

# English Code Switching in Indonesian Language

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**Abstract** There is a growing phenomenon, worldwide, of inserting English words, phrases or expressions, into the local language: this is part of the acceptance of English as current world language. Indonesia is experiencing the use of this mixture of language when using either their own Indonesian or local language; English words, phrases and expressions are inserted into conversations and written expressions. The incorporation of foreign language words or expressions into a local language is conducted in a variety of events by different sectors of the community. It is carried out by people who have varying levels of familiarity with both the local and a foreign language or languages. This article discusses the use of language mixture in Indonesia and investigates the use of English words and phrases inserted into Indonesian language.

**Keywords** Code Switching, Foreign Language, Insert, Indonesian, Local Language

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## 1. Introduction

Indonesia used to be colonized by the Dutch but nowadays most old people who tried to maintain their status by speaking the Dutch have passed away. The Dutch is then never heard in Indonesian soils anymore. Instead the pride foreign language learnt or used now is English. So quite a few young people, especially educated and living in the city, are able to speak English or utter some English words or phrases inserted into their spoken language. However, in Indonesia at present at least people are able to speak two languages, that is, Indonesian as their lingua franca and local language as their mother tongue. When they communicate, they speak Indonesian with a local language such as Sundanese and occasionally mixed with English. Among the local community they may communicate in their local language with Indonesian or even English words or phrases inserted.

Some English slogans, sayings or terminologies recently are found along with the situations that happen in Indonesia recently such as: live streaming, Save KPK Save Indonesia, mark-up, brand, distributor, offline, online, flashback, and

hijab. These words and phrases are not Indonesian but they are found in newspaper articles and in formal speeches made by Indonesian high ranking officials or ordinary people. Other words or abbreviations such as toilet, male, female, CV (for Curriculum Vitae) and HRD (for Human Resource Development) are already familiar to Indonesian people: they are written as placards, signs or labels which stick to doors, desks or places in need of identification in Indonesian public buildings or areas.

The insertion of English words into Indonesian language is used for a number of reasons, one of which is to provide a solution to the complexity of translating English into Indonesian language. It takes a number of words to transfer the concepts or to explain the meanings of certain pieces of English words into Indonesian.

Code mixing of English may be found in original form in that English words or phrases as they are without the process of change of words in forms or sounds. The code mixing can be found through hybridisation of language which undergoes the process of change of language elements. This idea of hybridisation is suggested by McArthur [21] which includes loan words, interference, and code switching. Hybridisation is defined by Sanchez-Stockhammer [23, p. 133]: as a process whereby separate and disparate entities or processes generate another entity or process (the hybrid), which shares certain features with each of its sources but which is not purely compositional.

He [23] further suggests that there are some levels of hybridisation ranging from the basic level of language, that is, sounds through to the levels of words (morphemes and words), Level of Fixed Constructions (Collocations and Idioms), Level of Syntax (Phrases, Clauses and Sentences), Level of Text (Texts, Text Types and Genres), Level of Individual Languages, and Level of Communication. The origin of hybridisation as from borrowing, mixing, and translating is suggested by [1] which then triggers the concepts of *acculturation*, *assimilation*, and *creolisation* in linguistics.

Acculturation is originally defined as the cultural change process that occurs when individuals from two cultures come into contact with one another (Redfield, Linton, & Herskovits, 1936 cited in [22]). It is the process of adopting the cultural traits or social patterns of another group [10].

Assimilation is the process by which a sound becomes similar to an adjacent or nearby sound [25]. For example, the prefix 'me' in Indonesian may become 'meng' or 'men' or just 'me' depending on the word with which it is combined. So, there will be 'mendefinisikan', 'mengasosiasikan' and 'memaximalkan'. Creolisation refers to languages created as a result of contact between two or more peoples, as happened between Africans and Europeans on American soil [15]. Creolisation is defined as the language mixed between a coloniser's language and the indigenous language of the colonised.

A great number of researches on code mixing in have been conducted in many different countries. Code mixing is used in advertisements as in India researched by Natkare [19] in Thailand by Chantarotai [6]. The first study finds that the English use in Indian advertisement plays a role as persuasive strategies to promise and assure the buyers; while the later study suggests that the use of code mixing in advertisements has significant impact on product knowledge and understanding, attitudes towards language and product image.

Other researchers made an investigation on the role of motivation in the use of code mixing [3] [18] [13]. While the first two studies suggest that motivation plays the role in the use of code mixing, the last study by Luke [13] suggests that code mixing identify the identity of the language users, as historically, there are those with monolingual Cantonese who are mostly old people and bilingual who are younger people who have experienced their British colonial education system which set their English as medium instruction.

