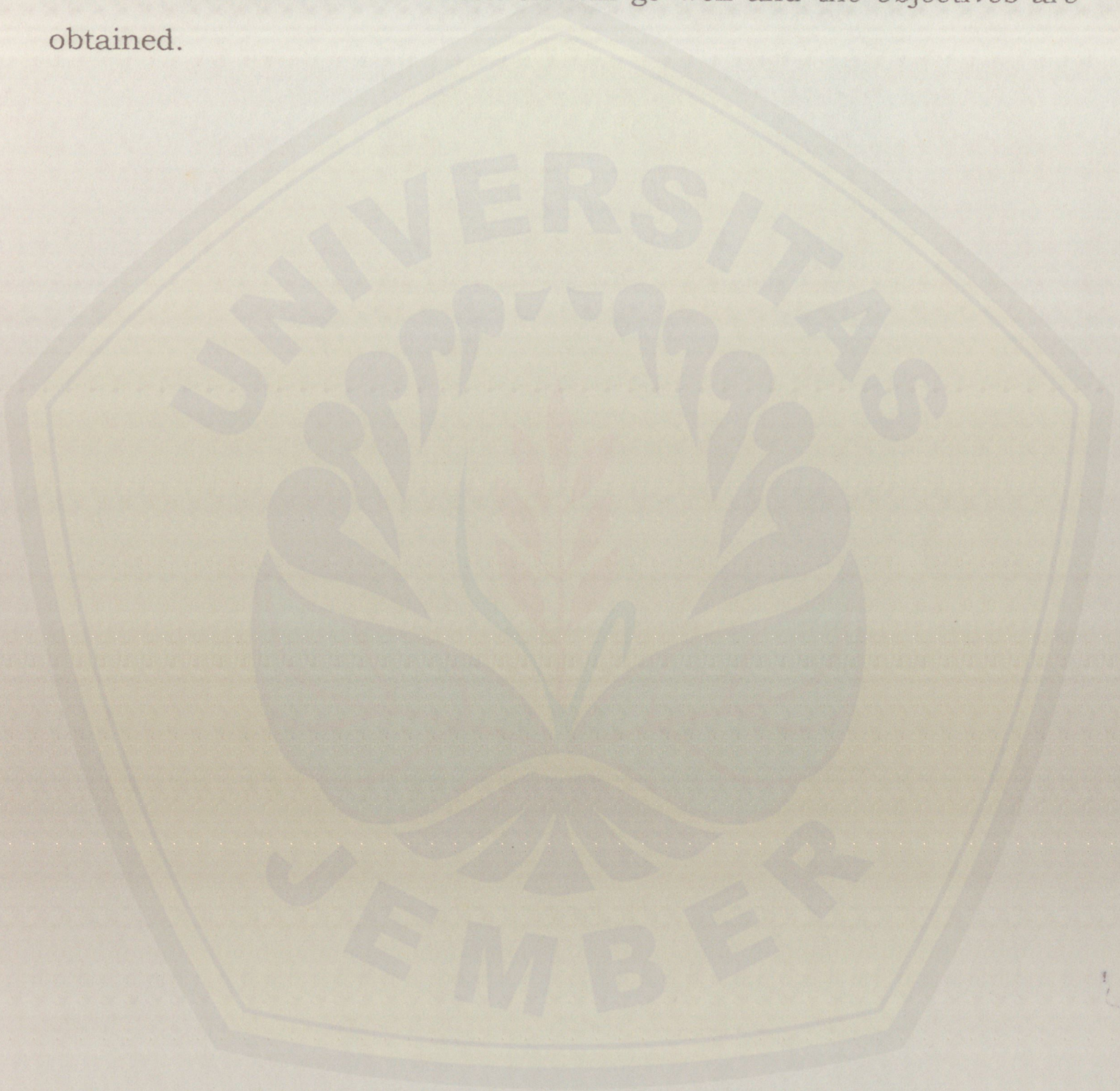
In this study, the questionnaire and the interview are conducted by using Indonesian language.

3.6 Data Analysis

This research uses descriptive analysis, it does not only collect and arrange the data but also analyzes and interprets it (Surakhmad, 1990:139). The descriptive analysis involves the

description, recording, analyzing and interpreting the condition that exists.

By understanding the concepts presented above, it is hoped that the activities of the research will go well and the objectives are obtained.



CHAPTER IV

RESULTS AND DISCUSSIONS

4.1 The Other Reasons of the Official Employees of PT. Metrocel Jember and the Agencies Using Code switching.

The reasons are gained from the questionnaires, which have been distributed among the Official employees of PT. Metrocel Jember and the Agencies. Their reasons can be classified into several reasons and presented in the following table:

Table 1 is the reasons of the respondents using the code switching:

Question	The Official Employees of PT. Metrocel Jember		The Agencies	
	Yes	No	Yes	No
5	0	6 (100%)	1 (11,1%)	8 (88,9%)
6	3 (50%)	3 (50%)	4 (44,4%)	5 (55,6%)
7	3 (50%)	3 (50%)	5 (55,6%)	4 (44,4%)
8	5 (83,3%)	1 (16,7%)	8 (88,9%)	1 (11,1%)
9	6 (100%)	0	9 (100%)	0
10	4 (66,7%)	2 (33,3%)	4 (44,4%)	5 (55,6%)
11	0	6 (100%)	0	9 (100%)
13	5 (83,3%)	1 (16,7%)	9 (100%)	0
14	6 (100%)	0	9 (100%)	0
16	6 (100%)	0	9 (100%)	0

The table shows the reasons of the Official employees of PT. Metrocel Jember and the Agencies in using code switching. The questions number 1,2,3 are not counted since those questions are merely additional questions on the respondent knowledge upon English. As shown in table 1, the reasons are classified into six reasons.

The first reason is to be familiar or friendlier with the customers. Fifty percent of the Official employees of PT. Metrocel Jember choose 'yes' and 50% choose 'no', while 44,5 percent of the Agencies choose 'yes' and 55,6 % are 'no'.

The second reason is because there is no exact word or expression in Indonesian to replace the English expression. This reason is supported by fifty percent of the Official employees of PT. Metrocel Jember choose 'yes' and 50% choose the 'no' option, while fifty five percent of the Agencies choose 'yes' and 44,4 % are 'no'.

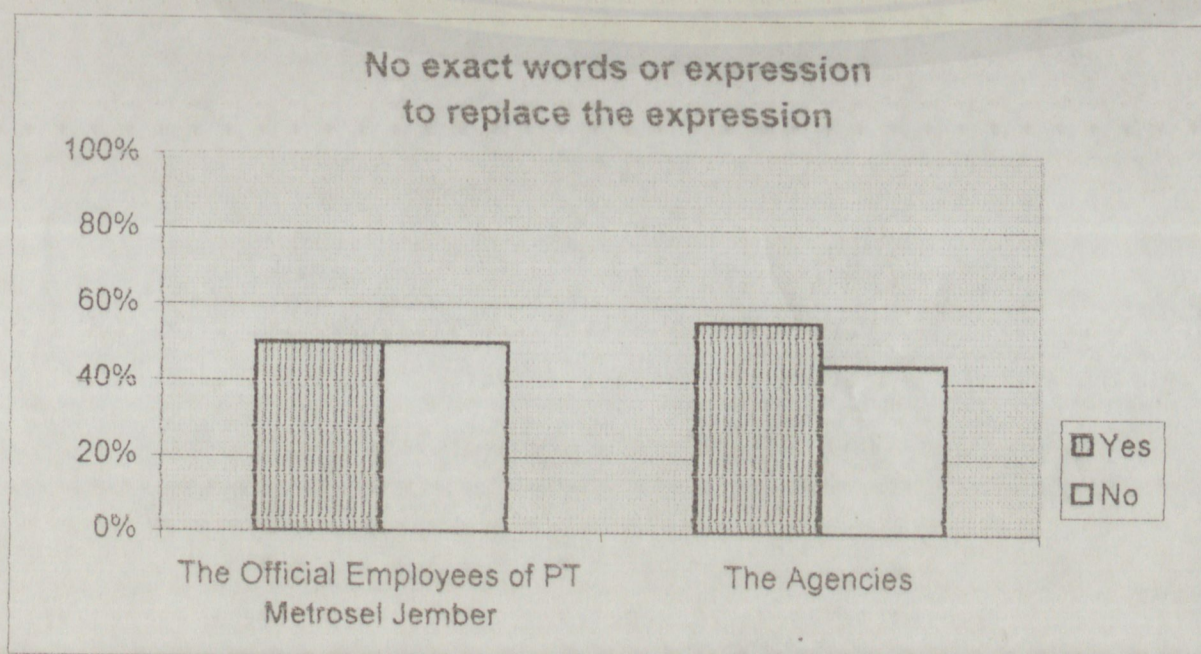
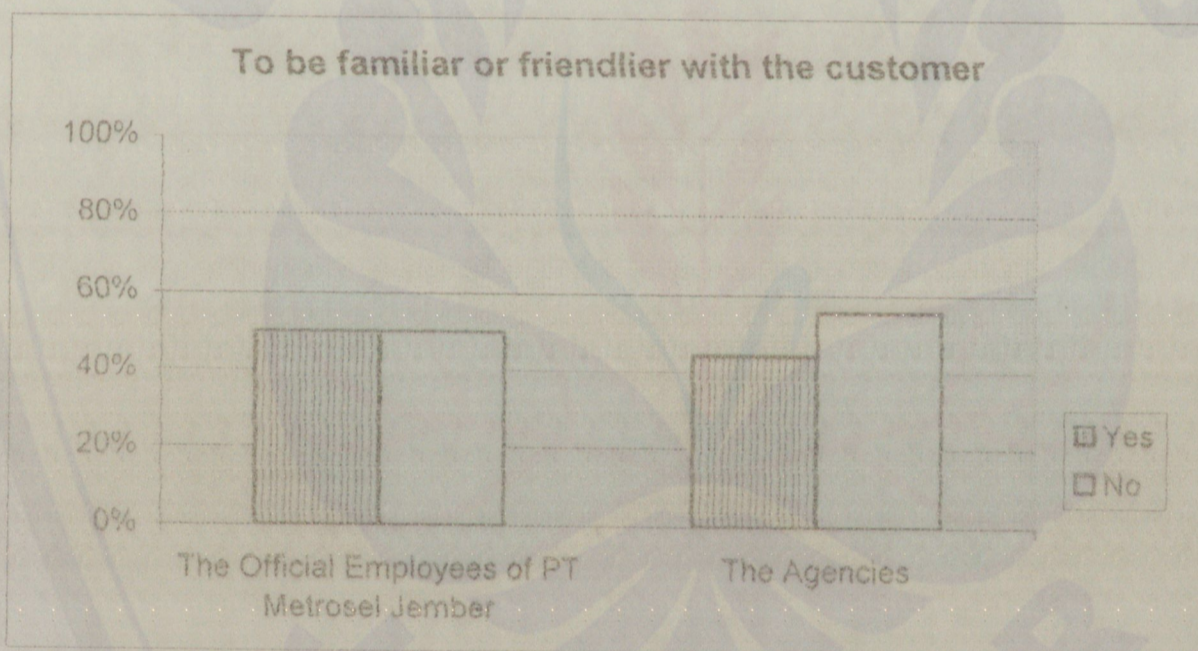
The third reason is because the seller wants to give a positive impression to the customers. For this reason, 'yes' are 83,3% and 'no' are 16,7 % chosen by the Official employees of PT. Metrocel Jember and 88,9 % of the Agencies say 'yes' and 11,1 % say 'no'.

