SOCIAL FACTORS OF CODE SWITCHING AND CODE MIXING USED BY SALESMAN

SKRIPSI

Submitted In Partial Fulfillment of the Requirements For the Degree of Sarjana Pendidikan (S.Pd) English Education Program

By:

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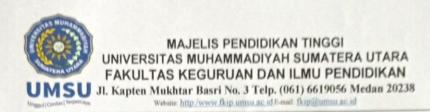
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Demikian pernytaan ini dengan sesungguhnya dan dengan yang sebenarbenarnya.

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ABSTRACT

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The purpose of this research is to provide an understanding To find out what types of code switching and code mixing used by speakers in the context of automotive salesman, To find out how do the code switching and code mixing used by speakers in the context of automotive salesman. To find out the reasons of supervisor and salesman switch and mix the language in conversing each other. This study employs a qualitative design. A descriptive qualitative method is one which is used to explain the description of situations, events, or occurrence so that this method has an intention to accumulate the basic data. The source of data in this research is Automotive Salesman. The data used in this research is a conversation transcript word by word on Automotive Salesman. The result of the analysis shows the code-switching that automotive salesman frequently used in his utterances from the conversation between supervisor and salesman is codeswitching. There are 52 data were code-switching, and 10 data were code-mixing. Code switching is divided into 3, namely: 1) consisting of 44 intersentential expressions; 2) the intrasentential expression consists of 7 expressions; 3) tag consists of 1 expression. Code mixing is divided into 2, namely: 1) mixing the inner code consisting of 3 expressions; 2) mixing the inter code consists of 6 expressions

Keywords: Social Factor, Code Switching, Code Mixing

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CHAPTER I

INTRODUCTION

1.1 Background of The Study

Sociolinguistics focuses on the relationship between language and society. It is principal concern address linguistic variation across social groups and the range of communicative situations in which women and men deploy their verbal repertoires. According to Biber & Finegan (1994) sociolinguistics is the study of language in use. In addition, according to Trudgil (1974) sociolinguistics is part of linguistics which is concerned with languages as a social and cultural phenomenon. Precisely, sociolinguistics studies the affect of language and society, with the languages as the crucial point.

According to Holmes (2018) sociolinguistics studies the relationship between language and society. They are interested in explaining why we speak differently in different social context and they are concerned with identifying the social functions of language and the ways it is to convey social meaning.

Chaer and Agustina (1995) indicate that in a variety of languages or diversity of languages there are two views. First, the variety of language is seen as a result of the linguistic diversity of speakers and diversity of functions. Second, the variety of languages exist to serve their function as a means of interaction in the diverse activities of society

Nowadays, will found a different society with different languages. It makes it possible to us found the problem of communication in different situation. When people choose the appropriate language in congruent situation, it is called diglossic situation. According to Holmes (1992) diglossia is characteristic of speech communities rather than individuals. Individuals may be bilingual. Society impinges on language, and language impinges on the society. Therefore, there must be a relationship existing between language and society. The independence of these two entities, language and society led to the study of sociolinguistics.

Every human communication conveys information that can be direct thoughts, ideas, intentions, feelings, and emotions (Chaer & Agustina, 1995: 61-65). The process of communication involves what is called a speech and speech event in a speech situation. Speech is the occurrences or presence of linguistic interactions in one or more form of speech involving two parties, which are speakers and those of the opposite speech, with one speech point, in a particular time, place, and situation. The speech act is basically a set up of a number of speech acts organized to achieve a goal. Speech and speech events are two symptoms that occur in the one process of communication.

Some factors that affect communication are individual factor, the topic of conversation, or the level of mastery one of at least two languages that are mastered to communication. Language selection underlies the creation of communication. The choice of language is a social event in a society event in society that results from interaction in communication. And any other factors there are educational factors, age difference, social status, and also the character

of an individual are able to influence an individual to determine their language choices when communicating with other individuals. Similarly, the situation behind the talk can also affect how language will be chosen to be used.

In the communication salesman use spoken language, body language and facial looks. Supervisor and Salesman in automotive environment sometimes mix or switch two or more languages or different languages in communication, such as Indonesian mixing with English. The occasions are code switching and code mixing.

A society who has the ability to use one or more languages is called bilingual or multilingual it is possible for them to switch the language during communication with others. (Sagala & Rezeki, 2019). Code switching is a linguistic phenomenon commonly occurring in bilingual and multilingual speech communities (Mahootian, 2006). People who switch the language should have purposes, such as to quote someone, qualify message, amplify or emphasize, convey confidentiality, anger and annoyance, mark and emphasize group identity (solidarity), exclude someone from conversation, change role of speaker, rise status, add authority, show expertise and continue the last language used (Grosjean, 1982). While code mixing occurs when conversant use both language together to the extent that they change from one language to the othe\r in the course of a single utterance it means that the conversant just change some of the elements in their utterance (Wardhaugh, 1986:103). Code mixing place without a change topic and involve various levels of language, e.g., morphology and lexical items.

Table 1.1 Code Switching and Code Mixing

	Expression
Code Switching	"Rush a/t "black" kapan di "survey"? Perlu diingat
	untuk "unit" yang sudah "booking" harus segera di
	"delivery" di "follow up" terus "surveyor"nya.
Code Mixing	"Hari ini tetap activity buat plan untuk canvassing dan
	juga buat <i>plan SPK</i> dan <i>plan DO</i> "

2.1 Problem of the study

- 1. What types of code switching and code mixing used by speakers in the context of automotive salesman?
- 2. How do the code switching and code mixing occurs by speakers in the context of automotive salesman?
- 3. Why do they switch and mix the language in conversing each other between supervisor and salesman?

3.1 Objective of the study

Based on the problem, the aim of to be achieved in this study is:

 To find out what types of code switching and code mixing used by speakers in the context of automotive salesman.

- 2. To find out how do the code switching and code mixing used by speakers in the context of automotive salesman.
- 3. To find out the reasons of supervisor and salesman switch and mix the language in conversing each other.

4.1 Scope of the study

This study focuses on speakers in the context of automotive salesman between supervisor and salesman. The data will be collected from the recording of the speakers who involved in this study. Then the data will transcribe into the text to show the categorization of code switching and code mixing.

5.1 Significance of the study

1. Theoretically

Theoretically the results of this study are expected to be useful theoretically, namely to enrich sociolinguistics studies, especially in the study of the code switching and code mixing between supervisor and salesman.

2. Practically

The significance of this research are practically expected to be able to provide a description or explanation of the code switching and code mixing used by speakers in the context of automotive salesman in Daya Daihatsu Medan. And also explain the causative factors code switching and code mixing by speakers in the context of automotive salesman.

Furthermore, the following are presented in detail the expected benefits that can be drawn from this study, among others:

- 1. This research is expected to be able to provides and describe for the reader about code switching and code mixing in the context of automotive salesman.
- 2. The results of this study are expected to be used as a foundation for future research that conducts similar research.

CHAPTER II

REVIEW OF LITERATURE

2.1 Theoretical Framework

2.1.1. Sociolinguistics

Sociolinguistics is a branch of linguistics that studies language and society. Sociolinguistics explores language in relation to society. This means that it is concerned with language as used for communication amongst different social groups of people in different social situations Georgeiva, 2014). In other hand Sociolinguistics is one of the extra-linkguistic studies derived from the words sociology and linguistics. Sociology is an objective and scientific study of humans in society. Language or linguistics is a field of science that takes the language as the object of his review (Chaer and Agustina, 2010:2). The term sociolinguistic consists of two elements there are socio and linguistic. Socio is socialized, which relates to communication with citizens, community group and community functions. And linguistic is the scientific study of language. Thus, sociolinguistics is a study or discussion of language in relation to local speakers as a member of community.

Sociolinguistics also focuses on the overall problem associated with the social organizations of language behavior, including not only language use but also the attitudes of language, linguistic behavior and users of languages. Sociolinguistic studies allow for a person to started with social issues and associate with language, as well as start with language and associate with symptoms in the

community. According Gumperz (1971) has observed that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and observe any changes the occur. While Trudgill (1974:34) sociolinguistic is a part of linguistic which concerned with language as a social and cultural phenomenon. Is investigates the field of language and society that has close connections with the social science, especially social psychology, anthropology, human geography, and sociology.

Sociolinguistics is often associated with common linguistic in which common linguistics that includes phonology, morphology, and syntactic. This linguistics only discusses about "language structure", including the field of sound structure, morphological structure, sentence structure and currently linguistics also includes the field of discourse structure (discourse). As linguistics, sociolinguistics also speaks about language. The method used is similarly, namely "descriptive method" in the sense of the studying objects at a particular time. However, it should be noted, that there is a distinction between sociolinguistic and fundamental linguistics.

