

Code-Switching Used by Mrs. EE, the Owner of *N Store*, to Her In-Store Customers

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ABSTRACT

This study utilized the theoretical frameworks presented by Wardhaugh (2006) and Appel and Muysken (2005) to analyze the kinds and functions of code-switching utilized by Mrs. EE, the owner of *N Store*, when communicating with customers. This study utilized a qualitative approach that examined Mrs. EE's use of code-switching in her speech. The study's results showed that Mrs. EE utilized both situational and metaphorical kinds of code-switching. She utilized various code-switching functions namely referential, directive, expressive, phatic, metalinguistic, and poetic. The study has concluded that Mrs. EE's use of code-switching may be influenced by various factors such as her linguistic background, the context of the conversations, and her relationship with her customers.

Keywords: code-switching; code-switching functions; code-switching kinds

INTRODUCTION

This study aimed to analyze the kinds and functions of code-switching utilized by Mrs. EE, the owner of *N Store*, during her interactions with the in-store customers. According to Mrs. EE, she is skilled in multiple languages, such as Indonesian, Medanese, Hokkien, Kanton, Javanese, and Maduranese (E. E., personal communication, October 31, 2022). The presence of linguistic diversity provides an excellent opportunity to investigate the functions of code-switching in a realistic, multilingual environment. The *N Store*'s informal setting provides an excellent opportunity to observe code-switching. This is because it brings together people from diverse backgrounds and social statuses in a neutral environment. Settings that allow for code-switching can aid individuals in navigating diverse social interactions by facilitating the occurrence of such behaviors.

METHODS

The writers applied a qualitative approach in conducting this study. The source of data was taken from the conversations between Mrs. EE, the *N Store* owner, and her customers, between February 13th to 17th, 2023, from 7 a.m. to 3 p.m. The data were Mrs. EE's utterances with code-switching during conversations with the customers. The data was analyzed using theories from Wardhaugh (2006) and Appel and Muysken (2005) regarding the kinds of code-switching and their functions. The writers employed a two-digit numbering system to label each piece of data that represented the customer order and the utterance order.

FINDINGS AND DISCUSSION

Findings

The following kinds of code-switching were used by Mrs. EE during the conversations with customers: situational code-switching and metaphorical code-switching. Mrs. EE utilized the following code-switching functions in her interactions with customers: referential

code-switching, directive code-switching, expressive code-switching, phatic code-switching, metalinguistic code-switching, and poetic code-switching.

A. Situational Code-Switching

According to Wardhaugh (2006), situational code-switching refers to the practice of utilizing different languages in distinct contexts. Languages are utilized in various contexts. The subject matter remains constant, however, the language used influences how issues are expressed, as stated by Wardhaugh (2006).

Some utterances used in the conversations are classified as situational code-switching. Sample: Data 5.13:

Háizi sing, tempo hari kan dee melahirkan, terus-
(The child she gave birth to just the other day, then-)

N Store owner Mrs. EE and a customer talked about Mrs. EE's maid's children. The chat is casual and there are no formal welcomes, which shows that the people talking are close. Data 5.13 shows that Mrs. EE can switch between Indonesian, Mandarin, and Javanese with ease, which shows that she is good at using more than one language. The act of moving from one language to another is not random; it is based on the context of the talk, which is an important part of situational code-switching. Situational code-switching is when people use different languages in the same talk based on the situation. After using Mandarin, Mrs. EE easily changes back to Indonesian and Javanese for the rest of the talk. This shows how adaptable she is and how well she can switch between languages depending on the situation. Mrs. EE's code-switching in this chat is situational, which means that she changes the way she talks based on what is going on in the discussion.

B. Metaphorical Code-Switching

According to Wardhaugh (2006), metaphorical code-switching refers to the act of changing both the topic and language being used. The code transitions from a formal to a casual tone, from official to personal language, from serious to humorous content, and from courteous to solidarity-based communication. The objective is to demonstrate how speakers utilize language to convey meanings that go beyond the literal words, especially in social situations.

Some utterances used in the conversations are classified as metaphorical code-switching. Sample: Data 4.3:

Wis ndhek situ?
(Already there?)

