

CHAPTER I

INTRODUCTION

This chapter explains the background of the study, research questions, objectives of the study, significance of the study, and finally regarding the scope and limitations of the study.

1.1 Background of Study

Nowadays, many of countries use the English language as a second language. Many people need to be able to use the English language for communication, education, and other aspects. It is intended to get together people all over the world with English language. Based on Hamid (2016) English as a global language has an important rules in the international interaction. English dominates various aspects of international interaction. Although, English is not the language used by every country, English is the most widely used language (Fanani, Antunes, & Zico, 2018). Therefore, countries that do not have English as their official language tend to be able to communicate using two or more languages or in other terms bilingual. According to Deckert and Vickers (2011) bilingual is a person who uses two or more languages. One of the countries that has bilingual citizens is Indonesia (Kay et al., 2022).

Indonesia is known as a country that has a diverse culture as well as its language. So they will use more than one language (Masruddin, Nasriandi, Ermawati, & Hamdany, 2022). Code switching takes place as a result of cultural shifts in the majority. In order to be accepted by the majority culture, members of the minority community may switch to the dominant language or culture. Beside that, code switching additionally happens because of speaking with various people. This is particularly successful for speaking with various people, like family, companions, associates or clients. Minority communities are able to communicate effectively and connect with a wide range of people, despite language and cultural barriers, by

switching to new communication methods. As a result, we can see that code switching is very important for social communication, and that it can help multilingual communicate better.

The researcher focuses the research on the Sociolinguistics which is code switching. Code switching is identified as varieties of language according to their use. Based on Wardhaugh & Fuller (2015), code switching as choosing a specific code that is generally expected by individuals whenever they decide to talk and they may likewise choose to change starting with one code then onto the next even once in a while in extremely short expressions thus make another code. For example “*meeting hari ini kan membahas urgent agenda*” (today’s meeting will discuss about urgent agenda). From this example, we understand that people who are multilingual or bilingual are sometimes not aware that they included elements of code switching in their daily conversation.

In the tourism field, the use of code switching is becoming a trend among the public, especially employees in the tourism sector because employees working in this field are required to speak English or often use English at work, even though English in Indonesia is a foreign language (Silaban et al., 2020). Thus, English becomes a language that is frequently switching with other languages. Therefore, the phenomenon of code switching in this world is a natural thing. One of the uses of code switching is found in the conversations carried out by employee in KAHA tours and travels in Surabaya. Kaha tours and travels located in Gubernur Suryo No.1-3, Embong Kaliasin, Surabaya, East Java.

In communication between employees, it is undeniable that employees at Kaha tours and travels use 3 languages to communicate. The first is Indonesian, which is the official language in Indonesia used as an explanation by KAHA Tours and Travels employees to guests or clients or in formal way. The second language is English. This language is used by the company's employees when the guests or

clients come from abroad. While the last language is Javanese, this language is a regional language especially used by Surabaya residents. This language is often used by residents for daily conversation, especially by employees of KAHA tours and travels. Therefore, in daily conversations in daily conversations conducted by employees of KAHA tours and travels, it can also help employees speak English or improve their English skills. This phenomenon leads researchers to find out the code switching used by KAHA tours and travels employees.

In this research, the researcher explains one of the tour and travel services which located in Surabaya, the name is Kaha tours and travels. The researcher chooses this research object because tour and travel services are engaged in tourism services where employees may use code switching between English and Indonesian and in this company, there are multilingual societies. They come from various regions thus the researcher found some code switching in the employee conversation in Kaha tours and travels

The researcher is interested in researching this code switching because there are many things behind the existence of code switching in Indonesia such as cultural identity and practical communication. The cultural identity in here means that code switching can be a way for some of employees to communicate their social personality and affiliations. It permits them to associate with their legacy, nationality, or local area, particularly when certain ideas or feelings are better conveyed in their local language. this is because employees of KAHA tours and travel employees come from various regions. Practical communication in here means that Code-switching can be a useful practical of communication in environments that are bilingual or multilingual, especially when some terms or ideas are better expressed in one language than in the other. In other words, the employees at this company use code switching when working because it makes it easier for employees to understand and understand the meaning of these words. Also, code-switching might be a common

practice among employees, and newcomers might adopt it to fit in with the group or follow social norms established within the organization.

Based on the explaining above, the researcher is interested to conduct research entitled “An Analysis of Code Switching Used by Boss and Employees In Kaha Tours And Travel Company At Surabaya”.

1.2 Research Questions

Based on the background above the problem statement that the researcher formulates are:

1. What are the types of code-switching used by boss and employees in Kaha tours and travels company in Surabaya?
2. What are the reasons of code-switching used by boss and employees in Kaha tours and travels company in Surabaya?

1.3 Objectives of the Study

Based on the research question above, the researcher provided to propose the objective of the research as follows:

1. To describe the types of code switching used by the boss and employees in Kaha tours and travels company in Surabaya.
2. To explain the reasons of code switching used by the boss and employees in Kaha tours and travels company in Surabaya.

1.4 Significance of the Study

Dealing with the previous discussion, this research has some benefits and significance in both theoretically and practically. Theoretically, the result of the study contribute to linguistic science in the field of Sociolinguistics, especially on code

switching. Practically, the result of the study will be beneficial for the next researcher to enrich their references about code switching.

1.5 Scope and Limitation of the Study

The scope of the study is Sociolinguistics. It focuses on analysing the types of code switching which proposed by Poplack (1980) and the reasons of code switching which proposed by Hoffman (1991). The study focuses on the conversation that consist code switching in KAHA tours and travel company in Surabaya. The limitation of the study is on the conversation of four employees of KAHA tour and travel and one boss of KAHA tours and travel since 23 July 2023 – 28 July 2023.