Code Mixing as a Communication Strategy Performed by Outbound Call (OBC) Center Agents

by Mujiono, Rahayu Wilujeng, & Muhammad Suharto

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Center Agents

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Abstract: This study aimed at investigating the types of code mixing (CM) performing by Outbound Call (OBC) Center Agents and the reasons influencing of OBC Center Agents implemented CM in their call center activities. This was a descriptive qualitative research and the data were taken from recording of the OBC Center Agents' conversation, observation, and interview technique. The participants of this study were OBC Center Agents, Avenger of M2 agency, and employee in PT. Telkom Indonesia. The analytical approach was based on the process of (a) insertion into a matrix or base language, (b) alternation between languages, and (c) congruent lexicalization. The findings of the study revealed that reasons of Outbound Call (OBC) Center Agents used CM were (1) participant roles and relationship, (2) situational factors, (3) message-intrinsic factors, and (4) language attitudes, dominance, and security. The research also found that English codes occurred in different situations i.e. in order to appreciate customer, to persuade customer, to avoid the weakness of products, to follow-up new customer, to build the customer beliefs, and to attract customer.

Keywords: Bilingual, Code mixing, OBC Center Agents

1. Introduction

It is a very important service for *OBC Center Agents* to share excellent information, give a response and answer customer problem and questions. *OBC Center Agents* sometimes insert pieces of words from different language in their matrix language when they are talking to customers, usually without change a topic and it happens because of different reasons. It can be described that mixing the languages when speaking is one of the communication strategies to achieve goals. The sociolinguistics phenomenon of CM performed by *OBC Center Agents* has a significant impact in a communication. *OBC Center Agents* use two or more languages for conveying product information. In this case, *OBC Center Agent* has to

mix from one language to another within the similar statement or utterance as a special register to facilitate easy communication among *OBC Center Agents* and customers. However, the use of CM as one of strategies by *OBC Center Agents* in PT. Telkom Indonesia which is leading provider of information and communications services in Indonesia is highly recommended to improve company sales performance.

2. Related Literature

2.1 Perspective on Code Mixing

Muysken (2000) defines code-mixing (CM) as all cases where lexical items and grammatical features from two languages appear in one sentence without changing the topic of conversation. He proposed that CM is the use of lexical and/ or grammatical features from more than one language within a sentence or a clause. While Coulmas (2005) has argued that CM is a communicative strategy widespread in bilingual communities where the people are able to speak two languages comparably well. Therefore, they choose a code that transmits their intentions in the best way.

In terms of the definition from Bhatia and Ritchie (2004), CM refers to the mixing of various linguistic units (morphemes, words, modifiers, phrases clauses and sentences) primarily from two participating grammatical systems within a sentence. More specifically, CM is intra sentential and is constrained by grammatical principles. It may also be motivated by social psychological factors. Despite these definitions, many people may have difficulty using the terminologies since many researchers use different terminology for CM. Based on the previous definition; the researcher concludes that CM is the use two languages or more by transferring one or more of linguistic elements of one language in another in the speech without changing the meaning of sentence, because the elements just support the sentence of other languages, which are inserted. The element of one language does not have a distinctive function.

2.2 CM as a Communication Strategy

The phenomenon of CM is fairly common in a bilingual or even multilingual country such as Indonesia because it has national language (Indonesian) and the international language (English) (Columns in Mujiono, 2013). CM is a sociolinguistic phenomenon in any multilingual setting and it is one of the communication strategies used for convenience as well as for social interaction. An average Indonesia is either bilingual or multilingual, and in few instances, a monolingual. CM as communicative strategies is studied mainly in connection with the bilingualism. Here, CM also described as the phenomenon where in a bilingual shifts from one language to another in different clause or sentence in the course of a conversation as a conversational strategy.

2.3 Reason of CM

Reasons that bring about the mixing are numerous and various. The first is for communicative needs. In

Osoba (2014) Code-Mixing in Selected Plays of the New Generation Yoruba Playwrights, he found that the major reasons of CM are 'to carry their targeted audience along', to make their written plays relevant in this new millennium both thematically and stylistically and to create a kind of style that is already in vogue among the educated elite in the society. According to Saville–Troike (as citied in Bhatia – Ritchie, 2004), CM has varied functions within a speech community : (1) Talking about a particular topic; (2) quoting somebody else; (3) Being emphatic about something; (4) sentence fillers or sentence connectors; (5) repetition used for clarification; (6) intention of clarifying the speech content for interlocutor; (7) softening or strengthening request or command; (8) expressing group identity; (9) real lexical need; (10) for the sake of efficiency.