From the explanation above, the researcher can conclude that sociolinguistics is the interdisciplinary study which studies about the relationship between language and social factors in speech community. The fields of linguistic are word structure called morphology, structure between words in sentences called syntax, and meaning problems called semantics.

2.1.2 Bilingualism

Bilingualism is an individual who able to use two languages in interaction to each other. Many people are applying more than one language when they make conversation with other people. Nowadays, bilingualism has become popular in every country in this world. They have been common to wield two languages in their burble.

Based on sociolinguistic, bilingualism is defined as the use of two languages by a speaker in interacting with others in alternately (Mackey and Fishman in Chaer and Agustina, 2010). According to Myres and Scotton (2006) bilingualism is the use of two or more languages sufficiently to carry on a limited casual conversation. In addition, according Spolsky (1998) defines a bilingual as a person who has some functional ability in the second language. According to Bloomfield (Rahardi, 2001) bilingualism is a situation when a speaker can use two languages as well.

The measurement of bilingualism from the aspect of function can be done through the capability of the use of two languages according to the particular interest. There are factors that must be considered in the measurement of the bilingualism in terms of functionally of internal and external.

According to Hougen (in Chaer and Agustina, 2010:86) a bilingual does not necessarily actively use both languages, but enough if it can understand it. Because leaning second language, especially foreign languages, will not itself have an affect on the original language. Moreover, someone who studies a foreign

language, the ability of foreign languages will always be a position below the native language.

Person who have the ability to use two languages equally well are called bilingual (Pranowo,1996:8). To be able to use two languages (the first is mother language and the second languages is another language), people who can use both languages are called bilingual (Chaer and Agustina, 2010: 112).

So, in the end it can be concluded that bilingualism is basically the ability of a person, both individuals and communities, who speaks both languages and is able to use both languages in taking turns in everyday communication.

2.1.3 Code Switching

Code switching is related to the relationship between society and language which aims to understand the structure of language and how language functions in communication. According to Fishman (1972: 7) there are three characteristic in study of sociolinguistics such as characteristic of language varieties, the characteristic of their functions, and the characteristics of their speakers. There of the characteristics are eternally interacted and changes one another within a speech community. due to changing situations (Apple in Chaer and Agustina, 2010:107). Hymes (in Chaer and Agustina, 2010:107) states that code switching is a symptom of language transition that does not only occur between languages, but can also occur between variations or styles that exist in one language. For example the transitions from Indonesia to foreign language like English.

According to Apple (in Suwito, 1996:80) code switching is a symptom language use changes because of changing circumstances. Chaedar (1998:66) provides an explanation of code switching which is said to be a form of transition from one dialect to another. Nababan (1991:6) also states that code switching occurs if the language situation requires speakers to change the language or variety of language being used. Moreover, Harimurti (2011:7) define briefly that code switching is the use of other language variations to adapt to other roles or situations. Code switching is the ability to switch from code A to the code B, or is called a transition from one language to another (Kachru in Rahmadani, 2011:107). Substitution of this code is determined by the function, situation, and participants. In the other words, code switching refers to the category of one's verbal treasure in terms of function and role.

Based on the definitions presented by experts, what is meant by code switching is the change of language from one particular language to another language or the change of leisurely to formal or otherwise, a diversion by someone conscious for some reason. Code switching is a marker of an attitude, emotional intensity, or various types of identity.

The use of two (or more) languages in code switching according to Soewito (1996:80) is indicated by; a) each language still supports its function separately according to the context; b) the functions of each language are adapted to situations relevant to changing context. These characteristics indicate that in the code switching each language still supports its function exclusively and code switching occurs when the speaker feels that the situation is relevant to the

transition of the code. In addition, when the speaker cannot convey his/her message by using one language, the speaker needs to change the language to be more understood Sagala, Rezeki & Gurning (2018).

In everyday life, it turns out that various languages are more likely to use code switching. This is caused by the ease factor in describing a speech event by connecting factors that affect the speech event. Soepomo (1979:15) discusses permanent code switching and temporary code switching. Permanent code switching is a code change event permanent and for a long time by a speaker. The code switching occurs when there are striking changes in the status of social status and personal relationships. Temporary code switching is code switching that is only for a mont.

Code switching has specific feature. These features relate to the situational environment as a external features also relate to the speaker and the language used as a more internal features. Code switching is often done by a speaker due to a change in situation. The main features of speech that contains code switching is there are elements of language that still support their inclusive function and change code switching occurs if the speaker feels that the situation is relevant to switch the code (change of situation) (Soewito, 1996: 79). Similarly with that (Suandi, 2014:133) suggests the characteristics of code switching as follows.

- 1. Code switching occurs due to language contact and language dependency.
- 2. The code switching will be possible if the community or participants are bilingual or multilingual people and or diglossia. This is due to the

conditions demanded by the definition of code switching, which is a conversations which switches from one code to another. Code is one of the variants in the language level. Thus, in this code switching is intended to be able to switch, variant, style, variety, or dialect.

- 3. In code switching usage languages or code still supports its own function in accordance with the context it contains.
- 4. The function of each language or code is adapted to situations related to changes in the content of the conversation.
- 5. The code switching is due to characteristics of a background speech, whether it is in the context of first speakers, second speaker, or situations that actually happened.

Based on explanation, it can be concluded that the code switching generally has the characteristics that is, the use of language or the code still supports its own functions in accordance with the context. Code switching would be happened if the people or the speaker is bilingual or multilingual. This is due to the conditions demanded by the definition of code switching itself, which is a conversation which switches from one code to another.

2.1.4 Type of Code Switching

Another linguist defines the types of code switching to three types (Stockwell: 2002), there are tag code switching, inter sentential code switching, and intra sentential code switching.

a. Tag code switching

A tag code switching happens when a bilingual inserts short expressions

(tag) from different language at the end of his/her utterances. For example

Supervisor : Hari ini kita meeting untuk membicarakan unit yang akan

delivery order, ada satu unit punya customer diva, right?

Salesman : iya pak.

The word "right" is tag switching because the speaker switched short

expression from different language.

b. Inter-sentential Code Switching

An inter-sentential code switching happens when there is a complete

sentences in foreign language uttered between two sentences in a base

language.

For example:

Supervisor : Tolong bantu report plan spk ya. Which is hari ini mau

delivery ke customer.

Salesman : siap pak

From the conversation above, the speakers switched code ("plan SPK ya,

which is") between the sentences.

c. Intra-sentential Code Switching

An intra-sentential code switching is found when a word, a phrase, or a

clause, of a foreign language is found within the sentence in base

language.

For example:

Supervisor : Siapa yang belum *accept email payroll?*

Salesman : Saya pak.

From the conversation above, the speakers switched code ("accept email payroll") within sentences.

2.1.4 Code Mixing

According to Nababan (in Suandi 2014) code mixing is the mixing of two or more languages or language variations in a language act without something in language situation that requires mixing the language.

Wardaugh (in Kun Mustain, 2011) stated that code mixing occur when fluent people used both languages together to the extent that they changed from one language to other in the course of a single utterance. In addition, (Pranowo, 1996:12) argues that code mixing is the use of two or more languages by consistently inserting one language element into another language. Like entering a foreign language into speech that uses Indonesian. Similarly with that, Thelander (in Soewito, 1985:75) argues that the language elements that are bound in the event of code mixing are limited to clause level. If in a speech there is a mixture or combinations in the similar clause. According to Sumarsono (1993) code mixing occur when speakers insert fragments of other languages when using certain languages. For example, when speaking Indonesian, someone incorporates of the English language.

Thelander (in Chaer and Agustina, 2010) says that code mixing occurs when in a speech event, clause, or phrases used consist of mixed clauses and phrase no

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longer supports the function individually. This opinion is supported by Fasold (in

Chaer and Agustina, 2010) who say that code mixing occurs when someone uses

one word or phrase from one language.

Based on definitions from some experts, it can be concluded that code mixing

is the use of two or more languages (variants) in speech acts by infiltration of one

language element into another, the element is in the form of words, phrases or

clauses.

2.1.6 Types of Code Mixing

According Soewito (1985) there are two types of code mixing:

1. Inner code-mixing

Code mixing sourced from native language (internal) with all its

variations. Inner code-mixing when the source language and target

language are related with geographically, and one language to another

language.

Example:

Salesman

: Pak unit yang atas nama Angela minta batal.

Supervisor

: Bah. kenapa rupanya?

From the example above the speakers said "bah". It means that the

speakers mix the Indonesian language with their region language that is

Bataknese.

2. Outer code-mixing)

It is said to outer code-mixing if between source language and language politically. This outer code-mixing occurs because of ability the target does not have a relationship, geographical, geological or moderate intellect.

Example:

Supervisor : Besok kan ada *car free day* di lapangan merdeka, jadi kalian beso canvasiing di sekitar sana ya.

