CODE SWITCHING AND CODE MIXING BETWEEN SELLER AND BUYER (ANALYSIS OF LANGUAGE LEARNING THROUGH SOCIOLINGUISTIC STUDY)

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ABSTRACT

The process of communication and social interaction creates a tendency for a speaker to take advantage of the potential of language variations. One of the language variations is in the form of code switching and code mixing to maintain togetherness in the community. Code switching and code mixing are changes in the use of certain languages or varieties of language to other languages. This study aims to describe certain forms of code switching and code mixing that are found in buying and selling activities in the market as well as the determining factors that influence the occurrence of code switching and code mixing. The design of this research is descriptive qualitative, which is located in the Songgolangit market, Ponorogo Regency. The data in this study are in the form of the use of language by sellers and buyers in the Songgolangit market during buying and selling transactions. For this reason, the form of the data is in the form of oral data. Oral data obtained from observations on buying and selling activities. The in-depth interviews with informants were carried out after the transaction took place. Data collection was carried out using the listening and speaking technique, recording techniques, note-taking techniques, and in-depth interviews. The conclusion is that the form of code switching that appears in buying and selling transaction activities is a form of language conversion from Javanese into Indonesian. Meanwhile, the form of code mixing that appears is in the form of code mixing from Javanese and Indonesian. The use of Javanese appears to be dominant in code switching and code mixing. The determinants that stand out influencing code-mixing and code-switching are the habits of speakers, speech partners, the presence of third speakers, certain topics and situations of conversation and the ability to use language based on the level of education of both sellers and buyers.

INTRODUCTION

The limit of my language is the limit of my world put forward by Wittgenstein (in Suriasumantri, 2001: 171) at least means that language as a means of communication has a very important role for human life. By mastering the language one can communicate with anyone and in any country. With language, one can get various information and knowledge.

In communicating, sometimes people do not only use one language. An interesting phenomenon that often occurs nowadays is that many people do code alternation, both code switching and code mixing in communicating with other people. In the linguistic dictionary, the definitions of code-switching and code-mixing are as follows: "Code-switching is the use of other language variations or other languages to adapt to other roles or situations or because of the presence of other participants; while code mixing is the use of language units from one language to another to expand language style or variety of

languages, including the use of words, clauses, idioms, and greetings (Kridalaksana, 2001)".

The phenomenon of code-switching and code-mixing can be seen in both electronic and print media. In fact, if we look closely, we often find code-switching and code-mixing between speakers and speech partners in our daily lives, both in writing and orally.

The role of code switching and code mixing in society is very important, in relation to the use of language variations by a person or group of people, especially in the use of language in bilingual or multilingual communities, for example in traditional shopping centers or markets. The market, in this case the Songgolangit market, can be said to have its own uniqueness in terms of the use of code switching and code mixing. The market is said to be unique, because it is a center of interaction and transactions that enable speakers and speech partners to come from various regions with different language backgrounds and different social statuses.

The market as one of the centers of community interaction tends to have certain cultures and norms that are used as patterns and agreements in social interactions. In terms of language contact, members of the market community, namely sellers and buyers, allow what is called bilingualism and multilingualism to occur with a variety of events, including code switching and code mixing.

In the event of oral communication, the seller and buyer community carry out various communications in different events and for different purposes and interests. For example, in the event of selecting goods, bargaining for merchandise and so on. The next result is language contact between the languages that have been mastered. with the language mastered afterward, both due to the encouragement of the academic and non-academic environment which has the opportunity for language variations to emerge, including code switching and code mixing (code switching and code mixing).

Bilingual, Cultural Contact and Language Contact

Studies on code switching and code mixing are inseparable from studies on bilingualism, bilingualism, and bilingualism. A bilingual person is someone who has the ability to use two or more languages with other people (Nababan, 1984:27). A person's ability to use two or more languages can include receptive skills (reading, listening) or productive skills (speaking, writing) or both. Bilingualism is the ability or ability of a person to be bilingual (using two languages), while bilingualism is used for the habits of a person or by a society in using two languages (Kridalaksana, 2001). Bilingualism can occur in a person or in a group of people. A bilingual community exists when in that community there are individuals who are bilingual.

Bilingualism occurred for the first time because of cultural contact (in a broad sense) between two groups of speakers of different languages. Cultural contact between two different groups of speakers can occur in the fields of religion, trade, science and politics, artistic activities, the field of economic and social activities. In this interaction there will be mutual influence in the field of culture so that in a speaker there will also be cultural contact.

As a result of this contact, there will be language contact both in a bilingual person and in a group of people. Language contact between two different languages, whether within a bilingual speaker or between two different groups of speakers, will result in mutual influence between the two languages, or code switching and code mixing, including borrowing and interference.

