
THE ANALYSIS OF CODE SWITCHING AND CODE MIXING USED BY EMPLOYEES IN CV. MANDIRI SEJAHTERA MAJALENGKAs

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Abstract:

This research investigates how employees at CV. Mandiri Sejahtera, which is exporter of rattan basket and furniture in Majalengka, applies code-switching and code-mixing in daily business communication. The purpose of this research is to analyse the types, functions, and how established factors of code switching and code mixing used by employees in CV. Mandiri Sejahtera Majalengka. Using qualitative descriptive method, the researcher observed conversations, conducted interviews, and analyzed the language used in various work settings. **(Note: How to analyze the data?)**

The findings show that employees frequently switch between Indonesian, English, Javanese, and Sundanese, depending on the context and communicative goals. The results show that code mixing are more frequently used, with a percentage 60% for code switching and 40% for code mixing. The most common type of code switching is tag code switching with 42%, while the most common type of code mixing is hybrid insertion with 16,68%. Employees in the business workplace mentioned above use quotation more often as a function of code switching and code mixing, at 21.89%, while code switching and code mixing are used more often for taking on a specific topic. These patterns demonstrate that language flexibility is vital in fostering connection, efficiency, and adaptability in business environments. The researcher believes that raising awareness of these language practices can enhance communication strategies in diverse workplaces and support inclusive interaction across cultures.

Keywords: Sociolinguistics, Bussiness Communication, Code Switching, Code Mixing

INTRODUCTION

The multilingual communication, especially English language process in business often uses more complex language, which can make it more difficult to express and explain ideas clearly. In the multilingual workplace of CV. Mandiri Sejahtera, code switching and code mixing frequently occur as natural strategies in daily interactions among employees and supervisors. For instance, supervisors often switch between Indonesian and English to emphasize authority or signal professionalism, as in *“Punten Pak, ini packing list yang tadi bapak minta”* followed by *“Hold on, let me check the figures first.”* These examples illustrate how bilingual employees employ language alternation not only as a communicative necessity but also as a reflection of workplace culture, professional identity, and the demands of globalized business interaction. Therefore, to simplify the communication process, people today often improve their language skills by using and understanding other languages that are easier to convey commonly through code-switching and code-mixing. These are phenomena observed in multilingual or multicultural environments, where speakers interchange between languages or language varieties in a dialogue or sentence. These phenomena have both linguistic and sociocultural dimensions, contributing to their complexity and significance within the field of sociolinguistics.

This multilingual context creates fertile ground for various language phenomena, particularly code switching and code mixing. Employees often switch between languages for a range of functions: to clarify meaning, to show solidarity, to display professionalism, or simply to facilitate faster and more efficient communication. These behaviors are not merely random but are socially and contextually motivated, reflecting underlying power relations, social identities, and communicative purposes. In this research context business company that operates as an exporter of rattan basket. CV. Mandiri Sejahtera, located in Majalengka, West Java. That engaged in manufacturing products for international markets or exporting. The main products of CV. Mandiri Sejahtera are baskets and furniture made from rattan, but it is now expanding into using materials such as water hyacinth, seagrass, and bamboo. As an export company, CV. Mandiri Sejahtera uses more than two languages in daily operations, making it a multilingual workplace. The challenges of code-switching and code-mixing arise due to global interactions and cultural and linguistic differences. As CV. Mandiri Sejahtera focuses on international sales, it is naturally involved in frequent communication with people from different countries and cultures. CV. Mandiri Sejahtera represents dynamic multilingual

business environment where interactions among employees, buyers, and management often involve the use of more than one language. The primary languages spoken in this setting include Bahasa Indonesia, Javanese, and English. Each language serves specific communicative functions depending on the context, participants, and purpose. In such a multilingual setting, the phenomena of code-switching and code-mixing are common and serve as strategic linguistic tools. Code-switching refers to the alternation between two or more languages or dialects within a conversation and is often used to express group identity, shift topics, or clarify meaning. Meanwhile, code-mixing involves blending elements from different languages within a single utterance or sentence and often reflects the speaker's bilingual or multilingual proficiency. Therefore, this study seeks to analyze the types, functions, and patterns of code switching and code mixing used by employees in CV. Mandiri Sejahtera. Through this analysis, the research aims to contribute to the broader field of sociolinguistics, particularly in understanding the language behaviors of bilingual or multilingual speakers in business contexts.

