ANALYSIS OF CODE SWITCHING AND CODE MIXING PERFORMED BY VIAVIA TRAVEL'S STAFF YOGYAKARTA ON THEIR WHATSAPP GROUP

Junita Pandiangan[1], Agustinus Hary Setyawan[2]
University of Mercu Buana Yogyakarta
[1]nitapandi@gmail.com
[2]agustinushary@gmail.com

Abstract

The aim of the research is to analyze the Code Switching and Code Mixing that is performed by ViaVia Travel's staffs. The staffs use Code Switching and Code Mixing in their daily conversation on their WhatsApp group. The focus of the research is to find the types of Code Switching and Code Mixing that are found on the WhatsApp group by the researcher. Furthermore, the researcher analyses the reasons why ViaVia Travel's staffs use Code Mixing and Code Switching. This research uses qualitative methods to analyze the data which is obtained from the conversation history stored in the researcher's personal computer. To conduct this research, the researcher uses several theories from different sociolinguists.

Keyword: Code Switching, Code Mixing, Whats App Conversation, Bilingual, Multilingual

INTRODUCTION

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 to 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 with 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 is 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 lands. 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 happen quite often in their communication, especially on their WhatsApp group related to their job.

Their conversations get the interest of the writer to find out: why do the participants of that group not use full English or Bahasa Indonesia? Why do they mix their language? Is there any classification of Code Switching and Code Mixing from their conversations?

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 article 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.

Code Switching in Written Text

Analyses of Code Switching and Code Mixing have happened a number of times in the past. Sebba, Mahootian, and Jonsson (2012) give an overview of different analyses of various sources of written text. The compiled analyses use different approaches and theories to examine cases of Code Switching and Code Mixing in written sources. Most analyses on written text have often been focused on literature. With the rise of the internet, researchers have also begun to analyze new forms of written text, such as online chat and instant messaging. From their research, it can be concluded, that written conversation (e.g. online chat and Instant Messaging) is similar or at least very close to the spoken conversation. As Kristin Vold Lexander states, this new type of communication enabled through technology shares "a number of features with spoken language and […] has been described as 'talking in writing'". She further concludes, that "instant messaging resembles conversation, with short answers, quick exchange and references to body language" (Sebba, Mahootian, and Jonsson, 2012:149).

The research on spoken conversation has already generated many established theories. Combining this with the found similarities between spoken and written conversations (as in online messaging) leads to the conclusion that the type of written data used in this research is best analyzed using theories on Code Switching and Code Mixing in spoken conversations.

Definition and Types of Code Switching

According to Holmes, in the context of sociolinguistics, language can be referred to as variety or code. In this term, variety is a set of a language used in a specific social context (2013:6). This means, that the language, or code, that we use to communicate with others has different varieties based on the social context in which it is applied. In comparison to that, Wardhaugh (2006:9) stated, that a system used by two or more people communicating with one another in speech, can be called a code. Moreover, he also added that most of the time, the code may be called language. Therefore, a system of communication that people use to communicate with others is called language or code. He explained that it is unlikely that someone only uses one code or language in communication. People tend to shift from one code to another. They tend to choose a particular code, even in the same language, in their communication in order to provide an appropriate meaning based on the situation and the person they are talking to (Wardhaugh, 2006:88). In this part, Holmes agreed as she stated people use different styles of language in different social contexts. These situations cause people to shift or switch their language. Therefore, the shifting or switching from one particular code to another particular code can be referred to as Code Switching even in a monolingual community. However, in this work, the writer will focus on the Code-Switching in bi- or multilingual communities.

Holmes (2013) named different types of Code-Switching that can occur depending on the situational context of the conversation.
1. Switching for affective functions (Aff)

To reduce a message to its affective meaning, people may switch their code in order to exclude the listener from the actual content of the message. This type establishes only a partial boundary between the participants because the person performing the code switch still wants the listener to understand the emotional part of the message. School children may for example curse at the teacher in a local language or code that the teacher doesn't understand. Even though the teacher

won't know the meaning of what was said, he will understand the way that it was said and whether it was meant as an insult or not. While this type of code switch will often be used to transfer negative emotions it is not limited to that and may also be used for joking or humorous anecdotes.