The information in 4.3 shows that the language has changed from Indonesian to Javanese. This change is not caused by a change in the setting or environment. Instead, it is caused by a change in the conversation's subject and tone. This change points to a more personal and close way of talking. The change in English is a metaphorical for the shift from a business-like talk to a more personal one, and it draws attention to the fact that it is a metaphor. Mrs. EE switched from using Indonesian for business to Javanese when she wanted to know where a customer's family member was. This is a metaphorical example of code-switching. In the end, the sentence "*Wis ndhek situ?*" is an example of figurative code-switching, in which the change in language is used to change the topic of the conversation.

C. Referential Code-Switching

According to Appel and Muysken's (2005) argument, code-switching is frequently used for a referential function by individuals with limited language skills, particularly when discussing specific topics. It may be necessary to switch languages when discussing certain issues. Communicating in other languages is primarily focused on describing things or ideas. According to Appel and Muysken (2005), when asked about their language switch, individuals often attribute it to their limited vocabulary in the other language or the language's suitability for a specific topic.

Some utterances used in the conversations are classified as referential code-switching. Sample: Data 2.1:

Terus opo maneh?
(Then anything else?)

In the example, Mrs. EE, who spoke more than one language, answered a customer's question about where to buy soy sauce at the *N Store*. The customer spoke Indonesian to start the talk. Mrs. EE switched languages and asked, "*Terus opo maneh?*" This means, "What else can I help you with?" in Javanese. This was done to see if the customer wanted to buy anything else. Mrs. EE chose to speak Javanese in this talk, not because she does not know how to speak any other language. In this situation, this choice is used as a point of reference. You might do this if you want to make the conversation more personal or relaxed, or if you want to build a better relationship with the customer. To sum up, Mrs. EE's choice to switch from Indonesian to Javanese when answering the customer's question shows how languages work as references. This function is used to keep the talk moving along and get to know the customer better.

D. Directive Code-Switching

According to Appel and Muysken (2005), the command function is utilized to provide direct instructions to individuals on what they should do. There are multiple ways to express this idea. One way to exclude people from the discourse is by not allowing them to participate in the conversation. However, individuals feel more connected when they hear their own language. It is possible that someone has spoken to other people.

Some utterances used in the conversations are classified as directive code-switching. Sample: Data 5.2:

Lo tempo hari katae mau pake itu, púrène sopo itu, sido?
(The other day you said that you wanted to hire a maid, whose maid was it? Did you hire that maid?)

In this chat, Mrs. EE smoothly switches between languages like Indonesian, Javanese, and Mandarin to guide the talk and keep it on track. During a shopping transaction, Mrs. EE skillfully changes the subject to ask the customer about the new maid she just hired. Mrs. EE's way of talking stands out because she uses the command function, especially when she asks about the maid. Mrs. EE is doing a good job of guiding the talk toward the customer's personal life. This makes the customer feel like the center of attention instead of just a person looking for information. Switching to Mandarin and Javanese may also be a strategic move to keep other workers from understanding what is being said, keeping the talk private and close. In conclusion, it can be seen that Mrs. EE switches between Indonesian, Javanese, and Mandarin based on the situation and goals of the talk. These shifts are meant to be directive by focusing

the talk on the customer and making a nice environment that helps people get to know each other.

E. Expressive Code-Switching

Code-switching lets speakers convey their personalities and feelings in several languages (Appel & Muysken, 1987; 2005). Speakers' personalities can overshadow the topic. Speakers may switch languages to showcase their multilingualism and not hide their national or linguistic heritage. Code-switching can reveal the speaker's emotions and identity. Multilingual people may express themselves in a distinctive and complex way, according to Appel and Muysken (1987; 2005).

Some utterances used in the conversations are classified as expressive code-switching. Sample: Data 5.17:

Biasa sering-sering shēngbìng tah apa.
(Babies) usually often get sick, or else.)