Hoffman (as cited in Shahrestani, 2011) describes that there are seven reasons that motivate people to mix and/ or switch their languages; talking a particular topic, quoting somebody else's famous expressions, proverbs, or saying, showing empathy and/ or solidarity in another language than the first language, to insert sentence fillers (interjection), and/ or connectors (conjunctures), to clarify something by repetition, clarify the speech content for the interlocutor, to express group identity.

3. Methodology

3.1 The Research Design

This research was conducted with descriptive qualitative method. Creswell (2003, p.182) states that qualitative research is fundamentally interpretive and the researcher examines the phenomenon in a holistic manner. This means the researcher makes an interpretation of the data. This strategy was used in this study because the researcher wants to observe the types and the reasons of CM performed by *OBC Agent* in PT. Telkom Indonesia. Furthermore, the researcher want to know the using of CM emerges to the social communication and it allows the researcher to make descriptive explanation.

3.2 Data Source

The data of this research consist of words or sentences. It analyzed and investigated from kinds of data sources involving: (1) The informants: the sampling of this study consisted of the *OBC Agent, Avenger (AVG)*, with the range of age between 19 to 25 years old with a variety of backgrounds, there are students college and some of them is already working, and Telkom's employee in PT. Telkom Indonesia with the range of age between 35 to 44 years old. (2) Document analysis (*the report and recapitulation of call agent Telkom Global Add On*, *hand-book*, and *brochure*)

3.3 Instrument

Three instruments which were used in this study were: (1) researcher, and (2) documentation. The primary instrument of this research was the researcher herself, because during this research, the researcher knew and understood more about the object that analyzed and the researcher used audio visual recorder to gain the data.

3.4 Data Collection

The data were collected by (1) Observation, (2) Interview, and (3) Documentation. This study used observation, interview, and documentation like recording the conversation between *OBC Agent* and customers. Researcher obtained the data from direct recording by recording all conversations between *OBC Agent* and customers from Quality Control Department. Furthermore, the researcher conducted an in depth interviewing session with *OBC Agent* to determine the various reasons why CM used by them. The setting of the study is at "PT. Telkom Kandatel, Blimbing of Malang" and "STO Telkom Sawojajar East Java of Indonesia".

3.5 Data Analysis

The steps in analyzing the data were (1) examining the written data which was obtained from data collection, (2) coding and labeling each data according its type, (3) screening all codes and the data labeled with similar codes which were grouped together; 4) counting the number of types and reasons of CM used by *OBC Agent* in PT. Telkom Indonesia, (5) making two charts of CM phenomenon based on the types and the reasons of CM by *OBC Agent* in percentages; (6) Verifying the related theories which are applied, (7) stating what types and the reasons of CM by *OBC Agent*; and (8) explaining the types and the reasons of *OBC Agent*.

3.6 Triangulation

The objectivity can bias the finding of this research so that the triangulation needs to be done in data analysis. Therefore, this study applied the triangulation of theory as a technique of checking the trustworthiness, validity and reliability of the data. This study was conducted a theoretical triangulation and a methodological triangulation to verify the trustworthiness of data or information by looking at the source of data repeatedly to arrive at the same conclusion on the phenomena observed. The researcher used some theories of CM types and the reasons of CM performed by *OBC Agent* by some linguistics. The CM types are described by Muysken (2001), Wardhaugh (2006). Another side, the CM reasons are defined by Bhatia – Ritchie (2004), Holmes (2013), Gumperz (1982).

4. Findings and Discussion

4.1 Code Mixing Types

4.1.1 Insertion

It can be seen in data excerpts (IS-005) that insertion of material (lexical items or entire constituents) from one language into a structure from the other language. Examples were presented below as shown in bold and italicized forms.