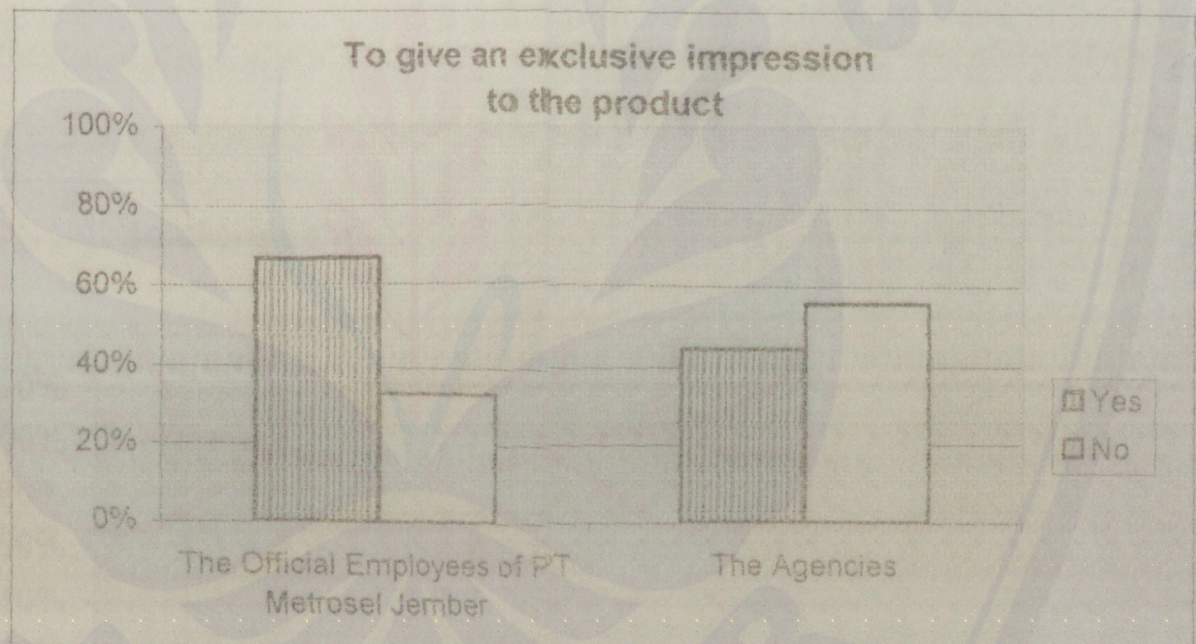
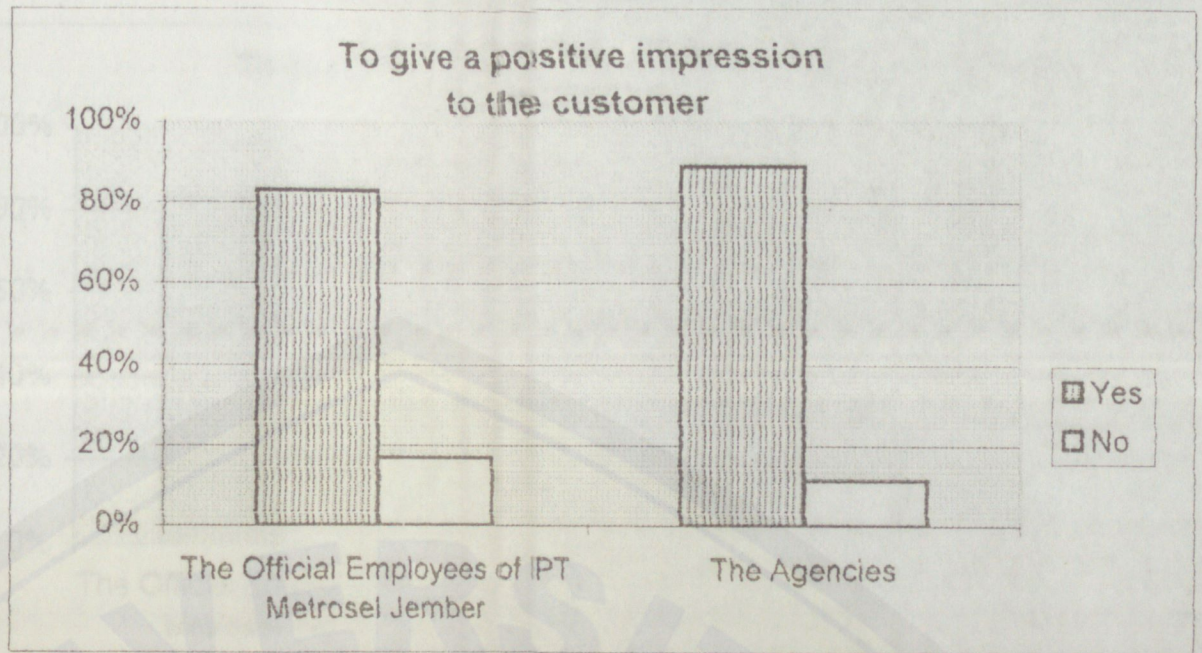
The fourth reason is the seller wants to give an exclusive impression to, the product. Sixty six comma seven percent of the Official employees of PT. Metrocel Jember answer 'yes' and 33,3 % give answer 'no'. 44,4 percent of the Agencies give answer 'yes' and 55,6 % give answer 'no'.