2. Metaphorical switching (Met)

When people code switch to make use of the associated social meanings of certain words or languages, it is called metaphorical switching. In many cultures and communities, a certain language is considered to be more formal and related to business while another is more commonly used in everyday conversations. A speaker will use metaphorical switching between those languages to associate him with both of them and to define his identity within a group. In an example given by Holmes, a businessman creates closeness to the community by using the local language while establishing his identity as a professional through the use of a business associated language. Metaphorical switching requires rhetorical skills and can be used by a person to cross the boundaries between different identities.

3. Lexical borrowing (Lex)

The skills of the learned languages of bi- and multilingual speakers often naturally differ from the skill they possess in their first language. This difference of skill can lead to borrowing of single words from their first language when there is a lack of vocabulary while talking in a second language. Another type of lexical borrowing happens when there is no equivalent word in the second language. If the exact meaning is important, then a word of the first language may be borrowed by the speaker. Lexical borrowing reduces the boundaries of a conversation because the speaker can form complete sentences even with a lack of vocabulary. That will make it easier for the listener to understand the meaning, even if he may not know the borrowed word himself. In an ideal case, where both participants are bi- or multilingual in the same languages, lexical borrowing can eliminate the boundaries of one language used in the communication by combining the vocabulary of the shared languages. However, this case goes beyond the common definition of lexical borrowing and rather refers to the term of Code Mixing as discussed in the next section.

Definition and Types of Code Mixing

According to Wardhaugh, Code Mixing generally is the same as Code Switching. He mentions that "code-switching (also called code-mixing) can occur in the conversation between speakers' turns or within a single speaker's turn" (2006:104). That means the Code-Switching happens when the second person in the conversation switches their language to a different language than one of the previous speakers. Alternatively, it may also be the first person in the conversation that, while talking, will switch from one language into another language.

Even though Wardhaugh describes the two terms as synonymous and they are often used that way in the literature, Sridhar and Sridhar define a clear difference between Code Mixing and Code Switching. They stated, Code Mixing only happens within single sentences and is defined by the transfer of words or phrases from one language to another (1980:3).

According to Muysken, there are three types or patterns of Code Mixing. They are insertion, alternation and congruent lexicalization. Here the writer will try to elaborate on each of them.

1. Insertion (In)

Insertion is quite similar to the Code-Switching type of lexical borrowing. Muysken stated they can be distinguished by the type and length of the inserted item. In the lexical borrowing, the inserted item may only be a noun or idiom while in the insertion it would be a noun phrase. In insertion, the grammar of the sentence is determined by one language and an element from another language or code is inserted into the sentence. In this type of Code Mixing, there is no grammar change within the sentence and it has the same meaning even though there are embedded words.

2. Alternation (Al)

Alternation is comparable to Code Switching within an utterance with the difference that it happens in a single sentence. This pattern of mixing happens in one sentence which consists of two clauses of different languages. The grammatical structure of the two clauses differs for this type or pattern of mixing.

3. Congruent lexicalization (Cl)

This pattern concerns the grammar of the two languages that are used within a sentence. It requires a shared grammatical structure for the used languages. That means a certain element of grammar exists in both languages which can be used to connect different clauses without changing the meaning or grammatical structure in either language. This pattern requires the speaker to possess a high level of language proficiency because elements of the different languages may be used randomly.