OBC: Percakapan ini sudah direkam oleh Telkom sebagai ***evidence*** bahwa Ibu Yuni selaku penanggung jawab tagihan dan pengambil keputusan di klinik Pratama Kartika sudah

menyetujui untuk aktivasi tersebut. ('Our conversation has been recorded by Telkom as evidence that you as billing responsible party and a decision maker in Pratama Kartika's clinic has been agreeing for activating that program')

Cust: Oke Mbak

OBC: Jadi Ibu bisa menggunakan nomer telepon klinik untuk **calling** semua nomor handphone Telkomsel Group dengan fasilitas **unlimited band with**, kami **cover** Rp. 88.000,00 **plus** Ppn 10% tanpa biaya **charge** yang lain.('So that you can use your clinic phone number to call all Telkomsel Grup phone number with unlimited bandwidth facilities, we will cover it Rp. 88.000,00 plus Ppn 10%., without another charge**)**

From the conversation in data excerpts (IS-005), the researcher found the formation of code mixing's process of insertion, the *OBC Center Agent* inserted word "evidence", phrase "Unlimited band with", word "calling", "cover", "plus", and "charge" in her Indonesian's utterance as shown in excerpt (IS-005) line 1, 8, 9, 10, and 11.

4.1.2 Alternation

It can be seen in data excerpts (AT-025) that the structures of two languages are changed indistinctively both at the grammatical and lexical level. Examples were presented below as shown in bold and italicized forms.

OBC: Ibu Yuni dapat menggunakannya selama **24 hour non-stop every day**, ini sudah unlimited sepuasnya, Ibu Yuni dapat menggunakannya 24 jam non-stop tiap harinya. ('Mrs. Yuni can use it for twenty hours non-stop every day, unlimited; Mrs. Yuni can use it twenty hours nonstop every day')

Cust: Terus untuk biayanya?

OBC: Kami cover Rp. 88.000,00 perbulan, **unlimited internet usage** untuk digunakan ke semua nomor Telkomsel Group baik lokal, nasional, ataupun internasional. ('We cover it Rp. 88.000,00 per month, unlimited internet usage for using to all phone number Telkomsel Group, local, national, or international')

Cust: Iya, jelas Mbak

From the conversation in data excerpts (AT-025) line 1, the researcher found the formation of CM process of alternation, the *OBC Center Agent* inserted English clause "*24 hournon-stopeveryday*" for continuing of Indonesian utterance in one sentence. The characterizing alternation pattern in this utterance is doubling. It means repetition of CM structure in both languages in mixed clause. '*Ibu Yuni dapat menggunakannya selama 24 hour non-stop every day, inisudah unlimited sepuasnya, Ibu Yuni dapat menggunakannya 24 jam non-stop tiap harinya.*'. Clause "*Unlimited internet usage*" in that conversation includes alternation too; as shown in (D: AT-025) line 6, it is incorporated in Indonesian clause in one sentence. The characterizing alternation pattern in this utterance is several constituent. It means the mixing consist of some group of words. '*Unlimited internet usage*'

4.1.3 Congruent Lexicalization

It can be seen in data excerpts (CL-049) that the first language (Indonesian) and the second language (English) share largely similar general structure which can be filled with element of either language without changing the grammatical structures.

OBC: Sebagai bentuk **caring** kepada **customer**, nanti akan kami buatkan eskalasi gangguan agar dapat secepatnya diperbaiki.('Sir, as a form of caring to our customers, we will make an escalation of interference for repair the trouble immediately')

Cust: Iya Mbak, tolong disegarakanya.

OBC: Dan untuk masalah **billing-nya**, Bapak bisa sewaktu-waktu datang ke Plasa Telkom membawa bukti pembayarannya dan minta retruksipembayaran. Jadi kalau sudah tidak digunakan selama 10 hari tersebut, makaakan kami **discount** selama 10 haritersebut. ('And about the billing, you can come any time to Telkom Plasa, bring the proof of payment and you can ask a payment retraction. So, if it is not used for ten days, it will be at a discount during the ten days'). Baik, apakah sudah jelas ya Bapak Agung untuk informasi yang saya berikan? ('Well, is it obvious for you Sir')?

Cust: Iya Mbak, jelas.

OBC: Untuk **trouble** yang Bapak laporkan tadi, saya segera buatkan eskalasi untuk gangguannya.('For the trouble that you have reported before, I will make an escalation of interference')

Cust: Kapan kira-kira ya Mbak masalah ini bisa dihandle dan petugasnya kesini?

