



CODE-SWITCHING IN COMMERCIAL ACTIVITIES AT MONENG SEPATI MARKET

Muhammad Yazir

Email: firmapradesta@fkip.unsri.ac.id
Universitas Sriwijaya

Yentri Anggeraini

Email: Yentri.anggeraini@fkip.unsri.ac.id
Universitas Sriwijaya

Abstract

One of the phenomena that most often occurs and is discussed in a speech event is code switching. Code switching is the transition from one code to another. The phenomenon of code switching occurs at least in bilingual and even multilingual speech communities; on the contrary, this phenomenon will not occur in monolingual speech communities. The Lubuklinggau community which is a non-monolingual speech community, also experienced the phenomenon of code switching. The code, which is a speech system in the Lubuklinggau Society, consists of various variants. Code switching in the community in Lubuklinggau is very easy to find in the market, where people often make buying and selling transactions, and one of them is in the market Moneng Sepati. Code switching, which consists of various variants, also has various social functions.

Keywords: *Code Switching, Commercial Activities, Social Activities, Traditional Market*

Abstrak

Salah satu fenomena yang paling sering terjadi dan dibahas dalam suatu peristiwa tutur ialah alih kode (*code switching*). Alih kode ialah peralihan dari suatu kode ke kode lainnya. Fenomena alih kode ini terjadi minimal pada masyarakat tutur yang bilingual bahkan multilingual, sebaliknya fenomena ini tidak akan terjadi pada masyarakat tutur yang monolingual. Masyarakat Lubuklinggau yang merupakan komunitas tutur yang bukan monolingual juga mengalami fenomena alih kode. Kode yang merupakan sistem tutur dalam masyarakat Lubuklinggau terdiri dari berbagai varian. Alih kode pada masyarakat tutur di Lubuklinggau sangat mudah dijumpai yakni di pasar tradisional dimana masyarakat sering melakukan transaksi jual beli dan salah satunya ialah di pasar Moneng Sepati. Alih kode yang terdiri dari berbagai varian juga mempunyai fungsi sosial yang berbagai macam.

Kata Kunci: *Alih Kode, Ranah Jual Beli, Fungsi Sosial, Pasar Tradisisonal*

INTRODUCTION

Language, which is a means of communication, has a very sacred role in everyday life, especially in social life. Language has a function to maintain social relations between individuals or groups. Along with carrying out its role, language is inseparable from the phenomena of language itself. One of the language phenomena that we often encounter is code switching. Code switching is a phenomenon or symptom of switching the use of one code to another. Appel (1979: 79) defines code switching as a symptom of switching language usage due to changing situations. Code-switching not only occurs between languages, but can also occur between varieties or styles contained in one language Hymes (1974: 103). The





phenomenon of code switching itself occurs in a community environment where at least the speakers are bilingual or even multilingual. This shows that this situation will not occur in the environment of people whose speakers are monolingual (only speak one language). With regard to this situation, in a multilingual society, there will be various variants, such as dialect, sociolect, style, register, and others. According to Poedjosoedarmo (1982: 30), code is a speech system in which the application of language elements has characteristics in accordance with the background of the speaker with the opponent, and the existing speech situation. So in the code, there are elements of language such as sentences, words, morphemes, and phonemes. Along with these various codes, speakers in a particular community will use the code according to the factors that influence it and the function of the code transfer itself.

Codes that vary are also owned by the people of Lubuklinggau, where in the process of daily communication, Lubuklinggau people use a variety of languages. Thus, the phenomenon of code transfer also occurs in the community environment in Lubuklinggau. Based on this situation, it is important for us to know what is the social function of code transfer is in Lubuklinggau, especially in the realm of buying and selling in Moneng Sepati Lubuklinggau market.

LITERATURE REVIEW

One of the linguistic phenomena that reflects social dynamics in language use is **code-switching**. Code-switching can be defined as the systematic alternation between language codes or varieties within a single interaction, employed by speakers in bilingual or multilingual contexts as a response to social, situational, and interactional factors. Drawing on Appel (1979), Hymes (1974), Fishman (1972), Gumperz (1982), Holmes (2001), Wardhaugh (2002), Giles (1973), and Myers-Scotton (1993), code-switching occurs in relation to changes in topic, setting, participant roles, and communicative domains, and functions as a strategic communicative resource to signal social meaning, negotiate relationships, and manage social identities. In this sense, code-switching can be understood as a form of linguistic adaptation that is closely tied to the social context in which interaction takes place.

Importantly, code-switching is not limited to switching between different languages, but may also occur within a single language. Speakers may shift from a formal to an informal variety, or from one dialect to another, depending on situational demands. This view is supported by Hymes (1974: 103), who argues that code-switching can occur not only across languages but also between styles or varieties within the same language. Thus, code-switching functions as a flexible and adaptive communicative strategy shaped by speakers' intentions and interactional goals.