The Reasons Why People Switch and Mix Code

Even though the types of Code Switching and Code Mixing differ from each other, the triggers and reasons that cause them are the same. Therefore, in this section, there is no distinction between the reasons for Code Switching and Code Mixing. As Holmes stated in her book, sometimes people switch their code or language when there is a certain situational change. (Holmes, 2013:35). Holmes refers to four aspects that can trigger a switch of code. They are as follows:

1. Topic

Bilinguals often find it easier to discuss particular topics in one code rather than another (Holmes, 2013:37). This causes someone to switch or mix his or her code or language from one language to other. Holmes also added that "for many bilinguals, certain kinds of referential content are more appropriately or more easily expressed in one language than the other" (Holmes, 2013:37).

2. Participant (Par)

This situation requires the current two or more speakers to switch their code or language if a new member arrives who does not speak their language. For example: If two Javanese people, who also speak English well, are talking to each other and suddenly a German, who does not speak Javanese, joins the conversation, the Javanese people will automatically switch their language in order to let the German join and understand the conversation.

3. Solidarity (Sol)

Holmes gives an example in her book, how a Maori greeting is used to show solidarity with another person. Even though the conversation will be held in English, the Code-Switching to greet a participant in their language shows respect and expresses solidarity towards them. This switch is often called a language tag which serves as an identity marker (Holmes 2013:35).

4. Status (Stat)

Holmes explained how status can actually cause people to switch code or language in their communication. She already explained in the first chapter of her book that status defines the relation between two speakers who have a conversation. The relationship of the speakers can define how serious or formal the conversation will be. As examples of conversations defined by the status of the participants serve the communications between doctor and patient, teacher and student, student and student or teacher and teacher. The status of the speakers in each situation will be reflected by the code that they use in communication.

METHODOLOGY

Research Design

The type of this research is a qualitative research. According to U. Flick, qualitative research is purposed to know the world better, understand, describe and explain the phenomenon that is happening (2007:10). This can be done in three ways. One of them is by analyzing documents (text, images, film or music) or by experiencing and interacting with the world itself. Muhammad in Muhammad (2014:31) also stated that communication is one of the phenomena that can be the object of qualitative research.

Data and Source of the Data

According to Wasito (1995:69), based on the resource, data can be divided into two types, they are primary and secondary data. The data of this research can be identified as primary data as the researcher is the one who collected the data. The data is taken from the WhatsApp group chat of the ViaVia Travel. ViaVia Travel is one of the travel agencies in Yogyakarta and is located in Jalan Prawirotaman. There are three front officers and two managers in the WhatsApp group. They each have their own tribal language but as they are all Indonesian they also speak Indonesian and are able

to speak English as their job requires them to deal with people from all around the world in the English language. The data of the research is non-verbal data in the form of written sentences or conversations on the WhatsApp group of ViaVia Travel. The WhatsApp group is used by the staff to communicate with each other regarding the tours or their daily duties and activities. The staff also gives important information through this group exchange, solving problems and discussing topics related to their work.

Furthermore, the style of the sentences on the group is quite varied. Sometimes they use formal sentences, sometimes informal and the languages used range from Javanese, their local language, to Bahasa Indonesia and English. However, this analysis only focuses on Indonesian and English and the switches of these languages as the data of the research.

Research Instrument

In this research, the researcher is the one to do the analysis and can be considered the main instrument. Besides that, the researcher used her computer as the research instrument. The researcher received the history of the group chat through email. Therefore, the data is stored and analyzed on her computer. However, all the staff of the company, including the managers, have the WhatsApp App in their phone and with it a copy of the group chat history.

Data Collecting Technique

According to Muhammad (2014:194), there are three techniques to collect data in qualitative descriptive research; they are observation, interview, and introversion. The data collecting technique used in this research is observation. The researcher has observed the data from the WhatsApp group of ViaVia Travel's staffs when she worked there as they used the group chat for their communication.

Data Analysis Technique

According to Prastowo, data analysis in qualitative research is a systematic process (2012:54). The analysis started with the observations of the researcher and continued to the collection of the data and the analysis with regards to the proposed research questions. The process of collecting the data can be divided into four steps, they are: 1) Reading the data, 2) Selecting the data, 3) Categorizing the data and 4) Analyzing the data.