OBC   Kami segera membuat eskalasi gangguan agar segera ada tindak lanjut dari tim **IT (Information Technology)** kami. ('We will make an escalation of interference in order to regularly follow up from our IT team'). Tetapi jika sampai tiga hari belum **di-handle** atau belum ada **follow up**, tidak ada yang datang ke tempat Bapak, Bapak bisa **contact** kembali ke **call center** kami di 147 agar kami bisa menekankan agar segera **di-follow up**. ('If the problem has not been handled or there is not any follow up in three days, no one came to your place, you can contact our call center in 147 in order to emphasize that these problem will be followed up immediately').

From the conversation in data excerpts (CL-049) line 5, the researcher found the formation of CM process of congruent lexicalization because the *OBC Center Agent* combined the word "billing" with Indonesian affixation-*nya*. The *OBC Agent* inserted word "caring", "customer", "discount", "trouble", "follow up", and "contact" in her utterances as shown in (D: CL-049) line 1, 7, 13, and 20. Phrase "Call Center" as shown in (D: CL-049) line 21 in that conversation includes in congruent lexicalization too because she inserted that phrase in suitable place as a lexical class in English and it did not break the Indonesian grammatical because "Call Center" is a division in Telkom.
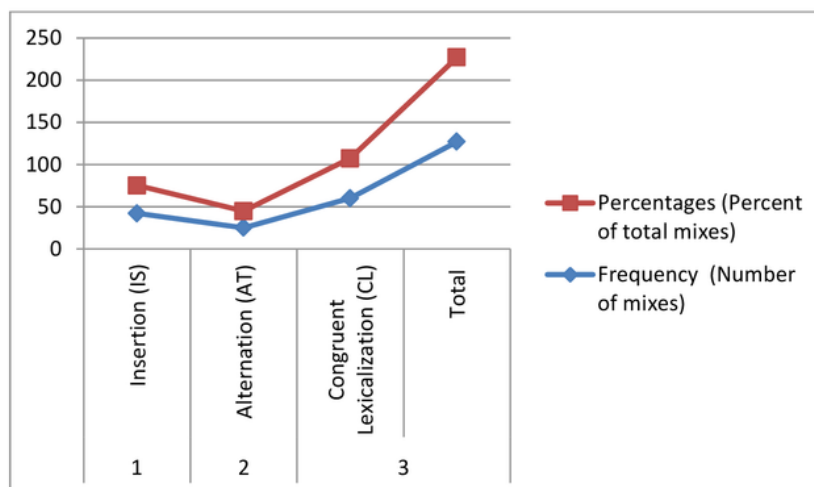
Figure 1: The Frequency of the Occurrences of CM Types
Performed by *OBC Center Agents* in PT. Telkom Indonesia

4.2 Code Mixing Reasons

4.2.1 Participant Roles and Relationship

The *OBC Center Agents* performed CM from Indonesian to English because of the participants' roles factor emphasis in a conversation. The example of data excerpt was displayed in the following data as shown in bold and italicized forms.

Data (AT-010)

  OBC: Baik, dengan Bapak Agung Eka, mohon maaf sebelumnya, untuk fasilitas telepon atau internet nya apa sering mengalami gangguan atau trouble akhir-akhirini?

  Cust: Iya, mengalami gangguan, sudah 10 hari off, rusak

  OBC: Kerusakan itu terjadi sejak 10 hari lalu ya Bapak, ***off and un usage***, artinya kondisi nya mati dan tidak bisa dipergunakan sama sekali?('It has been happening since ten days ago, off and UN usage, it means the condition die and cannot be used at all')?

The social factor which motivated the *OBC Center Agent* mix her utterance as shown in data excerpts (AT-010) line 5 is participant roles factor. When the *OBC Center Agent*code mixed in word "off and UN usage" is one of proof that she know who is the interlocutor. She was conscious that the interlocutor known well about Telkom's term/ jargon, so that she used it continuously when they talked each other.

4.2.2 Situational Factors

The performed of CM from Indonesian to English due to the situational factor influence. The examples of this factor was presented in data excerpts (IS: 021) as shown in bold and italicized forms.

Data (IS-021)

OBC: Kalau begitu disini langsung kami buatkan eskalasi gangguanya Bapak, sebelumnya sudah *contact* ke 147 belum Bapak? ('Then, we will make an escalation of interference for you Sir, did you **contact** 147')?