Salesman : Ok pak.

For the example above that the speakers said "car free day". It means the speakers mixed his language from Indonesian language to English language.

Nababan (1986:32), the most striking features in code mixing events is casual or informal situations. Code-mixing generally occurs when speaking casually whereas informal situations this rarely happening. Code mixing is often used as a communicative strategy with a variety of motivations. If in a formal situation code mixing occurs, this is due to the absence of terms that refer to the intended concept. As mentioned, code mixing can be idiolect, dialect, register, speech acts, and varieties then the mixed elements can also be in the form of language variants as well as the language itself.

Chaer and Agustina (2010) state that if in a speech event, the clauses or phrases used consist mixed clauses and phrases, and each no longer serves its own

function, then what happens is a code mixing. Suandi (2014) states that there are several characteristics of code mixing that distinguish it from code switching. i.e.

- Code mixing is not required by the situation and context of the conversation as is the case with code switching, but depends on the speaker (language function)
- 2. Code mixing occurs because of the speaker's manner and habits in language.
- 3. Code mixing generally occurs and more informal situation.
- 4. Code mixing characteristics on the scope under the clauses on the highest order and the words on the lowest level.

2.1.7 Social Factors of Code Switching and Code Mixing

1. Lack of Facility

According to Malik (1994), bilinguals or multilinguals often explain that they exchange codes when they cannot find an appropriate expression or vocabulary or when the spoken language lacks the special words needed to continue a conversation fluently. The reason for switching may however be culturally conditioned and David (2003) notes that an alien concept has a speaker switch to the language from which the concept is borrowed as in the following example from Javanese speaker:

"Aku SMS sampeyan" (I'm texting you)

Javanese does not have a single word for SMS, so in normal conversation the word loan is used. The example above shows that the participant cannot find the appropriate expression or vocabulary from the conversation.

2. Lack Register

When speakers are not equally competent in two languages and when speakers do not see terms in the two languages, code switching occurs. For example, in certain jobs, code switching occurs in the talk of doctors, engineers when they can be said among themselves due to the fact that the exact terms in a language may not be available to them. As a result, they use familiar English terminology.

3. Mood of The Speaker

Malik (1994) states that usually when bilinguals are tired or angry, code switching occurs with a new dimension. That is, when the speaker is in the right state of mind, he can find the appropriate word or expression in the basic language. Very often he knows exactly the words in both languages (X and Y) but Y may be more available when the speaker is not distracted. Such circumstances can become an obstacle in getting the appropriate words or phrases in a language which the speaker may be more proficient at if he is not mentally challenged.

4. Habitual Expression

Malik (1994) stresses the fact that code switching often occurs in fixed phrases of greeting and parting, command and request, invitation, expressions of gratitude and discourse markers such as:

"Oo yaaa, I know that is fantastic".

Here the expression "oo yaaa" is used as usual expressions and in using this even the speaker may not be conscious that it is switching.

5. To emphasize a Point

Switching is also used to emphasize a point. Gal (1988) reports several instances in which a switch at the end of an argument not only helps to end the interaction but may serve to emphasize a point. Code switching is used to stress and to add more force to the statement. For example:

"Aku tidak akan mengatakan kepada siapapun, believe me please"

In this example, speaker switches to English at the end of the statement just to add more force in his arguments.

6. Semantic Significance

Malik (1994), Gumperz (1982), and Gumperz and Hernandez (1971) all stress that switching at a particular moment conveys semantically significant information. It is a communicative resource that builds on participant's perception of two languages. Lexical choice conveys meaning during code switching. Gal's view that listeners interpret code switching as an indicator of the speaker's attitude, or communicative intents and emotions as code switching is a tool for conveying appropriate linguistic and social information. By the same token, David (2003) describes a range of speech acts like reprimands, directives, requests, and

warnings that are conveyed by using different intricate strategies to show the semantic significance in certain specific situations.

7. To Show Identity with a Group

Di Pietro (1977) reports that Italian immigrants would tell a joke in English and give the punch line in Italian, not only because it was better said in Italian but also to stress the fact that they all belong to the same minority group, with shared values and experience (cited in Malik, 1994).

8. To Address a Different Audience

Malik (1994) states that code switching is also used when the speaker intends to address people coming from various linguistic background. For example, the television announcer uses Indonesia as the national language but also switches to English as well. Similar types of situations have also been reported in some other settings. One reason for such use of mixed languages is to address simultaneously persons from different linguistic backgrounds. Also, the speaker clearly distinguishes whom he/she addresses and what should be communicated. Hence, the speaker uses part of the sentence in one language and the other part in another language.

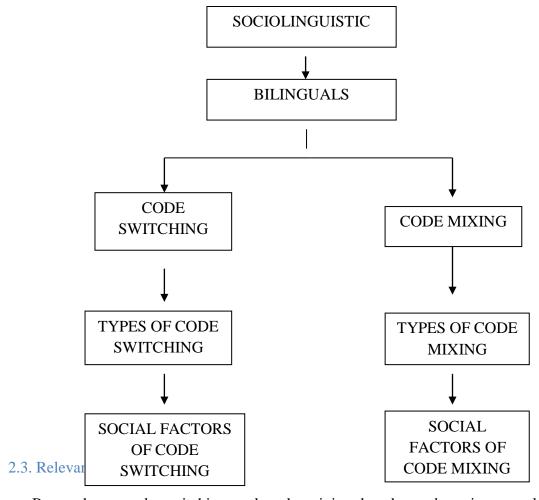
9. Pragmatic Reasons

Sometimes the alternation between two languages is highly meaningful in terms of the conversational context (Malik, 1994). Gumperz (1970) also notes that switching may emphasize varying degrees of speaker's involvement.

10. To Attract Attention

Malik (1994) shows that in advertisements (in both written as well as in spoken), code switching is used to attract the attention of the readers/listeners. In English newspaper when the readers come across non-English, wither Hindi or any one of the other Indian languages, the reader's attention is automatically drawn to depend on the language background he/she originates from.

2.2 Conceptual Framework



Research on code switching and code mixing has been done in several previous studied. This research includes similar studies that have been conducted so that it can be distinguished from this study. The research was the first one the

journal made by Bili (2017) namely "Social Factors Prompting Adult Bilingual Speakers To Code Switch" this journal focused to explains about various social factor from several experts. And discuss what makes people use code mixing. Second, the journal made by Samsi (2014) namely "Code Switching and Code Mixing in Tourism Industry Toward Multilingual" thus journal discusses the forms and factors that cause code switching and code mixing in tourism industry. The language codes found in this study are Japanese-English and English-Indonesian.

CHAPTER III

RESEARCH METHODOLOGY

3.1. Research Design

The approach used in this study is a qualitative approach, a process of study and understanding based on methodology that investigates a social phenomenon and human problem. According to Bodgan and Taylor (in Meleong, 2012:4) qualitative research is a study procedure that produces a descriptive data of written or spoken words of people and observable behavior. This approach is directed at the individuals and background in holistic (whole). So in this case should not be isolated individual or organization into variable or hypothesis, but need to see it as part of a unit.

In other words, a qualitative approach or has the characteristics that the data expressed in a natural state (natural settings) without changes in the form of symbols or the amount of use hoe to work systematically, directed, and can be responsible, so that in this study do not lose the characteristics scientific (a series of data network processes in the field).

Through the data gathering of the data natural background as a direct source through involvement of researchers as a key instrument, researchers here aim to contextually uncover symptoms or phenomena. In this study the authors only describe the data and facts obtained in the field, then data interpretation and analysis data the author does not do hypothesis testing.

3.2. Time and Location of Study

This study will be conducted on Daya Daihatsu Jalan Ngumban Surbakti, Medan. The data will be collected on May 2020 until June 2020.

3.3. Study and Object of The Study

The subject of this study is supervisor and salesman as well as the participant in qualitative research. According to Lofland (in Moleong, 2011:157) the main data sources in qualitative descriptive research are words and actions, the rest are additional data such as documents and others. The object of this research is the code switching and code mixing expression or discourse which used by supervisor and salesman.

Object of the study conversations between supervisor and salesman at Daya Daihatsu Medan. In the conversation between them there is code switching and code mixing.

3.4. Instrument for Data Collection

In a study needed instruments to get data valid (Meleong, 2014:168). In qualitative research that is to be the research instruments or research, the tool is the researcher himself. In other words Sugiyono (2015) states that in qualitative research that is a study instrument are the researchers themselves. Qualitative researchers are human instruments whose function is to set the focus of research, select informants as sources of data, assess data quality, analyze data, interpret data, and make conclusions on everything.