Code switching and code mixing are significant features of communication in multilingual workplaces, especially in business settings where employees interact across different linguistic and cultural backgrounds. CV. Mandiri Sejahtera Majalengka, as a trading company that engages with both local and international partners, provides a rich environment for the occurrence of these linguistic phenomena. However, there has been limited scholarly attention specifically examining the types, functions, and underlying factors of code switching and code mixing within this company. This gap highlights the importance of conducting a focused and context-specific study.

From a theoretical perspective, this research is urgent because it contributes to the field of sociolinguistics, particularly in understanding how workplace language practices are shaped by social factors such as hierarchy, solidarity, professional identity, and the need for effective communication. By employing a qualitative descriptive methodology, the study enables an in-depth exploration of the patterns and meanings embedded in employees' language use, moving beyond the mere identification of linguistic forms to uncovering the social purposes they serve.

From a practical perspective, the findings of this research are expected to benefit the company by improving internal communication effectiveness, fostering a more inclusive work

environment, and minimizing potential misunderstandings in multilingual interactions. Moreover, the results may serve as a reference for future studies on workplace multilingualism, particularly in similar business contexts.

METHODOLOGY

This research of study adopted a qualitative descriptive methodology. Based on experts Peter Auer and Musyken that developed type of theory of code-switching and code mixing, Marasigan for the theory of functions code switching and code mixing, and Hoffman theory that to analysed established factors of using code switching and code mixing. Which this theory enabled researcher to analyse the types and features employed by the code-switching and code-mixing practised by employes at CV. Mandiri Sejahtera. Descriptive qualitative research method enables researchers to understand the complexity also the context of code switching in business in depth. This is achieved through the collection of richness and varied data, such as observations, interviews and document analysis. This design concentrate on comprehending the meaning and perspective of the individuals involved in code-switching. Researchers can explore the motivations, reasons, and impact of code-switching on business interactions.

Researchers must formulate well-defined and well-focused research inquiries for guide data collection and analysis. The question research must be relevant to the research objectives and business context under study. Appropriate data collection methods should be selected according to the objectives of research and business context. These may include observations, interviews, and document analysis. Descriptive qualitative method designs offer an appropriate approach to research code-switching in a business context. With the right research strategy, researchers can gain a deep understanding of this phenomenon, uncover participants' meanings and perspectives, and produce findings that are valuable for business practice and academic research. Code switching, the implicated of using two or other more languages interchangeably within dialogue talking, is increasingly prevalent in today's globalized business environment. Understanding how and why code switching occurs in business settings can offer valuable insights into communication dynamics, cultural awareness, and even potential challenges.

The study involves 20 participants selected through purposive sampling. These participants consist of employees from various departments who are actively engaged in verbal communication, particularly those who frequently use multiple languages in the workplace. The departments involved are (1) One person from the Export-Import (Exim) Department who is responsible for handling international communications and transactions, (2) One person from the Purchasing Department who manages the procurement of raw materials, other supporting materials, and communicates with domestic and foreign suppliers, (3) Three people from the Marketing and Sales Department who are accustomed to dealing with international clients, (4) Ten people from the Production Department who are involved in manufacturing and production activities, and (5) Five people from the Loading and Container Shipping Department. The data collection was conducted 3 month period, from December 2024 – March 2025.

The data collection techniques used in this study are based on the qualitative research principles proposed by John W. Creswell (2018). The process of data analysis is conducted inductively, meaning the researcher allows patterns, themes, and categories to emerge from the data rather than imposing pre-established frameworks. As this research employs a phenomenological approach, the goal of data collection is to explore and capture the lived experiences of participants regarding their use of code switching and code mixing in a multilingual business environment. This research project delves into the fascinating phenomenon of code-switching within business communication. To gain a rich and nuanced understanding of how and why professionals switch languages in business settings, will employ a variety of data collection techniques. These techniques will allow us to capture the complexities of real-world interactions and explore the perspectives of those involved.

1. Observation

Participant observation was conducted to directly observe natural language behavior in the workplace. This technique allows the researcher to witness firsthand how code switching and code mixing occur in real-time interactions, beyond what participants may explicitly articulate in interviews. Employees, staff, management, owners and buyers often talk and communicate with each other. The researcher listened and recorded vocabulary that the researcher thought was new and found out why code-switching was

used. Observing at what times code-switching is done and what are the factors or contexts in which code-switching is formed.