FINDING AND DISCUSSION

Based on Holmes theory that is used to analyze the data from the WhatsApp group chat of ViaVia Travel, there are three types of Code Switching. They are switching for affective functions, metaphorical switching, and lexical borrowing. In total, 70 utterances were used for the analysis.
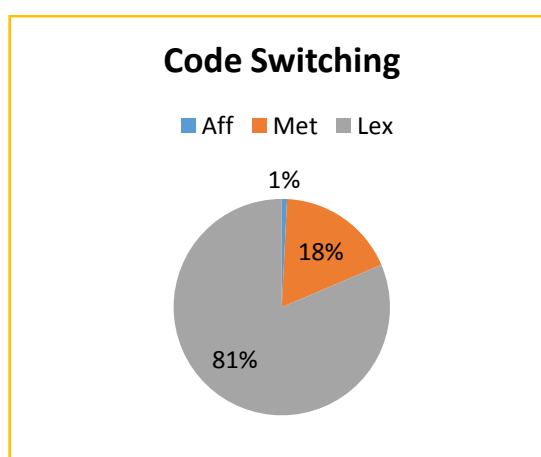

Figure 1. Percentage Chart of Code Switching

As can be seen from the pie chart above, the result shows that there is only one datum (1%) categorized to be the type of switching for affective functions. This type of switching means to show or reveal feelings of the speaker. However, people usually tend to show their feelings in a verbal way. Therefore, there is only one datum in the analyzed sample on which this theory applies. Furthermore, this theory might be more applicable to different contexts outside of a working

environment. The result also shows that there is 18% of Code-Switching that can be categorized as metaphorical switching. In this case, the data that is categorized to be the metaphorical switching is from when the members of the group chat switch their language for the professional context of their communication. The switches that are happening in this type are all related to the tours that they are selling at the travel agency. Even though the speakers can find the translation in Indonesian, they are still required to use English to refer to their tours or otherwise it will create confusion. The results from the analysis also show that 81% of the analyzed code switches are of the lexical borrowing type. In these occurrences, the switching is simply used to substitute an Indonesian word. Therefore, they are categorized to be the third type of Code-Switching which is the type of lexical borrowing.

In addition to the analysis of Code Switching, the researcher used Muysken's theory to analyze the types of Code Mixing that occur in the group chat of ViaVia Travel. The results are summarized in the pie chart below.
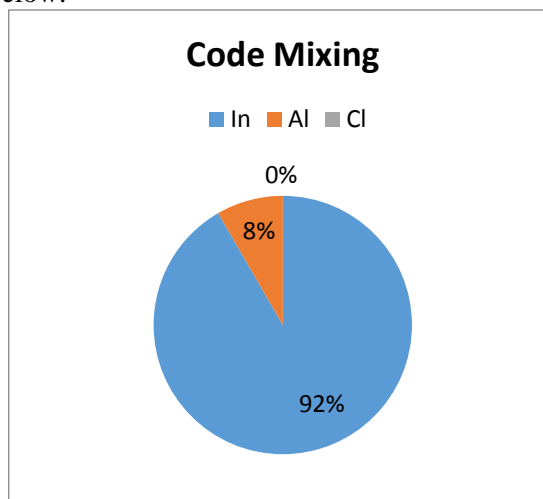

Figure 2. Percentage Chart of Code Mixing

From the chart above, it can be seen that the result for congruent lexicalization shows 0% for the utterances that happened in the group chat of ViaVia Travel. This type of Code Mixing allows two languages to share a grammatical structure in one sentence and both languages can be used either way, in this case, that would be Indonesian and English. However, Indonesian and English have very different grammar and very rarely share a common lexical structure and can therefore not commonly be used to replace each other without a change in grammar. This can also be seen from the conducted analysis, as the result does not show any data that can be categorized into this type of Code Mixing. From figure 2 it can also be seen that 92% of the data can be categorized as the type of insertion. This type of Code Mixing happens in the form of inserting phrases into a sentence without changing the meaning of the matrix sentence. The final result that can be seen from this pie chart is that 8% of Code Mixing occurrences are of the type of alternation. This type of Code Mixing happens when the language of a sentence gets replaced by another language halfway through the utterance.