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Mackey, as quoted by Fishman (1968:23) provides an overview of bilingualism as a speech phenomenon. Bilingualism, in his opinion, cannot be considered as a system. Bilingualism is not a characteristic of a code but a feature of disclosure; not social but individual. Likewise, bilingualism is considered as a characteristic of language use, namely the practice of using language alternately by speakers. The change in usage is motivated and determined by the situations and conditions faced by the speaker in the act of speaking (Rahardi, 2001:14)

Code Switching and Code Mixing

Code switching is a transition from one code to another. If a speaker originally uses code A (for example, Indonesian), then switches to using code B (for example, Javanese), then this kind of language transition event is called code switching (Suwito, 1985:68). Code switching can be in the form of style, style, or other language variations. Code switching can also be defined by switching or moving a form of speech from one language to another, or from one variation to another, or from one dialect to another (Subroto et al, 2002: 11). consciously or deliberately generally occurs for certain reasons and certain motivations.

According to Kunjana (2001: 20) code switching is a general term to refer to the change or transition in the use of two or more languages, several variations of one language, or even several styles of a variety. He also mentions what is called internal code switching, which occurs between regional languages in a national language, between dialects in one regional language, or between several varieties and styles contained in a dialect.

What is meant by external code switching is the language switching that occurs between the base language and a foreign language. In line with Suwito (1985: 72-73) states that code switching is a linguistic event caused by factors including the speaker (O1), the speech partner (O2), the presence of a third speaker (O3), the subject of the conversation (topic), to evoke a sense of humor, for mere prestige

Furthermore, Kridalaksana, (2001) suggests that code mixing is the use of language units from one language to another to expand language style or variety of languages, including the use of words, clauses, idioms, greetings and so on (Harimurti Kridalaksana, 2001). An example, when referring to mixing in communication developed by a bilingual or multilingual speaker, it involves the use of elements of language X in an utterance of language Y, then a code mixing event will occur. If the speaker chooses between language X and language Y in the same utterance, code switching will occur. These elements can be lexical, syntactic or semantic. Talking about the concept of code mixing, it is closely related to the concept of interference, namely deviation from the norm in each language caused by the closeness between the two languages. However, the mixing is not an interference event at all, but rather, it is an expression of a specific strategy for bilingual speakers.

Besides that, the aspect of interdependence (language dependency) in a multilingual society is the phenomenon of code-mixing. If in code-switching the function of context and situational relevance are characteristics of dependency, then in code-mixing the characteristics of dependency are indicated by the existence of a reciprocal relationship. between language roles and functions. Code-mixing just happens without a clear motivation and clear causal factors. Code mixing generally occurs in a relaxed atmosphere or occurs due to habitual factors. (Suwito, 1985). The factors that influence the occurrence of code mixing, including a background in attitude, linguistic background.

The two are interdependent and sometimes overlap. On this basis, the reasons for code mixing can be identified, namely: identification of roles, identification of varieties, and the desire to explain and interpret.

Code mixing under maximum conditions is a linguistic convergence in which elements from several languages have abandoned their respective functions and support the functions of the inserted languages. These elements are divided into two, namely: (1) sourced from the original language and its variations, and sourced from a foreign language. The first can be called inner code mixing, the second can be called outer code mixing (Suwito, 1985:76).

Thus, when researchers catch code-mixing events, researchers must recognize that speakers basically speak the original language (base language), then the language is infused with elements of other languages. Code mixing can be said as part of a certain language variation that is used by speakers consciously and fundamentally by using elements of other languages which are carried out as a communication strategy as well as in the context of explaining or translating. In the end, the choice of words in the form of code mixing was accepted by the listeners. The parts of language obtained from other languages can be in the form of words, but can also be in the form of phrases or larger language units

METHOD RESEARCH

This research is a qualitative descriptive research, while the research strategy uses a fixed case study approach, because the problems and research focus have been determined in the proposal before the researchers go to the field. The location of this research is in the Songgolangit market, Ponorogo Regency. This location was chosen because it is the largest place for buying and selling transactions in Ponorogo Regency, where the community comes from various regions, both inside and outside the Ponorogo area.

The data in this study are grouped into two types, namely (1) primary data and (2) secondary data. Primary data is intended as data obtained from various events or speech scenes contained in the Songgolangit market in buying and selling transactions carried out by sellers and buyers. What is meant by secondary data is data obtained from interviews and in the form of informant statements about everything related to the problem of code switching and code mixing in buying and selling transactions at the Songgolangit market. The data source in this study is qualitative data, in the form of speech oral. This important data or information was obtained and extracted from: first, the main informants (sellers and buyers), and secondly, the verbal communication activities of sellers and buyers who were used as informants in the context and events of buying and selling activities at the Songgolangit market.

