CHAPTER III

PRESENTATION AND ANALYSIS OF THE DATA

III.1. IDENTIFICATION OF INFORMANTS

The samples, that were chosen in this research, are the staff members consisting of staff directors, staff managers and assistant managers. All the informants in this research are Indonesian, and there are 50 informants out of the 77 population as sample subjects. In this research the writer takes 50 informants based on purposive sampling.

The table below will show the position and the number of informants at Unilever company. They, who are chosen as informants hold the positions as staff directors, staff managers and assistant managers.

Table 3: The Position of Indonesian Staff Members

Position	Freq
Staff Directors	5
Staff Managers	33
Assistant Managers	12
Total	50

Source: Interview

The table above shows the number of informants that the
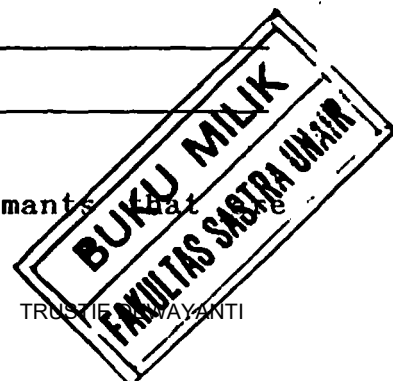
chosen as sample subjects. There are 5 Indonesians who hold the positions as staff directors. They are the following:

1. Personnel and External Relation Director

2. General Manager of Personal Products

3. General Manager of Foods

4. Sales Director

5. Technical Director

There are 33 Indonesian managers who have the following positions:

1. Industrial Relations Manager

2. General Affairs Manager

3. Remuneration Manager

4. Marketing Manager of Personal Products

5. Senior Brand Manager of Personal Products

6. Brand Manager of Pond's, Citra and Vaseline

7. Brand Manager of Brisk and Dimension

8. Brand Manager of Sunsilk and Clear

9. Brand Manager of Close UP and Pepsodent

10. Brand Manager of Rexona

11. Brand Manager of Denim and Vinolia

12. Brand Manager of Axe and Cuddle

13. Brand Manager of Soaps

14. Brand Manager of Rinso

15. Brand Manager of Omo and Superbusa

16. Brand Manager of Sunlight.

17. Brand Manager of Le Sancy and Citra soap

18. Brand Manager of Lifebuoy

19. Brand Manager of Vinolia

20. Marketing Manager of Foods

21. Brand Manager of Blue Band

22. Brand Manager of Royco

23. Brand Manager of Sariwangi and Lipton

24. Marketing Manager of Masterline

25. Brand Manager of Masterchef

26. Brand Manager of Top bake and Croma Vitello

27. Commercial Manager

28. Trade Marketing Manager

29. General Sales Operation Manager of Branch Jakarta I

30. General Sales Operation Manager of Branch Jakarta II

31. General Production Manager Soaps

32. General Production Manager Detergents

33. Senior Maintenance Engineering

The following are the positions of the 12 Indonesians assistant managers:

1. Assistant Manager of Industrial Relations

2. Assistant Manager of Shampoo

3. Assistant Manager of Dental (Tooth paste)

4. Assistant Manager of Perfume and Deodorant

5. Assistant Manager of Skin care

6. Assistant Manager of Detergents

7. Assistant Manager of Soaps

8. Assistant Manager of Unifoods

9. Assistant Manager of Masterline

10. Assistant Manager of Trade Marketing

11. Assistant Manager of Commercial

12. Assistant Manager of Maintenance Engineering

In this case the writer wants to know the acquisition of the informants' proficiency in the English language by giving them the questions of having been abroad and taking an English course. Because the writer has an assumption if a man has been abroad and taken an English course she/he will have a good command of the language. The data are shown at a table below:

Table 4: Informants Who Have Been Abroad

Informants	F	Having been Abroad	Percentage
Staff Directors	5	5	10%
Staff Managers	33	18	36%
Assistant Managers	12	-	0%
Total	50	23	46%

Source: Questionnaire no.4,5

The table above indicates that 46% informants from the samples have been abroad for management and company's business. All of the Indonesian staff directors have been

abroad, and there are 18 out of 33 staff managers who have been abroad.

Because Unilever is a foreign company and the staff members and employees have to be able to speak English, it is important to know how the informants acquire their proficiency in the English language. The purpose of the following data is to indicate the ability of the informants in using English.