Figure 3 shows the result of the analysis for the reasons for switching and mixing language that occurred in the group chat of ViaVia Travel.
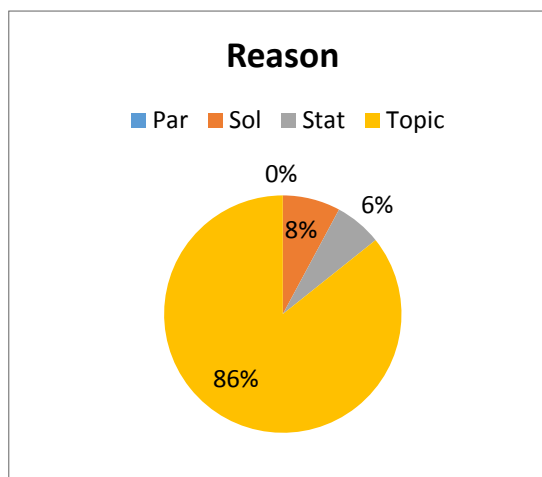
Figure 3. Percentage Chart of Reason for Code Switching and Mixing

From the pie chart above, it can be seen that the topic is the most found reason to switch or to mix code. From the analyzed data, 86% of utterances belong to the category of the topic. Through the analysis, the researcher found that most of the time the group members switch their language when they are talking about a certain topic. In this case, most of the discussed topics are related to their work, such as tours that they are selling to their customers. The members of the group also often discuss problems that happen when they are dealing with their customers. Therefore, they have to switch or mix their language in order to avoid misunderstandings among them. It is easier for them to use code that they are accustomed to even though they might be able to find a similar code in Indonesian. Furthermore, figure 3 also shows that in 6% of the utterances, status causes the members of the group chat to switch or mix their language. As the researcher has mentioned before, two of the members in the group are managers at the company. Therefore, the managers sometimes switch or mix their language in order to emphasize a certain action that the front officers have to do. In this switching, the managers show their authority on giving the commands. By emphasizing a certain action, the managers relate to their work environment which is a formal situation. Due to the close relationships between the participants, the managers do not do it as often as might be expected in the given environment and sometimes they switch their language for a friendly greeting before giving a command in their utterance. Friendly greetings indicate the speaker wants to decrease the distance of the existing status between the participants. The switching happened in the greeting instead of the certain action. This reason for switching and mixing language due to solidarity can also be found in the pie chart and shows a result of 8%. The lowest percentage that this pie chart shows is 0% for the reason of participation that causes people to switch or mix their language. The members of the group are consistent, three of the front officers and two of the managers, and no new participants join the group. In addition to this, there is no person who does not speak the same languages as all the other members of the group. Due to this, this reason does not encourage the members of the group to switch or mix their language and can therefore not be found in the analyzed data.

CONCLUSION

After analyzing the group chat history from ViaVia Travel Agency, the researcher can conclude the analysis that among all types of Code Switching and Code Mixing, the most often used type is lexical borrowing. The theory presented earlier described the fact that a person who masters two languages (bilingual), tends to shift from one language to another language more often and fluently. Based on this theory, it can be seen that ViaVia Travel's staff are accustomed to switching their code or language by borrowing lexical terms from English to include it into their Indonesian utterance. They are speaking in English every day with tourists from all over the world who visit their office but at the same time, they are still actively speaking in Indonesian to other colleagues at the office. Therefore, they get used to switching their code by taking words or expressions of one code to use it in the other, which is defined as lexical borrowing.