During a private talk about her maid's position, Mrs. EE turned to Mandarin and used the word “*shēngbìng*,” which means sick. The point of the shift is not to change the subject quickly, but to easily steer the talk toward the customer and show off her impressive ability to speak more than one language. This approach fits with the creative function of code-switching, which is to use language to show how complex your identity is. During the talk, Mrs. EE moves easily back and forth between Mandarin and Indonesian. This shows that she can change the way she talks to fit different situations, which shows her flexibility and skill. In this conversation, Mrs. EE uses code-switching in a very creative way. She changes the way she talks depending on the situation and picks her words carefully to show how many different cultures she comes from

F. Phatic Code-Switching

Appel and Muysken (2005) have explored code-switching and found that it is often used to adjust the tone of a conversation and fulfill a phatic function. An example of this would be when a joke's punchline is spoken in an urban accent, while the rest of the joke is delivered in a more formal tone.

Some utterances used in the conversations are classified as phatic code-switching. Sample: Data 1.2:

Notanya ya < sakjane > tinggal dikali, daripada ruwet dibuatno angel-angel.
(The receipt actually only needs to be multiplied, rather than having to make it with much effort.)

Mrs. EE, the owner of *N Store*, talked to a customer who bought eggs and hipia during the Data 1.2 time period. The customer started talking in Indonesian, and Mrs. EE spoke the same language back. When the customer made extra orders, Mrs. EE switched from speaking Indonesian to Javanese and said, “*Notanya ya sakjane tinggal dikali, daripada ruwet dibuatno angel-angel.*” This means that the ticket can be increased without having to do a lot of work. Mrs. EE thinks it would be too complicated to make an extra ticket for the extra things. The Javanese word “*sakjane*” is used by Mrs. EE in a phatic way. In the field of linguistics, “poetic communication” is the use of words for social or emotional reasons instead of to share specific knowledge. Mrs. EE keeps a friendly and casual tone with the customer by choosing her words

to add importance without changing the subject of the talk. In conclusion, Mrs. EE's use of code-switching in this conversation can be put into the category of phatic function. Mrs. EE chooses her words carefully to create a certain mood and get along better with her customers. This is called phatic communication.

G. Metalinguistic Code-Switching

According to Appel and Muysken's (2005) research, code-switching can serve a metalinguistic function by providing direct or indirect commentary on the languages utilized. According to Appel and Muysken (2005), Scotton (1979) argues that speakers sometimes switch between codes to showcase their linguistic abilities and make an impression on others. This phenomenon has been noted in a variety of public settings, including among performers, circus directors, and market vendors.

Some utterances used in the conversations are classified as metalinguistic code-switching. Sample: Data 5.18:

Wis qīng cǎilāh.
(Just accept it.)

Mrs. EE was talking to a customer who was worried about how their maid acted and how nosy she was. This situation makes people feel uncomfortable and makes them suspicious. Mrs. EE may have switched to Hokkien and Javanese to make the talk less official and more personal. The languages she chose show the metalinguistic function in this case, which may have been meant to make an effect, either directly or indirectly. She chose to move from Indonesian and Javanese to Mandarin, perhaps to impress the customer with how well she spoke Hokkien. In short, Mrs. EE's choice to move from Indonesian to Javanese and Hokkien when talking to the customer is a good example of code-switching in a metalinguistic function. The way she talks depends on what is going on in the exchange. By using different languages, it not only tries to send a certain message, but also to make a certain effect on the viewer.

H. Poetic Code-Switching

According to Appel and Muysken (2005), individuals who are proficient in multiple languages and participate in conversations that involve humor, wordplay, or other forms of linguistic creativity, exhibit a poetic use of language. This process has the potential to enhance an individual's language skills.

Some utterances used in the conversations are classified as poetic code-switching. Sample: Data 5.23:

Lek aku wis lǎo de wis capek.
(If it is me, I am old enough, and I am already tired.)

Mrs. EE talked to a customer who was thinking about firing their present maid. Mrs. EE heard from the customer that sometimes they had to clean the bathroom on their own. Mrs. EE laughed and said that she would not clean the bathroom herself because she thought she was too old to do things like that. The casual tone of the conversation and the lack of formal welcome show that the people talking to each other get along well. During a private talk about her maid's position, Mrs. EE spoke in Mandarin and called her maid "lǎo de," which means old. The point of this change is not to change the subject at hand, but rather to bring fun into the conversation. Mrs. EE's code-switching seems to have a poetic function because she uses words to make the

talk funny. Mrs. EE showed how well she could change and switch between languages by switching from Mandarin to Indonesian and Javanese without any trouble during the rest of the talk. So, Mrs. EE's use of code switching in this conversation serves a poetic function. She changes the way she talks depending on the situation and knows how to use words to make the conversation funny.