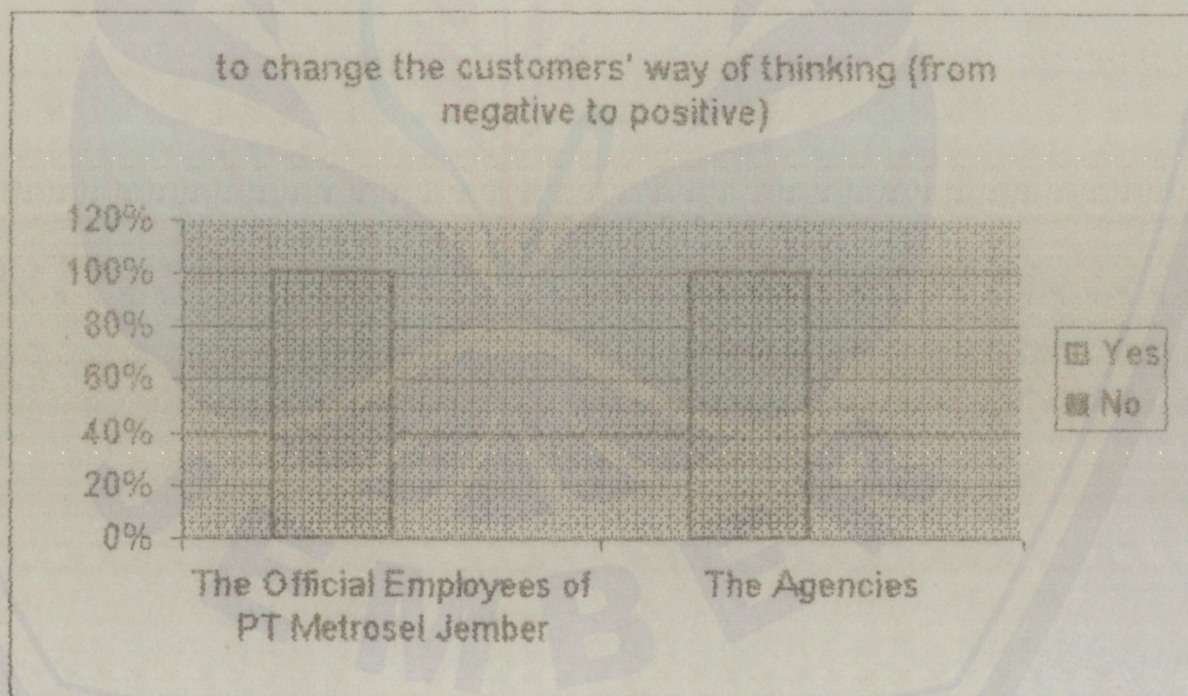
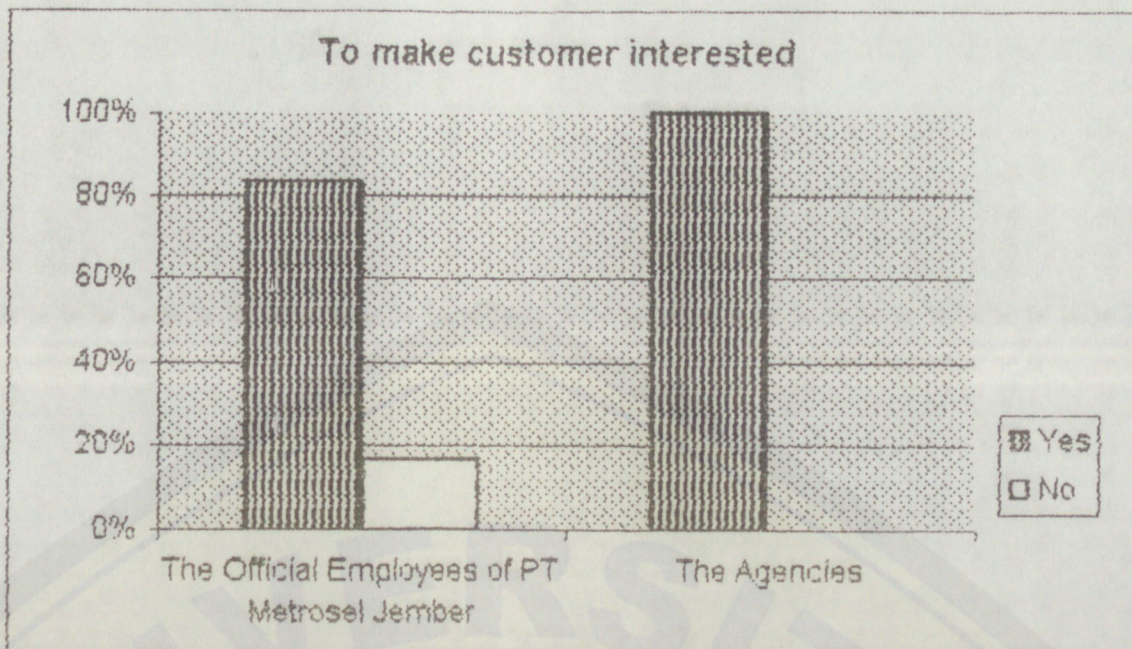
The next reason is to make the customers interested. Eighty three comma three percent of the Official employees of PT. Metroseel Jember choose 'yes' while 16,7 % are choose 'no'. One hundred percent of the Agencies choose the 'yes' option.

Finally, the last reason is to change the way of thinking of the customers (from negative to positive thinking toward the product). For this reason, all the respondents choose the 'yes' option.

Furthermore the percentage is described in charts:







Analysis and Interpretation

In Indonesia, as a multilingual country, the shift from one language to another is accepted as quite normal. Indonesia has many languages, such as Javanese, Madurese, Sundanese and so on. However, the national language is Indonesian. The choice of which one of the languages is used in many different kinds of speech community is determined by certain social factors, such as to who you are talking to, the social context of the talk, the topic and the function of the discussion. (Holmes, 1992:23)

From this research, it is obvious that the Official employees of PT. Metrosel Jember and the Agencies use code switching, (Indonesian to English and vice versa), for some reasons. This result is similar to what Holmes said that 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)

The first reason why they use code switching is to be familiar or friendlier to the customers. This reason is similar to what Holmes said that a switch may also reflect a change in the other dimensions, such as the status relations between people or the formality of their interaction. The following is the interview with one of the respondents:

I : Are you sure that you use code switching to be friendlier to the customers ?

R : Yes, I am sure. Because I think it can change the situation from formal to informal.

This reasons is denied by those who choose 'no' and do not agree with the statement above.

I : What is your reason that you are not agreeing the reason?

R : I think customers is not aware of that code switching. The most important thing to do to make customers feel friendlier is by our performance in explaining the product.

The second reason is because there is no exact word or expression in Indonesian to replace the English expression. Someone may switch his code because he feels inadequate with the language that he uses before or he can not find the best expression or word...in the previous code that he uses. Even though it s not commonly happens, but it happens in some cases. Gumperz says only in relatively few passages is code alternation motivated by speakers' inability to find words to express what they want to say in one code or another code. (1982: 65)

The respondent who choose the reason said in the interview:

R : I use the expression. Yes. I know what these words mean, but I just do not know the best expression. I mean, as short as that word, not an explanation of the word.

I : So, You prefer to use English expression to Indonesian?

R : Yes, I guess that it is easier to understand.

This reason is supported by Holmes who said that people may select a particular variety or code because it makes it easier to discuss a particular topic regardless of where they are speaking. (1992: 29)

The third reason is to make a good impression to the customers. This reason includes giving the impression that the product is qualified but not expensive. All the respondents said that the product was not expensive.

The fourth reason is to make the customers interested. Almost all of the respondents answer 'yes' except one. The following is the reason why he chooses the 'no' option.

I : You are the only one who does not agree. Why?

R : Today, English is a common language. So I guess the customers are not very impressed with the expressions. I mean, English expression is not a special thing.

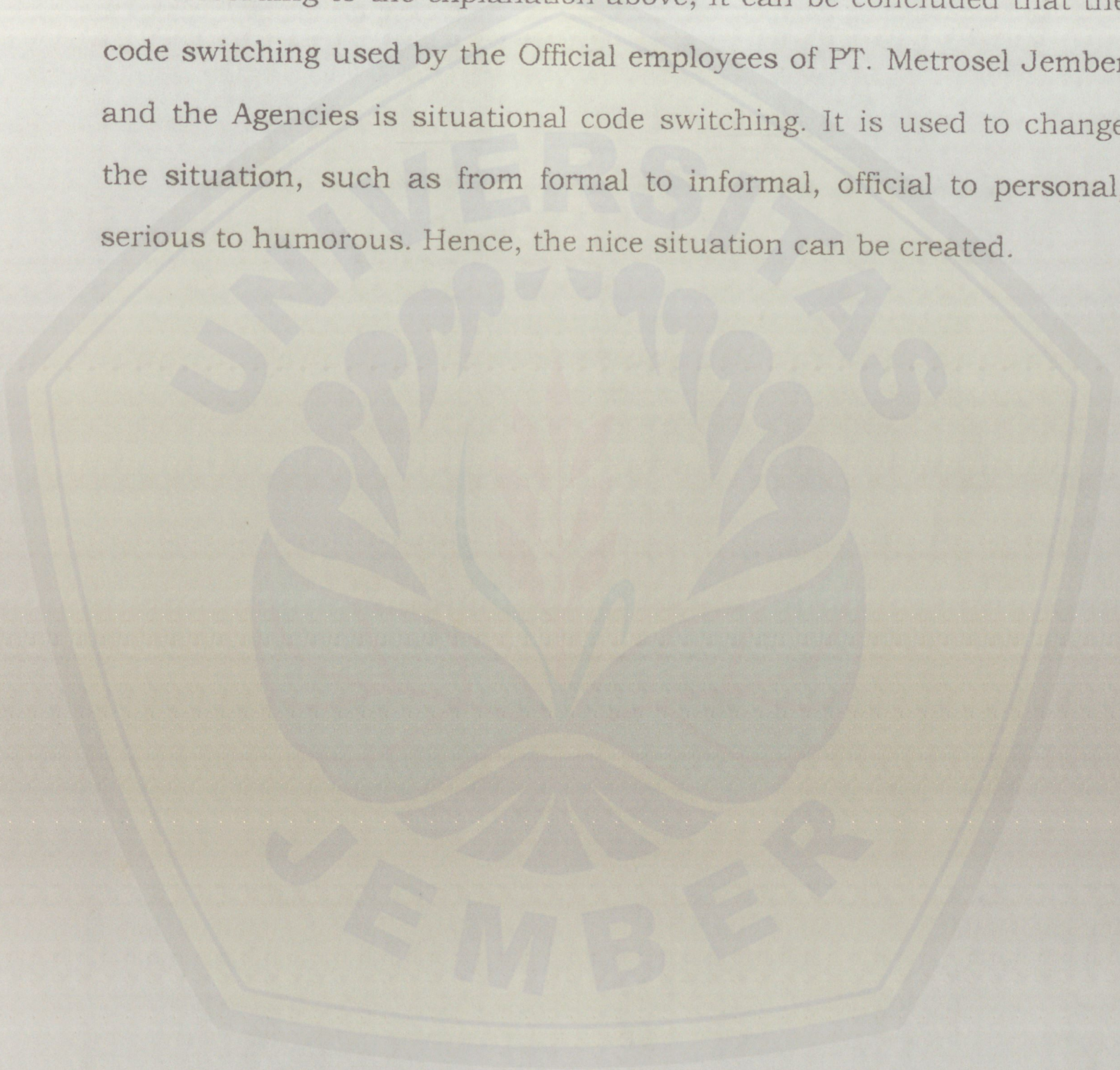
The last reason is to change the way of thinking of the customers. All the respondents choose the 'yes' option.