Table 5: Means of Acquiring the English Proficiency

Informants	Freq	School/ University	Course	Training
Staff Directors	5	2	3	—
Staff Managers	33	19	7	7
Assistant Managers	12	8	—	4
Total	50	29	10	11

Source: Questionnaire no.6

The above table shows that 29 informants who obtained their ability of using the English language from their Senior High Schools and Universities. There are only 10 informants who are taking an English course, and 11 informants who are still joining an English training program at the company. The data indicate that there are 21 or 42% of all the informants who would like to improve their ability of using English in their conversations.

III.2. ATTITUDE TOWARDS DIFFERENT LANGUAGE

In this thesis, attitude towards different languages will influence the interaction within the boundary of a speech community, such as the informants who are divided according to their role relationships and whom speak different languages for different topics and in different settings.

From the responses in the questionnaire we know that English is really needed at Unilever company both in written and spoken forms. The English language that is used in written form is in making reports, presentations and corespondences. And in spoken form it is used in formal meetings and informal conversations among the foreign and Indonesian staff members and employees. The data which are obtained from the informants who use code switching in formal and informal conversations are shown in the following table:

Table 6a: The Attitude Towards Both Languages (using code switching) in Formal Situations

Informants	Freq	Staff Dir.	Staff Mgrs.	Ass Mgrs.
Staff Directors	5	5	4	0
Staff Managers	33	28	30	26
Assistant Managers	12	12	2	1

Source: Questionnaire no.9,11

The table above indicates the numbers of the informants who use code switching to their seniors, their peers and to their juniors in formal situations. The data in the table above show that the informants who use code switching to their seniors:

There are 28 informants from the staff managers who use code switching to staff directors, there are 12 informants from assistant managers who use code switching to staff directors, and 2 informants from assistant managers who use code switching to staff managers.

The informants who use code switching to their peers: There are 5 informants from staff directors who use code switching to their peers, there are 30 informants from staff managers who use code switching to their peers, and 1 informant from assistant managers who use code switching to their peers.

The informants who use code switching to their seniors: There are 4 informants from staff directors who use code switching to staff managers, there are none from staff directors who use code switching to assistant managers, and 26 informants from staff managers who use code switching to assistant managers.

The following table will show the numbers of informants who use code switching in informal situations.

Table 6b: The Attitude Towards Both Languages (using code switching) in Informal Situations

Informants	Freq	Staff Dir.	Staff Mgrs.	Ass Mgrs.
Staff Directors	5	3	3	0
Staff Managers	33	20	13	3
Assistant Managers	12	8	0	0

Source: Questionnaire no. 10,12

The table above indicates the number of the informants who use code switching to their seniors, their peers, and to their juniors in informal situations. The data show the informants who use code switching to their seniors; There are 20 informants from staff managers who use code switching to staff directors, there are 8 informants from assistant managers who use code switching to staff directors and there are none from assistant managers who use code switching to staff managers.

The informants who use code switching to their peers: There are 3 informants from staff directors who use code switching to their peers, there are 13 informants from staff managers who use code switching to their peers and there are none informants from assistant managers who use code switching to their peers.

The informants who use code switching to their juniors: There are 3 informants from staff directors who use code switching to staff managers, there are no one from

staff directors who use code switching to assistant managers and there are 3 informants from staff managers who use code switching to assistant managers.

III.3. THE LANGUAGE USED ACCORDING TO ROLE RELATIONSHIP

Role relationships are implicitly recognized and accepted sets of mutual rights and obigations between members of the same sociocultural system. One of the ways in which members reveal such common membership to each other, as well as their recognition of the rights and obligations that they owe to each other, is through appropriate variation of the ways they talk to each other. (Fishman 1971).

