

Code-Switching Occurring in the Business Transaction at Pasar Atom

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ABSTRACT

This study drew upon the theoretical frameworks as proposed by Hoffmann (2014) to examine the types of code-switching employed by the shopkeeper with her eight respective customers in their business transactions. This study was carried out using a qualitative approach focusing on the shopkeeper's and her eight respective customer's sentences containing code-switching. The findings revealed that the shopkeeper engaged in all the three types of code-switching, whereas among the eight customers there were six customers who used two types and the other two customers who used all three types of code-switching. The code-switching between the shopkeeper and her respective eight customers used codes in Indonesian and Javanese. The study concluded that the application of code-switching by the shopkeeper and her eight respective customers might be influenced by her relationship with her eight respective customers.

Keywords: code-switching, customer, shopkeeper, types

INTRODUCTION

The writer's study aims to analyze the types of code-switching between the shopkeeper and her respective eight customers in the J store at Pasar Atom in Surabaya. The writer will analyze one shopkeeper and her respective eight customers. Through this research, the reader can understand that in the conversations between the shopkeeper and her respective eight customers at the Pasar Atom, code switching may naturally occur. From the results of the existing data, certain types emerge. Code-switching may occur naturally without the speaker's notice.

METHOD

The writer used a qualitative method to examine the data. The source of data in this study was the conversations between the shopkeeper and her respective eight customers. The data analyzed in this study was the shopkeeper's and her eight customers' sentences containing code-switching in their business transaction. The data was analyzed using theory from Hoffmann (2014) regarding the types of code-switching. The writer applied a three-digit numbering system to label each piece of data. Sentences that use Javanese were marked in italics and bold. The sentences that use Javanese will be marked with the alphabet B. Meanwhile, the sentences that use Indonesian will be marked with the alphabet A. For speech borrowing sentences, they were marked using bold and not italics.

FINDINGS AND DISCUSSION

The section 4.1 discusses the types of code-switching used by the shopkeeper in her business transactions with her respective eight customers. The section 4.2 discusses the types of code-switching used by the eight respective customers in their business transactions with the shopkeeper.

4.1 Types of Code-switching Used by the Shopkeeper

This section discusses the types of code-switching used by the shopkeeper in her business transactions with the eight customers. The analysis is based on the theory from Hoffmann (2014).

4.1.1 Inter-sentential Switching

The analysis of the study data shows that the shopkeeper of J store uses code-switching in the conversation with her customer. This example below belongs to the first type of code-switching, namely inter-sentential switching. This inter-sentential switching is a theory from Hoffmann (2014), where there are switches in two sentences. For example:

(A.1.1)

A B A B A

Temper kalau *|sing nggak full|* dua lima *|sing full|* itu tiga lima.

B A B

|Lek hydrogel| itu kalau jatuh *|nggak gampang pecah|*.

From the example data above, the shopkeeper of the J store uses code-switching between Indonesian and Javanese in conjoined sentences. In this context, the shopkeeper was telling her customer regarding the types and the price of the screen protector. There were two types of screen protector, which were full or not full and the shopkeeper also stated the price.

The shopkeeper took out and showed the examples of the types of screen protectors on one board so that the customer could easily see and choose which one they wanted. The words ‘sing nggak full’ and ‘sing full’ in Javanese means ‘yang tidak penuh’ and ‘yang penuh’ in Indonesian. The word ‘lek hydrogel’ in Javanese means ‘kalau hydrogel’ in Indonesian and the word ‘nggak gampang pecah’ in Javanese means ‘tidak mudah pecah’ in Indonesian. The word ‘hydrogel’ and the word ‘full’ is a speech borrowing from English

4.1.2 Intra-sentential switching

This example below belongs to the second type of code-switching, namely intra-sentential switching. This intra-sentential switching is a theory from Hoffmann (2014), where there are switches within one sentence.

(A.21.2)

Iya. Terus enak nya apa, ini sudah ada... lho... kayak ini kan ada handle buat pegangan.

Lhoo enak to! Simple.

A B

Ini koko *|pake dewe|*.