2. Interviews

Researchers conducted face-to-face interviews with participants. These interviews involved a small number of structured and generally open-ended questions aimed at exploring the views and opinions of participants. The primary method of data collection is semi-structured, in-depth interviews, conducted with employees, and management at CV. Mandiri Sejahtera Majalengka. These interviews aim to uncover participants' personal experiences, perceptions, and motivations for engaging in code switching and code mixing during daily workplace communication.

3. Documentations

Researchers record in a comprehensive and detailed way what they look, listens, senses, and learns throughout their examination. Field notes will make it easier for researchers to record situations in the field. This technique are the qualitative researcher's own written record of what is heard, seen, experienced, and considered when gathering and reviewing data. Field notes are required to be written immediately after each observation and after any further relaxed interactions with informants.

FINDINGS AND DISCUSSION

Based on the results of interviews and observations, which researchers conducted at the CV. Mandiri Sejahtera, the following is a description of the data that researchers get from. All informants agreed that code-switching and code-mixing occur frequently. Observations indicates that code mixing is mostly dominated with 60% of them compared with code switching that is only 40% in everyday communication. Observations indicates that code mixing is mostly dominated with 60% of them compared with code switching that is only 40% in everyday communication. Nevertheless, each of the categories is further categorised according to their type. During the research, the researcher finds various types of code-switching used by employees and management of CV Mandiri Sejahtera to facilitate their conversation in everyday life. The researcher also discovered there were three different types of code-switching that happened in everyday speech. The three types of code switching are tag code switching, inter-sentence code switching, and intra-sentence code switching.

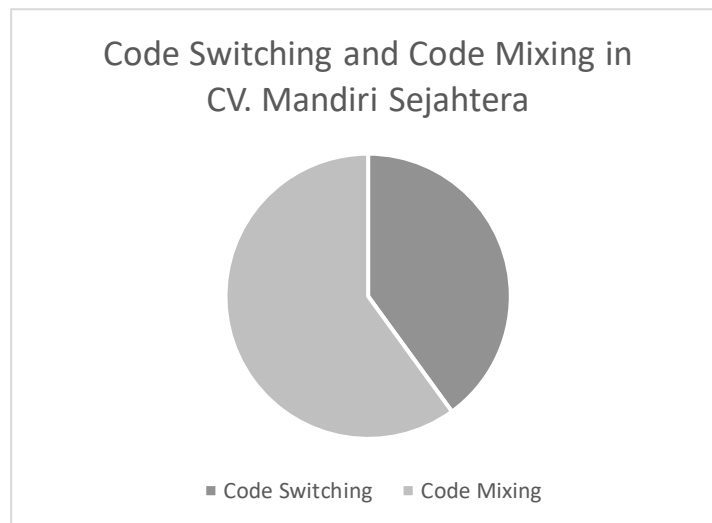


Figure 1 Code Switching and Code Mixing

FINDINGS

1. The Type of Code Switching and Code Mixing

The most common type of code-switching observed was participant-related code switching, as reported by all five informants. In terms of code-mixing, insertion and alternation were the most frequently used types. The observed data included daily conversations among employees, management, and buyers. These conversations were recorded and transcribed. Acting as participant observer, the researcher interacted with various individuals and later analyzed the transcriptions. According to the researcher's findings in the research, the observation showed that the employees' behaviour of code-mixing and code-switching was very different from the employees behaviour of code-switching. Researchers have discovered several information about code-mixing and code-switching carried out by employees, management, and buyer in their everyday conversational flow corresponding to the object of observation.

Table 1 The Types Code Switching Conducted by Employees and Managements in Everyday Communication.

No	Type of Code Switching	Frequency	Percentages
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1	Participant-related Code Switching	5	62,5%
2	Discourse-related Code Switching	3	37,5%
	Total	8	100%

The code-switching phenomena identified in management and employees utterances throughout working process in CV. Mandiri Sejahtera were recorded in 8 instances. It was then categorised into two types of code-switching: Participant-related code switching found in 5 data points and discourse-related code switching found in 3 data points. The table indicates the percentage participant-related code switching is mostly dominated by 62,5% and discourse-related code switching 37,5%.

Table 2 The Types Code Mixing Conducted by Employees and Managements in Everyday Communication.