The data collection method used is the speaking method and the listening method. In the proficient method, the fishing technique is used as the basic technique and the recording technique is used as a follow-up. In the listening method, tapping techniques are used as a basic technique, and note-taking techniques and recording techniques are used as follow-up techniques (Sudaryanto: 2001:133-140). To obtain data regarding the form of code-switching and code-mixing, the listening method is used, namely accessing data by observing the use of language in the buying and selling process in the market used by sellers and buyers in the transaction process. This technique is applied in note-taking, listening, and recording techniques. The participation of researchers in obtaining oral

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communication data, in this case, can be active, namely by provoking conversation, and passive, namely by listening to conversations as natural as possible. In addition, in-depth interviews (in-depth interviews) were used by researchers to find data about the determinants that prominently influence code-switching and code-mixing events in the process of buying and selling transactions at the Songgolangit market.

In this study, two triangulations will be used, namely methodological triangulation and data source triangulation. (in Sutopo, 2002, 78). First, method triangulation is carried out by collecting similar data but using different data collection techniques or methods. What is emphasized here is the use of different data collection methods, and it is even clearer to strive towards the same data source to test the stability of the informants. In this case the researcher used a data collection method in the form of a questionnaire and then conducted in-depth interviews with the same informants, and the results were tested by collecting similar data using observation techniques. Second, triangulation of data sources is used to clarify questionable data, researchers triangulate with different sources. For example, data on the use of code-switching and code-mixing obtained from a person's data source (seller or buyer) will be verified with data on the use of code-switching and code-mixing by other informants. This was done by interviewing different informants with the same data focus.

In the data analysis process, an interactive analysis model was used (Miles & Huberman, 1984). The three components of the analysis in the analysis model are data reduction, data presentation and drawing conclusions or verification during the data collection process. The equivalent method is also used, because the determining tool is outside the language in the form of a sociological context that surrounds the occurrence of code-switching and code-mixing events in the buying and selling process at the Songgolangit market (Sudaryanto, 2001: 13). The analysis technique in this study is a contextual approach, especially by using the concept of speech components as the basis for its approach. The concept of speech components in question was raised by Dell Hymes (1964), namely S P E A K I N G. This is intended to find answers to the determining factors that influence code switching and code mixing events, which focus more on non linguistic factors.

RESULTS AND DISCUSSION
The Form of Code Switching in Buying and Selling Activities

Data analysis that was collected was in the form of code switching which involved the use of two languages, namely: Indonesian and the local language (Javanese). The Javanese language is more dominant because it functions as the language of instruction in buying and selling transactions at the Songgolangit market, so Javanese is also the base language which is the focus of the code switching events that occur. Thus, this code switching focuses on switching between Javanese and Indonesian.

The form of code switching that is analyzed is the dominant code switching in buying and selling transaction activities in the Songgolangit market in the event of oral communication between sellers and buyers when carrying out buying and selling activities. In this study, code switching data snippets are presented as follows:

Seller: niki regine pinten sis?
Buyer: inilimalima
Seller: what other color is this jambak

Buyer: the other color is finished, the net color is left.
(Data 1/1/2)

The code switching that occurs at the clothing stalls in the Songgolangit market is a transition from Javanese to Indonesian when sellers and buyers make transactions. In the conversation above, the seller provides information about the price of the clothes and the color choices available. In the following data, there are also clothing and hijab stalls where relatively young sellers greet while offering their wares to buyers. In the data at the clothing kiosk below, there are more than two sellers making buying and selling transactions.

Buyer 1: What do you want?
Buyer 2: Continue
Salesman: What are you looking for, mami?
Seller: That's a good thing
Buyer 1: What's underneath?
Buyer 2: Pencil
Seller: Tokkek i celono pencil yo
hit it, the skirt is good
Buyer: Is this purple? How is your hijab?
Seller: It's good, don't rush here dear
Seller: The blue one is the one that is used. This is good, it's good.
Seller: Ms. Ms. e. Mom.
(Data 1/1/3)

Furthermore, in this finding and discussion, it is stated that code-switching data snippets at fruit stalls in the Songgolangit market are the transition from Javanese to Indonesian when sellers and buyers make transactions.