The use of code switching may be for various reasons. It depends on the speaker's message, what he is trying to give to the interlocutors. According to Gumperz in his book *Discourse Strategies*:

In all cases speakers associate one of the two alternative expressions with the casualness or intimacy of home or peer group relations and the other with the formality of public or out-group relations. The ultimate semantic effect of the message, however, derives from a complex interpretive process in which the code

juxtaposition is in turn evaluated in relation to the propositional content of component sentences and to speakers' background knowledge, social presuppositions and contextual constraints. (1982:84)

According to the explanation above, it can be concluded that the code switching used by the Official employees of PT. Metrosel Jember and the Agencies is situational code switching. It is used to change the situation, such as from formal to informal, official to personal, serious to humorous. Hence, the nice situation can be created.



4.2 The Response of the customers toward the code switching done by the Official employees of PT. Metrosel Jember and the Agencies.

4.2.1 The Questions which have Positive sense

The customers' response toward English in code switching is positive. The customers' arguments are expressed in the table 2 as follows:

Table 2 is the customers' reponse toward positive questions

Question Number	The customers	
	Yes	No
3	6 (30%)	14 (70%)
4	10 (50%)	10 (50%)
5	6 (30%)	14 (70%)
6	16 (80%)	4 (20%)
9	17 (85%)	3 (15%)
14	12 (60%)	8 (40%)
18	10 (50%)	1 (50%)
19	17 (85%)	3 (15%)
20	6 (30%)	14 (70%)

The table shows the customers' responses toward the positive questions in the questionnaire. The table describes the number of customers' responses toward the code switching from Indonesian to English expression. As shown in table 2, generally the customers give a positive opinion. Furthermore, the table is described in percentage to make a clearer explanation. The responses are classified into four.

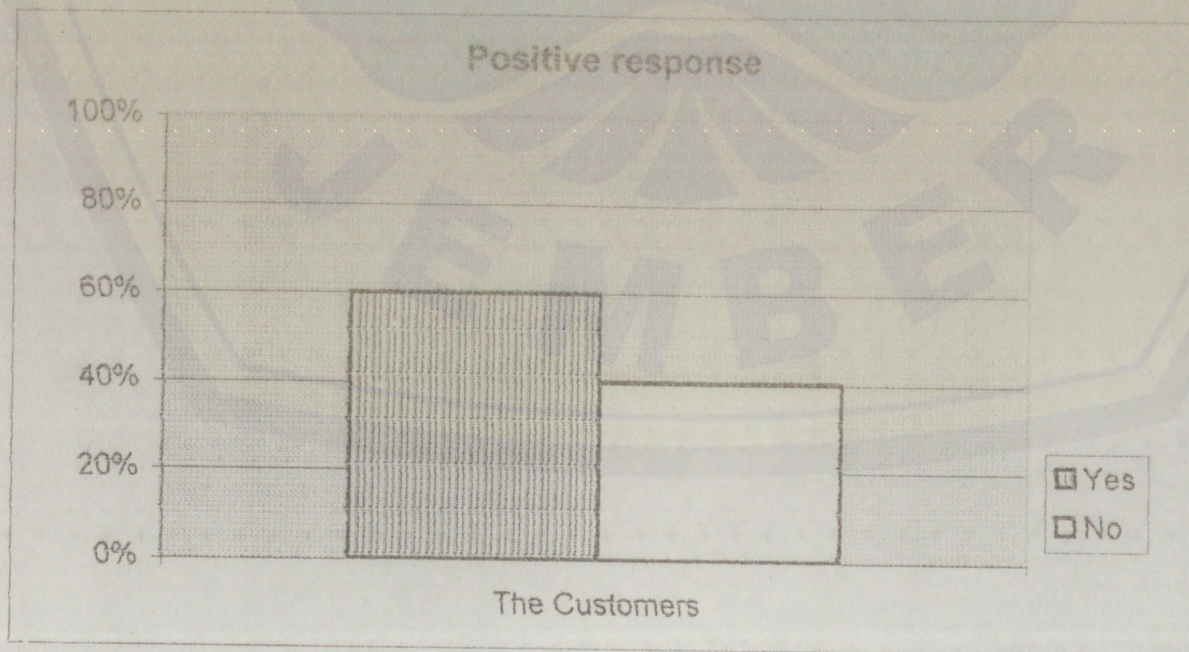
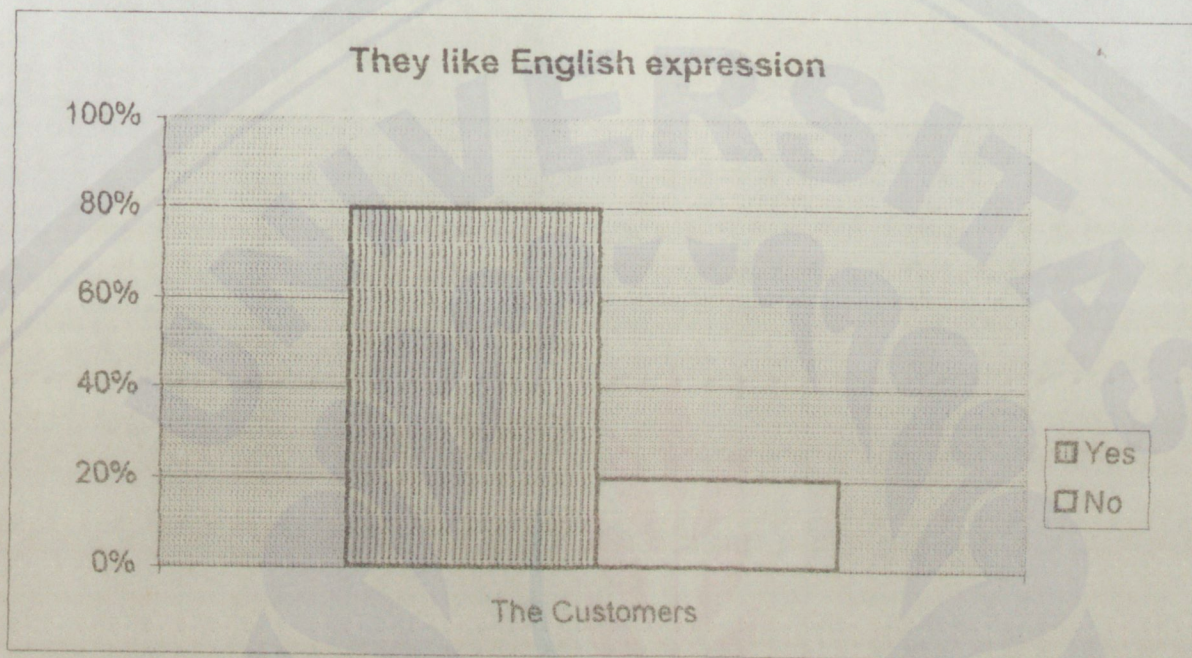
The first is, they like the English expression. Question no 6 which ask whether the customers like or not with the English expression, shows that 80 percent of the customers choose 'yes' and 20% choose the 'no' option.

