

CHAPTER I INTRODUCTION

I.1. BACKGROUND OF THE STUDY

No one denies that everyone as a human being needs to communicate with each other. An appropriate means for this is language which can be used to share ideas, thoughts or get information from others.

There are many languages used by people in various parts of the world and in Indonesia for instance, there are thousands of languages used as a means of communication.

When members of society speak more than one language, switching between two or more languages in a conversation is a common phenomenon. Labov distinguishes switching from mixing. Mixing is when a person uses a word or a phrase from another language, and when a person uses one clause which has the grammatical structure of one language and the next is constructed according to the grammar of another, a switch has occurred. (Labov 1971, in Ralph Fasold 1984, p.182).

In this thesis the writer wishes to present her topic about the occurrence of the use of Indonesian-English code switching between the staff members of Unilever company. The writer takes this topic based on her experience one day when she visited Unilever office, she overheard someone



talking with his interlocutor using two languages at the same time Indonesian and English. The following is a part of the conversation:

A: " ... sudah saya terima ('A' speaks in Indonesian), *by the way, what time will the meeting be held?*"

B: " Ah, saya kurang tahu pasti pak."

Both of the speakers are Indonesian. It seems that speaking and talking in English to the directors or to the chairman is an obligation in this office. Based on her experience, the writer observed that language switch had occurred. This stimulates her to study the phenomena further. She would like to know how frequently code switching occurs among the staff members and what language is more dominant than the other.

The location that the writer chooses for this research is Unilever company which is located in Jakarta, because it is the head office of Unilever Indonesia. Unilever is an international business company centralized in London. It has so many branches in all of the big cities in the world, one of which is in Indonesia, its head office is in Jakarta. This head office is divided into seven divisions which handle sub divisions. All the divisions are headed by a chairman. Most of the employees in the head office are Indonesian people, in addition to some who are

foreigners who hold important positions such as executive directors, the chairman and the advisors. So the employees in this head office have to be able to speak English fluently. Because they always use English in their conversation, language switch between Indonesian to English language occur automatically. The case that will be discussed in this thesis is not a new case, it means many studies have studied and discussed this topic before. Some studies that discuss similar topic are:

1. Muriel Saviile-Troike. (1984)

He describes the language which is used by a receptionist speaking to a caller. In her conversation she switches from English to Spanish, changing language' within the same speech event, because the speaker has identified the caller as a Spanish speaker.

2. Fishman and Greenfield (1970)

They explain in their hypothesis about Puerto Ricans in New York. They associate Spanish with values such as intimacy and solidarity that is used in the domains such as family and friendship, while English is associated with status differentiation and is used in the domains such as religion, education and employment.

3. Verma (1976)

He observes Hindi-English code switching, he describes the sentences which most contain most English clauses and the rest are in Hindi.

4. Bourhis and Giles (1976)

They participated in language attitude research. Their studies are about the variation among received pronunciation, and mildly and heavily Welsh accented English or European and formal and informal Quebec French. In these cases a speaker must choose which set of variants to use within a single language in any given situation.

5. Parasher (1980)

He states which language of five languages or language types the Indian would use in each situation. These five were: English, native language, Hindi or other language. Furthermore he says that the language or language type "dominates" in a certain domain.

6. Monica S. Heller (1978)

She reported a speech transaction in Montreal between two ladies. She is buying a pair of socks and speaking in French with the shopkeeper, but at the end of their transaction conversation the shopkeeper switches into English.

The examples of code switching are:

- Scotton (1979)

He gives an example from a university student in Kenya, who switches between Kikuyu (the native language) and English:

Atiri ANGLE niati HAS ina DEGREE EIGHTY; nayo THIS ONE ina mirongo itatu. Kuguori, IF THE TOTAL SUM OF A TRIANGLE ni ONE EIGHTY ri IT MEANS THE REMAINING ANGLE ina ndigirii mirong mugwanya.

Even for people who do not know Kikuyu it is easy to guess what the student is talking about.

- Monica S. Heller (1978)

She was reporting code switching which occurred at the clerk's desk who sometimes answered the phone in both French and English. Language switch occurred in a conversation between the patient and the clerk in a hospital in Montreal:

P: " Bonjour, English or French, anglais ou francais?"
 C: "Czechoslovak."
 P: "Bon, est-ce qu'il y a endroit ou je peux acheter un journal?"
 C: (Silence)
 P: "Can I buy a newspaper somewhere?"
 C: "Un journal?"
 P: "Oui."
 C: "At the tuck shop, au bout de couloir."