So the researcher acts as a data in the field by using the purposive sampling technique guidelines. Therefore the researcher must be responsive to the subject and research objects, so that the research data obtained can be focused and following predetermined goals. Besides researchers as instruments the principal also uses supporting instruments to make it easier for data collection such as using tolls in the form of guidelines for field notes.

3.5. The Technique of Data Collection

The data will be gathered by record the conversation between supervisor and salesman in Daya Daihatsu Medan. Data collection techniques in this study was carried out using the

listening technique and continued with the note taking technique. The note taking technique is done by using certain stationary. this note taking technique is done by recording the conversation utterances that exist in supervisors and salesman in the table column that has been prepared.

3.6. The technique of Data Analysis

Miles and Huberman (1992), suggested three stages that must be done in analyzing qualitative research data, there are

1. Data Reduction

The reduction data is part pf the data analysis. The reduction of data is a form of analysis that sharpens, classifies, directs, disposes of the unnecessary, and organizes the data in such a way that its final conclusions can be drawn and verified. Data obtained by researchers in the field through interviews, observation and documentation are reduced by summarizing, selecting and focusing data on things that are consistent with the research objectives. At this stage, researchers do data reduction by sorting, categorizing and make abstractions from field notes, interviews and documentation.

2. Data Display

Miles and Huberman (1992) says that the data has been reduced then the next step is to expose the data. Data exposure as a collection of information is arranged, and gives the possibility of drawing conclusions and taking action Data display is used to further enhance understanding of the case and as references to take actions based on understanding and analysis of data presentations.

3. Conclusion Drawing/Verification

The third step in qualitative data analysis according to Miles and Huberman (1992) is a deduction and verification. The deduction results from studies that respond to the focus of the study based on data analysis. In other word,

CHAPTER IV

FINDINGS, DATA ANALYSIS AND DISCUSSION

4.1 Findings

Data were collected through listening, recording and field notes conversations between supervisors (SV) and salesmen (SM). the data in this study were analyzed using the method data reduction of Miles and Huberman (1992). The findings on this study were collected 52 utterances of code switching, namely: a) 44 Intrasentential code switching; b) 7 Intersentensial code switching; c) 1 Tag code switching. And findings 10 utterances of code mixing, namely 1) inner code-mixing consisting of 3 expressions; 2) outer code-mixing consists of 7 expressions

4.2 Data Analysis

All data are discussed and analyzed in the tables below:

4.2.1 Data of Code Switching

Table 4.1. Analysis of Code Switching Based on Stockwell (2002)

				COL	DE SWITCH	HING	
No		UTTERANCES			INT	T	
			R		RA AG		
1.	SV	selamat pagi rekan-rekan.		\mathbf{v}			
		Saya hanya mau mengingatkan					
		kalau besok kita ada event					
		showroom paham ya rekan-					
		rekan.					
2.	SV	nanti kasih saya <i>list</i> nama-			V		
		nama tamunya ya. Jangan asal					
		tulis.					
3.	SV	Tulis yang bener-bener		V			
		bisa <i>closing</i> besok					
4.	SV	Harus commit dengan apa		V			
		yang ditulis.					
5.	SV	Jangan mau pekerjaan		•	V		

		11.1.			
		kalian <i>canvassing</i> , pameran			
		setiap hari itu siasia.			
6.	SV	sambil tulis nama tamu nya	V		
		saya akan <i>update stock unit</i>			
		yang sudah SPK.			
7.	SV	khalida, jupran kapan ni di	V		
		survey?			
8. ′	SV	Masih <i>collect</i> berkasnya	v		
9	9	pak.			
9.	SM	Hari ini semuanya di	v		
		lengkapi. Besok tinggal survey			
10.	SM	udah di <i>survey</i> pak.	V		
		Tinggal tunggu hasil hari ini			
11.	SV	ACC inikan? customer nya	v		
		siap bayar kan?			
12.	SV	yaudah kalau sudah		V	
		approve kejar terus SPK biar			
		langsung setor.			
13.	SV	yaa harusnya kamu bisa	V		
		antisipasi dengan ngasih dp			
		amannya aja. <i>pararel</i> kan aja			
		dulu			
14.	SM	iya pak. karna ini <i>customer</i>	V		
		nya udah keliling di astra dia	·		
		bisa 25%.			
15.	SV	Enggak. Mau gimana pun	V		
10.	2 .	kamu harus pastikan juga sama	·		
		leasing.			
16.	SV	Yaudah kejar lah dulu kalo	v		
10.	2 .	gabisa kamu info ke <i>customer</i>	·		
		nya ya.			
17.	SV	Trus <i>pararel</i> kan juga.	v		
18.	SV	Supaya nama-nama	,	v	
10.	5 ,	customer prospect kalian itu		•	
		bisa jadi <i>hot prospect</i>			
19.	SV	ini nama-nama	V		
17.	5 •	undangannya sudah <i>fix</i> semua	v		
		kan?			
20.	SV	masing-masing leader	V		
20.	5 4	terus di <i>reminder</i> anggotanya	v		
		mengenai tamu-tamu mereka			
		yaa.			
21.	SV	Mona Sebayang, riki ini	X 7		
۷1.	, S V	unitnya sudah sampai. Coba	V		
22	CNA	dicek kebelakang yaa	**		
22.	SM	agus bilang siang <i>unit</i> nya	V		
		masuk pak. tadi sudah saya			
		cek.			

23.	SV	yaudah. PO sudah sama	v		
25.		kamu kan?	,		
24.	SV	ini <i>customer</i> dari kaban	V		
		jahe kan? Sudah dikabari?			
25.	SM	sudah pak. Cuma tunggu	V		
		unit nya sudah sampai sini aja			
		pak			
26.	SV	yasudah suruh aja	V		
		<i>customer</i> transfer			
27	CM	pelunasannya hari ini.			
27.	SV	nur itu <i>customer</i> kamu	V		
		yang apriandi itu bukan			
28.	SV	warung kopi dia sendiri. iya itukan semacam	v		
20.	5 4	foodcourt ada jualan mie aceh,	•		
		martabak. Nah dia jualan jus.			
		Dia jualan jus doang. bukan			
		warung kopi.			
29.	SV	enggak dia hanya jual jus.	V		
		Haya punya stand jus di			
		tempat itu. Itu hasil survey.			
30.	SV	lu konfirmasi kalo gak	V		
		saya bisa <i>fight</i> .			
31.	SV	Jadi enak kita	V		
20	CV	ngomongnya. Enak <i>fight</i> nya.			
32.	SV	Dan dia Cuma punya 1	V		
		stand. 1 stand itu palingan			
33.	SM	Cuma berapa sih modalnya. dia jualan nya sudah besar	***		
33.	SIVI	pak. jadi 1 <i>stand</i> itu kan Cuma	V		
		modalnya aja pak. dia hitung			
		hasil dari jualannya lumayan.			
34.	SV	tapi itu tadi dia Cuma	v		
		jualan jus itu hasil survey ACC	·		
35.	SV	Coba difoto pas dia lagi	V		
		buat kopi. nah itu baru saya			
		bisa <i>fight</i> enak negomya sama			
		ACC.			
36.	SV	masih lama berarti ya.	v		
		Yaudah ini saya free kan dulu			
27	CV	unitnya			
37.	SV	Soalnya nanti di akhir	V		
		bulan kan <i>manifest</i> sampai di			
38.	SV	Bior sava dulukan punya si	*7		
30.	3 4	Biar saya dulukan punya si iman. <i>Customer</i> mu siap bayar	V		
		kan man?			
39.	SV	yaudh suruh aja <i>customer</i>	v		
	. ~ ·	javan saran aja emsesiner	ı , , , , , , , , , , , , , , , , , , ,	<u>I</u>	1

		mu datang.			
40.	SV	Nanti buat surat pernyataan	V		
		switch unit nya ya put			
41.	SM	ini saya semalam di telfon		V	
		BCA katanya gabisa proses			
		data nya karna ada BI			
		checking.			
42.	SV	Coba kamu <i>switch</i> aja ke	v		
		ACC.			
43.	SM	iya pak. semalam udah	v		
		saya bilang juga sama			
		customer nya dia agak berat			
		juga pak.			
44.	SM	ya makanya itu di <i>switch</i>	v		
		aja ke ACC sekarang			
45.	SM	reject keliling pak		V	
46.	SM	BI <i>checking</i> dan APPI nya	v		
		juga parah pak. nunggak 6			
		bulan			
47.	SV	ok berarti ini <i>unit free</i> yaa	V		
48.	SV	Customer ready payment		V	
		kan?			
49.	SV	yaudah siapin semuanya ya	v		
		hari ini buka DO nya besok			
		delivery, Customer dimedan			
		kan?			
50.	SM	Okay pak			V
		Total Numbers	44	7	1

Data 1

N	lo.	Speaker	CS Utterance					
		Supervisor	selamat	pagi	rekan-rekan.	Saya	hanya	mau
			mengingatkan kalau besok kita ada event showroom			room		
			paham ya rekan-rekan.					