Seller: This is the one (while giving a bag of guavas)
Buyer: Miss this one
Seller: (while choosing a guava) one big and one small?
Buyer: little lady
Seller :(while giving guava) one big one small one
Buyer: niki, pas (return one guava)
Seller: Buah mahalho bu...
Seller: already? everything yes ma'am, don't you weigh it?
Buyer: huh?
Buyer: weigh everything
Buyer: How much is it?
Seller: wes to bu, okay with me (while writing a note)
Buyer: What the hell is this?
Seller: I don't like it. Isn't the cake made of plastic? (while taking the plastic)
Buyer: it's too big, it's even hard for me
(while returning the plastic bag) (Data 1/3/3)

From the data above, the code switching that occurs at the fruit stalls in the Songgolangit market is a switch from Javanese to Indonesian when sellers and buyers

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make transactions. In the conversation above, the seller provides information about the increase in fruit prices that is different from usual.

Forms of Code Mixing in Buying and Selling Activities

The form of code mixing found is code mixing involving Javanese and Indonesian in the form of inserting Indonesian elements into Javanese elements. The insertion in question is elements of words, phrases, repetition of words and repetition of words, idioms (expressions), and clauses.

The emergence of code mixing is influenced by factors outside of language. An analysis of the salient factors influencing code-mixing events in transaction activities at the Songgolangit market also uses the opinion of Dell Hymes (1974: 112) which is formulated in detail by the abbreviation SPEAKING, namely Setting and Scene, meaning the place and atmosphere of speaking, Participant namely Speaker (P) and Speech Partner (MT), End or purpose of conversation, Act means speech events, Key means variety of languages and ways of expressing speech, Instruments or tools used to communicate, Norms or rules that must be obeyed, and Genre, which is the type of activity in which speech occurs.

In the Songgolangit market, the tendency to use two languages occurs in oral communication when sellers and buyers carry out buying and selling transactions. In code mixing, the characteristics of dependency are marked by a reciprocal relationship between roles (who uses the language) and linguistic functions (what the speakers want to achieve with their speech). In the event of code mixing, language elements or variations inserted in other languages no longer have their own function. These elements have merged with the language they insert, and as a whole only support one function. In optimal conditions, code mixing is a linguistic convergence whose elements come from several languages, each of which has abandoned its function and supports the function of the language it inserts (Suwito, 1985:75).

Broadly speaking, code mixing is divided into two groups: (1) internal code mixing, namely code mixing whose elements originate from the original language with all its variations; and (2) external code mixing, namely code mixing whose elements originate from foreign languages. In relation to this research, the form of code mixing found is code mixing which occurs between elements of cognate languages, for example code mixing between elements of Javanese and Indonesian. Meanwhile, those belonging to the external code mixing group, for example, code mixing between elements of Indonesian and elements of Arabic or English were not found in this study.

When viewed from the point of view of the language units involved in the code mixing event, there are words, phrases, repeated words, idioms, and clauses. This study follows the views of Thelander, 1976 (in Suwito, 1985:76) in identifying code-mixing symptoms, that is, the biggest element that is possible to insert into code-mixing events is limited to the clause level. That is, if the language elements that are inserted (mixed) in code mixing are language units above clauses (for example: a sentence, a series of sentences, or even a paragraph) then it will not be identified as a symptom of code mixing, but is already a symptom of code switching.

Based on data found from buying and selling transactions at the Songgolangit market, there is code mixing between Javanese and Indonesian. The data and discussion are as follows:

(setelah beberapa lama)

Seller: beret mawan bu. . .it's just a matter of time, ma'am
Buyer: There's nothing left intact?
Seller: no, it's true, ma'am
Buyer: what about the red one?
Seller: I'm sorry, I'm black
Buyer: wow.... where are you going? there are three of them, the one that is whole is the same
(Data 1/2/1)

The buying and selling transactions in this speech took place at the household appliance kiosk. The form of code mixing in the speech above is the use of the phrase, namely the word "intact". At first, the seller used Javanese when communicating, but at the end of the conversation, he mixed code phrases in Indonesian. Furthermore, the form of code mixing at household appliance kiosks can also be stated in the following data:

Ima: Where are you?
Wati: It's rice paper!
Ima: nggeh, miko (climbing out). Two hundred and fifty?
Wati: What about the usual?
Ima: niki, niki who is serratus (taking other things). What do you think? \
Wati: It's rubber, right?
Ima: yes. hey! Rubber tonic? (Data 1/2/2)

The form of code mixing that occurs is the use of phrases that indicate numbers, namely "one hundred" where the seller provides information about the number of items to be purchased. Code mixing also occurs at fruit stalls, data snippets and discussion are presented as follows:
Buyer: how much are the oranges...?
Seller: limo las,
Buyer: Why are the oranges so big?
Seller: gedi gedi jare
Buyer: How much is this orange?
Seller: oranges are eleven thousand.
Buyer: apple?
Seller: apel selawe, pat twenty ae Mbak. (buyer holding pear)
Seller: is that right? that's new. How much? Half a kilo?
Buyer: half
Seller: It's half past eleven. A kilo and a half nine thousand. Seven thousand and a half and one thousand five hundred, nine thousand. Where are you?
Buyer: yes
(Data 1/3/1)

In the conversation during the sale and purchase transaction at the fruit stall above, there was also a switch between the use of code mixing between Javanese and Indonesian. The form of code mixing used is the number-adjective phrase group. This also occurs in the following data snippets:
Seller: How many kilos is this?