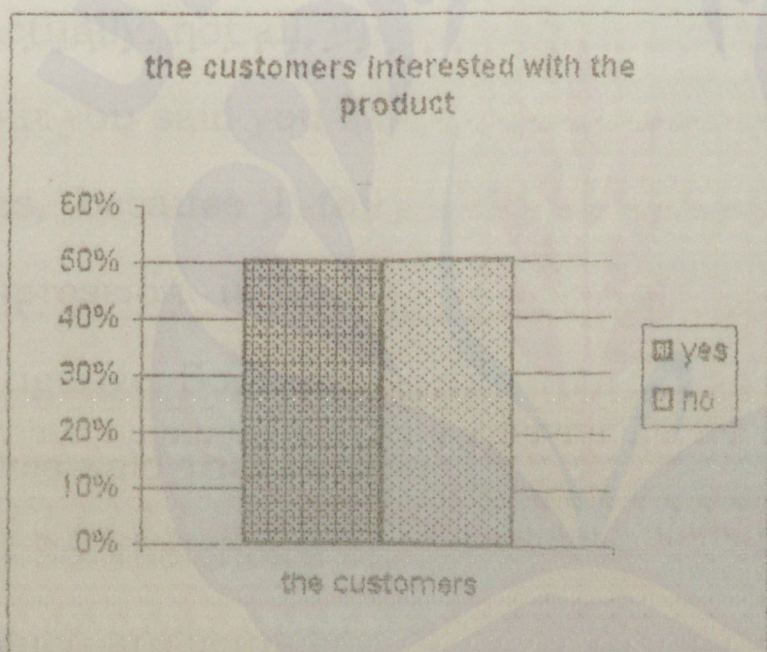
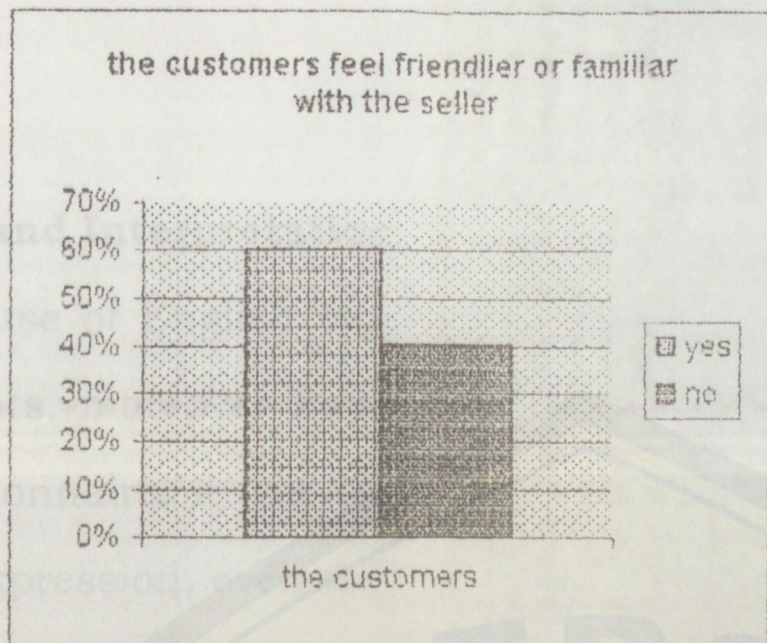
The next response is positive. This proved by 60% customers choose 'yes' and 40% choose 'no' to question number 9. Positive response also found in question number 10 that shown 90% of the customers regard that the product is qualified and 10 % choose 'no'. It also found in question number 11 that shown 65 percent of the customers regard that the product is exclusive and 35% are 'no'.

The third response is the customers feel friendlier or familiar with the seller. Sixty percent of customers choose 'yes' for question number 14 and 40% are 'no'.

The fourth response is the customers interested to the product. In question number 18, Fifty percent of the customers choose 'yes' and 50% choose the 'no' option. That is the percentage of the

customers who are interested before they are explained by using code switching. Eighty five percent of the customers are interested after they are explained by using code switching, and 15% are not. Furthermore the percentage is described in charts.





Analysis and Interpretation

The use of English expression can still be received well by the respondents, moreover English as the international language. From the questionnaire, it can be found that most of the respondents like English expression, even though not all of them understand what the meaning of that expression is. The following are the interview with the respondent.

I : Do you understand all of the English expression ?

R : Actually, not all, just some of them.

I : But you said you like it, why?

R: Yes, because I think that sounds good. I mean, English expression is good. Besides, English is the international language. So, I think I can improve my English.

Hughes said that rarely strata of society are reflected in speech (1969: 26). So, the choice of language can shows the position of the product which are being explained, for instance it has a quality export or made in abroad.

4.2.2 The Questions which Have Negative sense

The customers' responses toward English code switching form which are negative are expressed in the table 3 as follow:

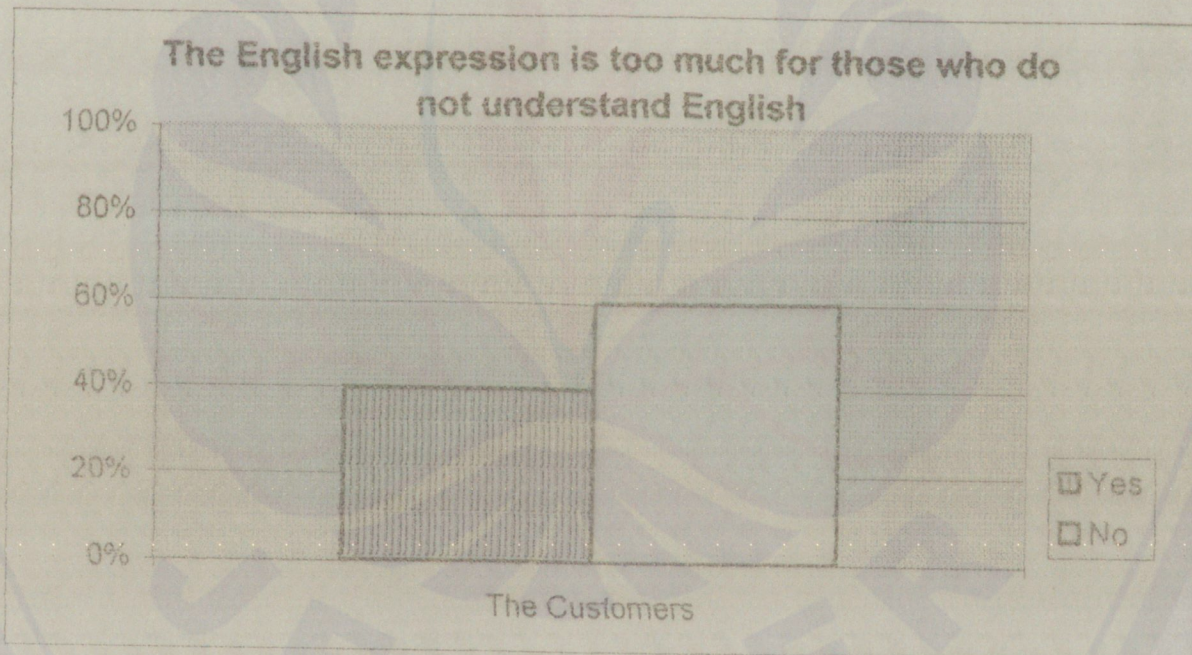
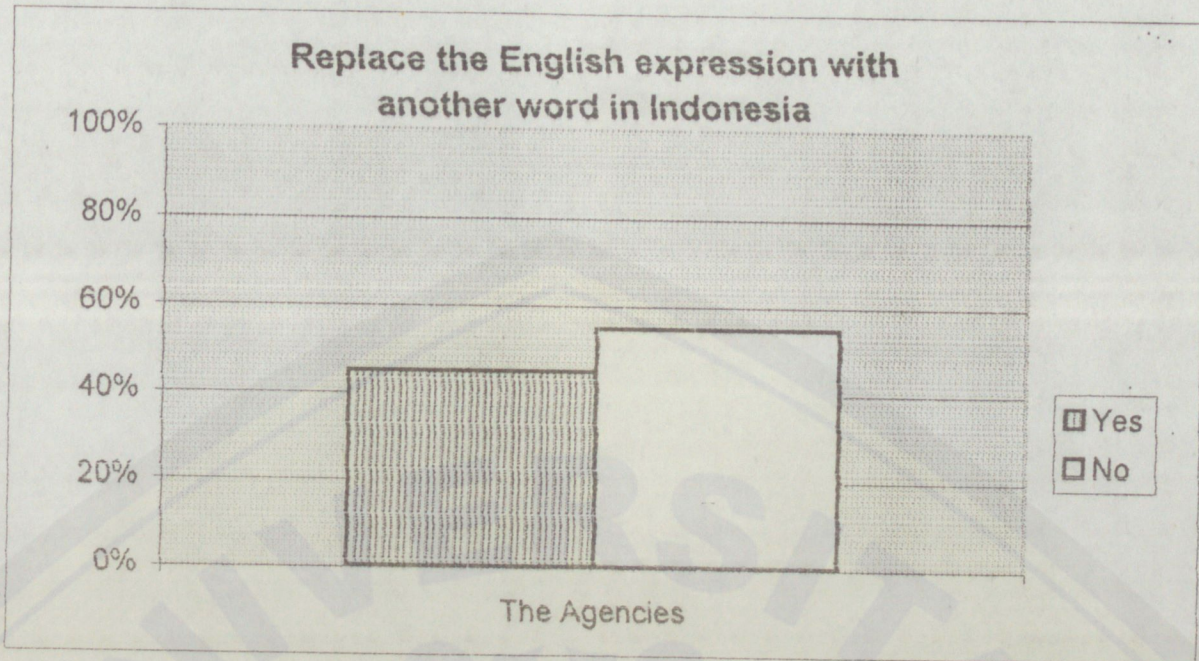
Table 3: the customers' response toward negative sense questions