The code switching utterance is *Showroom event*.

Literal Meaning

Showroom: a large shop in which goods for sale, especially cars and electrical goods, are displayed.

Event : a thing that happens, especially something important.

Social Factor

The term showroom event used by supervisors is Intrasentential code switching type. The code shift for social factors is lack of facilities.

Data 2

No.	Speaker	CS Utterance
	Supervisor	nanti kasih saya <i>list</i> nama-nama tamunya ya. Jangan
		asal tulis.

The code switching utterance is *List*.

Literal Meaning

List: a series of names, items, figures, etc., especially when they are written or printed.

Social Factor

The term *list* used by supervisors is Intrasentential code switching type. The code shift for social factors is lack of facilities.

Data 3

No.	Speaker	CS Utterance
	Supervisor	Tulis yang bener-bener bisa <i>closing</i> besok.

The code switching utterance is *Closing*.

Literal Meaning

Closing: a period of time or an activity

Social Factor

The term *Closing* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 4

No.	Speaker	CS Utterance
-	Supervisor	Harus <i>commit</i> dengan apa yang ditulis.

The code switching utterance is *Commit*.

Literal Meaning

Commit: commit something to do something wrong or illegal

Social Factor

The term *Commit* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 5

No.		Speaker	CS Utte	rance			
-		Supervis	Jangan	mau	pekerjaan	kalian	canvassing,
	or		pameran set	iap hari	i itu siasia.		

The code switching utterance is Canvassing.

Literal Meaning

Canvassing: either by going around an area and talking to people or by phoning them

Social Factor

The term *Canvasing* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 6

No.	Speaker	CS Utterance			
,	Supervisor	sambil tulis nama tamu nya saya akan update			
•	stock unit yang sudah SPK.				

The code switching utterance is *update stock unit*.

Literal Meaning

update: to give somebody the most recent information about something

stock: a supply of something that is available for use

unit: a single item of the type of product that a company sells

Social Factor

The term *update stock unit* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 7

]	No.	Speaker	CS Utterance
	-	Supervisor	khalida, jupran kapan ni di survey?.

The code switching utterance is *survey*.

Literal Meaning

Survey: of a particular group of people, which is usually done by asking them questions

Social Factor

The term *Survey* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 8

No.	Speaker	CS Utterance
-	Salesman	Masih collect berkasnya pak

The code switching utterance is *collect*.

Literal Meaning

collect: using a system in which a phone call is paid for by the person who receives it

Social Factor

The term *collect* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 9

No.	Speaker	CS Utterance
	Supervisor	ACC inikan? customer nya siap bayar kan?

The code switching utterance is *customer*.

Literal Meaning

customer: a person or an organization that buys goods or services from a shop or business

Social Factor

The term *customer* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 10

No.	Speaker	CS Utterance
	Supervisor	yaudah kalau sudah approve kejar terus SPK biar
		langsung setor

The code switching utterance is *approve*

Literal Meaning

approve: to officially agree to a plan, request, etc.

Social Factor

The term *approve* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities.

Data 11

No.	Speaker	CS Utterance
	Supervisor	yaa harusnya kamu bisa antisipasi dengan ngasih
•		dp amannya aja. <i>parallel</i> kan aja dulu

The code switching utterance is parallel

Literal Meaning

parallel: taking place at the same time

Social Factor

The term *parallel* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

No.	Speaker	CS Utterance
-	Supervisor	Enggak. Mau gimana pun kamu harus pastikan
		juga sama <i>leasing</i>

The code switching utterance is leasing

Literal Meaning

Leasing: the act of using or letting somebody use something, especially property or equipment, in exchange for rent or a regular payment.

Social Factor

The term *leasing* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 13

No.	Speaker	CS Utterance
-	Supervisor	Supaya nama-nama customer prospect kalian itu
		bisa jadi <i>hot prospect</i>

The code switching utterance is *customer prospect* and *hot prospect*

Literal Meaning

customer: a person or an organization that buys goods or services from a shop or business

prospect: an idea of what might or will happen in the future.

Customer prospect: the activity of new customer in the context of salesman activity.

Social Factor

The term *leasing* used by supervisors is intersentential code switching type The code shift for social factors is lack of facilities

No.	Speaker	CS Utterance
,	Supervisor	ini nama-nama undangannya sudah fix semua
•		kan?

The code switching utterance is fix

Literal Meaning

fix: to decide on a date, a time, an amount, etc. for something

Social Factor

The term *fix* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 15

No.	Speaker		CS Utte	rance		
	Supervisor	masing-masing	leader	terus	di	reminder
		anggotanya mengena	ai tamu-ta	mu mer	eka y	aa.

The code switching utterance are *leader* and *reminder*

Literal Meaning

Leader: a person who leads a group of people, especially the head of a country, an organization, etc

Reminder: something that makes you think about or remember somebody / something

Social Factor

The term *leader* and *reminder* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

No.	Speaker	CS Utterance
	Supervisor	Mona Sebayang, riki ini <i>unit</i> nya sudah sampai.
		Coba dicek kebelakang yaa

The code switching utterance is unit

Literal Meaning

Unit: a single item of the type of product that a company sells

Social Factor

The term *unit* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 17

No.	Speaker	CS Utterance
	Supervisor	iya itukan semacam foodcourt ada jualan mie
		aceh, martabak. Nah dia jualan jus. Dia jualan jus
		doang. bukan warung kopi.

The code switching utterance is food court.

Literal Meaning

Food court: an area in a shopping centre or public building where there are several small restaurants around a central area with tables and chairs

Social Factor

The term *food court* used by supervisors is intersentential code switching type The code shift for social factors is lack of facilities

No.	Speaker	CS Utterance

-	Supervisor	Dan dia Cuma punya 1 stand. 1 stand itu palingan
•		Cuma berapa sih modalnya.

The code switching utterance is *stand*.

Literal Meaning

Stand: to be in a particular place

Social Factor

The term *stand* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 19

No.	Speaker	CS Utterance
	Supervisor	lu konfirmasi kalo gak saya bisa <i>fight</i> .

The code switching utterance is *fight*.

Literal Meaning

Fight: to try very hard to get something or to achieve something

Social Factor

The term *fight* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 20

No.	Speaker	CS Utterance
	Supervisor	masih lama berarti ya. Yaudah ini saya free kan
		dulunya

The code switching utterance is *free*.

Literal Meaning

Free: not limited or controlled by anyone else.

Social Factor

The term *free* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 21

No.	Speaker	CS Utterance
	Supervisor	Soalnya nanti di akhir bulan kan <i>manifest</i> sampai
		di belawan

The code switching utterance is *manifest*.

Literal Meaning

Manifest: a list of goods or passengers on a ship or an aircraft.

Social Factor

The term *manifest* used by supervisors is intersentential code switching type The code shift for social factors is lack of facilities

Data 22

No. Spea	CS Utterance	
Superviso	Nanti buat surat pernyataan <i>switch unit</i> nya ya put	

The code switching utterance is *switch unit*.

Literal Meaning

Switch : change from one thing to another

Unit: a single item of the type of product that a company sells

Social Factor

The term *switch unit* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 23

No.	Speaker	CS Utterance
	Supervisor	ini saya semalam di telfon BCA katanya gabisa
		proses data nya karna ada BI <i>checking</i> .

The code switching utterance is checking..

Literal Meaning

Checking: to examine something to see if it is correct, safe or acceptable

Social Factor

The term *checking* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 24

No.	Speaker	CS Utterance
	Salesman	<i>reject</i> keliling pak

The code switching utterance is *reject*

Literal Meaning

Reject: to refuse to accept or consider something

Social Factor

The term *reject* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 25

No.	Speaker	CS Utterance	
-	Salesman	ok berarti ini <i>unit free</i> yaa	

The code switching utterance is unit free.

Literal Meaning

Unit: a single item of the type of product that a company sells.

Free: not limited or controlled by anyone else.

Social Factor

The term *unit free* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 26

No.	Speaker	CS Utterance
	Salesma	Customer ready payment kan?
	n	

The code switching utterance is *Customer ready payment*.

Literal Meaning

Customer: a person or an organization that buys goods or services from a shop or business

Ready: fully prepared for what you are going to do and able to start it immediately.

Payment: the act of paying somebody/something or of being paid

Social Factor

The term *Customer ready payment* used by supervisors is intersentential code switching type.

The code shift for social factors is lack of facilities

Data 27

No.	Speaker	CS Utterance
	Salesma	yaudah siapin semuanya ya hari ini buka DO nya
	n	besok delivery, Customer dimedan kan?