Discussion

This section presents noteworthy discoveries from the gathered data. The discussion is organized into several categories, including reciprocity in language use and preference, the complexity and variations of code-switching, the different functions that code-switching can serve, the use of code-switching to construct identity, and the use of both inter-sentential and intra-sentential code-switching.

A. Reciprocity in Language Use and Language Preference

Mrs. EE has a clear tendency to mirror the way her customers use language by changing the way she talks to match theirs. In data 4.2 (*Lumayan seh, nek aku ya cocok*), Mrs. EE keeps using Javanese even though her customer is speaking Indonesian. In data 2.4 (*Opo maneh?*), she keeps using Indonesian even though her customer is speaking Javanese. This trend of language use can help make talking and getting along easier. Also, Mrs. EE seems to prefer to talk mostly in Indonesian, which may be because she is more comfortable with it or because most people in her community speak it. She is still willing to move to Javanese or Mandarin, as shown in data 5.11 (*Dee sering huì jià*) and data 5.25 (*Sing ini sampe jǐ diǎn?*), so that she can speak the language that her buyers prefer.

B. Complexity and Variations in Code-Switching

The talk shows how code-switching works by using a mix of Indonesian, Javanese, and Mandarin Chinese. In data 1.3 (*Tadi tambah piro?*), she switches from Indonesian to Javanese. In data 5.24 (*Kena duōshǎo?*), she switches from Indonesian to Mandarin. Also, the data show how her code-switching is not always the same. Sometimes she changes languages for a whole sentence, sometimes for a single word, and sometimes she mixes languages within a sentence. An example is in data 3.5 (Ini, ini, ini, lo, lo, kan, nggak mungkin masuk **sampeyan** nanti.) where Mrs. EE integrates the Javanese word “*sampeyan*” into an Indonesian sentence, and in data 5.9 (*Lo tapi dah lek misale ndak mau zhū cài ya kasih tau toh.*) where she integrates the Mandarin word “*zhū cài*” into an Indonesian sentence

C. Use of Code-Switching for Various Functions

The conversations between Mrs. EE and her customers show how code-switching can be used in different ways, such as for directive, expressive, and phatic functions. Mrs. EE uses it as a way to communicate to do things like teach others, show how she feels or what she thinks, or keep social relationships going. She uses different codes or languages on purpose to get her thoughts and plans across more clearly. For example, in data 5.21 (*Zuǐ bāne suruh rodok kurangi*), she might use one language for its directness when giving directions and another for its emotional quality when sharing feelings.

D. Code-Switching for Identity Construction

The results show that Mrs. EE uses code-switching to build and show off her identity as a person who speaks more than one language. Her choice of language depends on who she is

talking to. This helps her connect with her customers on a cultural and verbal level. For example, in data 5.4 (*Jǐ gè zhōngtóu?*), Mrs. EE speaks Mandarin with a customer who starts the talk in Mandarin. By using different codes, Mrs. EE seems to be able to match her identity with that of her customers, giving them a sense that they are the same as her or that they understand her.

E. Inter-sentential and Intra-sentential Code-Switching

Mrs. EE's collected data show a rich mosaic of different ways to speak. Mrs. EE is able to switch between Mandarin and a mix of Javanese and Indonesian in the middle of a speech. This is especially clear between data 5.29 (*Zhù zài miàn*) and data 5.30 (*Nek Abing itu telaten dee ngajari*). Mrs. EE also switches between languages within the same line. This is called intra-sentential code-switching. This is shown in data 5.20, which says "*Wis läoshi gitu lo wis zuǐ bāne suruh anu aja toh*" The term "code-mixing" is often used to describe this kind of activity (Wardhaugh, 2006).

CONCLUSION

Mrs. EE and her customers in the shop used all kinds of situational and metaphorical code-switching in their talks. Mrs. EE also used different code-switching functions, such as referential, directive, expressive, phatic, metalinguistic, and poetic. The study found that Mrs. EE's use of code-switching may be affected by things like her language background, the setting of the talk, and her relationship with her customers. The writers suggest that future studies look at the different kinds and uses of code-switching from a cultural and social point of view.

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