



CODE-SWITCHING AS THE COMMUNICATION STRATEGY:
INDONESIAN-ENGLISH CODE SWITCHING BETWEEN HOTEL'S
EMPLOYEES

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Abstract

We examined the use of code-switching as a strategy in communication. This study investigates the impact of switching patterns on language processing by observing the Indonesian-English Code-switching practiced by one of the most prominent hotel employees in Makassar, Indonesia. This study applied a descriptive qualitative method to find the Indonesian-English Code-switching between Hotel's employees. Results from an oral production paradigm conducted with Indonesia–English bilinguals in the Hotel showed two essential parts: linguistic configuration and socio-pragmatic functions. Linguistic configuration consisted of switch segment which mainly occurred in single noun switching; the combination occurs between NP and HL, and the code-switching types found are intraclausal, intraphrasal, intralexical, interclausal and tag switching. While, the socio-pragmatic function of Indonesian-English Code Switching based on the data using Gumperz's model are interjection or sentence filler, message qualification, personalization, and morphological adaptation. We highlight the importance of experience and individual differences in the study of the bilingual reason for code-switching.

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1. Introduction

Communication becomes an essential part of people life (Putra & Yastanti, 2018). It seems that in any sort of relationship, people need to communicate with each other. As a social living, people cannot avoid communication, which transfers and receives the message or information from one to others. By communication, people can convey their thoughts and feelings, whether verbal or non-verbal. In other words, all people activities require communication to keep living and maintain their existence in society as human beings (Abrejo et al., 2019); (Hariharasudan & Kot, 2018). Transmission employs a combination of words, symbols, or signs that have their own meaning as representative of people's minds. They attach meaning to words, symbols or signs as they need to and modify these meanings according to changing needs (Octavita, 2017)

Code-switching (CS) uses more than one language within the execution of speech events (Cenoz & García, 2017); Junaidi, 2019; Nurmalia & Purwaningrum, 2019; Vanden Wyngaerd, 2020). Gumpers (1982) defines code-switching as the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems. Code-switching occurs in the bilingual even multilingual society related to the individual language choice (Fachriyah, 2017; Sinaga & Hutahaean, 2020; Yim & Clément, 2021). A code" is defined as a language or a dialect (Junaidi, 2019). The phenomenon of code-switching occurs commonly in multilingual countries such as Indonesia (Moetia et al., 2018; Octavita, 2017). Indonesia has many local languages, and also Indonesian people use more than one code or language to communicate (Hutauruk, 2016). They can switch the codes, language, dialect or other variety to another in any situation and domain. Also, bilingual speakers often switch between languages in conversation without any advance notice (Arlan et al., 2019; Nurmalia & Purwaningrum, 2019).

English is considered an international language since it is widely spoken throughout the world (Abrejo et al., 2019; Cenoz, 2017; Hariharasudan & Kot, 2018). International relations, directly or indirectly, create some, consequences particularly in the life of Indonesian people, because English is one of the famous foreign languages in Indonesia. Nowadays, code-switching has become a strategy to meet communicative demands between or within interlocutors in everyday communication (Wan Rusli et al., 2018). It is used as a strategy to achieve the communication intents and serve specific functions in conversation (Junaidi, 2019). Therefore, it has become widespread in most people, including Indonesian, who switch from Bahasa to English (Hutauruk, 2016).

Some of the Indonesians can speak English naturally. It is taught in every school, college as well as university. Its existence is carried out through written or electronic media. The language is side by side

with the Indonesian language and gradually influences the Indonesian language. It is seen in the enrichment of vocabulary and word formation as well. However, most of Indonesia mix their code because as a part of their lives (Hutauruk, 2016). For some Indonesian people switches the language in some words from Bahasa into English commonly happens. Here is the example:

Udah PREPARE semua yang dibutuhkan

‘We have prepared all the things that we needed’

Kita akan ketemu AFTER DINNER.

‘We will meet after dinner.’

Jangan lupa CALL aku ya kalau kamu udah sampai disana.

‘Don't forget to call me as soon as you arrive there.’

However, none of the research has focused on Hotel's employees, especially between the employees themselves. The present study attempts to fill this gap by unveiling the kinds and combinations of code-switching. Also, it reveals the linguistics configuration of Indonesian-English code-switching, the socio pragmatics function of Indonesian-English code-switching and the communication strategy that the Indonesian elites aim at when they do IECS.

2. Literature Review

2.1. Previous Research on Code-switching among Indonesians.

Several studies have found the code-switching use among Indonesian. First, the survey of "Code-switching as a Multilingual Strategy in Conversations" by Pujiastuti (2007). She discovered that the students' multilingual strategy reflected their ability to 'play it safe' when interacting in multiple languages. They conversed in the most familiar languages without forgetting others who were within earshot.