The phenomenon of code-switching generally arises in bilingual or multilingual societies, where speakers possess access to more than one linguistic system. In such contexts, language alternation may occur naturally within a single interaction without disrupting communication. By contrast, in monolingual societies, code-switching is relatively rare due to limited linguistic resources. Fishman's (1972) concept of domain further explains this phenomenon by emphasizing that language choice is influenced by social settings, participants, and topics of interaction. Domains such as family, education, religion, and the marketplace determine which language or code is considered appropriate, making code-switching a socially conditioned practice rather than an arbitrary one.

Furthermore, Poedjosoedarmo (1982: 30) explains that a code is a speech system characterized by the speaker's social background, the interlocutor, and the speech situation.



Codes may consist of linguistic units such as sentences, words, morphemes, or phonemes. Therefore, the selection and alternation of codes in communication are not random, but are influenced by complex social, cultural, and situational considerations.

From an interactional perspective, Gumperz (1982) views code-switching as a contextualization cue that helps speakers signal social meaning in discourse. Through code-switching, speakers may mark shifts in topic, signal group membership, or manage interpersonal relationships. This perspective highlights the role of code-switching as a strategic communicative resource that enables speakers to negotiate meaning effectively in social interaction.

In terms of social function, Holmes (2001) emphasizes that code-switching serves not only linguistic purposes but also important social ones. She identifies several functions of code-switching, including expressing disapproval, conveying emotional meanings such as surprise or annoyance, enriching information delivery, and emphasizing particular parts of speech. Complementing Holmes' view, Wardhaugh (2002) adds that code-switching may function to express power and authority, signal social closeness or solidarity, maintain neutrality between language groups, and reveal the speaker's social or cultural identity. In line with this, Giles' Accommodation Theory (1973) explains that speakers often adjust their language use to converge with or diverge from their interlocutors. Code-switching frequently reflects convergence, as speakers adapt their language choices to reduce social distance and foster mutual understanding.

Additionally, Myers-Scotton's Markedness Model (1993) proposes that speakers choose particular codes based on the social meanings they wish to convey. Unmarked choices reflect expected or normative language use in a given context, while marked choices signal a desire to renegotiate social relationships or roles. From this perspective, code-switching becomes a deliberate strategy for managing rights, obligations, and identities in interaction. Overall, code-switching is a linguistically and socially rich phenomenon. It not only demonstrates speakers' multilingual competence but also reflects social awareness, cultural identity, and strategic communication choices used to achieve specific interactional goals.

RESEARCH METHOD

This study adopts a qualitative approach aimed at exploring and gaining an in-depth understanding of the phenomenon of code switching in the communication practices of the Lubuklinggau community, particularly within buying and selling interactions at the traditional Moneng Sepati Market. A qualitative approach was chosen because the researcher seeks to comprehend the social and communicative dimensions underlying code switching, rather than merely focusing on numerical measurements or the frequency of its occurrence. This research is categorized as descriptive qualitative research, as it seeks to describe and identify instances of code switching that emerge in interactions at Moneng Sepati Market, Lubuklinggau. The primary focus of the study is to examine the social functions of code switching employed by sellers and buyers during their interactions, as well as the social factors that influence the use of code switching in everyday communication.

To obtain the data, this study relies on two main sources: primary data and secondary data. Primary data are collected directly from interactions and conversations between sellers and buyers at Moneng Sepati Market, which are observed and recorded by the researcher during field observations. Secondary data consist of relevant literature related to theories of





code switching and studies on communication within multilingual societies, which serve as supporting references.

Several data collection techniques are employed in this study. These include participant observation, in which the researcher is directly involved in observing conversational exchanges occurring in the market. In addition, interviews with both sellers and buyers are conducted to gain insights into their perspectives on the use of code switching in daily communication. Relevant written documents and references are also collected through documentation study.

The research instruments used in this study include observation sheets to record instances of code switching identified during field observations, as well as interview guidelines containing questions related to language use and code switching practices. After the data are collected, they are analyzed using descriptive qualitative analysis. The analysis process begins with data reduction, where the collected data are selected, organized, and classified according to their relevance. Subsequently, the data are grouped into categories based on types of code switching, communicative situations, and the social functions identified. The final stage involves narrative construction, which aims to present a detailed and comprehensive description of the code switching phenomenon at Moneng Sepati Market.

To ensure data validity, triangulation techniques are applied. Source triangulation is conducted by comparing data obtained from observations, interviews, and documentation studies to assess consistency across findings. Method triangulation is also employed by using multiple data collection techniques to verify and strengthen the research results. This study is scheduled to be carried out at Moneng Sepati Market in Lubuklinggau City over a period of two months, during which observations and interviews are conducted alternately.