In relation to motivation, Myers-Scotton [18] identified three types of code switching. Those are: Code Switching as an unmarked choice, Code Switching as a marked choice and Code Switching as an exploratory choice. Maintaining structural cohesion is one reason why code switching is used as suggested by Angermeyer [3] who noted that bilinguals insert a single word or a phrase in a different language into an existing sentence. This is similar with what was found by Chad Nilep [20] who suggests that code mixing is used for identity maintenance. Gumperz [8] found that speakers use code switch to signal a level of certainty or a change of topic. Some studies by [4] [2] [27] even suggest that speakers use code switching because their language ability is insufficient.

Muysken [7, p.3] differentiates the process of code mixing into three categories: Insertion of material from one language into a structure of the other language, alternation between structures from languages, and congruent lexicalization of material from different lexical inventories into a shared grammatical structure.

In another instance, Hoffman [15, p. 112] differentiate five types of Code Switching based on the juncture or the scope where language takes place: 1. Emblematic, 2. Intra-sentential, 3. Inter sentential, 4. Establishing continuity with the previous speaker, and 5. Involving a change of pronunciation.

To focus this research on the use of English words which are known as code mixing or language mixing in Indonesia, I

chose to address the research questions such as:

- What type of code mixing of English is commonly used in Indonesian?
- When do Indonesians use code mixing of English?
- Why Indonesians use code mixing of English? and
- How do Indonesians use code mixing?

## 2. Methods

English code mixing in this article is one of the results of research on workplace English in Indonesia. My study uses semi-structured interviews – part of an ethnographic method as the main inquiry – together with multi-research methods: textual analysis, inductive data reduction, survey research, hermeneutics, phenomenology and auto-ethnography. Thus, an eclectic method – bricolage and being a 'bricoleur' – [24] has been applied in order to obtain the best possible outcome for the study.

The respondents were 11 workers in four big different types of companies which represented the companies where university workers find their jobs. The four different types of companies under investigation were multinational, foreign state and private companies. The interview was then transcribed and finally analysed using IRD (Inductive Data Reduction) technique [11]. Other data were taken from documents which were found in the internet and printed newspaper as well as supplied by workers.

I also use observation as additional method of research. The auto-ethnographic principle as a person who lives in Indonesian community and speaks with my Indonesian, local language (Sundanese) and English with friends, colleagues and relatives in informal as well as formal situations.

## 3. Result and Discussion

The result and discussion is focused on answering the research questions formulated in the beginning chapter. The following sections address each of these questions.

### 3.1. The Types of English Code Switching Used in Indonesia

There are many different types of English code switch inserted in daily communications amongst Indonesians. They range from the interaction in a formal speech through to an informal chat. In a written format, the English code switch can be found anywhere from short messages (SMS) through to a newspaper or magazine articles. If I have a look through the social media, for example, some of the words written as 'status' or 'news feed' on *Twitter* or *Facebook* are in English. Street protesters use English words and phrases because they short and do not require a large space to write their messages, and more importantly, their messages can be understood worldwide because they are written in English – as an international language.

The same can also happen to workplace communication in Indonesia. The English code switch is used on almost any occasion where communication happens in written or spoken forms as in a formal meeting, informal lunch conversation, in a formal business letter, instructions, placards or written announcement.

Using data relating to the frequency of the use of code switch in Indonesian workplaces collected, I constructed a grid recording the frequency of occurrence of types of English words and phrases used in the Indonesian workplaces that were investigated.

I note from this that the use of English code switch, in general, in advertisements, and in English terminologies in the workplace dominated over other forms in my case study; however, it was only used extensively in the private and foreign companies where excellent English language facility was not required.

The English code switch is more frequently found in particular Indonesian workplaces: private and foreign companies. Workers in the private company involved in the case study admitted to rarely using English; however they unavoidably have to use some terminologies in English as slogans used to motivate them at work – a use of English that has been found most effective. A private company is the most commonly sought workplace in which university alumni seek employment.

Despite the foreign company under investigation in the case study happening to be affiliated to a Japanese company, English is nevertheless used to communicate with expatriate Japanese either working in or visiting the company. Some English language was used together with a small amount of Japanese code switch; interestingly, the code switch of both languages was found to be more concise than using translations into Indonesian.

The multinational company proved to be a different case altogether: in this company the English code switch was scarcely: it is standard in this company for English to be used there for business purposes in the form of complete utterances. During lunch breaks when local workers

informally speak the local language in a multinational company I would presume, from my experience in other workplaces in Indonesia, that the English code switch would certainly be used; however, the nature and focus of my research did not enable me to explore this issue further.

