

Chapter One

Introduction

This chapter presents the introduction of the study. There are several important points mentioned in this chapter. This chapter provides background of the study, the statement of the problem, the delimitation of the study, the research question, the objectives of the study, and the significances of the study. In the last part of this chapter, the researcher mentions the organization of the chapter.

Background of Study

Indonesia is a country with a wealth of natural resources in which there are many interesting tourist destinations for both domestic and foreign tourists. Having various tourists from foreign countries, people in Indonesia must be ready to welcome them. Besides, they must prepare the best services for these tourists and one of them is by mastering English language for the sake of smooth communication with foreign tourists.

In tourism, learning a foreign language such as English becomes an important aspect because it relates to services of the tourists especially foreign tourists. For the reason, the role of English language functions as a lingua Franca for the people from different places, cultures, and nations. Also, in the use of global language, English has significant language role to make same perception in having a communication with worldwide people. Having English mastery, people can welcome foreign tourists better and more properly. In relation to the statement above, such situation can be found in Yogyakarta as one of the tourist destinations in Indonesia.

Yogyakarta has many interesting tourism objects to be visited by the foreign tourists. One of the famous objects in Yogyakarta is Malioboro Street. Besides, Malioboro Street is also known as a street which never dies because all night is always visited by crowded visitors from both domestic and foreign tourists. Malioboro Street which is not less than 2

kilometres in length provides pedicab as an indigenous vehicle which facilitates the mobility of visitors who are not strong enough to walk or just want to feel a pedicab ride. In addition to the transport services, the pedicab drivers can be also functioned as a guide who steers and accompanies foreign tourists.

In an effort to give the best services to the tourists, the pedicab drivers must be able to communicate effectively with them because conversation is a key to language development, the exchange of feelings, ideas, and listening to each other. Sometimes, people learn the conversation by hearing to each other's thoughts while observing facial and body expressions which show emotions. Additionally, starting a conversation with unrecognized people can be difficult especially with people from different places, cultures, countries, and mother languages. Likewise, the language used which bridges people to communicate is English, and many people find the difficulty to express themselves in spoken language. In addition, the people generally face the problems to use the foreign language to express their thoughts effectively. Also, they hesitate or even stop talking because they face psychological obstacle or cannot find the suitable words and expressions. Hence, when people make a conversation, it is an opportunity to share and learn the thoughts while learning one another's language use.

Furthermore, it is important to the pedicabdrivers related to both local and foreign tourists in daily life, and the quality services which they should provide against the tourists especially to foreigners should be increased. Besides, one of the ways to have tourism skill is to master English well. Therefore, pedicab drivers' English mastery can cause their bargaining positions with foreign tourists higher, so it can increase their profit. However, most of the pedicab drivers do not master the English language because of their economic circumstances to get foreign language courses and didn't have plenty of time to learn about English language.

Human communication is a complex process, and every person needs communication when they want to say something and deliver the information. Speakers use communication when they are going to let somebody know about something. Also, speakers apply language in regard to their own purposes. Thus, speakers should be both listeners and speakers at the same time for the effective communication(Gilakjani & Harmer, 2017).

Based on the preliminary observation conducted by the researcher in Malioboro Street, many pedicab drivers cannot communicate their needs effectively using English to foreign tourists as their passengers through the conversation because they do not have good English speaking skill and do not know many English vocabularies. Also, some of them face the difficulties in having communication. Besides, when pedicab passengers are foreign tourists, pedicab drivers try to use their sub-standard English skill to communicate with their passenger. Regarding the statement conveyed, it cannot be denied that misunderstandings often occur between two parties. The foreign visitors guess if they do not understand what the pedicab drivers speak. Basically, it can be understood that most of pedicab drivers do not have special background on learning English.

The pedicabs drivers may speak one language in one situation and another in a different situation. In terms of situational switching, each point of switching corresponds to a change in the situation. In other words, one speaker may speak a different language depending on the situation. In this situation, many features related to social factors involve in determining which language is used(Mujiono, 2013).