The word ‘pake dewe’ in Javanese means ‘pakai sendiri’ in Indonesian. In this context, the shopkeeper was explaining and showing to her customer about the new power bank mini product. The shopkeeper explained to her customer about the functions in this product and there was a handle that could be useful for the customer to handle while charging the phone.

The shopkeeper also told her customer that the owner also used this product. She also told the customer that this product makes it easier for the user when they were traveling and their cell phone battery was running low.

4.1.3 Emblematic switching

This example below belongs to the third type of code-switching, namely emblematic switching. This emblematic switching is a theory from Hoffmann (2014), where inserting tags from one language to another in one sentence.

(A.31.3)

B A

|Loh!| Oh yang dua puluh lima watt. Ini sing apik

From reading this transcription only, people would not understand what this transcription means or talking about. The word ‘lho!’ is an interjection. The shopkeeper used the interjection to express her meaning. In this context, the customer was looking for a charger for the car. The customer showed the item that the customer brought to the shopkeeper. Then the shopkeeper then saw the item and told her customer that the item was twenty five watt. The shopkeeper showed another same product that was better to the customer rather than the customer brought.

4.2 Types of code-switching used by the Customers

This section discusses the types of code-switching used by the shopkeeper in her business transactions with the eight customers. The analysis is based on the theory from Hoffmann (2014). The analysis of the study data shows that the customers of J store use code-switching in the conversation with the shopkeeper.

4.2.1 Types of code-switching by the first customer

Based on existing data from the first customer, it shows that from the three types of code switching, there are two types of code switching that occur. The types are intra-sentential switching and emblematic switching.

4.2.1.1 Intra-sentential switching

(B¹.4.2)

A B A B

Endak mbak, cukup. **|Piro,|** mbak harganya? Tadi **|sing bening|**.

The word ‘piro’ in Javanese means ‘berapa’ in Indonesian and the word ‘sing bening’ in Javanese means ‘yang bening’ in Indonesian. In this context, the customer was offered and explained by the shopkeeper what an anti-scratch screen protector was like. Then the customer refused and asked the price of the clear screen protector that was purchased by the customer.

4.2.1.2 Emblematic switching

(B¹.1.3)

A B

Ndak usah. Jual nomer |*ta?*|

In this context, the customer bought a screen protector and got offered by the shopkeeper about casing for the customer's phone. Then the customer refused the shopkeeper's offer and asked if the shopkeeper had a number. The customer used tags because the customer was looking for a number and the shopkeeper took out various kinds of numbers. The word 'ta' in Javanese means 'kah' in Indonesian.

4.2.2 Types of code-switching by the second customer

Based on existing data from the second customer, it shows that from the three types of code switching, there are two types of code switching that occur. The types are inter-sentential switching and intra-sentential switching.

4.2.2.1 Inter-sentential switching

(B².3.1)

B A A B

|*Piro?*| Tujuh lima? Bisa kurang |*maneh*| ta?

From reading this transcription only, people would not understand what this transcription means or talking about. In this context, the customer was looking for a temper or screen protector and asked the shopkeeper regarding the price and the customer asked the shopkeeper if the price could lower again. Then the shopkeeper went to ask the owner about the lower price and the owner agreed to lower the price. The word 'piro' in Javanese means 'berapa' in Indonesian and the word 'maneh' in Javanese means 'lagi' in Indonesian.

4.2.2.2 Intra-sentential switching

(B².1.2)

A B A B

Kalau |*iki*| sama |*iki*|?

Based on the example above, the reader may not understand what the topic was about by reading it only. In this context, the customer was looking for a screen protector and the shopkeeper showed examples of types of screen protectors on the board on the table. Then the customer asked the shopkeeper the difference between the two types of screen protector while pointing to the two different screen protectors. Then the shopkeeper explained the difference to her customer. The word 'iki' in Javanese means 'ini' in Indonesian.

4.2.3 Types of code-switching by the third customer

Based on existing data from the third customer, it shows that from the three types of code switching, there are two types of code switching that occur. The types are intra-sentential switching and emblematic switching.