No	Type of Code Mixing	Frequency	Percentages
1	Word Insertion	3	5%
2	Phrase Insertion	2	3,33%
3	Hybrid Insertion	10	16,68%
4	Word Reduplication	12	20%
5	Idiom Insertion	4	6,66%
6	Clause Insertion	12	20%
7	Alternation	15	25%
8	Congruent Lexicalization	2	3,33%
	Total	60	100%

The table indicates the percentage of code-mixing and code-switching in the workplace. As previously explained, code switching is mostly dominated by intra-sentential code switching at 50%, tag code switching at 8%, and inter-sentential code switching at 3%. Then code mixing is eclipsed by 52% insertion, 39% alternation, and 3% congruent lexicalisation. Furthermore, the code mixing found in management and employees while working at CV Mandiri Sejahtera consists of 20 data. They are classified into three kinds of code mixing,

which are insertion code mixing, alternation code mixing, and congruent lexicalisation code mixing.

2. The Function of Code Switching and Code Mixing

Declared by Appel et. al (1976), the language spoken in the situation where the language is used is related to the form of language used. While the situation affects the use of language, the language speaker chooses the appropriate form of language according to the situation. If the situation in which language is spoken changes, then the language form used also changes. In this way, the situation of language use greatly influences code switching.

After observation, the researcher noticed most employees at CV Mandiri Sejahtera used code switching and code mixing in an attempt to simplify the words or phrases used, because the original language normally use English to adjust to the customer or buyer of CV Mandiri Sejahtera. Which is slightly difficult for employees to pronounce. Other than to simplify, applying code switching or code mixing in CV. Mandiri Sejahtera is also to create a new word that not everyone knows, maybe only part of CV. Mandiri Sejahtera knows. This is certainly very necessary, because every company has secrets that must be guarded.

Table 3 The Funtions Code Switching and Code Mixing Conducted by Employees and Managements in Everyday Communication.

No	Funtions of Code Switching	Frequency	Percentages
1	Quotation	7	21,89%
2	Addressee Specification	4	12,5%
3	Repetition	5	15,62%
4	Interjection	2	6,25%
5	Message Qualification	5	15,62%
6	Personalization and Objectification	7	21,87%
7	Facility of Expression	2	6,25%
	Total	32	100%

DISCUSSION

1. The Type of Code Switching and Code Mixing

Participant-related codeswitching is type of language switching that occurs in response to a change in the social context or setting, rather than for stylistic or expressive reasons. In other words, the speaker changes the language being used because the situation changes, such as a new participant entering the conversation, a shift from casual to formal setting, or a transition from private talk to public discourse.

Data PR-1

Staff Packing speak to another employees :

“Ini udah dikasih label semua, tinggal pasang stiker. Mang Jaja, sini bantu lah masukin ke box nya. Sekalian cek juga takut ada yang belum dikasih label atau stiker”

Then the owner come to check :

“Selamat Siang pak, saat ini kita still on process untuk packingnya. Saya pastikan label dan stikernya tidak ada yang tertinggal”

The following data findings demonstrates situational code-switching triggered by a change in social setting and participant. In this case, staff member is speaking informally with a fellow employee using full Indonesian: “*Ini udah dikasih label semua, tinggal pasang stiker. Mang Jaja, sini bantu lah masukin ke box nya. Sekalian cek juga takut ada yang belum dikasih label atau stiker.*” This utterance reflects a casual, cooperative tone typical among coworkers in a production setting. However, when the owner of the company enters the space, the same employee immediately shifts into a more formal register, saying: “*Selamat Siang pak, saat ini kita still on process untuk packingnya. Saya pastikan label dan stikernya tidak ada yang tertinggal.*” The inclusion of English in the phrase “*still on process*” marks a clear change in both language and interactional frame.

The current finding is consistent with earlier research. Yuliana (2019) found that in Indonesian office settings, employees frequently switch from Indonesian to English when addressing supervisors or clients, especially when providing updates or performing accountability roles. This mirrors the behavior seen in the current data, where the employee switches registers and language upon noticing the presence of the company owner. This

clearly shows how employees in multilingual environments use situational code-switching as a strategic communicative tool. The speaker's language shift is not accidental but reflects social awareness, respect for authority, and the need to align with professional expectations. This supports Auer's (1998) view that code-switching is interactionally meaningful and deeply tied to the social structure of the workplace.

2. The Function of Code Switching and Code Mixing

Quotation

Data Q-1

"Oh iya bu, mengenai revisi testing sample basket yg ada tambahan biaya \$50 buyernya bales ; *"sure, go ahead"* berarti ini langsung saya diproses aja ya"

For the purpose of preserving the message that was conveyed, as shown in the example sentence above, the speaker quoted the message conveyed by the buyer. Specifically, they quoted the sentence, "Buyernya bales, 'Sure, go ahead' ". This indicated that the speaker desired to convince them that the statement actually had originated from the buyer.