Cust: Sudah tiga kali bahkan empat kali

OBC: Dan belum ada *feedback* ya Bapak sampai saat ini? ('And there is no **feedback** until now')?

Cust: Belumada, belum ada petugas yang kesini

The social factor which motivated the *OBC Center Agent* mix her utterance as shown in data excerpts (IS-021)is situational factor. The *OBC Center Agent* knew the customer (interlocutor) understood the Telkom's term/ jargon, she inserted that term continuously in their conversation. It also supported the customer's response, she said "Dan belumada*feedback*yaBapaksampaisaatini?" such as in line 5, that utterance signed that the customer knows well about the meaning of Telkom's term/ jargon, so the conversation's message can be delivered well.

4.2.3 Message-Intrinsic Factors

The use of a language code by *OBC Center Agent* from English to Indonesian language on the data below, because the *OBC Center Agent* wanted to convey content of a message intrinsic being presented. The example of the reason was presented in data excerpt (CL-003) as shown in bold and italicized form.

Data (CL-003)

OBC: Disini pembicaraan kita sudah direkam langsung oleh Telkom langsung sebagai bukti *registration-nya*.('Here, our conversation has been recorded directly by Telkom as a proof of registration**'). Jadi saya ulangi kembali atas kesediaannya. Jadi apakah disini Bu Erika berkenan untuk kami bantu untuk menikmati program **Talk Mania-nya**. Mrs. Erika, would you want to enjoy TM program')?

The social factor which motivated the *OBC Center Agent* mix her utterance from data excerpts (CL-003) is message intrinsic factor. The *OBC Center Agent*insert phrase "Talk Mania" because that phrase is quotation from the Telkom products, she only mentioned the Telkom products specification which has already printed. Quotation can cause the occurrence of CMas shown in (CL-003) line 4.

4.2.4 Language Attitudes, Dominance, and Security

CM was practiced by the *OBC Center Agent* in order to construct the dominance conversation with Telkom's product technical term among *OBC Center Agent* and customer. The example from data was shown in bold and italicized forms below.

Data (IS-029)

OBC: Di sini atas nama Ibu Veti, dengan nomor 0361262065 selaku pengambil keputusan dan penanggung jawab tagihan telepon, sudah dapat menikmati layanan Telkomania dengan penggunaan **telephon unlimited** sepuasnya ke semua **handphone Telkomsel Group**, dengan Rp. 88.000,00 tiap bulan **plus** PPn 10%. ('Mrs. Veti, with phone number

0361262065 as billing responsible party and a decision maker for the telephone bill, you have been enjoying Telkomania service with using unlimited telephone to all Telkomsel Group phone number, with Rp. 88.000,00, plus PPn 10%'). Misalkan **billing** Ibu saat ini per bulanRp. 1.200.000,00 per bulannya nanti hanya akan ditambahkan Rp. 88.000,00. ('For example, your telephone bill...')

Cust: Okey..

OBC: Terima kasih, semoga bermanfaat untuk informasi yang kami berikan, selamat siang Ibu, selamat beraktifitas.

Cust: Selamat siang, makasih Mbak.

The social factor which motivated the *OBC Center Agent*mixes her utterance from data excerpts (IS-029) line 3, 4, and 7 is dominance factor. From the cutoff of conversation above, the *OBCCenter Agent* inserted phrase "telephone unlimited" in her utterance because she habitually use that word (telephone unlimited) which already became one of Telkom's term/ jargon. The *OBC Center Agent* unconsciously used Telkom's when she served the customer and that word already dominated her language.

4.2.5 To Appreciate Customer

The factor which motivated the *OBC Center Agent* mix her utterance from data excerpts (CL-028) is showing appreciation to customer.

Data (CL-028)

OBC: Untuk informasi tambahan, kami dari PT. Telkom akan memberikan apresiasi khusus kepada Bapak Jonathan sebagai wujud rasa terima kasih kami karena Bapak Jonathan sudah setia menggunakan layanan dari PT. Telkom.('For additional information, we will give you special appreciation to express our thankfulness because you have been faithfully to use the Telkom services'). Jadi Bapak akan mendapatkan layanan khusus dari kami.

Cust: Program apa itu Mbak?