4.2.3.1 Intra-sentential switching

(B³.1.2)

A B A

Iya. Mau *|sing|* sepuluh ribu

The word ‘sing’ in Javanese means ‘yang’ in Indonesian. Based on the example above, when people read the passage only, they would not understand what the shopkeeper and the customer were talking about. The customer was looking for a power bank and the shopkeeper asked the customer how much mAh the customer wanted for the power bank.

Then the customer said ten thousand and the customer said that the power bank used for two cellphones. Then the shopkeeper took out the product and explained to her customer that for a power bank mAh was ten thousand, it can charge two cell phones and can be used two to three times.

4.2.3.2 Emblematic switching

(B³.3.3)

A B A

Bisa kurang *|ta|* mbak?

Based on the example above, the reader may not understand what the topic was about by reading it only. In this context, the customer was looking for a power bank and got offered by the shopkeeper. The shopkeeper explained to the customer about the product and the customer asked the shopkeeper the price of the power bank. Then the shopkeeper said that the price was two hundred thousand rupiah. The customer asked if the shopkeeper could lower the price or not and the shopkeeper asked her owner. The word ‘ta’ in Javanese means ‘kah’ in Indonesian

4.2.4 Types of code-switching by the fourth customer

Based on existing data from the fourth customer, it shows that from the three types of code switching, all of the types occur. The types are inter-sentential switching, intra-sentential switching and emblematic switching.

4.2.4.1 Inter-sentential switching

(B⁴.6.1)

A B A B A

Pegawaimu pinter ini. Spesialis. Kalau *|sing|* lain *|rodok-rodok|* diam.

A B

Kalau mbak Wiwik ini orang *|e|* lebih apa....

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This transcription was talking about how good the shopkeeper in the J store was to her customer. The customer was happy from the shopkeeper's explanation about the new power bank mini product and the customer also said to the owner that the other shopkeeper was more quiet. The word 'sing' in Javanese means 'yang' in Indonesian and the word 'rodok-rodok' in Javanese means 'agak-agak' in Indonesian. The word 'e' in 'orange' is a possessive pronoun in Javanese.

4.2.4.2 Intra-sentential switching

(B⁴.1.2)

A B A

Kalau |*nggone*| rumah?

Based on the example above, the reader might not understand what the passage was talking about by reading it only. The word 'ne' in 'nggone' is a possessive pronoun in Javanese. In this context, the customer was looking for a power bank and the shopkeeper offered the new product for her.

The new product was a mini power bank and the shopkeeper explained to her customer about the product function and it could be used twice for charging. The customer also gets a free cable in the box. The customer asked the shopkeeper how to charge it at home and the shopkeeper started explaining to her customer how to charge it.

4.2.4.3 Emblematic switching

(B⁴.3.3)

A B

Seratus lima puluh? Bisa kurang |*ta*| mbak?

From reading this transcription only, people would not understand what this transcription means or talking about. In this context, the customer was looking for a power bank and the shopkeeper showed the new mini power bank product. The customer then was given an explanation about the power bank product by the shopkeeper and the customer asked the price to the shopkeeper. Then the shopkeeper said that the price was one hundred fifty thousand and the customer asked the shopkeeper if the price could be lower or not. The word 'ta' in Javanese means 'kah' in Indonesian.

4.2.5 Types of code-switching by the fifth customer

Based on existing data from the fifth customer, it shows that from the three types of code switching, all of the types occur. The types are inter-sentential switching and intra-sentential switching.

4.2.5.1 Inter-sentential switching

(B⁵.3.1)

A B A B A

Ini aku |*wis*| punya USBnya. |*Wis*| ada USB tapi

Minta kabelnya buat nyambung ke handphone

The word 'wis' in Javanese means 'sudah' in Indonesian. In this context, the customer wanted to buy a cable. The customer wanted to buy a cable that connected the laptop to the printer and the customer

also asked the name from the shopkeeper. Then the shopkeeper answered that the cable was called USB and the shopkeeper asked her customer whether the customer wanted the good one or the ordinary one.

Then the customer said the ordinary one and asked if the USB cable could connect to the cell phone or not. The customer also showed to the shopkeeper that the customer already had the cable while took out the cable and the customer just needed the connector.

