

CHAPTER I

INTRODUCTION

This chapter focuses on explaining the background of the study, the statements of research problems, objectives of the study, significance of the study, and the last is the scope and limitations of the study.

1.1 Background of the Study

As a social activity, every human being always communicates and interacts. Language is one of the means by which individuals and groups communicate. Language plays a crucial role in the process of social interaction. We can't live in a society if we don't speak the same language, as we need it to talk to others and share our thoughts. Because language is a means of interacting with others, in the sense that it can convey feelings, ideas, or concepts. The spoken or written language utilized in both languages. When communicating with other people, symbol sounds are necessary in spoken language. Language, according to Keraf (1994), represents the sound produced by vocal organs in humans that serves as a means of social communication. Two things are included in language: the meaning and vowels. Language is made up of vocal sounds that are produced by the human vocal organ and are heard as vibrations. whereas language means the content that is contained in the sounds that cause others to react or respond.

Kachru (McKay & Nancy, 2010) Additionally, the globalization of English has an impact on Indonesia's sociolinguistic situation. English, the well-known and most widely spoken foreign language, is becoming an increasingly popular foreign language in Indonesia. The social awareness that English is very important and useful in globalization has led to the need for it. Because they know more than one language, more than their mother tongue, and more than their official language, people in those countries create bilingual or multilingual environments. We refer to this phenomenon as bilingualism.

The ability to speak two languages is called bilingualism. Bilingualism might show up since individuals exploration and know the other language

alongside of their first language or first language. The bilinguals don't imply that the people ace the second dialects totally Scotton (2006). Bilingualism and multilingualism are common in Indonesia, where people are fluent in multiple languages. Multilingualism can also occur as a result of learning a foreign language, in addition to bilingualism.

In the multilingual community, speaker tends to mix from one code to the others, in which this is commonly called as code-mixing. According to Nababan in Udoro (2008) Code-mixing occurs when individuals use more than one language in conversation or speech without being forced to do so. "Code Mixing is the act of code-switching between languages at such a rapid and dense pace, even within sentences and phrases, that it is impossible to determine which language a speaker is speaking at any given time". Trudgill defined in Udoro (2008). Both spoken and written languages exhibit code-mixing. The research focuses on code-mixing in spoken language, such as reality television.

Bilingualism or multilingualism refers to the capacity to speak two or more languages. One of the countries where people can speak more than two languages is Indonesia. The majority of Indonesians understand and speak both Bahasa Indonesia, their native language, and their regional languages, like Madurese, Javanese, Sundanese, and so on. Not just provincial language and public language, some of Indonesians can dominate at least one unknown dialect also like English, Japanese, Korean, Arabic, etc. As a result, Indonesian society is known as multilingual. The study of sociolinguistics includes bilingualism and multilingualism, which results in changes in language. The degree to which members of a community that is bilingual or multilingual are proficient in the languages that are spoken there varies.

Because people being able to speak multiple languages, the phenomenon used as code mixing is well-known to bilinguals and multilinguals. They 2 switch or blend one language to another dialect. When it comes to communicating with others, bilingual and multilingual individuals switch or mix their languages for a variety of reasons. It includes talking about a specific topic, quoting other people, putting an emphasis on something, and using sentence connectors (Hoffman, 1993, p. 110). Code-mixers who are bilingual or multilingual frequently speak

two distinct languages simultaneously. According to Wardhaugh (2006, p. 1), Bilingual people are usually required to speak in one code, but they can also choose to switch between codes or mix codes, sometimes in very brief utterances, and start learning a new code. Any situation which grammatical and lexical terms characteristics from two dialects show up in the same sentence is considered code-mixing, according to Muysken (2000, p. 1). When conversing with another person, whether in a formal or informal setting, a speaker may occasionally insert portions of words from different languages, based on intra-sentential, contextual and situational conversation, code mixing is expressively purposing languages that are combined to increase social status or to keep the speaker's prestige in the society.

Based on the above terms, code mixing is the one we often encounter. Code mixing involves using more than one language. Fanani et.al. (2018) defines that "Code mixing is the utilization two dialects or more by embedding one language components into one more language component in one expression". It means that in one utterance there is one language in which there are inserts in the form of elements from other languages, so that there is a mingling of two languages in one expression.. This phenomenon is often found in everyday communication, whether it is spoken or written forms. Here, author will be Analysis about Code Mixing in conversation between sellers and buyers in Pasar Baru Kamal.