The code switching utterance is *delivery*

Literal Meaning

Delivery: to the people they have been sent to

Social Factor

The term *Delivery* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

Data 27

No.	Speaker	CS Utterance
-	Salesman	yaudah siapin semuanya ya hari ini buka DO nya
•		besok delivery, Customer dimedan kan?

The code switching utterance is delivery

Literal Meaning

Delivery: to the people they have been sent to

Social Factor

The term *Delivery* used by supervisors is intersentential code switching type. The code shift for social factors is lack of facilities

4.2.2 Data of Code Mixing

Table 4.1. Analysis of Code Mixing Based on Soewito (1985)

NO	UTTRANCES		CODE	MIXING
			INNER	OUTER
1.	SV	nanti kasih saya <i>list</i> nama-nama tamunya ya. Jangan asal tulis.		V
2.	SV	Tulis yang bener-bener	V	

		Total Numbers	3	7
		kalo gak saya bisa <i>fight</i> .		
10.	SV	Coba lu konfirmasi		V
		bisa dia <i>payment</i>		
9.	SM siap pak. hari ini pun			V
		mt black?		
8.	SV	Ada yang mau terios x		V
		Form DO (delivery order)		
7.	SV	Biar langsung dibuka		V
		langsung setor		
		(purchase Order) biar		
		approval kejar terus PO		
6.	SV	yaudah kalau sudah	V	
5.	SV	via apa?		V
		berkasnya pak		
4.	SM	Masih collect	V	
		apa yang ditulis.		
3.	SV	Harus <i>commit</i> dengan		V
		bisa <i>closing</i> besok		

Data 1

No.	Speaker	CS Utterance
	Supervisor	nanti kasih saya <i>list</i> nama-nama tamunya ya. Jangan
		asal tulis.

The code mixing utterance is list

Literal Meaning

List: a series of names, items, figures, etc

Social Factor

The term *list* used by supervisors is outer code mixing. The code shift for social factors is lack of facilities

No.	Speaker	CS Utterance
	Supervisor	Tulis yang bener-bener bisa <i>closing</i> besok

The code switching utterance is *closing*.

Literal Meaning

Closing: coming at the end of a speech, a period of time or an activity

Social Factor

The term *Closing* used by supervisors is outer code mixing. The code shift for social factors is lack of facilities

Data 3

No.	Speaker	CS Utterance
,	Supervisor	Harus <i>commit</i> dengan apa yang ditulis.

The code switching utterance is *commit*.

Literal Meaning

Commit: to promise sincerely that you will definitely do something

Social Factor

The term *Commit* used by supervisors is outer code mixing type. The code shift for social factors is lack of facilities.

Data 5

No.	Speaker	CS Utterance
	Supervisor	Masih <i>collect</i> berkasnya pak

The code switching utterance is *collect*.

Literal Meaning

Collect: collect something to collect data/evidence/information

Social Factor

The term *Collect* used by supervisors is inner code mixing type. The code shift for social factors is lack of facilities.

.

Data 6

No.	Speaker	CS Utterance
	Supervisor	via apa?

The code switching utterance is via.

Literal Meaning

Via: by means of a particular person, system, etc

Social Factor

The term *via* used by supervisors is outer code mixing type. The code shift for social factors is lack of facilities.

Data 7

No.	Speaker			CS U	Itterance			
	Supervisor	yaudah	kalau	sudah	approve	kejar	terus	PO
		(purchase C	<i>Order)</i> t	oiar lang	gsung seto	r		

The code switching utterance is approval.

Literal Meaning

Approval: agreement to, or permission for something, especially a plan or request

Social Factor

The term *approval* used by supervisors is inner code mixing type. The code shift for social factors is lack of facilities.

Data 8

No.	Speaker	CS Utterance
	Supervisor	Ada yang mau terios x mt black?

The code switching utterance is *black*.

Literal Meaning

Black: having the very darkest colour

Social Factor

The term *black* used by supervisors is outer code mixing type. The code shift for social factors is lack of facilities.

Data 9

No.	Speaker	CS Utterance
	Salesman	siap pak. hari ini pun bisa dia <i>payment</i>

The code switching utterance is *payment*.

Literal Meaning

Payment: the act of paying somebody/something or of being paid.

Social Factor

The term *payment* used by supervisors is outer code mixing type. The code shift for social factors is lack of facilities.

No.	Speaker	CS Utterance
,	Supervisor	Coba lu konfirmasi kalo gak saya bisa fight.

The code switching utterance is *fight*.

Literal Meaning

Fight: to try very hard to get something or to achieve something

Social Factor

The term used by supervisors is outer code mixing type. The code shift for social factors is lack of facilities..

4.3 Discussion

Based on the results of the study, a total of 61 expressions were found consisting of 52 diversion code switching expressions, and 10 code mixing expressions. Code switching is divided into 3, namely: 1) consisting of 44 intersentential expressions; 2) the intrasentential expression consists of 7 expressions; 3) tag consists of 1 expression. Code mixing is divided into 2, namely: 1) inner code-mixing consisting of 3 expressions; 2) outer code-mixing consists of 7 expressions.

The most dominant social factor found in the research data is the lack of facilities. According to Malik (1994), bilinguals or multilingual often explain that they exchange codes when they cannot find an appropriate expression or vocabulary or when the spoken language lacks the special words needed to continue a conversation fluently. In this case, the bilingual refers to supervisors and salesmen, because supervisors and salesman tend to switch and mix in the conversation.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

This research has answered the problem of the study that the researchers propose in the introduction chapter so that it can be concluded as follows:

- 1. Types of code switching and code mixing used by speakers are:
 - a. There are three types of code switching used in conversation between supervisor and salesman namely, Tag code switching, Inter-sentential Code Switching, Intra-sentential Code Switching.
 - b. There are two types of code mixing used in conversation between supervisor and salesman namely, Inner code-mixing and Outer code-mixing.
- 2. Code Switching and Code Mixing occurs because bilinguals or multilingual often explain that supervisor and salesman exchange codes when they cannot find an appropriate expression or vocabulary or when the spoken language lacks the special words needed to continue a conversation fluently. In this case, the bilingual refers to supervisors and salesmen, because supervisor and salesman tend to switch and mix in the conversation.

5.2 Suggestion

From the result of the reaserch, there were still many possibilitiest for further research regarding to code switching and code mixing topic in the future. Since this research only analyze the type used and the reasons according to the relevant theories. Therefore, the researchersuggest for those who interested in this topic to analyze the

impact of using code switching and code mixing toward their attitude and perception about the mixing and switching the code. There were many possibilities to take the sample of Indonesian – English code switching and code mixing resaerch not only from music show but also from another media such as radio, magazine, advertisment, reality shows, social media, even the classroom and many more. Thus there was some variations in code switching and code mixing research in the future.

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APPENDIX 1

Data 1. Conversation between Supervisor and Salesman

Speakers	Utterances
Supervisor	selamat pagi rekan-rekan. Saya hamau
Super visor	mengingatkan kalau besok kita ada <i>event showroom</i> .
	Jadi usahakan semuanya undanganya datang. Sudah
	tau kan berapa minimal tamu yang datang?
Salesman	lima pak.
Supervisor	nanti undangannya akan dibagikan sama Anna
Super visor	dan jangan lupa ya untuk masing-masing leader tulis
	siapa aja nama tamu anggotanya yang akan di undang
	untuk acara besok.
Salesman	Ok pak
Supervisor	nanti kasih saya <i>list</i> nama-nama tamunya ya.
	Jangan asal tulis. Tulis yang bener-bener bisa <i>closing</i>
	besok. Harus <i>commit</i> dengan apa yang ditulis. Kejar
	terus <i>customer</i> kalian. Jangan mau pekerjaan kalian
	canvassing CS, pameran setiap hari itu siasia.
Supervisor	sambil tulis nama tamu nya saya akan <i>update</i>
1	stock unit yang sudah SPK.
Supervisor	khalida, jupran kapan ni di survey?
Salesman	Masih <i>collect</i> berkasnya pak. Hari ini semuanya di
	lengkapi. Besok tinggal survey
Supervisor	via apa?
Salesman	ACC pak
Supervisor	cepat diberesin berkasmu ya. Besok kalo belum
	lengkap jangan salahkan saya kalau unitmu diambil
	orang.
Salesman	siap pak. Dikejar hari ini semuanya pak
Supervisor	Tumanggor, rozy ini udah sampai mana
	prosesnya?
Salesman	udah di <i>survey</i> pak. Tinggal tunggu hasil hari ini
Supervisor	ACC inikan? customer nya siap bayar kan?
Salesman	Siap pak
Supervisor	yaudah kalau sudah <i>approve</i> kejar terus <i>PO</i>
	(purchase Order) biar langsung setor. Biar langsung
	dibuka DO (delivery order)
Salesman	ok pak
Supervisor	supriyadi, Rizal. Ini kapan DO?
Salesman	hari ini pak. Customer udah dijalan
Supervisor	T.Tarigan, eben. Gimana ini jadinya
Salesman	Lagi aju banding di MTF pak. MTF minta DP 30%.
	Tapi ini lagi aju banding 25% pak
Supervisor	dia udah berapa lama tinggal dirumah dinas itu.
	Lagian kan memang untuk aparat memang 30%