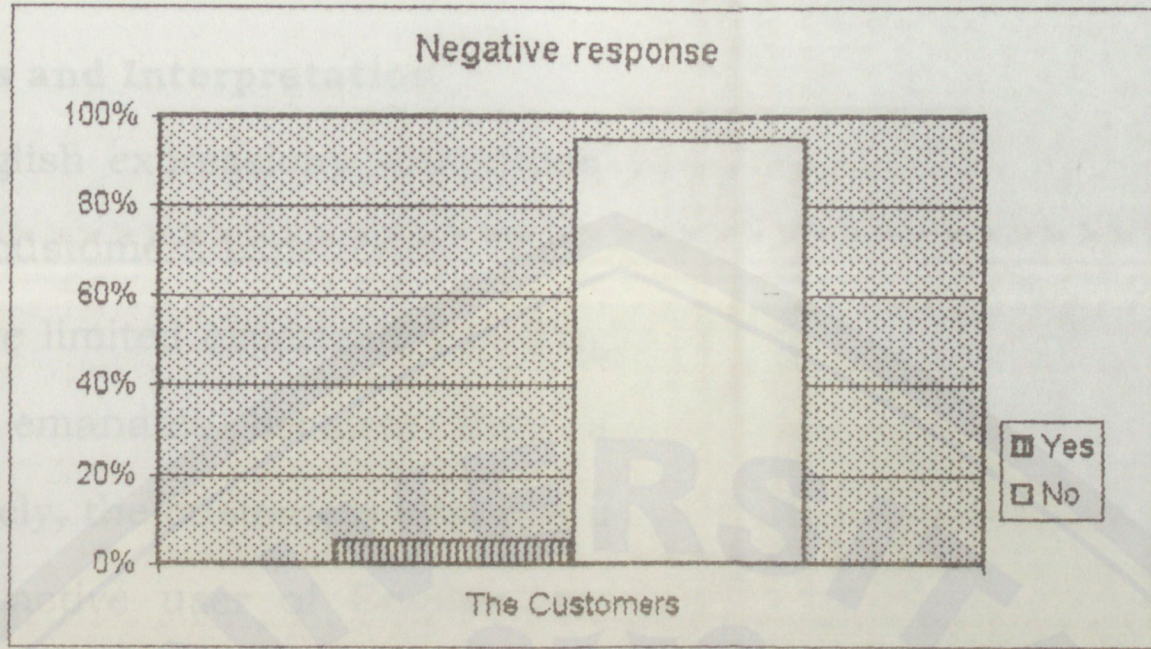
Question number	The customers' response	
	Yes	No
7	9 (45%)	11 (55%)
8	8 (40%)	12 (60%)
15	1 (5%)	19 (85%)
16	2 (10%)	18 (90%)
17	0	20 (100%)

Table 3 shows the customers' responses toward the questions which have negative sense. To be clearer, the table is described in the percentage. The percentages are:

Forty five percent of the respondents want to replace the English expression into Indonesian and 55% do not. Forty percent of the respondents said that the English expressions are too much for those who do not understand English, while 60% was not. For negative response, five percent of the respondents choose 'yes', and 95% choose 'no'. Negative response is also found in question number 16 where ten percent of respondents choose 'yes' and 90% choose 'no'.

The percentage is then described in charts:





Analysis and Interpretation

English expressions sometimes create a trouble but it depends on the customers experience. They who do not understand English and have limited experiences in English tend to find difficulties. The trouble emanates because they are less interested in English. Conversely, the customers who are interested in English even though not an active user of English, tend to be familiar with English expression because they think it is something usual.

Generally, the existence of English can be received in the society well. Hence, the respondents have a good perception upon English. Based on the explanation above and the customers' responses, which are expressed in the questionnaire, the customers who give positive response are more than those who give negative response, although the questions have negative sense.

4.3 The Role of English Expression in the Selling Transaction

The English expression used in the code switching has a role to influence the customers to buy the product or services, which are explained. The customers' responses are expressed in table 4 as follow:

Table 4: the customers' response toward the role of code switching.

Question	The customers' response	
	Yes	No
19	17 (85%)	3 (15%)
20	6 (30%)	14 (70%)

The table shows the capability of English expression in code switching to influence the customers in buying the products which are explained. The table describes the number of the respondents' answers to the questions in the questionnaire. The answer to question number 19 shows that 85 percent of the customers choose 'yes' and 15 % choose 'no'. The answer to question number 20 shows that 30% of the customers buy the product or choose 'yes' and 70% choose 'no'.

Analysis and Interpretation

English expression used in code switching can influence the customers to buy the product or at least to give motivation to the customers, so that the customers are motivated to buy it. According to Musselman and Hughes, motivation is a process and response that activates or moves the individual's behaviour toward an objective or goal. (1969:632) It means, people are often motivated without realizing it. In this case code switching form made the customers interested. The following is the interview with one of the respondent:

I : Are you interested with the product?

R : Yes, after I am informed about the product, I do not know why, but I feel interested in the product.

I : Do you buy the product?

R : Unfortunately, I do not. Because I do not have enough money to buy the product.

From the interview, it can be known that even though the customers is interested in the product, that does not mean he automatically buys the product. The customers who are motivated to buy do not always buy the product. Musselman and Hughes say that there are two motivating force that underlie why consumers purchase certain goods. The buying motives are Emotional and Rational motives. (1969:650) Emotional motives are the result of impulsive, often illogical, subjective reactions. Included among these motives are pleasure, fear and the desires for security, recognition, and

superiority. Rational motives are stimuli produced by a logical reasoning process. If a product is bought only after all the advantages and the disadvantages have been considered, the buying may be said to be rationally motivated. Among the more common rational motives are the desires for economy, dependability, durability, quality, and a fair price.

The buying motives above explain why a customer, even though he is motivated and interested in the products, does not buy. However, English expression has a role as a means to arouse the customers' intention. This is proved by the number of the customers who become interested after they have been informed by using English expression in code switching form.