A market is a location where buyers and sellers meet to conduct business. A market is a place where buyers and sellers come to an agreement about an item that is for sale, and a transaction will take place there. The use of language in the interaction is almost impossible, with some exceptions. Humans cannot communicate without language, and communication can be flawless with language. Working, gossiping, and bargaining in the market between sellers and buyers are just a few examples of the many different kinds of interaction that take place in everyday life. as a form of communication that requires language, bargaining. One of the activities that involves two or more people discussing a single topic at the same time, in a specific location, and under specific circumstances is bargaining. People frequently use different kinds of language

(variety language) during the process of bargaining because sellers and buyers come from different places, have different backgrounds, live in different places, and have different social statuses than the speech that appears to be different, like: negotiating during the process in Pasar Baru Kamal.

Pasar Baru Kamal is one of the traditional markets in Kamal with a lot of activity. It is close to the author's house and is one of the traditional markets that is always crowded with buyers. This market is open from sunrise to sunset. Surabaya employs a large number of people from various regions, including natives and immigrants. Because Javanese is their mother tongue, the majority of them speak the language. A form of speech used by sellers to express their appreciation for the buyer is the Indonesian language. Madura is home to numerous tribes as well. They are the primary language of Madura, Indonesia, Java, and the remainder of East Java. Code mixing occurred as a result of conversations between sellers and buyers in Pasar Baru Kamal. One of the examples is:

“Jhuko’ cumi ini larang karena ukurannya besar, yang ini lebih murah tapi lebih kecil”.

English translation:

(“This squid is *expensive* because this is the big one, this one is cheaper but smaller.”).

For example, based on the example above, the seller used Indonesian as the original language, but he added another word, the word "larang" and “jhuko’” which is word from Madurese which means larang (expensive) and jhuko’ (fish). So, the communication called by code mixing. In addition, this research is important to study because it can increase the awareness and the knowledge for readers, especially those who have concerns about language, especially regarding the topic of code mixing which is closely relevant to bilingualism. So that the title **“AN ANALYSIS OF CODE MIXING BETWEEN SELLERS AND BUYERS IN PASAR BARU KAMAL”**.

1.2 Statements of the Research Problem

From the background of the study above, it is formulated the following research questions:

1. What are type of code-mixing between sellers and buyers in Pasar Baru Kamal?
2. What are the reasons of the sellers and buyers use code mixing in transaction?

1.3 Objectives of the Study

From the research questions above, the objectives of the study are as follow:

1. To describe types of code-mixing between sellers and buyers in Pasar Baru Kamal.
2. To explain reason people use of code mixing in conversation between sellers andbuyers in transaction.

1.4 Significance of the Study

By conducting this research, it is hoped that this research can provide theoretical and practical significance.

1. Theoretically, the results of this study should give an important and useful contribution to the field of linguistic, as information material for the development of linguistic pretoir, especially the development of the science of language. Besides, this study is also expected to give some significant information both for those who have an interest in sociolinguistics related to the study of one aspect of linguistic variation in depth, and also for those who are interested in the study of especially the interested in or focused on the field of language.
2. Practically, the present study the author hopes that this study can be helpful for readers and increase knowledge about various languages. Especially for students particularly students of English Department. Those who are interested in or focused in particular Sociolinguistics. This research is also expected to make easier for students to understand language variations, such as code mixing and code switching. So that they are more communicative and able to adapt language with the speaker. So, what they say can be understood by others. This research is

also expected to contribute for students to improve their English. They can use code mixing to practice their English when they talk to their friends or when they conducting transactions in the market. Finally, the author hopes that this study will serve as a resource for other researchers, particularly those working in sociolinguistics. Additionally, the purpose of this research is to encourage other researchers to conduct similar research in the future.

1.5 Scope and Limitation

This research is a sociolinguistic study focuses on analyzing the types of code mixing based on Muysken (2000) such as insertion, alternation and congruent lexicalization. To find out the reason why they used code mixing, the researcher uses the theory proposed by Hoffman (1991), to answer the second statement of research problems. In this study the research will analyze the conversation between seller and buyer in Pasar Baru Kamal. The researcher will also analyze the reasons why seller and buyer use code mixing in their conversation.