CODE SWITCHING BETWEEN INDONESIAN AND ACEHNESE IN THE GOLD TRADING TRANSACTIONS

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Abstract
This study analyzes the phenomenon of code switching in transactions used by the buyers and sellers at a gold store in Banda Aceh. We applied a descriptive qualitative method as the design of study. To collect data, we recorded speech utterances of the buyers and sellers using smartphone as the recording device. The recordings were transcribed into the written form based on the transcription convention by Ali (2000). The aim of the study is to figure out the types of code-switching that occurred among the Acehnese speakers in the gold trading transactions and to find out the frequency of each type that occurred in the process. The code switches identified in the conversations were classified based on Wardaugh’s (2010) situational and metaphorical code switching. The results of study show that these types of code switching were found, with situational code switching occurring the most between the buyers and seller while doing transactions. This type of code switch allowed the speakers to utilize diverse languages or language varieties in different social situation to indicate a change in situation. This practice had eased the speakers in avoiding miscommunication during the gold trade transactions.

Keywords: Code-switching, Indonesian, Acehnese, gold trading, transactions.

INTRODUCTION
Since Banda Aceh is a multilingual and multiethnic society, two languages such as Acehnese and Indonesian are regularly used by the speakers. This occurs in every aspect of their life. The Acehnese tend to switch the languages. As an example, while buying things at stores the speakers’ language uses are variant. Some people who speak Indonesian are likely to switch to Acehnese in one condition. Additionally, the ones who speak Acehnese change their language into Indonesian when other circumstances are out.

Regarding this fact, Holmes (2013) states that among the reasons bilingual speakers switch language as they spoke are to show solidarity, to reflect social status, to discuss a particular topic, to express affection, and to persuade the audience (interlocutors).

Based on the researchers’ experience and observation at a gold store, Sinar Mustika, in Ulee Kareng, Banda Aceh, it was found that the transactions between the sellers and customers were made swiftly both in Indonesian and Acehnese. The researchers recognized that the speakers keep on changing the language based on certain circumstances and they are in the form of words, phrases, and sentences.

The researchers conducted this research with the aim to find out the types of code-switching that occurred among Acehnese speakers in gold trading transactions. In addition, the research objective is also to figure out the frequency of each type which occurs in gold trading transactions among Acehnese speakers in code-switching. It was expected that the result of this research to be useful in offering information of code-switching used by multilingual speakers in Indonesia.

LITERATURE REVIEW
Sociolinguistics
There are some definitions of sociolinguistics. According to Meyerhoff (2006, p. 296), sociolinguistics is the study of language in relation to society. He adds that it involves broad field including the “studies of interaction, sociology, anthropology, cultural studies, feminism, etc.” Moreover, Biber and Finegan (1994) say that sociolinguistics is the study of language concerned with the diversity of linguistics and the range of communicative situations. In other words, sociolinguistics deals with language in relation to society. It covers some social factors and linguistic structure that influence each other. It studies why people use different ways to speak in various settings.
Bilingualism
Bilingualism is a notion in which speakers can switch code or speak two languages during the interaction they make in the community (Hamers & Blanc, 2000). Moreover, Pokrivčáková (2013, p. 51) explains that getting raised in a family who speak more than one language, acquiring "long-term language exposure," and having education in a school which provides bilingual language system result in the bilingualism. From these definitions, it can be concluded that bilingualism is someone who has the capability to use and speak more than one language to communicate with other speakers.

Code-Switching
The most common phenomenon in the bilingual community is the speaker tends to speak two languages to other people. The speaker switches languages either in words, phrases, dialects or utterances from one language to another language that are also spoken by the interlocutor(s). This phenomenon is called code-switching (Riehl, 2010). There are many functions to code switching. Gumperz (1982, p. 75-80) divides the function of code-switching into: quotations, addressee specification, interjections, reiteration, message qualification and personalization and objectivization. They are explained below:

1. **Quotations**
   Gumperz (1982, p. 75-76) says that this function deals with code-switched phrases by “direct quotation or as reported speech”.

2. **Addressee Specification**
   Gumperz (1982, p. 77) says that “this type of switch serves to direct the message to a specific addressee”.

3. **Interjections**
   Gumperz (1982, p. 77) says that switches are often used for “interjections or sentence fillers”.

4. **Reiteration**
   Gumperz (1982) says that an utterance may be repeated in another code, so as to clarify what is said or to emphasize a message.

5. **Message Qualification**
   Gumperz (1982, p. 79) says that switches may be identified as “verb complements or as predicates following a copula”.