CHAPTER V

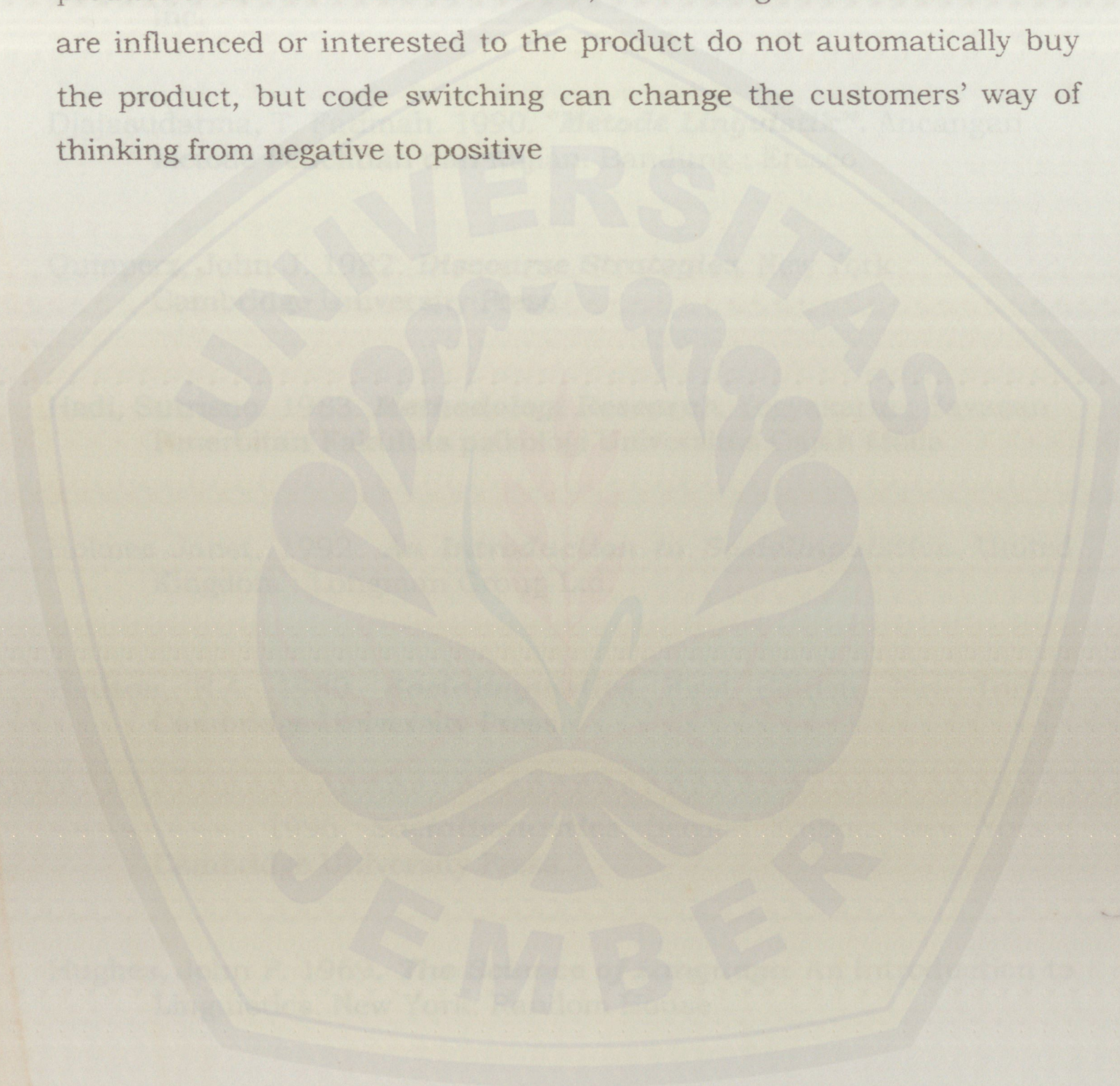
CONCLUSION

Code switching as a language use phenomenon in the society gains a great deal of attention among societies and educators, because it raises several questions: such as, which language is used, where, when and why. Since people speak not only one language but at least two languages, they are usually called bilingual. In many parts of the world it is a normal requirement of daily living that people speak several languages, perhaps one or two at home, school or market. These various languages are usually acquired naturally and unconsciously and the switches from one language to another are made without hesitation.

The Official employees of PT. Metrosel Jember and the Agencies, as the sellers, use one or two languages when they are explaining the products. In the informal situation, the participants (the sellers) do code switching when they communicate with the buyers. In terms of the type of language used, the switching is from Indonesian to English or the other way around.

The writer sees that there are some reasons that underly the use of code switching. The reasons are, to be familiar or friendlier with the customers, because there is no exact word or expression in Indonesian to replace the English expression, to give an exclusive impression upon the product, to give a positive impression to the customers, to make the customers interested and to change the customers' way of thinking.

The customers' responses to the code switching are positive, they like the English expression and they are interested in the product. The role of code switching is to influence the customers to buy the product or service which are offered, even though the customers who are influenced or interested to the product do not automatically buy the product, but code switching can change the customers' way of thinking from negative to positive



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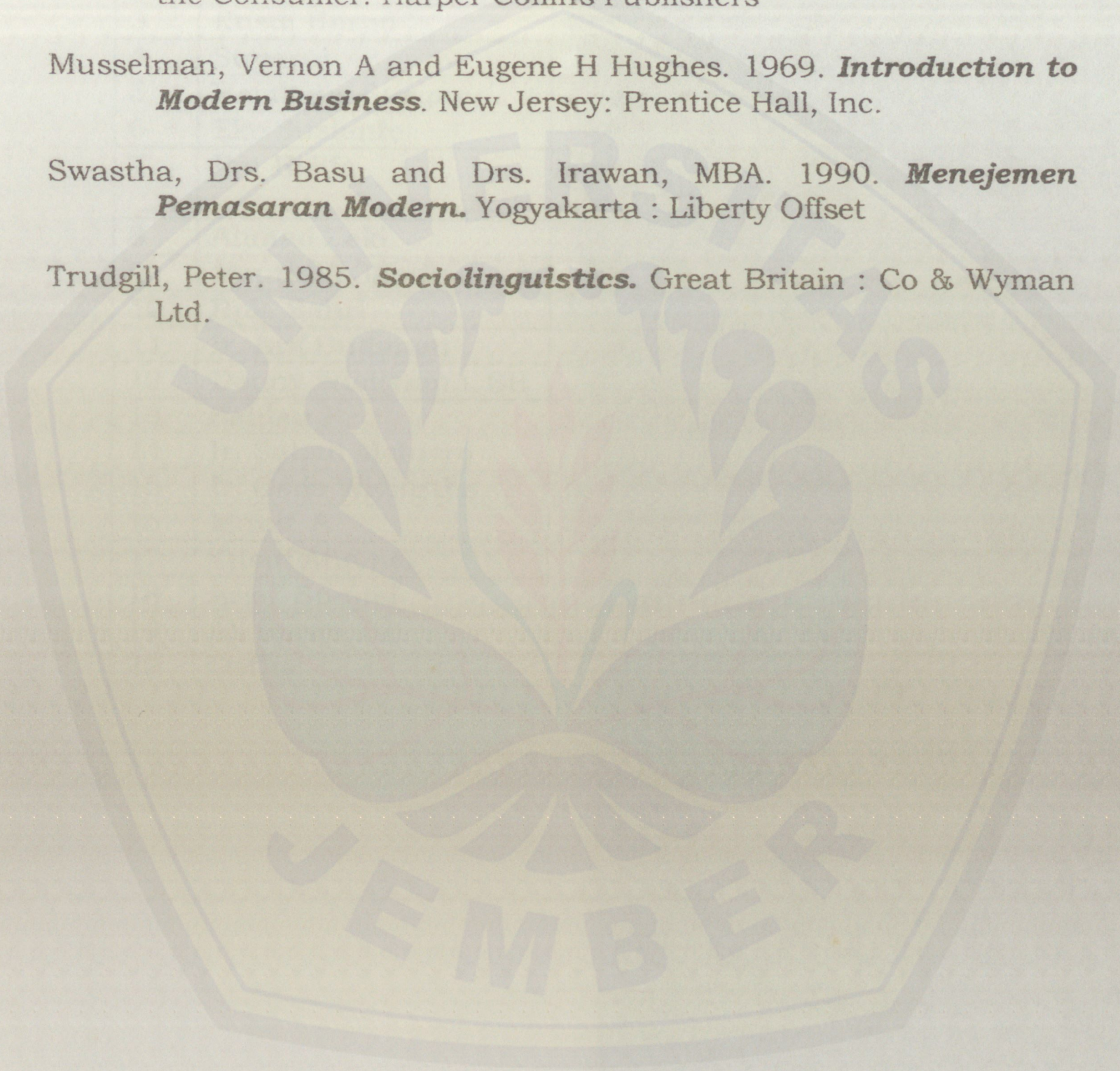
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Appendix : 1

THE RESPONDENTS LIST

The Customers

No	Name	Address
1	Heri Setiawan	Hayam Wuruk IX / 14
2	Rudy Haryanto	Jl. Gatot Subroto
3	Rusdi Herno	Wuluhon- Jr
4	Suparni	Balung- Jr
5	Bambang Sucipto	Perum Griya Mangli
6	Eko Susianto	Jl. Jawa
7	Ibu Holifa	Jl. Gajah Mada XXVI/ 127
8	Ahmad Zaki	Sumbersari
9	Meutia A Sabrina	Jl. Nusa Indah 10
10	Bpk. Sahri	Maesan - Bondowoso
11	Ir. Arif Budiman	Jl. PB sudirman- Jr
12	Donny Wildiyanto, SH	Jl. Garuda 27 Genteng
13	Sahlan R	Probolinggo
14	Ir. Sahad Mainaro	-----
15	Ir. Gede Widiartha	Negara- Bali
16	Munif A	Surabaya
17	Yusuf Ahmadi	-----
18	Arief Suandi	Jl. Jawa - Balung
19	Ali Imron, SE	-----
20	Detha	-----

The Official Employees of PT. Metroseel Jember

No	Name
1	Abdul Harist, ST
2	Suyanto, SE
3	Ratna Intan Iriyantini, SE
4	Cholifah, SE
5	Budi A, S. Sos
6	Tjetjep W

The Agencies

No	Name
1	Hadi Suprastvono
2	Pepen
3	Anissa
4	Ahmad
5	Suryani Ika Dewi, SE
6	Jeanry Widyanoro, SE
7	Hadi Purwanto
8	Nita
9	H. Khamiek

Appendix : 2

Transcript of the interview with the respondents

Berikut ini adalah wawancara dengan Sdr. Tjetjep dari PT. Metrocel Jember yang menolak alasan bahwa penggunaan code switching adalah untuk alasan supaya lebih familiar dengan customers.

I : Apakah alasan anda sehingga anda tidak setuju dengan alasan tersebut

R : Saya rasa customer tidak menyadari adanya penggunaan Bahasa Inggris tadi. Buat saya yang paling penting untuk bisa membuat customer merasa lebih akrab adalah dengan penampilan kita, dengan banyak senyum contohnya.