4.2.5.2 Intra-sentential switching

(B⁵.1.2)

A B A

Laptop |*sek*| terus nanti ke printer

The word ‘sek’ in Javanese means ‘sebentar’ in Indonesian. But in this context, the word ‘sek’ means ‘dulu’. The customer came to the J store and wanted to buy a cable. Then the shopkeeper asked the customer what cable the customer wanted and the customer was looking for a cable to connect from laptop to the printer. The customer also said that in the laptop there was data that the customer wanted to print. Then the customer also asked the shopkeeper what the name for the cable was.

4.2.6 Types of code-switching by the sixth customer

Based on existing data from the sixth customer, it shows that from the three types of code switching, there are two types of code switching that occur. The types are inter-sentential switching and intra-sentential switching.

4.2.6.1 Inter-sentential switching

(B⁶.5.1)

A B B A

Ndak |*sek*| mbak. |*Piro*| itu tadi?

In this passage, the customer was looking for a mask strap and phone holder. Then the customer was offered a mini power bank, flashlight and blender bottle that can be taken anywhere by the shopkeeper. However, the customer refused by shaking head and asked how much the mask strap and phone holder cost while pointing to the item.

The word ‘sek’ in Javanese means ‘sebentar’ in Indonesian, but in this context the word ‘sek’ in Javanese means ‘dulu’ in Indonesian. The word ‘piro’ in Javanese means ‘berapa’ in Indonesian.

4.2.6.2 Intra-sentential switching

(B⁶.1.2)

A B A

Harganya |*piro*| mbak?

Based on the example above, the reader might not understand what the passage was talking about by reading it only. In this context, the customer was looking and asked the shopkeeper for a mask strap.

4.2.8.1 Inter-sentential switching

(B⁸.5.1)

A B A

Aku carinya |*sing*| buat Samsung mbak.

B A A B

|*Angel*| carinya mbak. Ada sih cuman harganya ya |*larang*|

The word ‘sing’ in Javanese means ‘yang’ in Indonesian. The word ‘angel’ in Javanese means ‘sulit or susah’ in Indonesian. The word ‘larang’ in Javanese means ‘mahal’ in Indonesian. In this case, the customer was searching for a splitter for Samsung type.

It’s hard to find a splitter for Samsung types. When the customer found a splitter on the internet, the customer did not buy it because the price was too expensive while showing the shopkeeper the price of the splitter.

4.2.8.2 Intra-sentential switching

(B⁸.3.2)

A

Kayake LCD dalem mbak, soalnya

B

Wallpaper |*sing*| goyang

There was a transition between Indonesian and Javanese regarding the LCD within one sentence. In this context, the shopkeeper asked the customer what LCD was broken and the customer thought that the inner LCD was broken, because the wallpaper was shaking. Then the shopkeeper asked her customer what type of the customer’s phone and went to look for an existing LCD while asking the customer to sit and wait. The word ‘sing’ in Javanese means ‘yang’ in Indonesian. The word ‘wallpaper’ is a speech borrowing from English

4.2.8.3 Emblematic switching

(B⁸.6.3)

B

A

|*Loh!*| Maksudku itu sama ngecas sama earphone juga mbak

In this conversation, the customer used the inserted tag ‘Loh!’ as a sign that he feels confused. The customer was looking for a splitter and asked the shopkeeper if her store had a splitter or not. The customer wanted to look for a splitter because it could be used to charge and use a headset at the same time. The shopkeeper said that her store didn’t have a splitter and she offered her customer a wireless power bank

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CONCLUSION

The shopkeeper used code-switching in her interactions with her eight respective customers. Their interactions show that the shopkeeper uses all three types of code-switching. The writer's analysis showed that the shopkeeper's code-switching behavior may have been influenced by her relationship with her respective eight customers.

The data analysis results also showed that the eight customers utilized code-switching during their interactions with the shopkeeper at the J store. Among the eight customers, there were six customers that utilized the two types of code-switching, whereas the other two customers utilized all the three types of code-switching. The study's findings indicate that Indonesian-Javanese code-switching patterns were most prevalent in these conversations

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