Through this qualitative approach, the study is expected to provide a clear and in-depth depiction of code switching as it occurs in the daily lives of the Lubuklinggau community, particularly in traditional market transactions. Furthermore, the research aims to identify the social and cultural factors that influence the use of code switching within the context of a multilingual society.

FINDINGS AND DISCUSSION

Findings

The findings of this study indicate that code switching occurs naturally in buying and selling interactions at Moneng Sepati Market, Lubuklinggau. This phenomenon emerges as a result of the intensive language contact within the market environment, which brings together speakers from diverse linguistic backgrounds. In transactional situations that are relatively brief yet dynamic, both sellers and buyers flexibly shift from one linguistic code to another in order to adapt to their interlocutors and the immediate communicative context.

The instances of code switching identified in this study involve several languages, namely Coel, Palembang Malay as spoken in the Lubuklinggau dialect, Lahat, Javanese, Sundanese, and Indonesian. The use of these linguistic codes is situational and temporary, shaped by factors such as the topic of conversation, the presence of additional participants, social relationships between speakers, and the communicative goals being pursued. Code switching, therefore, does not occur randomly, but functions as a purposeful communicative strategy that helps maintain the flow and effectiveness of interaction.

From a social perspective, code switching in market transactions serves multiple functions, including expressing disagreement, conveying affective meanings, fostering closeness or solidarity, emphasizing specific information within conversations, and signaling





speaker identity. Accordingly, code switching operates not merely as a linguistic phenomenon, but also as a reflection of the social and cultural dynamics that characterize the multilingual community of Moneng Sepati Market, Lubuklinggau.

Discussion

Moneng Sepati Market is one of the traditional markets in the city of Lubuklinggau, located in the Taba Pingin subdistrict. The sellers and buyers who interact in this market come from diverse backgrounds and belong to different speech communities.

In buying and selling activities at Moneng Sepati Market, a phenomenon of language contact occurs, in which the linguistic codes used in communication are highly varied and tend to be temporary in nature. This temporary use of codes is influenced by the brief duration of encounters between participants during market transactions. As a result of contact among multiple linguistic codes, the phenomenon of code switching emerges. The codes identified in the transactional domain of Moneng Sepati Market include Coel, Palembang Malay in the Lubuklinggau dialect, Lahat, Javanese, Sundanese, and Indonesian.

Furthermore, Holmes (2001) argues that the social functions of code switching include expressing disagreement toward an interlocutor, conveying affective meanings behind the delivery of information, enriching the form of information, and emphasizing particular content within conversations. In addition, Wardhaugh (2002) states that code switching serves social functions such as asserting power, declaring solidarity between speakers and their interlocutors, maintaining a certain degree of neutrality when more than one code is used, and expressing speaker identity.

Based on the theoretical perspectives proposed by these scholars, the social functions of code switching identified in buying and selling interactions at Moneng Sepati Market, Lubuklinggau, can be outlined as follows:

1. To express the speaker's disagreement with the interlocutor

The following is a conversation that contains a function of expressing disagreement toward the interlocutor.

- Pembeli 1 : *Berapo jantung ini dek?*
‘How much is this bunch of bananas?’
- Penjual : *limo belas ribu yuk*
“Fifteen thousand.”
- Pembeli 2 : *Cacam nje ndak gi harge hetu, beli guk tapan lain be ye!*
“That’s unbelievably expensive, let’s just buy it somewhere else!”
- Penjual : *Tutut la guk tapan lain dai yuk kalu mura mat, modalku emang mahal nyek e*
“Go ahead and look somewhere else if it’s cheaper; my capital cost is indeed high.”)

In the interaction above, code switching occurs from Palembang Malay in the Lubuklinggau dialect to Coel, as employed by the seller. The code switch functions as a means of expressing disagreement toward the buyer as the interlocutor. This disagreement arises in response to Buyer 2’s perception that the offered price is excessively high. During the exchange, both the seller and the buyers tend to use a relatively elevated tone, indicating tension in the negotiation process. It is also evident that expressions of disagreement in such interactions are not limited to the seller alone, but may also be produced by buyers, depending on the situational context.



2. The affective meaning underlying the delivery of information

The following interaction illustrates the affective function of code switching.

Buyer: *Piro cabe, mbak?*

“How much are the chilies?”

Seller: *Wolung ewu?*

“Eighty thousand.”

Buyer: *Dudui nje lan harge a*

“Wow, that price is unbelievable.”

In the transaction above, the linguistic codes used by both the seller and the buyer are Javanese and Coel. The instance of code switching occurs from Javanese to Coel and is performed by the buyer. The buyer switches codes in order to express surprise at the high price of the commodity being offered. The expression of surprise serves primarily to convey an affective meaning rather than a referential one, as the utterance is intended to communicate the speaker’s emotional reaction rather than to provide factual or background information.