Buyer: Two
Seller: Miss this one.
Buyer: Nyoh. (gives two more oranges)
Seller: This is not a good deal, ma'am
Buyer: I'm going to buy it... it's a small one... (give me two more oranges)
Buyer: How much?
Seller: Forty-four
(Data 1/3/2)

Determinants of Code Switching and Code Mixing in Buying and Selling Activities

Based on the findings obtained, the events of code mixing and code switching between sellers and buyers in the Songgolangit market are caused by factors including educational background, situation, purpose of using language variations. First, speakers, namely almost all sellers and buyers who trade in the Songgolangit market being a native of Ponorgo, they automatically use this language or Javanese. The second factor is the speech partner. That is, the person who is the speaker's interlocutor when the communication takes place, the speech partner who has the ability to use two or more languages and the interlocutor who suddenly switches languages also determines the occurrence of language contact events, namely code mixing and code switching. The third factor is the presence of a third speaker (O3). Having a third speaker appear and be involved in the conversation will also indirectly affect the ongoing transaction and communication process.

The fourth factor, educational background, this is related to the mastery of the mother tongue, namely that which is very dominant among sellers at various stalls in the Songgolangit market. Most of the sellers have educational levels ranging from Elementary School to Bachelor (S1). The use of the dominant Javanese language is used by sellers with elementary school education and relatively old ages of around 50 years and over. Meanwhile, sellers who have educational backgrounds from high school to university are able not only to use Javanese but also to use Indonesian. They can also differentiate and communicate with buyers using a wider variety of languages. This allows code mixing and code switching to occur when they transact.

Furthermore, the fifth factor is a situation where code-mixing and code-switching occurs from Indonesian Javanese to Indonesian, mostly caused by the relaxed atmosphere factor in the exchange between sellers and buyers that allows these events to occur. This can be seen in the following data:

Tim: Ma'am, why use 2 languages?
Seller: look, that's the same thing, it's different in the field, but it's different at home.
Tim: when.... doing the sales transaction, what was the reason?
Seller: yes, you are buying in Indonesia, speak Indonesian, speak Javanese like that.
Tim: When do you use mixed language? The change is when, is it possible when the people who come are like what?
Seller: yes, look at the people who come. What does this person look like? That's bias, later Javanese time............
Seller: yes, it's usually like that.
Tim: What is the usual factor?

Salesman: what?

Tim: the cause, what are the factors?

Seller: later, for example, the old man will not be able to speak Indonesian.

Tim: What's the point? the transaction. If the language is mixed like that, what is the benefit?

Seller: yes, it's good, what you said is possible. The one who was invited to say that he can....

Tim: so all this time, the benefits are big for you?

Seller: yes.

The next determining factor is the purpose of the talk. In speaking, of course a speaker and speech partner have a topic of conversation which is the essence of the intended speech. The topic of conversation is sometimes serious but does not rule out the possibility of evoking a sense of humor or just for prestige, especially with the code switching and code mixing that occurs. Based on the findings obtained, sellers and buyers use two languages when transacting with the aim of increasing understanding between the seller and the buyer itself. This is because there are many buyers who come from outside the area who are afraid they don't understand conversations in Javanese. In addition, the seller only wants to compensate if the buyer uses Indonesian, so he uses it and vice versa. In essence, the variations used are to establish familiarity with buyers and avoid misunderstandings when transacting

CONCLUSION

Based on the description above, it can be concluded that in the process of transactions and communication in the Songgolangit market, there are two uses of code switching and code mixing. The form of code switching that occurs is the transition from the use of Javanese to Indonesian. Likewise with code mixing, the use of codes originating from Indonesian is often used by buyers who previously used Javanese in their speech. The determining factors that influence the occurrence of code-switching and code-mixing are the speaker, the interlocutor, the presence of a third speaker, educational background, linguistic situation, and the purpose of the conversation. Events that appear when code switching and code mixing occur are when sellers and buyers respond to each other, explain the meaning of each other's speech, and give emphasis or affirmation to the utterances spoken.

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