The multinational company’s requirement of virtual bilingualism removed the need for the intensive code switch; in fact, in that company where English has been used as a normal language for business, only a few instances of the English code switch were detected

I saw the use of the English words and phrases in the private company as a means of compensating for the infrequent deployment of English as complete utterances in the Company. The non-requirement of English, overall, reduced the demand for the English full competence; however, I noted that a limited code switch was being introduced in the monthly sessions where a few English terms and phrases were being interspersed informally as part of the development of social relations between workers.

From informal chats with alumni worker via the social media, I found that similar phenomena occur in their workplaces. In their companies, English is used only to identify positions or particular terminologies; helpfully, they provided me with samples of the English words often used in the two companies where they work – one an insurance company; the other in the Quality Control Department of a telecommunication company; these words are contained in Table 1.

From the Table, I note that the words used are terminologies commonly found in the English-speaking business world; they are most likely to be used in the Indonesian setting because:

- these terminologies are already familiar to users;
- it is difficult to translate these words; if we insist in translating those words, it may take long explanation; and
- it is difficult to find the equivalent words in the local language.

**Table 1.** English Terminologies Used In Different Companies

Insurance Company		Quality Control Department of Telecommunication company		
<ul style="list-style-type: none"> <li>• auto debit</li> <li>• board of director</li> <li>• dealer/showroom reward</li> <li>• deputy director</li> <li>• down payment</li> <li>• early termination</li> <li>• history payment</li> <li>• joint finance</li> <li>• over credit</li> </ul>	<ul style="list-style-type: none"> <li>• overdue</li> <li>• principle outstanding</li> <li>• purchase order refinancing</li> <li>• refund</li> <li>• semi lease back</li> <li>• take over</li> <li>• waive penalty</li> </ul>	<ul style="list-style-type: none"> <li>• activity plan</li> <li>• annual report</li> <li>• application letter</li> <li>• date of hire</li> <li>• director of administration</li> <li>• due date</li> <li>• follow up</li> <li>• general affair</li> <li>• general manager</li> <li>• heavy equipment</li> <li>• management trainee</li> </ul>	<ul style="list-style-type: none"> <li>• manpower requisition</li> <li>• master data medical check up</li> <li>• monthly review</li> <li>• offering letter</li> <li>• human research development</li> <li>• Identity card</li> <li>• internal audit</li> <li>• job evaluation</li> <li>• job fair</li> </ul>	<ul style="list-style-type: none"> <li>• on the job training</li> <li>• pending job</li> <li>• quality control</li> <li>• recruitment candidates</li> <li>• renewal contract</li> <li>• resignation letter</li> <li>• soft copy</li> <li>• team leader</li> <li>• weekly meeting</li> <li>• weekly report</li> </ul>

If I have a look the categorization by Hoffman [9] above, I can find that the type of code switching used above is Intra-sentential. Hence, English words and phrases are inserted into utterances in a form of sentences. Here are examples of the English code switching:

M: Kayak **confirmation letter** misalnya kalau kita **booking hotel** itu emalnya menggunakan Bahasa Inggris. (Just like letter confirmation when we book a hotel the email is written in English) (FCwa.23)

Even orang produksi mungkin kita ngomong PDS yah istilah istilah yang dipakai pun eh apa istilah nya campur baur yah. kayak production design sheet. It's common thing yah jadi PDS nya mana?

(Even the production people when we talk about PDS the terminologies used are mixture of (bahasa and English) just like production sheet. It's a common thing to say where is PDS?) (FCmn.20.2)

The code switch of English is also found in the local language used in Indonesia. The following image is a proof:



Source: from a friend

Figure 1. A Board Advertisement on Mobile Services

There are some English words which are written with careless and incorrect spellings written on the advertisement board above. Those are: menu, cell, ngecas (should be nge-charge – nge is a prefix that forms a verb), SIM (for SIM card), memory, sinyalnya (for signal nya – nya is a suffix that forms a noun), cas (for charge and di is a prefix that forms passive verb), trackpad (for track pad), trekbball (for track ball), mic (for microphone), komplien (for complain), and chas for (charge).

In such a short ad that consists of 58 words, there are 12 words which are originally English, most of which are spelled incorrectly. Hence, using Hoffman [9] categorization, the type of code switching used is type 5 – involving a change of pronunciation.

If we look at Muysken [17, p.3] category, the code mixing which I have analysed fall into the category of insertion as what he stated as ‘insertion of an alien lexical or phrasal category into a given structure’.