Another study was determined by Andayani (2016). She researched code-switching; a communication tactic used in the study of English. In the study, she classified three different forms of code-switching usage. They are the word type, phrase and sentence code-switching, and so on. Students code-switch for various reasons, including a desire to do teacher-assigned activities accurately and quickly, as well as a desire to feel at ease and receive assistance when studying English.

Ansar (2017), in his study "Code-Switching and Code Mixing in Teaching-Learning Process", identified that students whose official education is in Indonesia, whose primary language is Indonesian, and who are studying a second language just in class were discovered. In English classes, they frequently use a switched and mixed code when conversing (Indonesia English). The incorporation of English elements is occasionally unintentional. The teacher is in the same boat. When imparting knowledge, teachers may switch and mix languages, both deliberately and unconsciously.

Then, Saputra (2018), in his research on "An Analysis of Code-Switching Used in Honda Advertisement in Indonesia", found out that Intra sentential switching is the most common sort of code-switching seen in Honda advertisements. Honda Beat, on the other hand, is the most commonly employed code-switching in advertising. Finally, the current study reminds us that advertising is an inevitable component of marketing a product to the general public to pique their interest in purchasing it.

Also, Sagala et al. (2018) worked on the study "Grammatical and Contextual Code-Switching in the English Department Proposal Seminar". Speakers at the English Department proposal seminar exploited grammatical and contextual code-switching, he discovered. In other words, lecturers and students used inter-sentential, intra-sentential, proper noun/noun phrases, unfavourable terms, language similarity, and discourse markers to switch grammatical codes. Meanwhile, the speakers use situational code-switching and metaphorical code-switching as types of contextual code-switching.

After that, Silaban & Marpaung (2020), in their research on "An analysis of code-mixing and code-switching used by Indonesian Lawyers Club on TV One", discovered two types of code-mixing and two types of code-switching in the Indonesia Lawyers Club on TV One Talk Show Program, namely inner code-mixing, outer code-mixing, and internal code-switching, exterior code-switching. Outer code-mixing 31/42 data, inner code-mixing 2/42 data, exterior code-switching 3/42 data, and internal code-switching 6/42 data are the most common types of code-mixing and code-switching shown in Talk Show Program Indonesia Lawyers Club on TV One.

Then, Mainake (2021) in his research on "Code-switching on Advertisement: A Case of Food Advertisements in Indonesia", found that code-switching was likely to occur in Indonesian TV commercials. This is because the bulk of the samples examined contain English words and phrases and Indonesian sentences. Intra-sentential switching was the most commonly encountered sort of code-switching in this investigation. The majority of the research mentioned above does not look at code-switching in hotel staff utterances. As a result, the focus of this research is on hotel personnel swapping codes.

2.2. The Concept of Code-Switching

Various definitions of the word code-switching have been used in code-switching research. The phrase "code-switching" is used in two domains of linguistics that are similar but not identical: second language acquisition and bilingual studies. The former examines code-switching in learning processes, whereas the latter takes a competency-based approach (Soderberg & Jorgensen, 2003). Another meaning of code-switching is a change in communication that indicates a context in which the linguistic input can be comprehended. The 'context' conveyed can be very specific (such as the conclusion of a turn during a discussion) or very broad (such as positioning about a macro-sociological category), or anything in between (Pasaribu, n.d.). In the scheme of bilingualism, code-switching, which is defined as the alternation of two or more languages in a speaker's speech, also occurs naturally (Ariffin & Rafik-Galea,

2009). When a person uses two or more distinct languages while conversing with another, usually without changing topics, this is referred to as code-switching (Andayani, 2016), the code switching indicates individual characteristics and identity of person (Istifci, 2019)

3. Method

The research used a descriptive qualitative approach to collect and analyse the data. The data were collected from dialogues in meetings by the staff of a hotel in Makassar. The writers collect the data by recording the conversations in the meetings, selecting the switching exchanges, and analyzing the data based on the theories of types and combinations of code-switching. The writers analysed the data through the following steps; collecting the data with audio recording, transcribing the data into written language, analysing the data qualitatively and presenting them descriptively.

4. Results

4.1. Linguistic Configuration of Indonesian-English Code-switching

This part shows the general patterns of the linguistic configuration of Indonesian-English code-switching, which is found in meeting between the Hotel's employees. There are three aspects discussed in terms of linguistics configuration of Indonesian-English code-switching; (1) Switch segment, (2) combinability, constraints, and switch points, and (3) types of code-switching.