OBC: Kami memberikan panggilan **unlimited** untuk seluruh nomor handphoneTelkomsel, tanpa quota, tanpa dikenakan tarif normal, sudah kami **cover** di Rp 88.000,00. ('We provide unlimited for all Telkomsel phone number, without quotas, without being subject to normal rates, we already **cover** it Rp. 88.000 and it activated from our system directly')

Cust: Oke

From the cutoff of conversation above as shown in excerpt (CL-028) line 7 and 8, the *OBC Center Agent* inserted word "cover" in her utterance because she wants to make sure the customer that he/ she will be received a special facility as a reward or appreciation from company.

4.2.6 To Persuade Customer

The factor which motivated the *OBC Center Agent* mix her utterance from data excerpts (CL-035) is impressed, approached, and persuade customers.

Data (CL-035)

OBC:	Baik Ibu Ria, kami bantu untuk eskalasi gangguannya langsung dari *system* kami. ('Well, Mrs. Ria, we help you to make an escalation of interference from our system directly')
Cust	Baik Mbak, tolong ya segera di cek
OBC::	Sebagai wujud rasa terima kasih dari pihak kami, karena Ibu Ria sudah setia menggunakan layanan produk Telkom, maka dari itu kami berikan apresiasi khusus berupa fasilitas khusus untuk Ibu Ria, jadi mulai minggu depan bisa menikmati panggilan *unlimited* panggilan sepuasnya ke seluruh nomor *handphone* Telkomsel. ('To reflect our thankfulness because you have been faithful to use the Telkom services, we will give you special facilities. So, start from next week you may enjoy the unlimited outgoing call to all Telkomsel phone number')
Cust:	Itu sampai akhir Maret 2017 free?

The *OBC Center Agent* knew the customer (interlocutor) is the potential customer. *OBC Center Agent* would like to give a good impression; he/ she put his/ herself as problem solvers to approach customers and build a friendly relationship, and finally to achieve his/ her goal for promoting and selling the product as shown in excerpt (CL-035) line 1 and 6.

4.2.7 To Avoid the Weakness of Product

The factor which motivated the *OBC Center Agent* mix her utterance from data excerpts (AT-025) is covering the weakness of products
Data (AT-025)

OBC:	*Slow internet connections*, jadi melambat ya Bapak di kecepatan 10 Mega ('So, slow internet connections and it slowed to less than 10 Mega'), dengan jaringan terbaru dari PT. Telkom untuk fiber optic-nya, jadi untuk speed atau kecepatannya melambat tidak sampai 10 Mega meskipun sudah unlimited bandwith, seperti itu ya Bapak Jonathan?
Cust:	Iya, kayaknya seperti itu

The *OBC Center Agent* inserts clause "slow internet connection" as shown in excerpt (AT-025) line 1because that clause is special utterance in Telkom to soften the aim of the utterance. That is why *OBC Agent* should have an excellent knowledge about their products in order to cover the weakness of products and expose the strength of products.

4.2.8 To Follow-up New Customer

The factor which motivated the *OBC Agent* mix her utterance from data excerpts (CL-030) is to follow up new customer and simplifying customer prospecting process.
Data (CL-030)

OBC:	Baik, Bapak Jonathan untuk *calling unlimited*-**nya** untuk saat kami bantu untuk aktivasinya, ('Well, Mr. Jonathan, We help you activating calling unlimited programs now')
Cust:	Siap

From the cutoff of conversation above, the *OBC Center Agent* inserted phrase "calling unlimited" in her utterance as shown in excerpt (CL-030) line 1 because she/ he would like to clarify his/ her explanation about product feature so she/ he can continue to follow up customers for the next step.

4.2.9 To Build the Customer Beliefs

The factor which motivated the *OBC Center Agent* mix her utterance from data excerpts (IS-014) is build and maintaining the customer beliefs and recommendation.

Data (IS-014)

Customer   Tolong segeradi bantu ya Mbak

OBC   Baik Bapak. Kami akan   berusaha memberikan ***service*** terbaik untuk mengatasi permasalahan tersebut karena salah satu ***goal*** kami adalah kepuasan pelanggan. ('Yes Sir. We will try to give the best service for handling that problem because one of our goals is customers' satisfaction')

The main goal of *OBC Center Agent* is not only to sell product but he/ she precede the process of customer registration and handling the problem/ trouble during the customer uses that facility. The *OBC Agent* insert word "service" and word "goal" as shown in excerpt (IS-014) line 2 and 3 because *OBC Center Agent* would like to maintain the customer beliefs.