The phenomenon of using English language is due to the desire of pedicab drivers to be able to facilitate communication with tourists. The variations of English language in the use of pedicab driver are having many mistakes mingled with the culture and local wisdom embodied in the choice of words and phrases. Because they are not native speakers of Indonesia, they try to speak in English as their efforts in the service of foreign tourists in

order to make the communications understandable. Also, they often change the English into an Indonesia language. Besides, when the pedicab drivers communicated with foreign tourists in English, they sometimes do not know the proper English words to express something. In addition, they naturally use code switching to express the words to mean something even though the tourists do not know the meaning of what is meant by pedicab drivers in the conversation. In regard to the statement mentioned, the mixture of English words by thepedicab drivers is normally used in every daily life. However, when code switching used too frequent in tourism industry, it's also bring the positive and negative effect. The positive effect for the pedicab driver which can help the pedicab driver in conversation between their foreign tourist passengers, the negative effect for the foreign tourist passenger that can make the foreign tourist passenger confused in interpreting the pedicab driver utterance because of mother tongue differences.

The phenomena mentioned above can be an interesting and important problem to be researched since it can be used as an overview of the used of code switching. Therefore, the researcher is interested in conducting a research on identifying the pedicab drivers' English speaking skill in Malioboro Street.

Statement of the Problem

In having a communication, code switching is commonly used between the sender and receiver. From the event above, it can be common issues of mixing and switching language from one language into other languages. Mix and switch code is the result of language culture development. However, when code-switching is used too frequent in tourism industry, it can reduce the exposure of meaning. In fact, the pedicab drivers who used English to serve foreign tourists often used code switching.

For the reason, the code switching involved several aspects; the researchers are interested in carry out a study on the use of code switching related to the factor of code

switching used by pedicab drivers. In this research, the researcher firstly focused on the factor of using code switching related to the factor or reason behind the changing of the language used by pedicab drivers at Malioboro Street. Secondly, focused on the type of code switching which is related to the category of the changing of the language used from one language to another language.

Delimitation of the Problem

This research was delimited to a descriptive qualitative research that aimed to describe linguistic phenomena in code switching by pedicab drivers while communicated with the foreign tourists. Based on interview and observation of the research data, it was focused on gathering research data through interview and observation to sensing where the observer or researcher was really involved in participants' daily life.

Research Question

This research is intended to answer the following questions:

1. What are the factors that caused the pedicab drivers to use code switching when communicating with tourist?
2. What are the forms of code switching used by the pedicab drivers at Malioboro Street?

Objectives of the Study

Based on the research questions, the objectives of the research are:

1. To investigate the factor of code switching used when the pedicab drivers communicate with the foreign tourists.
2. To identify the kinds of code switching are used by pedicab drivers at Malioboro Street.

Significance of the Study

This research is aimed to give positive advantages for some parties such as the government, researcher, and other researchers.

For the government. This research gives the opportunities for the government for developing in tourism sector, especially for pedicab driver in Yogyakarta. With the presence of this research of code switching, government can have an overview of the pedicab driver speaking ability while in conversation between their foreign tourist passengers in Malioboro Street. A good development of the tourism sector should be able to attract domestic and especially foreign tourists to visit, such as Non-Governmental Organizations (Lembaga Swadaya Masyarakat) to do the English language coaching about the use of code switching for informal sector workers in Yogyakarta especially for pedicab drivers. The researcher hope that the pedicab can communicate in English fluently while serve their foreign tourist passenger, so it did not cause negative effect that foreign tourists feel confused in interpreting the pedicab driver utterance when the pedicab driver suddenly switching code. With fluent English by pedicab drivers, it decreases the use of code switching and help the pedicab drivers when the pedicab drivers meet their foreign tourist passenger.

Other Researchers. Conducting this research, other researchers can know the factors and the forms of code switching use made by the pedicab drivers in the communication context with the tourists. Besides, the other researchers can use the findings of this research as the theoretical overview of further research on the same topic and might become recommendation of further research. Therefore, by conducting this research, it can also encourage the other researchers to conduct the research related to code switching in the other area of this research.

Organization of the Chapter

This research is divided into five chapters. Chapter one discusses about introduction which consists of background of the study, statement of the problem, delimitation of the problem, research question, purpose of the objective, and significances of the research. Besides, chapter two discusses about literature reviews related to the definition of conversation, the purpose of conversation, the problem of conversation, the definition of code switching, the types of code switching, the function of code switching, and the reason of using code switching also conceptual framework. In chapter three, it discussed the research design, research participants, research setting, and data analysis. Chapter four discussed about the findings and discussion of the research. Thus, in the last chapter of this research, it presents the conclusion and the recommendation of the research.