Table 1. *Linguistic Configuration of Indonesian-English Code-switching*

Sample No.	Discourse	SYNTACTIC FEATURES				
		Switch Segments	Combinability Segments	of	Switch Segments	Constraints and Switch points
1	Mohon dibantu untuk MAKE SURE kesiapan mereka pak	Verb phrase (VP)	Prepositional Phrase (PP)		Noun (N)	Between PP and VP
	Terus gimana R WHAT SHOULD WE DO? Kasi susu, kasi	Idiomatic expressio	Indep clause		Verb phrase(VP)	Between Indep and

	apa	n				idiomatic expression
2.	Begini saja pak, seperti di Manado kami SHARING, Mereka disiapkan cadangan	VP	Indep clause	Indep clause		Between indep and indep
3.	Mereka MEALS untuk para karyawan	VP	Indep clause	Prepositional Phrase (PP)		Between Indep and VP
	Untuk SHIFT pertama jam 10-12 besok kamu SUPPORT kan	N (single) Verb(V)	Prepositional Phrase (PP)	Indep clause	tag	Between PP and N Between Indep Clause and Verb
4.	Kita baik karena COURSE kita akan diawasi dari pusat	V NP	Indep clause	Conj	NP Indep clause	Between Indep and V Between conj and NP
5	Mungkin bagus kalau kita siapkan MILK.	V Obj. N	Conj	N	Nil	Between Conj and V Between V and Obj. N
6	OKAY, GOOD. MILK. THAT'S OKAY, THAT'S PERFECT. Oh ya begitu. NICE.	Idiomatic Express	Nil	Indep Clause		Between speaking turn
7.	WE ARE GONNA DO GOOD, kita akan berhasil, tenang saja	Dependen t Clause (Dep Clause)	Nil	Dep Clause		Between speaking turn
8.	I THINK kalau kita SUPPERnya lebih baik	Indep Clause N	Nil	Adv HL suffix		Between speaking turn Between V and N

9	Jadi, besok yang di OFFICE tetap INCHARGE jam 7:30	N V	PP PP	PP Adv	Between PP and N Between PP and V
10	OH. BY THE WAY, saya besok gak ada di lokasi, nanti laporin aja semuanya	Idiomatic expressio n	Nil	Indep Clause	Between speaking turn
11	Kalo malam jam 12 siapa yang bantuin atau SUPPORT manajer TO MAKE SURE EVERYTHING RUNNING WELL	N Idiomatic expressio n	Conj. N	N (single) Nill	Between conj. and N Between N and idiomatic expression
12	DUTY MANAGERnya akan incas di depan	NP	Nill	HL suffix	Between speaking turn

5. Discussion

5.1. The linguistic configuration of Indonesian-English Code-switching

5.1.1. Switch Segments

Based on the results above, there are various kinds of switch segments primarily found in the sources. The most frequently used is the switch of Single nouns and idiomatic expressions. In a single noun, the switched segments can be found in sentences, such as "Untuk SHIFT Pertama jam 10-12 besok (for the first shift at 10 am to 12 am tomorrow), "Kita siapin SUPPERnya (we are preparing the supper), "Jadi, besok yang di OFFICE tetap INCHARGE jam 7:30 (so, who is in the office tomorrow should be in working at 7.30 am. Then, the second one is the idiomatic expression. The statements are "*Terus gimana* (so, then, what's next?) R WHAT SHOULD WE DO? *Kasi susu, kasi apa* (should we give milk? Or what?)", "OKAY, THAT'S GOOD. *Kita siapin* (we'll prepare) MILK. OKAY, THAT'S PERFECT. *Oh ya begitu* (oh, like that). NICE" "OH. BY THE WAY, *saya besok gak ada di lokasi, nanti laporin aja semuanya* (I won't be in the location tomorrow. Just report all)", and *Kalo malam jam 12 siapa yang bantuin atau* (in the evening, at 12 am, who'll help or) SUPPORT *manajer* (manager) TO MAKE SURE EVERYTHING RUNNING WELL

Switched segments of Verb Phrase then follow both with 3 statements, Noun Phrases with 2 statements, Noun Phrase, Object of Noun, the verb itself, dependent clause and independent clause. Based on the phenomenon found, it is suggested there are only a few differences in a switched statement. This result found that generally speaking with certain specific interactions does not necessarily need a particular statement.

5.1.2. *Combinability, Constraints and Switched Points*

Furthermore, the combinations of switch points of Indonesian-English code-switching mainly occur between NP and HL suffix such in a statement "DUTY MANAGERnya Akan Incas di depan", between NP and Independent Clause which can be found in the statement "Kita PREPARE Baik-Baik Karena OF COURSE Kita akan diawasi dari Pusat". It is also located between V and NP in a statement "I THINK lebih baik Kalau kita siapin SUPPERnya", between Adj and N.