	minimal dp nya. Kok kamu kasih 25%.
Salesman	si aji CMO nya bilang bisa. Dicoba dulu pak.
Supervisor	yaa harusnya kamu bisa antisipasi dengan ngasih
1	dp amannya aja. <i>pararel</i> kan aja dulu
Salesman	iya pak. karna ini <i>customer</i> nya udah keliling di
	astra dia bisa 25%.
Supervisor	Enggak. Mau gimana pun kamu harus pastikan
	juga sama <i>leasing</i> . Gabisa hanya kata dia
Salesman	Iya pak. itulah saya Tanya sama aji pak.
Supervisor	Yaudah kejar lah dulu kalo gabisa kamu info ke
	customer nya ya. Trus pararel kan juga.
Salesman	Iya pak ini sudah saya ajukan ke BCA
Supervisor	nama-nama tamu undangannya sudah selesai?
	Ingat ya jangan asal nulis. 1 tamu gak datang denda
G .	20ribu yaa.
Supervisor	saya buat begini biar jangn sia-sia pekerjaan
	kalian. Supaya nama-nama <i>customer prospect</i> kalian
Salesman	itu bisa jadi <i>hot prospect</i> . Terus dikejar . Siap pak
Supervisor	ini nama-nama undangannya sudah <i>fix</i> semua
Supervisor	kan?
Salesman	sudah pak.
Supervisor	masing-masing leader terus di reminder
Sup or visor	anggotanya mengenai tamu-tamu mereka yaa.
Leader	ok pak
Supervisor	Mona Sebayang, riki ini <i>unit</i> nya sudah sampai.
	Coba dicek kebelakang yaa
Salesman	agus bilang siang <i>unit</i> nya masuk pak. tadi sudah
	saya cek.
Supervisor	yaudah. PO sudah sama kamu kan?
Salesman	sudah pak.
Supervisor	ini <i>customer</i> dari kaban jahe kan? Sudah dikabari?
Salesman	sudah pak. Cuma tunggu <i>unit</i> nya sudah sampai
G .	sini aja pak
Supervisor	yasudah suruh aja <i>customer</i> transfer pelunasannya hari ini.
	man mi.
Salesman	Ok pak
Supervisor	oiya untuk besok jadinya apa untuk makanannya?
Salesman	tetap bakso pak
Supervisor	hardianto, printon ini sudah siap bayar?
Salesman	siap pak
Supervisor	yasudah dikejar terus ya
Supervisor	nur itu <i>customer</i> kamu yang apriandi itu bukan
r · · · · · · ·	warung kopi dia sendiri. Cuma numpang jualan jus.
Salesman	iya pak memang dia jualan jus, kopi disana pak
Supervisor	mana bukti surat tanahnya? Ada gak dia?

Salesman	itukan tempat jualan yang rame pak. jadi bukan
	Cuma dia aja.
Supervisor	iya itukan semacam <i>foodcourt</i> ada jualan mie aceh, martabak. Nah dia jualan jus. Dia jualan jus
	doang, bukan warung kopi.
Salesman	tapi memang warung kopi pak
Supervisor	enggak. Sekarang buktiin kalo memnag warung
Supervisor	kopi. Biar saya nego bahwasannya itu warung kopi.
Supervisor	enggak dia hanya jual jus. Haya punya stand jus di tempat itu. Itu hasil <i>survey</i> .
Salesman	Iya
Supervisor	enggak. Kan kamu bilang warung kopi. Tapi
1	bukan punya dia nur. Coba lu konfirmasi kalo gak
	saya bisa <i>fight</i> . memang dia jualan kopi.
Salesman	Iya tapi ada warung kopinya juga pak
Supervisor	Dia cuma jualan jus nur
Supervisor	Kopinya memang ada. Jadi enak kita
_	ngomongnya. Enak fight nya. Tapi ini Cuma jualan
	jus.
Supervisor	mungkin sama dia buat usaha baru. Kopi keliling
	namanya. Usaha baru dia ini usaha lama dia apa?
	Cuma jualan jus. Dan dia Cuma punya 1 stand 1
	stand itu palingan Cuma berapa sih modalnya.
Salesman	dia jualan nya sudah besar pak. jadi 1 stand itu
	kan Cuma modalnya aja pak. dia hitung hasil dari
	jualannya lumayan.
Supervisor	tapi itu tadi dia Cuma jualan jus itu hasil survey
	ACC. Bukan warung kopi. Makanya coba buktiin
	bener gak itu warung kopi punya dia. Coba difoto pas
	dia lagi buat kopi. nah itu baru saya bisa fight enak
	negomya sama ACC.
Salesman	iya pak. nanti coba saya Tanya lagi pak.
Supervisor	nanti langusng kabari saya.
Supervisor	Dahlan, putri. Ini udah hampir sebulan. Udah
	sampe mana hasilnya?
Salesman	kemarin kan masih nunggu berkasnya lengkap
	pak. karena KTP nya masih di aceh tapi rumahnya
	dan kerjaannya dimedan. Tapi in dana nya kemarin
	kepake dia pak.
Supervisor	iya soalnya ini kan ada yang butuh cepat unitnya.
~ 1	Kirakira kapan ada dananya?
Salesman	katanya diawal bulan ini pak.
Supervisor	masih lama berarti ya. Yaudah ini saya free kan
	dulunya. Soalnya nanti di akhir bulan kan manifest
	sampai di belawan. Yakan Iman unitmu masuk di
	akhir bulan kan? Biar saya dulukan punya si iman.
	Customer mu siap bayar kan man?

Salesman	siap pak. hari ini pun bisa dia <i>payment</i>
Supervisor	yaudsh suruh aja <i>customer</i> mu datang. Nanti buat
	surat pernyataan switch unit nya ya put
Salesman	Okay pak
Supervisor	Immanuel, printon
Salesman	ini lagi proses data nya pak.
Supervisor	ini saya semalam di telfon BCA katanya gabisa
	proses data nya karna ada BI checking. Coba kamu
	switch aja ke ACC.
Salesman	iya pak si deni juga bilang gitu pak semalam.
Supervisor	kalau pun mau ya naik DP itu jadi 30%. Itupun masih aju banding
Salesman	iya pak. semalam udah saya bilang juga sama
	customer nya dia agak berat juga pak.
Supervisor	ya makanya itu di <i>switch</i> aja ke ACC sekarang.
Salesman	ok pak
Supervisor	fauzi, s siregar
Salesman	tinggal nunggu hasil pak
Supervisor	risky, maruli saragih
Salesman	reject keliling pak, BI checking dan APPI nya
	juga parah pak. nunggak 6 bulan.
Supervisor	ok berarti ini <i>unit free</i> yaa. Ada yang mau terios x mt <i>black</i> ?
Salesman	saya pak SPK dari tanggal 6 kemarin pak. atas
Salesman	nama zainal abidin pak. semua udah ok pak tinggal
	tunggu unitnya aja.
Supervisor	yaudah minta PO nya yaa. Customer ready
Supervisor	payment kan?
Salesman	ready pak
Supervisor	yaudah siapin semuanya ya hari ini buka DO nya
_	besok <i>delivery</i> , <i>Customer</i> dimedan kan?
MSalesman	iya pak di medan.
Supervisor	yaudah suruh datang biar pelunasan.
Salesman	iya pak. ini saya konfirmasi ke <i>customernya</i> ya
	pak. berarti nanti buat surat <i>change unit</i> kan pak?
Supervisor	iyalah. Itu aja dulu dibuat yaa

FORM K 1



MAJELIS PENDIDIKAN TINGGI UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238

Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Yth : Bapak/Ibu Ketua & Sekretaris Program Studi Pendidikan Bahasa Inggris FKIP UMSU

Perihal: PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan hormat, yang bertanda tangan di bawah ini :

Nama

: Diva Amalia

NPM

: 1605020160

Program Studi

: Pendidikan Bahasa Inggris

IPK Kumulatif

: 135 SKS

1PK = 3,27

Persetujuan Ketua/Sek Prodi	Judul yang diajukan	Disyahkan Oleh Dekan Fakultas
P/P	Social Factors of Code Mixing and Code Switching Used by Automotive Salesman	
	Social factor of Code Mixing and Code Switching on Prambors Radio	
	Social factors of Code mixing and Code Switching on Milenial Generation	

Demikianlah permohonan ini saya sampaikan untuk dapat pemeriksaan dan persetujuan serta pengesahan, atas kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 25 April 2020

Hormat Pemohon,

Diva Amalia

Dibuat Rangkap 3:

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



Jalan Kapten Mukhtar Basri No. 3Telp. (061) 6619056 Medan 20238
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PERMOHONAN PERSETUJUAN JUDUL SKRIPSI

Dengan ini saya

Nama Mahasiswa

: Diva Amalia

NPM

: 1602050160

Pro. Studi

: Pendidikan Bahasa Inggris

Judul	Diterima
Social Factors of Code Mixing and Code Switching Used by Automotive Salesman	h

Bermohon kepada Dosen Pembimbing untuk mengesahkan Judul yang telah diajukan kepada Prodi Pendidikan Bahasa Inggris.

