

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Indonesia is known as a bilingual community. This can be seen in the fact that many different ethnicities live in Indonesia such as Javanese, Sundanese, Malay, Bataknese, Madurese, Betawi and many other ethnics. All these ethnics speak their own tribe's language, which can also be called dialect. According Paauw (2009) the different ethnic groups speak about 600 different languages. Even though they are all different ethnics with different languages, they are all still considered Indonesian. That means there should be one language that can be used to communicate to each other. In this case, Bahasa Indonesia becomes a national language, also a language to unite all ethnicities that live in Indonesia (Paauw, 2009). Therefore, most of Indonesians are able to speak more than one language, which are their tribe's language and Bahasa Indonesia.

Having many different ethnics as a country makes Indonesia become a unique country. Moreover, it is not only from having a beautiful culture, but Indonesia also has a lot of beautiful land. This adds benefits to Indonesia as a tourism destination. Having many foreigners in Indonesia, Indonesian people are exposed to many foreign languages, but the most common one is English. The combination of tourism and multiple local languages makes Indonesians alternate between different languages quite often. The alternation is defined as Code Switching and Code Mixing in linguistic studies. According to Wardhaugh (2006:110) "People, then, are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within sometimes very short utterances and thereby create a new code in a process known as code-switching". This often happens in multilingual communities in Indonesia that are also sometimes joined by foreigners. In this situation, Indonesians switch and mix their language in order to communicate with the foreign friends in English.

This phenomenon does not only happen in casual or private environments but also in working environments. One example is in ViaVia Travel. ViaVia Travel is one of many travel agencies in Yogyakarta. This Travel agency is

located in Jl. Prawirotaman 30 and is known well all over the world. There are many people from different countries who use their services such as from Europe, America, Australia and many others. Therefore, the staffs are also required to be able to speak English in order to provide services to customers from all over the world. This creates a bilingual or even multilingual environment as the staff speaks their own tribe's languages which are Javanese and Ambonese. Therefore, Code Switching and Code Mixing also happens quite often in their communication, especially on their WhatsApp group related to their job. Here is an example from the data analyzed in this research:

Mba Uuth said: *“Halo, **cooking course** *menunya cuma 2 maincourse* ya. Sore ini tamunya minta sate tahu tempe, sambal goreng sayur, dan kare udang. Masih **request** pisang goreng”*.

(Hello, the cooking course has only two main course okay. This afternoon, the customer asked for tofu and tempe satay, fried sambal vegetables, and shrimp curry. And also requested fried banana.)

From the example above we can see that Mba Uuth is trying to remind her colleagues, who are all Indonesians, that the cooking course has only two main courses. She lets the colleagues know that today their customer asked for more than they supposed to provide which are tofu and tempe satay, fried sambal vegetables and shrimp curry. In that utterance, mba Uuth mixes some English words in her sentence while she is using Bahasa Indonesia as the basic language. In this example, Uuth uses two different codes in a single sentence. This conversation gets the interest of the writer to find out: why does Uuth not use fully English or Bahasa Indonesia? Why does she mix her language? Is there any classification of Code Switching and Code Mixing from the example above? The writer will use these questions to analyze the Code Switching and Code Mixing that is performed by ViaVia Travel's staff on their WhatsApp group. An analysis of different aspects of computer mediated communication such as social media or online chats has been conducted by Fišer and Beißwenger (2017). However, while their analysis does consider sociolinguistic aspects, the presented research on

WhatsApp conversation is only focused on the adoption of certain words to the chat terminology. To extend the study of computer mediated communication in general and the analysis of WhatsApp communication in particular, this writing will use the theories of Janet Holmes and other supporting theories to analyze the types and reasons for Code Switching and Code Mixing in the WhatsApp group of ViaVia Travel's staff.

1.2 Research Questions

Based on the background of the study, there are two questions formulated, they are as follows:

1. What types of Code Switching and Code Mixing are performed by the ViaVia Travel's staff?
2. What are the motivations of ViaVia Travel's staff for performing Code Switching and Code Mixing on their WhatsApp group?

1.3 Research Objectives

The objectives of the research are:

1. To explain the types of Code Switching and Code Mixing that the staff of ViaVia Travel performed.
2. To find the motivation of ViaVia Travel's staff for performing Code Switching and Code Mixing.

1.4 Scope of the Research

This research is focused on analyzing the types of Code Switching and Code Mixing that occurred on the WhatsApp group of ViaVia Travel. Furthermore, the researcher analyzed the reasons of Code Switching and Code Mixing that occurred in the WhatsApp group chat. This research will be conducted for two months. The history of the conversations on the WhatsApp group is used as the data of the research.

1.5 Research Benefits

Theoretically, the research will contribute for book references in the field of sociolinguistics, especially for the cases of multilingual Code Switching and Code Mixing with Javanese, Indonesian and English.

Practically, this research will give more understanding in general related to switching code and mixing code in general communication. This thesis will bring

up the reasons that people commonly are not aware about unless they take part in studying sociolinguistics.

1.6 Definition of Terms

There are some key terms that need to be explained to give a general understanding for people who study different majors, they are as follows:

1. Linguistics

According to J.W.M. Verhaar, the Professor of Literature at the Indonesian Gadjah Mada University, “linguistics means the science of language. Language comes from the Latin word “Lingua” which means language” (1986:1).

2. Sociolinguistics

A. Chaer & L. Agustina (2004:2) give an introduction to sociolinguistics describing it as an interdisciplinary science of the two strongly related empirical fields of sociology and linguistics. It studies language with the relation of the use of the language itself in the society. Additionally, according to J.K. Chambers sociolinguistics is the study of the relationship between language and society with the goal of understanding the structure of language (1995:11).

3. Code Switching

According to R. Wardhaugh “it is possible to refer to a language or a variety of a language as a code. The term is useful because it is neutral” (2006:96). He also added that “Code Switching is a process of selecting a particular code by people whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within sometimes very short utterances and thereby create a new code” (Wardhaugh 2006:109).

4. Code Mixing

According to A. Chaer & L. Agustina, Code Mixing occurs when a main code or basic code is used with a specific function and capacity and other codes are added to the main code as pieces (2004:151).

5. ViaVia Travel

ViaVia Travel is a tourism agency which provides services related to tourist information, transportation, ticket booking, cultural experiences, unique trips and many other things. Compared to other service providers in that field, it offers different styles of trips such as village tours, culinary in Yogyakarta and

even Homestay experiences with the local people of Yogyakarta. This company is well known all around the world and is even a recommended travel agency in the travel guide book Lonely Planet.

6. WhatsApp Messenger

WhatsApp Messenger is a cross-platform instant messaging application that makes the exchange of text, images, videos and audio messages possible for users with different devices. Especially among users without unlimited text messaging or calling options, WhatsApp has become very popular. Besides the messaging functionality, WhatsApp also allows the users to create group chats and share their location (Rouse 2013).

In Indonesia, WhatsApp has become a popular application for instant messaging. Almost everyone in Indonesia uses WhatsApp today to exchange messages. Additionally, the provided group chat functionality means two or more people can share their messages within a group. This group chat gives advantages for a group communication and the phenomenon impacts people's communication systems with friends, family and even work. ViaVia Travel also takes part in using this WhatsApp group chat for their work-related communication. From this group chat, the research data has been sampled.