3. Indicating Closeness Between Speaker and Interlocutor (Declare Solidarity)

Closeness between speakers and their interlocutors functions to create a friendly and informal atmosphere between sellers and buyers during market transactions. The following interaction illustrates the use of code switching to express solidarity between the seller and the buyers.

Buyer 1: *Berapo cabe?*

“How much are the chilies?”

Seller: *Mura, delapan puluh ribu*

“Cheap, eighty thousand.”

Buyer 2: *Astaga, alangkah mahal harge cabe, mati wang guk kuburan*

“Oh my, the price of chilies is extremely expensive, people might die in their graves.”

Seller: *Jengan yuk! mati gara-gara cabe, laju ngelop kami lek*

“Don’t say that! Dying because of chilies would bring us bad luck.”

In the interaction above, the seller performs code switching from Palembang Malay in the Lubuklinggau dialect to Coel. This switch is used to signal closeness and solidarity between the seller and the buyers through the use of humor. Such humorous expressions function to maintain social harmony between speakers and their interlocutors. This communicative strategy emerges due to the existing social relationship between the seller and the buyer, as the interlocutor has been a long-term customer of the seller.

4. Menekankan konten tertentu dalam percakapan. Emphasizing Specific Content in Conversation

In speech events, speakers or interlocutors often place emphasis on particular utterances in order to clarify or reinforce information that is considered important. This function is also realized through **code switching**, as illustrated in the following interaction.



Buyer 1: *Berapo hargo wortel?*
“How much is the carrot?”

Seller: *Duo belas ribu*
“Twelve thousand.”

Buyer 2: *Piro?*
“How much?”)

Seller: *Rolas ewu buk de*
“Twelve thousand.”

In the interaction above, the seller performs code switching from Palembang Malay in the Lubuklinggau dialect to Javanese. This code switch occurs due to the presence of a third participant in the conversation. The function of the code switching employed by the seller is to emphasize the price of the carrots being asked about by Buyer 2, ensuring that the information is clearly conveyed and understood by the interlocutor.

5. To express social identity

The following interaction illustrates the function of code switching in expressing identity within buying and selling activities at Moneng Sepati Market.

Seller: *You bought quite a lot, sir. What is it for?*

Buyer: *For the construction workers.*

Seller: *So, you are not from around here, are you?*

Buyer: *That's right, I'm from Kebumen.*

Seller: *Yo aku asline wong Brebes*
Yes, I'm originally from Brebes.”

In this interaction, the seller performs code switching from Indonesian to Javanese in order to express personal identity. The switch serves to signal a shared regional background between the seller and the buyer, as both originate from Java. Through this linguistic choice, the seller establishes a sense of commonality and social connection with the interlocutor, reinforcing interpersonal relations within the transactional setting.

CONCLUSION

Code switching has occurred in the past and continues to persist in the present within speech communities that do not rely on a single language (monolingual). The linguistic codes used within a particular speech community vary depending on the social, cultural, and situational factors that influence language use. Consequently, both the causes and the social functions of code switching are highly diverse.

Furthermore, this linguistic phenomenon is not limited to direct face-to-face interactions within speech communities, but can also be observed across various forms of media. Therefore, the study of code switching should not be confined solely to its forms and social functions within the market domain. Instead, there remains substantial potential for further in-depth investigation of code switching across different communicative contexts and within other speech communities.



REFERENCES

- Appel, R. (1979). *Language contact and bilingualism*. Edward Arnold.
- Appel, R. (1979). The status and use of language in the classroom. In R. Appel & P. Muysken (Eds.), *Bilingualism and language contact* (pp. 57–83). Edward Arnold.
- Appel, R., & Muysken, P. (1987). *Language contact and bilingualism*. Edward Arnold.
- Fishman, J. A. (1972). *The sociology of language: An interdisciplinary social science approach to language in society*. Newbury House.
- Giles, H. (1973). Accent mobility: A model and some data. *Anthropological Linguistics*, 15(2), 87–105.
- Gumperz, J. J. (1982). *Discourse strategies*. Cambridge University Press.
- Holmes, J. (2001). *An introduction to sociolinguistics* (2nd ed.). Longman.
- Hymes, D. (1974). *Foundations in sociolinguistics: An ethnographic approach*. University of Pennsylvania Press.
- Myers-Scotton, C. (1993). *Social motivations for codeswitching: Evidence from Africa*. Oxford University Press.
- Poedjosoedarmo, S. (1982). *Perubahan bahasa*. Gadjah Mada University Press.
- Poedjosoedarmo, S. (1982). *Kode dan alih kode*. Balai Pustaka.
- Poedjosoedarmo, S., et al. (1982). *Kedudukan dan fungsi bahasa Jawa*. Balai Penelitian Bahasa.
- Wardhaugh, R. (2002). *An introduction to sociolinguistics* (4th ed.). Blackwell.