Disetujui oleh Dosen Pembimbing

Rakhmat Wah udin Sagala, S.Pd, M.Hum

Medan, 26 Februari 2020 Hormat Pemohon

Diva Amalia

FORM K 1



MAJELIS PENDIDIKAN TINGGI UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No.3 Telp.(061)6619056 Medan 20238 Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Kepada Yth: Bapak/Ibu Ketua & Sekretaris

Program Studi Pendidikan Bahasa Inggris

FKIP UMSU

Assalamu'alaikum Wr. Wb.

Dengan hormat, yang bertanda tangan di bawah ini :

Nama : Diva Amalia NPM : 1605020160

ProgramStudi : Pendidikan Bahasa Inggris

Mengajukan permohonan persetujuan proyek proposal/risalah/makalah/skripsi sebagai tercantum di bawah ini dengan judul sebagai berikut :

Social Factors of Code Mixing and Code Switching Used by Automotive Salesman

Sekaligus saya mengusulkan/menunjuk Bapak/Ibu sebagai :

Dosen Pembimbing: Rakhmat Wahyudin Sagala, S.Pd., M.Hum Sebagai Dosen Pembimbing proposal/risalah/makalah/skripsi saya

ACC PP

Demikianlah permohonan ini saya sampaikan untuk dapat pengurusan selanjutnya. Akhirnya atas perhatian dan kesediaan Bapak/Ibu saya ucapkan terima kasih.

Medan, 25 April 2020 Hormat Pemohon,

Diva Amalia

Dibuat Rangkap 3:

- Untuk Dekan/Fakultas
- Untuk Ketua/Sekretaris Prodi
- Untuk Mahasiswa yang bersangkutan



FORM K 3

MAJELIS PENDIDIKAN TINGGI UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

Jl. Kapten Mukhtar Basri No.3 Telp.(061) 6619056 Medan 20238

Website: fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

Nomor: 758/II.3/UMSU-02/F/2020

Lamp. : --

Hal : Pengesahan Proposal dan

Dosen Pembimbing

Bismillahirrahmanirrahiim Assalalamu'alaikumWr. Wb.

Dekan Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara menetapkan proposal skripsi dan Dosen Pembimbing bagi mahasiswa yang tersebut di bawah ini :

Nama : **Diva Amalia** NPM : 1602050160

Progam Studi : Pendidikan Bahasa Inggris

Judul Penelitian: Social Factors of Code Switching and Code Mixing Uses by

Automotive Salesman

Pembimbing : Rakhmat Wahyudin Sagala S.Pd., M.Hum

Dengan demikian mahasiswa tersebut di atas diizinkan menulis proposal skripsi dengan ketentuan sebagai berikut:

- Penulisan berpedoman kepada ketentuan atau buku *Panduan Penulisan Skripsi*yang telah ditetapkan oleh Dekan
- Proposal Skripsi dinyatakan BATAL apabila tidak selesai pada waktu yang telah ditetapkan.

3. Masa Daluarsa tanggan : 4 Mei 2021

Medan, 11 Ramadhan 1441 H
04 Mei 2020 M
Wassalam
Dekan
Dekan
Dr. H. Elfrianto, S.Pd., M.Pd.

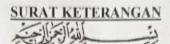
Dibuat Rangkap 4:

- 1. Fakultas (Dekan)
- 2. Ketua Program Studi
- 3. Dosen Pembimbing
- 4. Mahasiswa yang bersangkutan (WAJIB MENGIKUTI SEMINAR)



Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238

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Ketua Program Studi Pendidikan Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Muhammadiyah Sumatera Utara dengan ini mengatakan bahwa:

Nama Mahasiswa : Diva Amalia NPM : 1602050160

Program Studi : Pendidikan Bahasa Inggris

Adalah benar telah melaksanakan Seminar Proposal Skripsi pada:

Hari : Selasa

Tanggal: 09 Juni 2020

Dengan Judul Proposal:

Social Factors of Code Switching and Code Mixing Used by Automotive Salesman

Demikianlah surat keterangan ini kami keluarkan/berikan Kepada Mahasiswa yang bersangkutan, semoga Bapak/Ibu Pimpinan Fakultas dapat segera mengeluarkan surat izin riset mahasiswa tersebut Atas kesediaan dan kerjasama yang baik kami ucapkan banyak terimakasih. Akhirnya selamat sejahteralah kita semuanya. Amin

Dikeluarkan di : Medan Pada Tanggal : 9 Juni 2020 Wassalam

Ketua Program Studi Pendidikan Bahasa Inggris

Mandra Saragih, S.Pd, M.Hum



Jl. KaptenMukhtarBasri No.3 Telp.(061)6619056 Medan 20238

Website: http://www.fkip.umsu.ac.id E-mail: fkip@umsu.ac.id

BERITA ACARA SEMINAR PROPOSAL PRODI PENDIDIKAN BAHASA INGGRIS

Pada hari ini Selasa tanggal 9 Juni 2020 telah diselenggarakan Seminar Proposal Program Studi Pendidikan Bahasa Inggris menerangkan bahwa :

Nama Mahasiswa : Diva Amalia NPM : 1602050160

ProgramStudi : Pendidikan Bahasa Inggris

Judul Proposal : Social Factors of Code Switching and Code Mixing

Used by Automotive Salesman

No.	Uraian / Saran Perbaikan		
9-6-2020	Use the guide book to write proposal. Table of contents should be revised. In the background of study is not clear enough as problems. Chapter 2. Review of literature. Write the example of code mixing. Chapter 3 Research design, relevant previous		
	studies, conceptual framework, method of research (Research design, source of data, technique for collecting and technique		
	for analyzing data.) References		

Medan, 9 Juni 2020

Proposal dinyatakan sah dan memenuhi syarat untuk diajukan ke skripsi

Ketua Program Studi

Pembahas

Mandra Saragih, S.Pd, M.Hum

Dr Hj. Dewi Kesuma Nasution M.Hum



Jl. Kapten Mukhtar Basri No. 3 Telp. (051) 6619056 Medan 20238 Website | http://www.fkip.umsu.ac.id E-mail ; fkip@isemsu.ac.id

ماللة الرحم الرجم

BERITA ACARA BIMBINGAN SKRIPSI

Nama Mahasiswa : Diva Amalia N P M : 1502050160

Program Studi : Pendidikan Bahasa Inggris

Judul Penelitian : Social Factors of Code Switching and Code Mixing

Used by Automotive Salesman

Tanggal	Deskripsi Hasil Bimbingan Skripsi	Paraf	Tanda/Tangan
15 Juni 2020	Add new theory from expert		1
22 juni 2020	Add new examples in the background		1
1 Juli 2020	Technique of data collection		1
15 Juli 2020	Technique of data analysis		4-1
29 Juli 2020	Discussion of research results		1
27 Januari 2021	Research appendices		4-1
21 Juli 2021	Formulating the conclusions on Chapter V		, 4
28 Juli 2021	Formulating the suggestions on Chapter V		Ja-

Diketahui oleh: Ketua Prodi

Mandra Saragih, S.Pd. M.Hum

Medan 28 Juli 2021

Dosan Pembimbing

Rakhmat Wahyudin Saga a, S.Pd, M.Hum

CURRUCULUM VITAE

A. Biodata Pribadi

Nama : Diva Amalia Jenis Kelamin : Perempuan

Tempat Tanggal Lahir : Payageli, 5 Februari 1997

Kebangsaan : Indonesia

Status : Belum Menikah

Agama : Islam
Nama Ibu : Mariyam

Nama Ayah : Benny

Alamat : Jl. Binjai km 10 Gang Damai

No.HP : 0853 - 6226 - 4441

Email : divaamalia137@gmail.com

B. Riwayat Pendidikan

TK : TK Swasta Free Methodist-2
SD : SD Swasta Free Methodist-2
SMP : SMP Swasta Free Methodist-2

SMA : SMA Negeri 15 Medan