

## **CHAPTER I**

### **INTRODUCTION**

#### **1.1. Background of the Study**

Language is an arbitrary system of articulated sounds made use by of a group of humans as a means of carrying on the affairs of their society (Nelson, 1958: 13). Human society cannot function without language because true social interaction must be carried on with the help of effective means of communication.

No one can deny that everyone as human being needs to communicate with each other. An appropriate means for this is language which can be used to share ideas, thoughts, or to 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 one communicates with other members of the community, he has to use a certain code which is mutually understood among the communicators.

Language, in other criteria, like other forms of social activity, has to be appropriate to the speaker using it. Social link where people make relationship with each other, has been conditioned by object matter that dominates social interaction. (Trudgill, 1983: 100).

In general there is one national language and two groups of languages used in Indonesia, i.e. national language, regional language, and foreign language. The national language is Bahasa Indonesia. There are many regional languages such as Javanese in Java Island, Madurese in Madura Island, etc. The foreign languages are English, Mandarin, Japanese, etc.

English as an international language becomes more important and popular for Indonesian people who want to develop their business, education, etc. When they can understand and speak English, it means they can communicate or get message from other people who understand and speak English. English is common and popular in many fields of work, especially in hotels.

Hotel staffs who have broad knowledge and good at English language skills are more appreciated than those who cannot speak English. This is because the guests' understanding about the information depends a lot on the hotel staff's language competence.

Most of the five star hotels staff, especially the Front Office (FO) staff nowadays should master English language. Hotel staffs usually speak two languages, mainly English and Bahasa Indonesia. They use many English words in their daily conversation and this situation makes them mix their code. Chaika (1982) states that language and society are so intertwined that it is impossible to understand one

without another. Therefore, some hotels' staffs especially the Front Office staff usually mix their conversation in English and Bahasa Indonesia.

Sheraton Hotel as a five-star hotel also requires English mastery. All Front Office staff in this hotel can speak both Bahasa Indonesia and English and they do code mixing every day, for example when Indonesian guests come toward the Front Office desk, there will be a conversation between the guest and the receptionist, as transcribed in the example below:

**Receptionist**

(R): "Selamat siang, Pak. Ada yang bisa saya bantu ?"

**Guest**

(G): "Oh...ya, saya mau *check in*."

(R): "Bapak sudah *reserve* sebelumnya ?"

(G): "Sudah,... saya sudah *confirm* sama Bu Anna."

(R): "Atas nama siapa, Pak ?"

(G): "Chandra."

(R): "Baik Pak, mohon ditunggu sebentar. Saya *check* dulu."

(Then the receptionist tries to find his reservation in the computer. After that she gives the Registration Card (RC) to the guest)

(R): "Ini Pak. Silakan *sign* yang sebelah kiri."

(The guest puts his signature on the left side)

(R): "Dan untuk *other bill*-nya bisa kita dapat *deposit*-nya, Pak ?"

(G): "Tentu, berapa ya Bu ?"

(R): "Kalau *cash* Rp.150.000,- per hari atau kalau Bapak memakai *Credit Card* kita *open* saja."

(G): "*Cash* saja, Bu."

The above conversations show the mixing in the code made by the receptionist and an Indonesian guest. Beside that, the Front Office staffs also do the code mixing among them when the conversation is connected with their job and hotel. The following is the example of the conversation between a receptionist and a reservation clerk as transcribed below:

#### **Receptionist**

(RC): "Bu, *reservation*-nya Bapak Budi, mana?"

#### **Reservation**

(RS): "Itu lho Mia, di *tray* depan."

(Then she takes the reservation form from the try)

(RC) : "Berapa hari Bu, Pak Budi mau *stay* ?"

(RS) : "*Open date*, kok".

Code mixing becomes an interesting phenomenon to the writer because there are some particular factors that may influence people using code mixing. From his

experience he is interested in knowing why and what English words are used in Front Office Department of Sheraton Surabaya and Towers.

## **1.2.Statement of the Problem**

In this study, there are two major problems:

- 1.2.1. What factors influence the Front Office Staffs at Sheraton Surabaya Hotel and Towers to use code mixing in their conversations?
- 1.2.2. Which language is more dominant for a particular topic in a conversation according to their relationships?

## **1.3.Objective of the Study**

- 1.3.1. To find out the factors that influence them to use code mixing in their conversation.
- 1.3.2. To find out which language is more dominant for a particular topic in a conversation according to their relationships.

## **1.4.Significance of the Study**

By doing this research, the writer expects that the finding will be useful to enrich our knowledge about code mixing. For the reader of the research the writer hopes they can understand code mixing better especially those uttered by the Front

Office staffs. The result of this study is generally expected to be able to enrich the study of sociolinguistics.

### **1.5. Scope and Limitation**

Due to the time limitation, this thesis only observes code mixing used by the front office staff at Sheraton Surabaya Hotel and Towers at Jalan Embong Malang 25-31 Surabaya. The writer gets information from some receptionists, reservation clerks, front office cashier, that are parts of front office division at Sheraton Surabaya Hotel and Towers. The language mix observed here is limited to Bahasa Indonesia and English or vice versa. It does not concern local languages or mother tongues, and other languages. The guests observed here were the local ones.