I : Anda juga satu- satunya orang yang tidak setuju dengan alasan bahwa penggunaan istilah bahasa Inggris untuk membuat customer tertarik. Kenapa?

R : Ya itu tadi, sekarang inikan bahasa Inggris itu sudah bukan hal yang aneh lagi. Jadi kayaknya customer itu sudah enggak tertarik lagi. Maksud saya, Bahasa Inggris itu sekarang ini hal biasa saja. Sudah umum lah...

I : Jadi menurut anda begitu ya..

R : Ya... begitulah

Berikut ini adalah wawancara dengan Sdr. Ahmad dari Punky Selular, The PT. Metrosel' agency.

I : Anda menggunakan istilah - Istilah bahasa Inggris dalam menjelaskan produk anda kepada customer?

R : Ya..

I : Apakah salah satu alasannya adalah anda yakin kalau istilah tadi bisa membuat customer anda merasa lebih akrab?

R : Saya rasa ya...karena saya pikir istilah tersebut bisa mengubah suasana dari yang kayaknya formal banget jadi lebih santai.

I : Apakah anda mengerti semua arti kata-kata tersebut?

R : Ya... ngerti sih...

I : Kalau misalnya anda menggantinya dengan kata- kata dalam bahasa Indonesia, bagaimana ...

R : Gimana ya...Saya tahu sih artinya tapi kalau disuruh mengganti dengan kata-kata lain rasanya susah juga ya..yang pas nya itu bagaimana. yang simple dan bukan penjelasan arti kata itu apa...

I : Jadi anda lebih memilih untuk menggunakan istilah bahasa Inggris tadi dari pada istilah dalam bahasa Indonesia?

R : Saya rasa begitu. Lebih mudah sih...

5. Apakah alasan anda menggunakan kata-kata itu karena alasan prestise atau gengsi?
 - a. Ya
 - b. Tidak
6. Apakah alasan anda menggunakan kata-kata itu karena alasan untuk keakraban, agar anda lebih familiar dengan customer/ pembeli produk anda?
 - a. Ya
 - b. Tidak
7. Apakah alasan Anda menggunakan kata-kata itu karena anda tidak bisa menemukan padanan kata yang tepat dalam bahasa Indonesia?
 - a. Ya
 - b. Tidak
8. Apakah anda menggunakan kata-kata itu karena alasan untuk memberikan kesan yang baik tentang produk anda?
 - a. Ya
 - b. Tidak
9. Apakah anda ingin customer anda yakin bahwa produk anda berkualitas?
 - a. Ya
 - b. Tidak
10. Apakah anda ingin customer anda menganggap bahwa produk anda eksklusif atau mewah?
 - a. Ya
 - b. Tidak
11. Apakah anda ingin customer anda menganggap bahwa produk anda mahal?
 - a. Ya
 - b. Tidak
12. Apakah anda yakin customer anda mengerti arti dari kata- kata tersebut?
 - a. Ya
 - b. Tidak
13. Apakah anda yakin customer anda tertarik untuk membeli produk anda, setelah anda menjelaskannya dengan kata-kata tsb?
 - a. Ya
 - b. Tidak

14. Apakah anda merasa bahwa penjelasan anda akan memberikan kesan positif kepada customer anda?

a. Ya

b. Tidak

15. Apakah anda merasa bahwa penjelasan anda akan memberikan kesan negatif kepada customer anda?

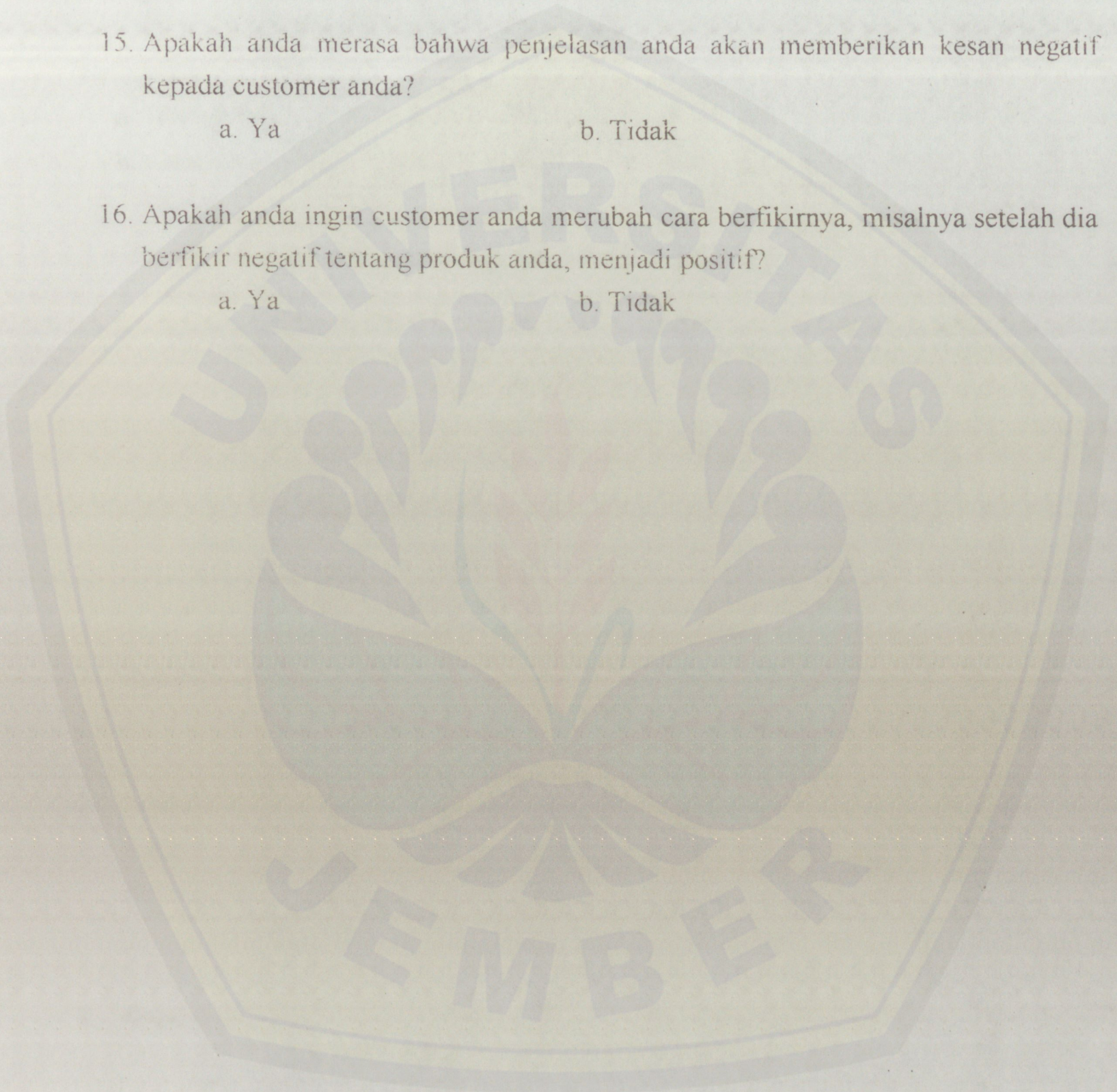
a. Ya

b. Tidak

16. Apakah anda ingin customer anda merubah cara berfikirnya, misalnya setelah dia berfikir negatif tentang produk anda, menjadi positif?

a. Ya

b. Tidak



5. Apakah anda sama sekali tidak mengerti arti kata-kata tsb?
 - a. Ya
 - b. Tidak
6. Apakah anda menyukai pemakaian kata-kata tsb?
 - a. Ya
 - b. Tidak
7. Apakah anda merasa sebaiknya kata-kata tsb diganti dengan padanan kata lain dalam bahasa Indonesia?
 - a. Ya
 - b. Tidak
8. Apakah penggunaan kata-kata tsb terkesan berlebihan bagi mereka yang tidak mengerti bahasa Inggris?
 - a. Ya
 - b. Tidak
9. Apakah kata-kata tersebut memberikan kesan positif bagi anda tentang produk tersebut?
 - a. Ya
 - b. Tidak
10. Jika anda menjawab "Ya" pada pertanyaan no. 9 apakah kesan positif itu adalah anda merasa bahwa produk tsb berkualitas?
 - a. Ya
 - b. Tidak
11. Jika anda menjawab "Ya" pada pertanyaan no. 9 apakah kesan positif itu adalah anda merasa bahwa produk tsb eksklusif/ mewah?
 - a. Ya
 - b. Tidak
12. Jika anda menjawab "Ya" pada pertanyaan no. 9 apakah kesan positif itu adalah anda merasa bahwa produk tsb bertehnologi tinggi?
 - a. Ya
 - b. Tidak
13. Jika anda menjawab "Ya" pada pertanyaan no. 9 apakah kesan positif itu adalah anda merasa bahwa produk tsb mahal?
 - a. Ya
 - b. Tidak