- Carol Myers Scotton (1973)

He studied the language choice in Kampala, Uganda. The speakers may choose the use of both languages in their conversation. The speaker uses Swahili language but sometimes he/she changes or switches into English:

- A: "Niata, Karanja?" (How are you, Karanja?)
 B: "Nikwega." (Fine)
 A: "No uraruta wira?" (Are you still working in the same place?)
 B: "Niwega." (Yes)
 A: "By the way, what sort of work do you do there? (Note the switch into English)
 B: "Dealing with debits."
 A: "What?" (Obviously not understand)
 B: "I usually deal with credits and debts of the company."
 A: "Ati?" (What?)
 B: "Debts."

The following is an example of code switching between Indonesian and English language that occurred in a launch of a new product of Unilever company that was recorded by the writer. Both of the speakers are Indonesian:

- A: "Kita tahu bahwa salah satu pesaing dalam peluncuran sabun Le Sancy baru dalam bentuk kidney bean ini adalah Chili. Jadi disitulah kita akan melihat negara mana yang pertama merebut pasaran."
 B: "Hmm, tapi saya percaya Unilever Indonesia *will grow better than Lever Chile if we can guarantee the supply of the products ya, we have developed superior point of sales material and we are obsessive about quality.*"
 A: "I hope so, mudah-mudahan prospeknya baik ya pak di Indonesia."

1.2. STATEMENT OF THE PROBLEM

By finding and appreciating those phenomena the writer would like to make similar study on code switching at Unilever company in Jakarta. The following statement of the problem might be presented related to the study:

1. Does code switching from the Indonesian into the English language or vice versa occur at this company?
2. How a person chooses one language or another for a particular topic in a conversation?
3. Which language is more dominant for a particular topic in a conversation according to their role relationships?

1.3. SIGNIFICANCE OF THE STUDY

By studying this, the writer would like to give a little contribution to the studies on code switching made before. Furthermore she hopes that this thesis would encourage other students at the English department to make further studies.

1.4. OBJECTIVE OF THE STUDY

Through this study the writer would like to prove that code switching occurs at Unilever company based on the theory of domain, and also to know and describe the informants' attitude toward language.

I.5. THEORETICAL APPROACH

Sociolinguistic variation implies that speakers have a choice among language varieties. This choice may be between one language or another depending on the situation where switching occurs. (Ferguson 1984,p.34)

Laosa (1975) says, "We imagine a person who speaks two or more languages and he has to choose which one to use mostly. This is in fact one of the major kinds of choice we have to deal with, and sometimes called code switching." (in Ralph Fasold 1984,p.181)

In this thesis the writer would also like to use Fishman's theory about domain. Fishman defines domain as "A socio-cultural construct abstracted from topics of communication, relationships between communicators, and locales of communication, in accord with the institutions of a society and the spheres of activity of a speech community." (Fishman 1971, in Saville Troike 1982,p.52). Fishman's theory about domain has been chosen because this theory would answer and explain the problems of how a person choose one language or another for a particular topic in a conversation according to role relationships. Besides, this theory would answer which language is more dominant in a certain topic. So, the data will be catagorized based on role relationships, topics and settings where code switching occurs.

Another theory which is almost similar to Fishman's theory which defines domain is Hymes' theory. Hymes says "In order to describe and analyze communication, it is necessary to deal with discrete units of some kind with communicative activities that have recognizable boundaries. The three units that Hymes suggested are: situation, event and act (or single interaction function of communicative act)." (Hymes 1972, in Saville Troike 1984,p.28). However, the writer doesn't use this theory, because Hymes does not describe role relationship between speakers, eventhough he regards situation the same as setting, and event the same as topic, however, act is different from role relationship. Besides, Hymes' theory is too broad and general, and does not focus on a particular subject clearly.

I.6. LIMITATION OF THE PROBLEM

Since the topic covers a lot of problems and since the time given is very limited, the writer needs to limit herself to the study of the language switch occuring among the employees of Unilever company.

The language switch that will be observed here is limited from the Indonesian to English language or vice versa. It doesn't concern with local languages or mother tongues, dialects and other languages.

I.7. METHODOLOGY

I.7.1. WORKING DEFINITION

Code switching is an exchange from one language to another (or from a dialect of one language to the standard variety of another) which may be the accepted and recognized pattern for differential interaction. (J.A. Fishman 1975,p.28). Code switching often takes place when the switcher recognizes that the use of either two languages has its value in terms of the rewards and costs which accrue to the user. Therefore in this thesis the writer uses **the** two languages, Indonesian and English, to see a person uses code switching of both languages.

Domains are classes of situations as predictors of the distribution of language behavior in a specific situation. (C.M. Scotton, in William C Mc. Cormack 1979,p.53). Therefore in this thesis domain is a work place in Unilever company.

Topic of communication is a determinant of language choice in multilingual context. (Saville Troike 1984,p.53). Thus, topic is what someone talking about. Therefore in this thesis the topic that will be discussed is formal and informal topics

Role relationships are implicitly recognized and accepted sets of mutual rights and obligations between members of the same sociocultural system. (Goodenough

1965). Thus, interlocutors may vary in the extent to which they may appropriately initiate or engage in such switching. In this company the informants are classified depending on their role relationships to each other based on their positions.