### 3.2. Reasons for Using English Code Switch in Indonesia

The slogan ‘Save KPK and Save Indonesia’ is a mixture of Indonesian and English words. The word ‘save’ which

means ‘selamatkan’ is obviously shorter consisting of four letters which is half the size of the corresponding translated word. The same can be said about the word mark up (menaikkan harga), auto debit (diambil langsung), or No comment (tidak ada komentar). They are much shorter than their translated words.

The word ‘mark-up’ cannot be just translated as ‘menaikkan harga’ per se. There is a sense of manipulation which connotes negative meaning which is often associated with KKN (another terminology bricolage deriving from Corruption Collusion and Nepotism). Other words take several words each to either explain or translate the concept adequately into Indonesian: e.g., brand image; CR or Cargo Ready; due date; follow up; cut-off points. The use of the bricolage is a ‘short cut’ for the speaker to avoid a time-consuming description of the concept.

Promotional words or company mottoes are better expressed in English as they are more efficient and effective as in the slogans: ‘buy one, get one free’, ‘the best purchasing and ownership experience’, and ‘no success no pay’.

English is used as a foreign language in Indonesia, according to [10], as an ‘expanding circle’. It is different from the English used in India or Singapore where it is regarded as a second language. In a country like Indonesia, where illiteracy is still an issue, English is considered as an elite language and is treated as a foreign language: it can only be understood by educated people graduating from tertiary education – a group that constitutes about 8 per cent of the population [14]. Those who speak English language have a sense of personal pride in their ability to use it; in particular, they are admired by most other Indonesian people. This is another reason why English words and phrases are inserted when Indonesians communicate among them in their local or national language – it is a linguistic status symbol.

In one of the comments regarding the use of English in a workplace in Indonesia, a respondent (SOwb.32.2) stated that:

Although we cannot communicate or just struggle at least he can understand even just saying yes no doesn’t matter.

I interpret this comment to indicate that the workers are encouraged to use English even if their English competency is insufficient for them to communicate in complete sentences. Accordingly, they use a mixture of English and Indonesian which may be considered to be a starter – ‘a bridge’ that will lead them to communicate with a complete utterance of English. This finding is similar with what have been investigated by [2] [4] [27] which disclose the idea that speakers use code mixing to compensate for their incomplete language ability.

From the accounts above, I conclude with four reasons why the English code switching is used in Indonesia:

- it is used as it is more compact;
- it is more precise;
- it is more prestigious;
- it is a starter or a stepping stone for a fuller use of the language.



Juta Mobil

- BNI Susun Peraturan Haircut Atas Putusan MK
- 9 Gadget yang Mampu Bersaing untuk Waktu yang Lama
- Volume Perdagangan RI 2013 Diprediksi Stagnan
- Mahfud dan Muzadi Hadiri Launching Ensiklopedia Gus Dur
- Radiohead Menginspirasi Trend Reznor Kembali Ke Major Label
- Saipul Jamil: Oh My God Kenapa Dewi Persik Pakai yang Palsu?

In spoken communications, English code switch is used – whether it is an informal lunch conversation or a formal presidential speech. Data from the interviews that I conducted as part of this study – a situation similar to an informal conversation – suggest that the code switch is even used during research interviews, even when it was expected that the interview would be conducted in Indonesian.

I note from the interviews that I had, the English code switch was used by the majority of respondents. In particular, the code switch was used in the form of terminologies: as in ‘market share’, ‘career path’, confirmation letter; production design sheet (PDS); or as ordinary words or phrases as in ‘objective requirement’, ‘recruiter’ and ‘Even’. The following are some samples of code switch from the interviews.

MR: Ada ada. Kalau yang *direct* itu ada test wawancara kemudian baik dengan pihak **HR (Human Resource) recruitemnya** maupun **user** yang akan jadi atasannya dia. (FCmn.13.a.2)

MR: Kalau yang *direct* enggak. Tapi yang *indirect* ada. (Translation: *Yes there are. The direct one there are some interview tests with Human Resource personnel and users who will become their superiors*).

A: **Communication skill speaking**. – karena harus menjelaskan – **product knowledge**. (PCwa.25)  
(Translation: *Communication skill speaking. – because we have to explain product knowledge*).

F: yang jelas bagaimana dia bisa **perform** pekerjaan lalu apakah dia bisa mencapai **objective** dia kemudian ada beberapa **career path** yang harus dia ikutin).