The following tables will show the data of the role relationships of the informants using both the Indonesian and the English languages when they talk about either formal or informal topic in a speech situation. In this case the writer has divided formal topics into 4 speech situations and informal topics into 7 speech situations. Thus, automatically the topics are concerned with different settings or places where the conversations occur. Formal topics are found at seminars, workshops, meetings, conferences, and launch sessions. And informal topics are found in casual conversations, discussions on personal problems, arguing informal discussions, asking and giving informa-

tions, giving commands, complementings and chatting at a party. Besides, the writer also classifies the role relationships between informants and their seniors,between informants to their peers and between informants to their juniors. From the data, the writer gets 45 informants in a column of the table indicating the number of informants who speak to their seniors. The staff directors are not included here because higher position than staff directors is the chairman who is not chosen as informant. And because the chairman is a foreigner, all the staff members and the employees always use English if they talk to the chairman in formal and informal conversations. The number of 38 informants´ data does not include the employees, because the writer doesn´t take the employees of lower rank into account. The data will show in the following table:

Table 7a: The Language Used for Formal Topics
According to Role Relationship

Formal Topics	Juniors					Peers					Seniors				
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Seminar	–	26	11	6	2	15	8	15	8	4	24	11	3	–	–
Meeting	1	–	2	35	7	40	3	2	3	2	9	29	–	–	–
Conference	5	19	6	11	4	38	5	2	2	3	7	23	8	–	–
Launch	15	6	7	13	4	42	5	3	–	–	34	4	–	–	–
Total:	45 informants					50 informants					38 informants				

Source: Questionnaire no. 16,18,20.

Note: The five columns above mean:

1= Always Indonesian

2= More Indonesian than English

3= Equal amount of English and Indonesian

4= More English than Indonesian

5= Always English

By analysing Table IIa above, the writer concludes that the informants who always speak Indonesian are 42,5%, the informants who speak more Indonesian than English are are 28%, the informants who speak equal amount of English and Indonesian are 11 %, the informants who speak more English than Indonesian are 14%, and the informants who always speak in English are 4,5%.

To analyze the data, the writer uses a statistic formula:

$$\bar{X} = \frac{Fx}{N} \times 100\ \%$$

Table 7b: The Language Used for Informal Topics
According to the Role Relationship

Informal Topics	Juniors					:	Peers					:	Seniors				
	1	2	3	4	5	:	1	2	3	4	5	:	1	2	3	4	5
C C	10	27	8	–	–	:	41	4	5	–	–	:	33	5	–	–	–
D P P	2	43	–	–	–	:	43	8	2	2	–	:	31	6	1	–	–
A I D	22	19	4	–	–	:	39	11	–	–	–	:	36	2	–	–	–
A G I	38	4	3	–	–	:	47	3	–	–	–	:	38	–	–	–	–

					:					:				
G C	40	3	–	2	– :	43	6	1	–	– :	38	–	–	–	–
C	39	6	–	–	– :	42	5	3	–	– :	35	3	–	–	–
C P	33	12	–	–	– :	48	2	–	–	– :	36	2	–	–	–

Total:				
Informants	45	. : 50	: 38

Source: Questionnaire no. 17,19,21.

Note: The seven speech situstions in informal topic column

mean:

CC= Casual Connversations

DPP= Discussion on Personal Problems

AID= Arguing in Informal Discussion

AGI= Asking and Giving Information

GC= Giving Commands

C= Complementing

CP= Chatting at a party

By analysing the data of table IIb above the writer concludes that the informants who always speak in Indonesia are 79,5%, the informants who speak more Indonesian than English are 17,5%, the informants who speak equal amount of English and Indonesian are 2,6%, the informants who always speak in English are 0%. The result indicates that the language used in informal speech situations is mostly the Indonesian language besides a little English. From both tables we know that the Indonesian language is more

dominant than the English language in formal and informal topics.

III.4. THE USE OF CODE SWITCHING IN SPEECH SITUATIONS

The data here are obtained from the questionnaires. In presenting the data, the writer uses some tables to show the number of informants who use code switching in formal and informal conversations. In this case, the writer uses another five-point-scales to see the frequency of switching into languages. The five-point-scales that the writer uses here are 4=always, 3=usually, 2=often, 1=sometimes and 0=never. From the questionnaire, the writer arranges the staff members in accordance with the roles they talk to.

Table 8a: The Use of Code Switching for Formal Topic

Formal Topic	Directors and Managers					:	Ass.Managers				
	0	1	2	3	4	:	0	1	2	3	4
Seminar	—	6	16	12	4	:	3	8	1	—	—
Meeting	—	9	5	18	6	:	1	8	1	2	—
Conference	7	3	1	24	3	:	—	7	—	5	—
Launch	3	12	5	14	5	:	—	4	6	2	—
Total	38 informants					:	12 informants				

Source: Questionnaire no.22,23

By analysing table IIIa above, the writer concludes that for formal topics the informants who always use code switching are 6%, the informants who usually use code switching are 31,5%, the informants who often use code

switching are 31,5%, the informants who often use code switching are 17,3%, the informants who sometimes use code switching are 38% and the informants who never use code switching are 7,2%.