6. **Personalization and Objectivization**
   Personalization means the act of making something personal and objectivization means the act of causing something to become objective or concrete.
   Meanwhile, code-switching has five types, namely situational code-switching, metaphorical code-switching, tag-switching, inter-sentential code-switching, and intra-sentential code-switching (Wardaugh, 2010). They are explained below:

1. **Situational Code-switching**
   Wardaugh (2010) said that this kind of code switching occurs when the speaker use a particular language due to certain situations, with certain participants, in certain places, or in certain social situations. Here, a speaker changes from one language into another due to different situations.

2. **Metaphorical Code-switching**
   Wardaugh (2010) said that in metaphorical code-switching, the conversation situation does not change, but the participant needs a change due to the topic being talked about by using a different language(s).

3. **Tag-switching**
   Poplack (1980) said that in tag-switching, the speakers simply switch words occasionally used without considering the rule of grammar. Therefore, tag-switching is a language switch which often occurs in conversation and is not related to grammar aspects.

4. **Inter-sentential code-switching**
   Myers-Scottons (2006) says that in inter-sentential, the speakers switch language between sentences. For example, in multiple sentences the speakers talk in two languages. The first part of the sentence is said in one language and the other parts in another language(s).

5. **Intra-sentential code-switching**
   Myers-Scottons (2006) adds that unlike the inter-sentential code-switching, intra-sentential code-switching occur in the same sentence. By means, the code switching occurred between clauses in the same sentence. For example, the speakers talk one sentence with multiple clauses. The speakers change the words between clauses when they are talking. The speakers are usually unaware that they switch the language when spoken.
METHODS

This study attempted at analyzing specifically the types of code switching between Indonesian and Acehnese in one conversation which was done by the buyer and seller in a gold trading store in Banda Aceh. Since conversation is a natural phenomenon in the society, so the suitable method in conducting this study was by using the qualitative approach.

The data of this study were recorded from conversations made by the buyer and seller (both with consent) at a gold store during the transaction. They were recorded by using a mobile phone. The recording stopped when the transactions were done. Each transaction was about 10-20 minutes, and there were ten transactions recorded during the day of data collection. This involved one seller and six buyers, making a total of seven participants. The recordings were then transcribed. Then, the data were studied and categorized based on the types of code switching as proposed by experts (i.e. Gumperz, 1982; Myers-Scottons, 2006; Poplack, 1980; Wardaugh, 2010).

RESULTS AND DISCUSSION

Results

From the data, the sellers and buyers did code switching as many as 178 times (out of 842 utterances from seven participants) in the form of Acehnese (110 times) and Indonesian (68 times). From five types of code switching explained in the literature, this study only found two types, they are situational and metaphorical code switching. The frequency of the situational and metaphorical code switching is presented in Table 1.

<table>
<thead>
<tr>
<th>No.</th>
<th>Type of code switching</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Situational</td>
<td>119</td>
</tr>
<tr>
<td>2</td>
<td>Metaphorical</td>
<td>59</td>
</tr>
<tr>
<td>3</td>
<td>Total</td>
<td>178</td>
</tr>
</tbody>
</table>

The samples from data are presented and explained in the next sub-sections.

Situational Code-switching

This type of code-switching occurred in certain situations, with certain participants, and in certain places. Consequently, the codes in use were being switched in accordance with the convenience of speaking. The following examples show that the buyer switched languages because the seller rejected the notion of the price cuts. The code switching in focus is underlined, meanwhile Acehnese is italicized, and Indonesian is italicized and bolded. The Acehnese orthography follows Pillai and Yusuf (2012) and Yusuf and Pillai (2016).

Example 1

Buyer: *Bang, entreuk nüii publoe padim ikoh nüii peut manyam?* [1 manyam is 3.33 grams of gold]  
Brother, how much do you take the price for four manyam, if we resell it?

Seller: *Lam simanyam liming piöh koh.*  
Fifty thousand is charged for one manyam.

Hah? Why is it so expensive? Usually it is only thirty thousand rupiahs, you charge it too much.

In the Example 1, the situational code switching occurred because the buyer disagreed with the price charged by the seller, which is found in *biasa tiga puluh kok di potong*. In the first conversation, the buyer asked a question about how much the seller takes the price of making one *manyam* of gold. When the seller told the buyer about the price that he would take for four *manyam*, the buyer was shocked and disagreed about decision that was made by the seller. Therefore, the buyer code switched to justify her disappointment. Another example shows the different situation that caused the participants to switched codes.

Example 2

Buyer: *Aci, Bang, yang nyan? Yang modêl *pasir* nyan. Sampéng plat piëtak nyan.*  
May I try that one? The sand model beside the metal sheet.
Seller : Yang töh? Yang nyoe?
   Which one? This one?
Buyer : Ya.
   Yes.
Seller : (the seller hands her the bracelet)
   This is beautiful isn’t it, Brother. But this is too long (for me), Brother.