Types of Code-switching

In terms of types of code-switching, Garalzain (2018) divides five types of code-switching based on different situations discourses, namely, intraclausal (Iracla), Intraphrasal (Iraphra), Intralexical (Iralex), Interclausal and Tag. Based on the data, only some types are found in the data. The first intraclausal switching is a switching taking place in the clausal boundary. It can be found in the statement "Begini saja pak, seperti di Manado kami SHARING, Mereka disiapkan cadangan". Furthermore, intraphrasal switching is a switch that occurs in phrase boundary. It is found in "Mohon dibantu untuk MAKE SURE kesiapan mereka pak.". Then, the third type is intralexical. Intralexical switching is a switch that takes place within a word boundary. It is found in "I THINK lebih baik kalau kita siapin SUPPERnya". After that, there is another type, Interclausal switching. It is a switch that occurs between clauses. It is found in "WE ARE GONNA DO GOOD, kita akan berhasil, tenang saja". Finally, the last type is tag switching. This kind of switch occurs in the insertion of a tag in one language into an utterance. It is in "OH. BY THE WAY, saya besok gak ada di lokasi, nanti laporin aja semuanya "

Moreover, Poplack in Yassi (2016) has divided code-switching into three categories; tag switching, intrasentential, and intersentential. Tag-switching involves the insertion of a tag in one language. E.g. I THINK (as in the data number 8), and BY THE WAY as in data number 10. Intra sentential code-switching is the switch within a clause or sentence boundary, e.g. Terus gimana R WHAT SHOULD WE DO? Kasi susu, Kasi APA (and R, what should we do? give milk or something) as data number 1. Intersentential switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another.

5.2. *The Socio Pragmatics Function of Indonesian-English Code Switching.*

Gumperz in Yassi (2016) proposes some of the specific functions of code-switching under pragmatic function. For example, there are quotation, addressee specification, interjection, reiteration, message qualification and personalization versus objectification. In this section, the writers show a few of the socio-pragmatic functions of Indonesian-English Code Switching based on the data using Gumperz's model.

5.2.1. *Interjection or Sentence-filler*

The function of code-switching is to mark interjections or to serve as sentence fillers. This is similar to poplack's idea of tag-switch. The examples are:

- OH. BY THE WAY, saya besok gak ada di lokasi, nanti laporin aja semuanya (oh, by the way, I am not gonna be on the location tomorrow, just report everything) DATA 10
- I THINK lebih baik kalau kita siapin SUPPERnya (I think it is better if we prepare the supper) DATA 8

The example above shows the function of code-switching which is signalled by using BY THE WAY, and I MEAN as the tag.

5.2.2. *Message Qualification*

Another function of code-switching is to clarify or emphasize a message by reiterating what has just been saying. These are the examples:

WE ARE GONNA DO GOOD, Kita akan berhasil, tenang saja (we are gonna do good, just relax)

5.2.3. *Personalization*

The other pragmatic function in code-switching is the sense of personalization. Gumperz (1982) notes that this contrast relates to things such as the distinction between talk about action and talk as action; the degree of speaker involvement in, or distance from, a message, whether a statement reflects personal opinion or knowledge; and whether it refers to specific instances or has the authority or generally known fact. The example is:

- WE ARE GONNA DO GOOD, Kita akan berhasil, tenang saja (we are gonna do good, just relax)
- I THINK lebih baik kalau kita siapin SUPPERnya (I think it is better if we prepare the supper)

The example above shows the speaker's feelings which arise because the situation happened surrounding the speaker.

5.2.4. Morphological Adaptation

In morphological aspects also occur switch code or mix code. The examples below show Indonesian people switch some Indonesian to English based on the data:

- DUTY MANAGERnya Akan Incas di depan (the Duty Manager will be in charge at the front)
- I THINK lebih baik kalau kita siapin SUPPERnya (I think that it is better to prepare for the supper).

Based on the example above, we can see that the most switch code occurs before the suffix nya in Bahasa.

6. Conclusions

This paper has demonstrated that code-switching is a common phenomenon for a multilingual society, particularly in Indonesia. It plays a significant role as a communication strategy in social interaction. In short, code-switching is a highly sophisticated linguistic tool used by some people, mainly Indonesian. It shows in some data which the writer taken as the evidence of Indonesia-English code-switching.

Regarding the linguistics configuration of Indonesian-English code-switching, the numbers of various kinds of switch segments are primarily found in the data, such as noun phrase (NP), single noun, independent clause, and verb. Furthermore, the combinations of switch points of Indonesia-English code-switching mainly occur between speaking turns. The socio-pragmatic function of Indonesian-English Code Switching based on Gumperz's model data are interjection or sentence-filler, message qualification, personalization, and morphological adaptation.

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Appendix A. Author Biography

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