Setting is a location or a place where a conversation occurs. The physical setting of an event may call for the use of different variety of language even when the same general purpose is being served, and when the same participants are involved.

I.7.2. INSTRUMENTS

In order to obtain enough data, the writer uses fields research including library research, interviewing, distributing the questionnaires, observation and recording.

- Library research

The writer reads some books of sociolinguistics having to do with relevant and appropriate theory about code switching, domains and methodology of the research.

- Interviewing

The writer uses open-question questionnaires without the written questionnaires. The data are obtained by asking some informants questions and then recording the responses in written form.

Jakarta. And because Unilever is a foreign company, the chairman and executive directors are foreign people so English language is always used in this company, and language switch between Indonesian and English occurs automatically among the staff members and the employees.

The population of this research is all the staff members in Unilever head office. The number of population in this office is 77 persons. This head office is divided into seven divisions which handle sub divisions each of which is headed by a director. Most of the employees in the head office are Indonesian people, besides some foreigners who handle or sit in each division or become executive directors and the chairman. Thus, the staff members in this office have to be able to speak English fluently.

I.7.5 SAMPLING

In this research, the writer would take 'purposive sampling.' Sutrisno Hadi defines "Purposive Sampling is to take some groups which have certain characteristics and requirements that relate with the characteristics of the population" (Sutrisno Hadi 1987,p.82). Further he explains that purposive sampling is used to indicate certain purposes. In this research, the population consists of the chairman, staff directors, staff managers, assistant managers, secretaries and the trainees. The characteristics of

population is to be able to speak English in written and spoken form. And the population consists of Indonesians and some foreigners. Based on purposive sampling, the writer would take the sample of some groups in some positions of the population. They, who would be chosen as samples are Indonesian people who hold the positions as staff directors, staff managers and assistant managers. The writer would not take the secretaries and the trainees as sample subjects, because they usually use English in written form, and they speak English only to their boss who are foreigners. They never use English in their conversation with their colleagues.

The number of all the members in a population in this head office is 77 persons. In this research the writer would take 50 persons from the staff members only.

The purpose of this sampling is to see the code switching which occurs among the staff members group only. In other words it is to see whether code switching occurs among speakers who always use the two languages, in this case Indonesian and English.

I.7.6. TECHNIQUE OF DATA COLLECTION

The technique of data collection that the writer uses in this research are library research, interviewing, distributing the questionnaires, observation and recording.

- Library research

It is used to find an appropriate theory of sociolinguistics about domain, code switching and methodology of research.

- Interviewing

This technique is used to find the data about general description of the company, the population, the divisions, the positions and the number of the population. The writer obtains the data by asking a few people who hold important positions of this company. Because these data do not concern with the characteristic of each person, so the writer just interviews a few people. Besides, interview is used to complete the information or the data that can't be asked in questionnaire.

- Distributing the questionnaires

This technique is used to obtain the data about the people's attitude towards language, their social background such as education and experience of having been abroad. Besides, to get the data about the informants' position in this office, the use of language between colleagues, to the chairman and to the managers.

- Observation and recording

This technique is used to prove the data which code switching occurs by recording the conversations in a

particular event.

I.7.7. TECHNIQUE OF DATA ANALYSIS

G.E.R. Burroughs says, "... in analysing the data someone needs 3 steps, including: preparation, tabulation, classifying and processing the data (Qualitative or quantitative data)." (in Suharsimi Arikunto 1989, p.192).

In this thesis the steps that the writer uses to analyse the data are:

- Preparation, by collecting and checking the proper and completeness of the data.
- Tabulation, this technique is to give score to the necessary data from the questionnaire items.
- Classifying and processing the data quantitatively by giving two kinds of five point-scales into the tables, they are; 4=always, 3=usually, 2=often, 1=sometimes, and 0=never for some tables. And the other five point-scales is by providing words of: 1=always Indonesian, 2=more Indonesian than English, 3=Equal amount of English and Indonesian, 4=more English than Indonesian and 5=always English.

The instrument of five point scale requires the subjects to respond to the question what language they use when interacting with a specified interlocutors and a specified speech situation by checking along five point-

scales. Then the result is summed up into a table and score the result according to the five point-scales. The result from the tables then will show which language is more dominant and the frequency of using code switching in different role relationships, settings and topics. The dominant language then is shown by the highest score.

In this thesis the writer uses quantitative method to analyze the data. Quantitative method is used to analyze the number of informants that use Indonesian and English languages and to see the frequency of the speakers' using Indonesian and English.

CHAPTER II

GENERAL DESCRIPTION OF THE OBJECT OF THE RESEARCH