In Example 2, it can be seen that the buyer code switched to express her feelings of happiness, “Cantek, Bang ‘eh”, and disappointment, “topi panjang, Bang”.

**Metaphorical code-switching**

The other type of code-switching found is metaphorical code-switching. Metaphorical code-switching occurred due to a shift of topic among the same speaker and interlocutor. Here, the researchers present two examples of metaphorical code switching due to the change of topics, which are: politeness to solidarity, and official to personal. The examples of code-switching can be seen in the following conversations:

**Example 3**

Buyer : **Yang kerawang tu berapa? Dua juga?**
   How much does the filigree cost? Is it also two?
Seller : **Yang mana? Ni?**
   Which one? This one?”
Buyer : **Iya.**
   Yes.
Seller : **Ne satu manyam setengah.**
   This is one and a half manyam.
Buyer : **Cantek juga ya. Coba liat, Bang.**
   It is so beautiful. May I see it, Brother?
Seller : (take the gold from the shelf)
Buyer : **Bang, droeneuh ureung Sigli, nyöh?**
   Brother, are you from Sigli?
Seller : **Nyö, droeneuh di Sigli sit?**
   Yes, are you from Sigli, too?
Buyer : **Nyö, Bang, Padum nyoe, Bang?**
   Yes, Brother. How much is this, Brother?

In Example 3, the use of metaphorical code switching from politeness to solidarity was made by the buyer when she was asking a question about the hometown of seller (the topic changed). In the first part of the conversation, the buyer communicated in Indonesian with the seller when asking about the gold he was selling. But after the seller took the gold from the shelf, the buyer changed the topic by using Acehnese, inquiring about his origin or hometown. In this context, the reason why the buyer changed the topic by using a different code was to show solidarity; in the hope that the seller could give cheaper price on the gold that she was interested in.

Another illustration of metaphorical code-switching can be seen in the following conversation.

**Example 4**

Seller : **Itu padat. Ada yang kosong, dia yang model kek gini, kosong di dalam.**
   That is solid. There are empty models like this, they are empty inside.
Buyer : **Coba liat, Bang. Taköl jih ditarëk lée gob nah, Bang. Cukup banyak kejadiation ta dinge.**
   Let me see, Brother. I am worried that this can be easily robbed because it often happens.
Seller : **Man nyö sit. Kek kemaren dipasor tu, tujöh manyam itarëk lée pancuri.**
   Yes, that is true. Yesterday, a thief stole seven manyam at the market.

In Example 4, the buyer changed the situation from official to personal (the topic changed). At the beginning of the conversation, the seller explained the difference between the solid and empty type of gold in Indonesian. Then, the buyer changed the topic by talking about her personal feeling about the
thieves who steal gold, and she expressed this in the Acehnese language. She changed code was to express personal feelings, in the hope that the seller would accept it and give her sympathy.

Discussion
From the data presented above, it was found that code switching occurred between the seller and buyers at the gold store. The seller and buyers changed from Acehnese into Indonesian for several reasons, which are (1) the buyer was shocked and disagreed about the price given by the seller, (2) the buyer was interested about the type of gold that was never seen before, (3) to express disappointment, (4) to show solidarity; in the hope the buyer can get cheaper prices from the seller, (5) to express personal feeling, in the hope that the seller would accept it and give sympathy, and (6) the buyer wanted good quality based on the type and her preferences of the gold being sold.

The researchers also found that that the frequency of situational code switching was 119 (66.85%), higher than metaphorical code switching that was 59 (33.14%). This is because the code switching here mostly occurs based on the situation which happens between buyer and seller while doing transactions. Meanwhile, less of metaphorical code switching was heard because transactions that requires politeness to solidarity, official to personal, and seriousness to humorous was not very essential at the gold trading market. In addition, these were done when the buyers because they wanted the seller to provide them with a very cheap prices compared to the market price. Most of the time, the seller ignored these topics.

CONCLUSION
In this study, it was found that the participants did 119 times of code switching (66.85%) based on situations, either from Indonesian to Acehnese or Acehnese to Indonesian. This was done by the buyers to express their emotions (happiness or disappointment, and interests in the products being sold). While metaphorical code switching occurred lesser, with 59 times code switch (at 33.15%). It was common for buyers to change the topic during transactions in the form of politeness to solidarity, official to personal, and seriousness to humorous to achieve certain goals (i.e. cheaper buy for the gold products), but most of the times, the seller ignored them because gold trading is considered a serious and expensive market.

REFERENCES