### **1.6. Theoretical Framework**

It has been known that most of the five-star hotels staff nowadays should master English language. Hotel staffs usually speak two languages, mainly Bahasa Indonesia and English. They come across with many English words in their daily conversation and this situation makes them mix their code. To solve the problem in this study the writer presents some theories about code mixing which would be used as the basic theory for the analysis

Fishman has proved that 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).

Wardhaugh also stated that conversational code mixing is not just a haphazard mixing of the two languages brought about the laziness or ignorance or some combination of these. Rather, it requires conversant to have sophisticated knowledge of both languages and to be absolutely aware of community norms. The norms require that both languages be used in this way so that conversant can show their familiarity in solidarity. (Wardhaugh ; 1986).

Code mixing is using two languages together and the language a person uses depends on the language and social background. Leo Loveday said that people speak differently according to their background and that is frequency possible to relate aspects of a person's speech to his places of origin or education or generation or even occupation among others. (Loveday, 1982)

## **1.7.Method of The Study**

The method used in this thesis is a descriptive study. The writer chooses a descriptive study because he wants to try and solve a practical problem and to find out how something works just because it is interesting to know.

### 1.7.1. Definition of Key Term

Below are some terms that need deeper explanation in order to reach maximum understanding:

◆ *Sociolinguistics*: a study of the ways people use language in social interaction (Chaika; 1982).

◆ *Code*: the term “code” can be used to refer to any of system that two or more people employ for communication. In this case, a code is the particular language one chooses to use or any occasion a system used (Wardhaugh; 1986: 86-99).

◆ *Code mixing*: 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).

◆ *Front Office Staff*: a part of Front Office Department who takes a big part of hotel service. It is divided into some section, such as reception, reservation, bellboy/concierge, parking boy/valet, airport representative, Business Center, Telephone Operator, Doorman, Guest Relation Officer, and Front Office Cashier that most of them directly contact with the guests.

◆ *Bilingualism*: defined as the practice of alternatively using two languages (Weinrich, 1853 : 5).



♦ *Utterance*: any stretch of talk, by one person, before and after which there is a silence on the part of the person. An utterance is the use by a particular speaker, on a particular occasion, of a piece of language, such as sequence of sentences, or a single phrase, or even a single word (Hurford and Heasley 1984; 15-24).

### 1.7.2. Location and Population of The Study

This research only observes code mixing used by Front Office staff in Sheraton Surabaya Hotel and Towers. The writer chooses that location because it is one of the five-star hotels located in Surabaya. Besides, Sheraton Surabaya Hotel and Towers is a foreign company where English is usually used and language mix between Bahasa Indonesia and English occurs automatically among the Front Office staff members and the guest. Thus, the Front Office staffs in this hotel have to be able to speak English fluently.

### 1.7.3. Identification of the Respondents

The samples that were chosen in this research are the Front Office Staff at Sheraton Surabaya Hotel and Towers consisting of Front Office Division which includes: the receptionist, telephone operator, reservation clerk, bellboy/concierge, parking boy/valet, and so on. All the respondents in this research are Indonesian, and

there are 35 respondents out of 50 population used as sample subjects. In this research the writer takes 35 respondents based on purposive sampling.

#### 1.7.4. Technique of Data Collection

In order to obtain enough data, the writer uses field research including interviews, questionnaires, observation, and recording.

##### ➤ Interviews

The writer used open-question questionnaires. The data were obtained by asking some informants questions and the responses were recorded in written form. The purpose was to get more detail information about the code mixing. The questions contain about personal background of the respondents and the use of language toward different language.

##### ➤ Recording

Observation was designed to collect the most naturalistic data. The writer used a tape recorder to record the conversation to find out whether code mixing occurred.

##### ➤ Questionnaires

The writer distributed the questionnaires that contain a set of questions (structured questionnaire) that had to be answered by the informants.

### 1.7.5. Technique of Data Analysis

The complete and valid data were analyzed based on the qualitative analysis. First, the writer rewrote some dialogues. Later, he continued to describe and explain how the code mixing found within the dialogues. After that, the writer wrote the data from the distributed questionnaires.

Finally, the writer interpreted and described the whole result of the data.

In short, the steps in analyzing the data are:

1. Rewriting the dialogues
2. Describing and explaining how code mixing is found in the conversation.
3. Interpreting the whole result of the data.

### 1.8. Organization of The Thesis

Referring to the title of this thesis, the writer divides into four chapters. The first chapter is *Introduction*, which consists of the background of the study, statement of the problem, objective of the study, significance of the study, scope and limitation, theoretical framework, method of the study, and organization of the paper. The second chapter is *Literature Review*. In this chapter, the writer includes some theories used to analyze the data as well as some opinions that support the analysis process. *Presentation and Analysis of The Data* is in the third chapter. The last chapter is *Conclusion* in which the writer draws the conclusion of the whole of the study.

# **CHAPTER II**

# **LITERATURE REVIEW**