CODE SWITCHING IN ONLINE SHOPPING THROUGH FACEBOOK AND BLACKBERRY IN SEMARANG REGION

Thesis Presented as Partial Fulfillment of the Requirements to Obtain the Sarjana Sastra Degree in the English Department Study Program

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# TABLE OF CONTENTS

ACKNOWLEDGEMENT ................................................................................................................. i

TABLE OF CONTENTS ........................................................................................................ iv

ABSTRACT ................................................................................................................................. v

ABSTRAK ..................................................................................................................................... vi

CHAPTER I INTRODUCTION .................................................................................................. 1

1.1 Background of the Study ................................................................................................. 3

1.2 Field of the Study .............................................................................................................. 3

1.3 Scope of the Study ............................................................................................................ 3

1.4 Problem Formulation ..................................................................................................... 3

1.5 Objectives of the Study .................................................................................................. 4

1.6 Significance of the Study ............................................................................................... 4

1.7 Definition of Terms ........................................................................................................ 5

CHAPTER II LITERATURE REVIEW .................................................................................. 6

2.1 Previous Study ................................................................................................................ 7

2.2 Code .................................................................................................................................... 7
2.3 Code Switching .................................................................................................. 8

2.4 The Types of code switching ............................................................................. 9

2.4.1 Situational Code Switching ......................................................................... 9

2.4.2 Metaphorical Code Switching ...................................................................... 10

2.4.3 Intra-sentential Code Switching .................................................................. 11

2.4.4 Inter-sentential Code Switching .................................................................. 12

2.5 Online Shopping ............................................................................................... 13

3 CHAPTER III RESEARCH METHODOLOGY ................................................... 14

3.1 Type of Research ............................................................................................. 14

3.2 Material ............................................................................................................ 14

3.3 Instrument ......................................................................................................... 15

3.4 Procedure of Collecting and Analyzing Data .................................................. 15

3.5 Method of Data Analysis .................................................................................. 15

4 CHAPTER IV Data Analysis and Interpretation ................................................ 16

4.1 The Kinds of Code Switching used in Online Shopping through in

Facebook and Blackberry in Semarang ............................................................ 16
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ABSTRACT

This study on code switching is conducted to find out the kinds of code switching used in online shopping through Facebook and Blackberry in Semarang region and the English words the online sellers mostly used. This is a qualitative study as it investigates a special case of online shopping in Semarang. The data were collected from online shopping broadcasts in the writer’s Blackberry Messenger and Facebook. Based on the data from the broadcast of ten online shops the writer found that sellers used intra-sentential code switching (79.45 percent) more frequently than inter-sentential codeswitching (20.54 percent). Further analysis of the intra-sentential code switching revealed out of 141 English words, nouns are the most common parts of speech (43.97 percent), noun phrases (19.86 percent), adjectives (14.89 percent) and verbs (12.06 percent). Besides, it is found that the use of English words can be classified into three: Borrowed words, online shopping jargons, and other random words commonly used in online interaction.

In this research, the writer found 15 inter-sentential code switching and most of the sentences are imperative. In other words, the advertisers code switched to give instructions to the readers or customers. Among the words used in online shopping, the words order and sold are used more often than other words. This is due to the fact that the words are very essential in trading or business.
ABSTRAK

Peneletian tentang code switching ini diadakan untuk menemukan jenis-jenis code switching yang digunakan di online shopping dari Facebook dan Blackberry di lingkungan Semarang, code switching dan kata-kata inggris yang sering digunakan oleh penjual online. Ini adalah penelitian kualitatif karena meliti masalah khusus di online shopping Semarang. Data-data telah dikumpulkan dari penyebaran berita di online shopping dari pesan Blackberry dan Facebook. Berdasarkan data penyebaran berita dari 10 online shopping penulis menemukan bahwa para penjual menggunakan intra-sentential code switching (79,45 persen) lebih sering daripada menggunakan intra-sentential code switching (20,54 persen). Setelah di analisa lebih lanjut intra-sentential penulis menemukan 141 kata-kata bahasa inggris, kata benda adalah kata-kata yang paling umum dari bagian kata (43,97 persen), frasa benda (19,86 persen), kata sifat (14,89 persen) dan kata kerja (12,06 persen). Selain itu, penulis menemukan bahwa kegunaan dari kata-kata bahasa inggris dapat dikelompokkan menjadi tiga bagian: kata-kata serapan, jargon online shopping, dan kata-kata acakanya yang sering.