The utterance "*Oh iya bu, mengenai revisi testing sample basket yg ada tambahan biaya \$50 buyernya bales ; 'sure, go ahead' berarti ini langsung saya diproses aja ya*" demonstrates a clear instance of code switching motivated by the quotation function, as described by Marasigan (1983). The employee switches from Indonesian to English specifically to reproduce the buyer's exact words: "*sure, go ahead.*" According to Marasigan, bilinguals frequently switch codes when directly quoting someone else, particularly when the quoted message is in a different language. This practice is not merely stylistic but serves to maintain the authenticity, accuracy, and authority of the original message. In a business workplace, where precision in communication is crucial, retaining the buyer's English response avoids any risk of misinterpretation or distortion that might occur if it were paraphrased in Indonesian.

By quoting in English, the speaker highlights the buyer's explicit approval of the cost adjustment, strengthening the validity of the decision. Previous studies support this interpretation. For instance, Nurhayati (2014) found that Indonesian-English code switching in professional emails often occurs when quoting or referencing external authority, ensuring that the original meaning remains intact. Similarly, Jingxia (2010) noted that quotation-

related switches in workplace discourse often signal respect for the original speaker's authority, which resonates with the hierarchical and professional context of buyer-seller interactions.

From a sociolinguistic perspective, this type of code switching is closely tied to professional identity and global business norms. English functions as the lingua franca of international trade, and its insertion in quotations reinforces the workplace's multilingual competence. In addition, retaining the buyer's words in English reflects power relations: the buyer's decision is emphasized as final and authoritative, while the employee positions themselves as the executor of instructions. This aligns with Hoffman's broader framework that code switching can index social roles and contextual meanings beyond simple linguistic necessity.

Maulidah et al., (2022) argues that whenever an individual quotes another individual's words, including well-known phrases, aphorisms, or expressions from renowned figures, such statements may be repeated and expressed in their original language or their native language. Based on the above data findings, the speaker quoted the buyer's statement, which was then conveyed back to the company's management. This explains and supports the author's opinion that the above data includes under the category of functions quoting other somebody's statements.

CONCLUSION

Regarding the first research question, this study reveals that language alternation is a deliberate and socially conditioned practice within the company's multilingual environment. Drawing on Auer's (1998) conversational approach, the major types of code-switching were identified: participant-related code-switching, which reflects accommodation to the language preferences or proficiencies of interlocutors. discourse-related code-switching, and used for structuring conversation, such as during topic shifts or when quoting. These forms of switching are employed in both formal meetings and informal daily interactions. In terms of code-mixing, the data aligns with Muysken's (2000) typology, revealing the presence of insertional mixing (where English terms are inserted into Indonesian sentences, particularly for business-related terminology), alternational mixing (involving the switching of full phrases or clauses between languages), and congruent lexicalization (the blending of syntactic structures and lexicons from both languages within a single utterance, more

commonly found in casual peer conversations). These patterns reflect a high level of linguistic competence and the ability to negotiate meaning fluidly across languages.

In this research, the researcher uses Hoffman's theory to identify how established factors of using code switching and code mixing in CV. Mandiri Sejahtera. Based on Hoffman, there are 7 factors underlying the use of code switching and code mixing. Based on data from observations and interviews conducted by researchers, the seven factors of the use of code switching and code mixing occurred at CV. Mandiri Sejahtera. Which were ; (1) taking on a specific topic, (2) to quote others, (3) be explicit on a situation ('solidarity' statement), (4) interspersions, (5) recurrence is recognised to clarify, (6) the intention of soften or strenghten the content of the utterance to a speaker, and (7) lexical need.

The multilingual communication practices observed in the workplace interactions at CV. Mandiri Sejahtera Majalengka are not random linguistic behaviors but are deeply rooted in a complex web of sociolinguistic factors. These factors influence when, how, and why employees engage in code-switching and code-mixing across Indonesian, English, and regional languages (e.g., Sundanese or Javanese). One of the primary sociolinguistic drivers for code-switching and code-mixing in this workplace is the expression of identity and solidarity. Many employees engage in the strategic use of regional languages to express closeness and maintain camaraderie with colleagues from similar ethnic backgrounds. This aligns with notion that code-switching can serve a solidarity function, helping speakers to index shared social identities and foster group belonging. At the same time, the use of English terms to construct a modern, professional identity associated with business literacy and global orientation.

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