F: Dulu ketika saya **lab technician** memang ada **career path** yang harus saya ikutin karena disitu bias membuat saya **promote** untuk naik ke **grade** berikutnya. Jadi ada beberapa **step career** disitu (MNwa.31.1)

(Translation: *Last time when I was a lab technician there was a career path that I had to follow because from there I could be promoted to get a higher grade. So there is a career step there*).

In a formal speech made by President Susilo Bambang Yudhoyono, President of Indonesia, on the 16 August 2012 I found more than 20 pieces of English words used by him in a half-hour speech. Some of the English words and phrases consisted of terminologies which were common to Indonesians such as ‘Nation Building’ and ‘code of conduct’.

Some of them are from the current events: ‘six-point principles on the South China’, ‘ground breaking’ and ‘peace keeping operation’; others were less significant and perhaps unnecessary: ‘part of the solution’, ‘near poor’ and ‘What does Indonesia think?’ [26]. It is a presidential speech spoken by the President himself. No wonder, all the English words and phrases used are perfect. This finding may be different if the users are average people.

Many pieces English are found in popular Indonesian songs: words such as ‘ill-feel’ ‘hypothermia’ and ‘paralysed’ were not known to Indonesian youth until the songs which contain those words became popular.

However, as many Indonesians are not sufficiently competent in inserting English words or expressions into the Indonesian supposedly standard language as they are written and displayed in public places, there are many inappropriate English found in Indonesia. They are written in instructions or labels which use mixed languages such as: *ladies under water* (sic) (written in a shopping centre which was meant for ladies underwear); *central poncel* (sic) (which was wrong spelling for phone-cell central); *es crime* (sic) (wrong spelling for ice cream); *penjahit jin* (sic) (which was meant penjahit which is tailor for jeans); *tempat ini diawasi sisi TV plus securyty* (sic) (which should be written *tempat ini diawasi CC TV plus security* – translated for: This place is under CC TV and security; *bed shit* (sic) (which should be bed sheet); *thangs you for come fisiting us* (sic) – Terima kasih atas kunjungan anda (translated for Thank you for visiting us); and *free wife* (sic) as written in a shop which was meant Free WiFi [5]. Those are samples of code switch which belong to the fifth type of code switch by Hoffman [9].

In summary, the code switching of English is used:

- by Indonesians of all ages, gender and class;
- when they communicate either in Indonesian or in a local language;
- in many widely-varied situations and circumstances.
- The bricolage of language produced may vary in terms of the quality (whether they conform to the language rule).

## 4. Conclusions

The English code switch is any part of an English utterance, either written or spoken, that is inserted into the local language used when people communicate with one another. Taking the idea from Muysken [17], this code mixing is ‘insertion’ where words and phrases from English are inserted into a structure of Indonesian language. The English code switch, which includes words phrases or sentences, serves many purposes ranging from communicators, for whom English is a foreign language, being able to employ just a few words or phrases; helping communicators to better express a concept within their own language; to its exclusive use to establish status identification.

The code switch is used as a stepping stone to a more

comprehensive use of the English language: it consists of 'bits and pieces' of English which are relatively simple to acquire and which will enrich the language repertoire of language learner for whom English is a foreign language. The code switch is used because the English ability of the speakers is limited; this similar with the studies by [2] [4] [27]. However, they inserted English as the code switching as there is identity or status gained as found by Chad Nilep [20].

In workplaces, the English code switching is used more in private, state and foreign companies. While in multinational companies, the English code switch is used less because they use complete English utterances, in other types of companies, they use Indonesian and local language with the English words and phrases inserted.

In a wider community outside workplaces, English code switch is used from lower to higher level of society, from people on the street to the President of the country. There seems to be no rule for using the code switching, or rather, the language rule and standard are ignored by the society, so it results in the carelessness and incorrectness of language use. While the higher level of society is controlled by their own status, the lower society has nobody or no formal office to control them. Accordingly, the higher level of society has sophistication in using the English code switch, while the lower level of society has freedom which results in inaccurate use of language. This inaccuracy and fallacy of language use have become a pun which makes people laugh in the social media.

The English code switch is a phenomenon of English language that may be inserted in any condition and any time when communication happens in Indonesia. Language consoles a pride and it carries a status and everybody deserves to uphold their status. It is through the language, a status can be escalated; and if an 'ample use' of foreign language cannot be performed, the code switch of English can.

Research is needed to find out more about the code switching of English in Indonesian condition. More and more social media are used and more and more people use such social media. The language as a tool to communicate and people have freedom to use the language they wanted, including the mixture of two or even more languages. How English is used by Indonesians in communicating messages are stimulating to investigate. This can also apply to people and countries where English is not their first language.

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