Table 8b: The Use of Code Switching for Informal Topic

Informal Topic	Directors and Managers					:	Ass. Managers				
	0	1	2	3	4	:	0	1	2	3	4
C C	–	17	12	9	–	:	9	3	–	–	–
D P P	4	15	8	10	1	:	2	8	2	–	–
A I D	8	13	6	11	–	:	10	2	–	–	–
A G I	11	21	4	2	–	:	12	–	–	–	–
G C	17	19	1	1	–	:	10	2	–	–	–
C	13	23	2	–	–	:	1	4	7	–	–
C P	21	8	9	–	–	:	9	2	1	–	–
Total:	38 informants					:	12 informants				

Source: Questionnaire no. 24-37

By analysing table IIIb above, the writer concludes that from the data for informal topics the informants who always use code switching are 0,1%, the informants who usually use code switching are 6%, the informants who often use code switching are 14%, the informants who sometimes use code switching are 34,4%, and the informants who never use code switching are 45,5%.

By analysing table IVa above, the writer classifies the result of informants who use code switching and who don't use code switching by following the five point scale according to role relationship to their seniors, to their peers and to their juniors. This way is used to get the percentage data. The informants who use code switching relating to role relationship for formal topics are according to columns no. 1,2,3 and 4. Those are the following:

There are 42 or 28% informants who use code switching to their senior, there are 21 or 14% informants who use code switching to their peers, and there are 7 or 4,5% informants who use code switching to their junior. The informants who don't use code switching relating to role relationship for formal topics are following the column no. 0.Those are the following:

There are 8 or 5,5% informants who don't use code switching to their senior, there are 29 or 19,5% informants who don't use code switching to their peers, and there are 43 or 28,5% informants who don't use code switching to their junior.

The data above indicate the highest percentage of code switching used by the informants when they talk to their senior is 28%, among the peers are 14% and to their junior are 4,5%.

Table 9b: The Use of Code Switching Relating to Role Relationships for Informal Topic

Informal Topic	Senior					Peer					Junior				
	0:	1	2	3	4	0:	1	2	3	4	0:	1	2	3	4
C C	6:	13	11	12	3	15:23		2	3	7	26:	8	4	–	–
D P P	22:	4	6	13	–	2:	6	21	2	19	31:	6	1	–	–
A I D	18:	21	5	1	–	33:12		–	5	–	35:	3	–	–	–
A G I	5:	17	14	2	7	21:17		8	4	–	25:11		–	2	–
G C	32:	13	–	–	–	9:21		18	–	2	29:	4	2	3	–
C	3:	29	17	–	–	28:10		5	–	7	27:	6	4	1	–
C P	–:	16	21	8	–	19:29		–	2	–	32:	2	2	2	–

Total:
Responses: 86: 233   127: 223   205: 61
Informants:45 informants   50 informants   38 informants

Source: Questionnaire no. 24-37

Note: The seven speech situations   for informal topics column mean:

CC= Casual Conversation

DPP= Discussion on Personal Problems

AID= Arguing in Informal Discussion

AGI= Asking and Giving Information

GC= Giving Command

C= Complementing

CP= Chatting at a Party

To get the percentage data, the writer clssifies the responses into two parts. The first indicates the responses who use code switching for informal topics to their senior,their peers and their junior according to columns no. 1,2,3 and 4. And the second part indicates the responses who do not use code switching for informal topics to their senior, their peers and their junior according to column no.0. By analysing table IVb above, the writer concludes the data of the use of code switching relating to role relationships for informal topics are the following:

There are 233 responses or 24,5% out of the informants who use code switching to their senior, there are 223 responses or 21,5% out of the informants who use code switching to their peers, and 61 responses or 7,5% out of the informants who use code switching to their junior.

The data of the informants who do not use code switching for informal topics are the following:

There are 86 responses or 9% out of the informants who don't use code switching to their senior, there are 127 responses or 12% out of the informants who don't use code switching to their peers, and 205 responses or 25,5% out of the informants who don't use code switching to their or junior.

The data above indicate that the highest percentage

40

their seniors is 24,5%, among their peers 21,5% and to their
juniors 7,5%.

CHAPTER IV

CONCLUSION