Besides the types of Code Switching and Mixing, it can be also concluded that the most common reason for performing Code Mixing and Code Switching. In the analysis, the researcher

found that the topic is the most used reason for ViaVia Travel's staff to switch and mix their language during their communication in the group chat. The communications are all related to their work which is providing travel and tour services that are written in English. Moreover, the amount of time that they spend communicating with foreign guests and tourists is quite high which leads to them knowing many words that are related to the topic of tourism. This then becomes the reason for them to switch and mix their language.

In this era, there are many new types of exchange between people such as social media platforms. On these platforms, different types of conversations occur from private exchange to public direct conversations and public posts and comments that turn into conversations. These new means of communication are likely to bring various types of Code Switching and Code Mixing with them. Therefore, the following research can focus on the analysis of these new forms of conversation.

REFERENCES

Astuti, Mini. 2007. *An Analysis of Code Switching Performed by the Staff and the Foreigner Guests of "Istana Griya" Homestay in Surakarta.* Surakarta: Teachers Training and Education Faculty, Sebelas Maret University of Surakarta.

Cakrawarti, Dias Astuti. 2011. *Analysis of Code Switching and Code Mixing in the Teenlit Canting Cantiq by Dyan Nuranindy.* Semarang: Faculty of Humanities Diponegoro University

Chaer, Abdul, and Leonie Agustina. 2004. *Sosiolinguistik: perkenalan awal*. Jakarta: Penerbit PT Rineka Cipta.

Fišer, Darja, and Michael Beißwenger, eds. 2017. *Investigating Computer-Mediated Communication: Corpus-Based Approaches to Language in the Digital World.* Ljubljana: Ljubljana University Press, Faculty of Arts.

Flick, Uwe. 2007. *Designing Qualitative Research*. London: Sage Publication.

Gulo, W. 2007. *Metodologi Penelitian*. Jakarta: PT. Grasindo.

Holmes, Janet. 2013. *An introduction to sociolinguistics*. Abingdon: Routledge.

Muhammad, 2014. *Metode Penelitian Bahasa*. Yogyakarta: Ar-Ruzz Media.

Mulyani, Nopita. 2011. *Code Mixing Analysis of the Judges Comments and the Host Utterances on Five Episode of Workshop Round in Indonesian Idol Singing Competition Season 6.* Jakarta: Faculty of Adab and Humanities, State Islamic University Syarif Hidayatullah.

Muysken, Pieter. 2000. *Bilingual Speech: A Typology of Code-Mixing*. Cambridge: Cambridge University Press.

Paauw, Scott. 2009. *One Land, One Nation, One Language: An Analysis of Indonesia's National Language Policy.* In University of Rochester Working Papers in the Language Sciences Volume 5 Number 1. Rochester: Department of Linguistics, University of Rochester.

Prastowo, Andi. 2012. *Metode Penelitian Kualitattive Dalam Perspektif Rancangan Penelitian.* Yogyakarta: Ar-Ruzz Media.

Romaine, Suzanne. 2000. *Language in Society - An Introduction to Sociolinguistics*. United States: Oxford University Press Inc.

Rouse, Margaret. 2013. *Definition - WhatsApp*. Retrieved July 14th, 2018, from *http://searchmobilecomputing.techtarget.com/definition/WhatsApp*.

Sebba, Mark, Shahrzad Mahootian, and Carla Jonsson, eds. 2012. *Language Mixing and Code-Switching in Writing - Approaches to Mixed-Language Written Discourse*. New York: Routledge

Sobariyah, Emi Zulfiati. 2017. *An Analysis of Code Switching and Code Mixing in the English Teacher's Utterances in SMA N 1 Seyegan*. Yogyakarta: Mercu Buana University of Yogyakarta.

Trudgill, Peter. 2000. *Sociolinguistics: An introduction to language and society*. London: Penguin Books.

Wardhaugh, Ronald. 2006. *An introduction to sociolinguistics*. Malden: Blackwell Publishing Ltd

Wasito, Hermawan. 1995. *Pengantar Metodology Penelitian*. Jakarta: Sun Printing.