4.2.10 To Attract Customers

The factor which motivated the *OBC Center Agent* mix her utterance from data excerpts (CL-036) is to attract the customers.

Data (CL-036)

OBC   Kalau untuk saat ini, kami sudah kami berikan ***unlimited*** sepuasnya, meskipun digunakan 24 jam ***non-stop*** tidak masalah IbuRia.('For now, we already provide unlimited bandwith, although it used twenty-four hours non-stop, no problem Mam')

Cust: Berjam-jam jugagppyaMbak?

OBC   Jadi tidak masalah Bu, meskipun digunakan 24 jam ***non-stop*** berulang kali tidak masalah. Seperti ituIbu. Bagaimana, bisa kami bantu terlebih dahulu untuk aktivasinya Ibu Ria ya. 'Therefore, even though it will be used for twenty hours nonstop, it is not a problem. Could I help you to activate it?'

Cust: Baik Mbak.

The *OBC Center Agent* knew the customer (interlocutor) understood the Telkom's term/ jargon, she inserted that term continuously in their conversation as shown in excerpt (CL-036) line 1, 2, and 6 for showing his/ her integrity, totality, enthusiasm to company and to attract the customers.
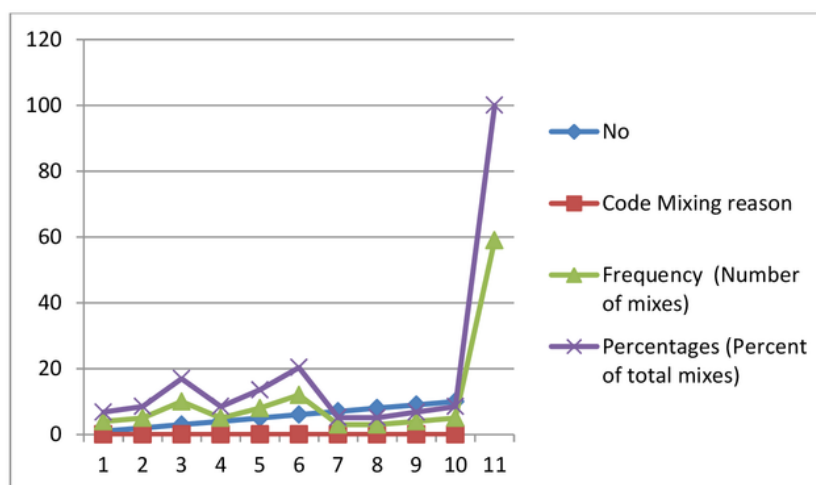
Figure 2: The Frequency of the Occurrences of CM Reasons
Performed by OBC Centers Agents in PT. Telkom Indonesia

5. Discussion

A bilingual person who has particular ability in a second language can use two or more languages or codes in the course of conversation for different purposes. Social context in which people lived influenced how people speak because they will speak in different way according to the situation. Furthermore, bilingual must translanguage in order to facilitate communication with others. With regard to the previous statements, Mujiono (2016) points out that the purpose of translanguaging is to maximize communicative potential that conduct by bilinguals as the access of different linguistic features of autonomous language.

In bilingual communication, two or more languages are often used along together and these phenomena are known as code-mixing (CM) and code-switching (CS). Krishnasamy, (2015) highlights that the language behavior of bilingual children who use CM as communicative strategy influenced by parental language mixing habit and their bilingual environment. Mixing with English at early age is not only to show the higher status or prestige, but it is a step to achieving fluency in English and indispensable for improving children's ability in English as well.

English emerged as a first rank language in industries which affected all aspects of society; the press, advertising, broadcasting, motion pictures, sound recording, transport and communications (Crystal, 2003). Therefore, English language plays an important role and it is more essential than other languages because it has become the lingua franca for international communication, allowing people speaking different languages to interact with each other.

CM is a sociolinguistic phenomenon in bilingual or multilingual setting and it is one of the communication strategies used for convenience as well as for social interaction (Grosjean, 2008;

Mujiono, 2013). It is seen that the conversation characterization of *OBC Center Agent* performed CM in PT. Telkom Indonesia could not separate from language choices in multilingual communities. From the perspective of Sociolinguistic, the circumstance of CMin a society has special form and influence by societal factors.

The researcher finding and analyze three types of CM based on Muysken's theory that almost occur on the *OBC Center Agent*s speech utterance is insertion into a matrix or base language, alternation between languages, and congruent lexicalization. The results of this research showed that whenthe *OBC Center Agent*were practice *Out Bound Calling*, they used insertion, alternation, and the most dominant type is congruent lexicalization in their conversation. The most frequent type of CM performed by *OBC Center Agents* is congruent lexicalization. It happens so because they often inserted and combined word and phrase that related with the strength of Telkom products in English language in their Indonesian utterances to emphasize and make sure customers.

This research analyzed the social factors of CM which motivates the *OBC Center Agent*s practice CM in their utterance when served customers. They distinguished into ten social factors; these are participant role and relationship factor, situational factor, message intrinsic factor, and language, attitude, and security factor, Besides that, the research also found that English codes have occurred in different situations i.e. in order to appreciate customer, to persuade customer, to avoid the weakness of products, to follow-up new customer, to build the customer beliefs, and to attract customer. The dominant reasons which causes CM performed by *OBC Center Agent*s is to impress, approach, and persuade the customers because this reason can approach customers and build a friendly relationship to achieve his/ her goal for promoting and selling the Telkom products.

Reasons that bring about the mixing are numerous and various. The first is for communicative needs. In Osoba (2014, p.67) Code-Mixing in Selected Plays of the New Generation Yoruba Playwrights, he found that the major reasons of CM are 'to carry their targeted audience along', to make their written plays relevant in this new millennium both thematically and stylistically and to create a kind of style that is already in vogue among the educated elite in the society.

Yingkhamnuan (2011) defines that the factors that bring about the mixing are for communicative needs, it can be related to the social values of a particular root, and socio-cultural viewpoints. CM is implemented by *OBC Center Agent*s in PT. Telkom Indonesia has many reasons and motivations. Kim (2006) has explained the four reasons and motivations of CM significantly. The social factors that influence the CM such as participant roles and relationship, situational factors, message-intrinsic factors, and language attitudes, dominance, and security. On the other hand, the backgrounds and relationships of participants, topic or content, and when and where a speech act occurs are triggers people mix their language, (Bhatia & Ritchie, 2004).

Coulmas (2005) argued that CM is a communicative strategy widespread in bilingual communities. This is supported by Cárdenas-Claros & Isharyanti (2009) who studies code switching and code mixing in Internet chatting. The result showed that the personalities and individual interests of the researchers can

be considered as factors that may have influenced the results of the study. While the Indonesian researcher tends to be more inquisitive and asks many questions at once, the Spanish-speaking researcher tends to follow turn taking conventions.

OBC Center Agents as marketing in "PT. Telkom Indonesia" is a crucial division because their communication skill and performance; serve the customers, give the excellent information to the customer, and solve the customer's problem have been given the big contribution to company's revenue. *OBC Center Agent* who came from different background has special ability in English language as their strategy of communication. Furthermore, *OBC Division* has significant rule and regulation names Standard Operating Procedures (SOPs) so the accuracy of the language is very important. Although conversations between *OBC Agent* and customers were recorded by Quality Control Department, they can improve their language as a communication strategy to improve their call center performance.

6. Conclusion

OBC Center Agents usually mixes their Indonesian language with the technical term in English language within one utterance according to *Fiber Zoo Hunting guides' book* or improvises by them. They do not realize that their habit give an affect directly to their customer. The educational background of the *OBC Center Agent*, the skill and ability in English language, the knowledge of the Telkom product make they have different reason of code mixing practice. The research also found that English codes have occurred in different situations i.e. in order to appreciate customer, to persuade customer, to avoid the weakness of products, to follow-up new customer, to build the customer beliefs, and to attract customer.

How to prove a friendly communication with customer diversity is one of the crucial concerns of *OBC Center Agents* in a company when they serving customer, handling customer complaints, and product socialization through a telephone connection. Therefore, an *OBC Center Agent* is not only required to have the product knowledge and qualified communication services, but he or she must have effective communication strategies to build customer beliefs and to maintain customer interest in a company's products.

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