

**AN ANALYSIS OF TRANSLANGUAGING IN
THE PUBLIC AREA OF STARBUCKS
DUTAMALL BANJARMASIN**

**By
FAUZAN FAKHREZI KHAITAMI**



**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2024 A.D/1445 A.H**

**AN ANALYSIS OF TRANSLANGUAGING IN
THE PUBLIC AREA OF STARBUCKS
DUTAMALL BANJARMASIN**

Undergraduate Thesis

Presented to Faculty of Tarbiyah and Teacher Training
in partial fulfillment of the requirements for the degree of
Sarjana Pendidikan in English Language Education

by

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**ANTASARI STATE ISLAMIC UNIVERSITY
FACULTY OF TARBIYAH AND TEACHER TRAINING
ENGLISH EDUCATION STUDY PROGRAM
BANJARMASIN
2023 A.D/1445 A.H**

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Banjarmasin, 10 January 2024

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ABSTRACT

Fauzan Fakhrezi Khaitaitami. 2024. An Analisis of Translanguaging In The Public Area of Starbucks Dutamall Banjarmasin. Thesis. English Education Department, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University. Advisors: (I) Afifah Linda Sari, M.Pd.

Keywords: Translanguaging, Public Area, Starbucks

This research aims to analyze translanguaging practices in the public area of Starbucks Dutamall Banjarmasin. The theoretical basis of this research involves concepts from several experts, including code switching, code mixing, borrowing, transliteration, and transcription. This research also refers to the translanguaging classification proposed by Liando, which includes three types, namely intra-sentential translanguaging, inter-sentential translanguaging, and tag translanguaging.

The research method used is a descriptive qualitative approach, where analysis is carried out through a recording and recording process. The research results show that of the eight translanguaging theories reviewed, the most common practices in daily conversations at Starbucks Dutamall Banjarmasin are code changes, use of translanguaging tags, intra-sentential translanguaging, and inter-sentential translanguaging. These findings provide an in-depth picture of how local people use various language strategies in a multilingual environment.

The results of this research provide valuable insight into the dynamics of translanguaging in public places, especially in business environments such as Starbucks. The implications of these findings can help understand how language communication occurs in everyday life in public spaces, and illustrate that translanguaging practices are a significant phenomenon in understanding the dynamics of language diversity in society.

ABSTRAK

Fauzan Fakhrezi Khaitami. 2024. *An Analysis of Translanguaging In The Public Area of Starbucks Dutamall Banjarmasin.* Skripsi. Jurusan Tadris Bahasa Inggris., Fakultas Tarbiyah dan Keguruan, UIN Antasari Banjarmasin. Dosen Pembimbing: (I) Afifah Linda Sari, M.Pd.

Kata kunci: Translanguaging, Tempat umum, Starbucks

Penelitian ini bertujuan untuk menganalisis praktik translanguaging di area publik Starbucks Dutamall Banjarmasin. Dasar teori penelitian ini melibatkan konsep-konsep dari beberapa ahli, antara lain code switching dari , code mixing , borrowing, transliterasi, dan transkripsi. Penelitian ini juga mengacu pada klasifikasi translanguaging yang diusulkan oleh Liando, yang mencakup tiga jenis, yaitu intra-sentential translanguaging, inter-sentential translanguaging, dan tag translanguaging.

Metode penelitian yang digunakan adalah pendekatan deskriptif kualitatif, di mana analisis dilakukan melalui proses perekaman dan pencatatan. Hasil penelitian menunjukkan bahwa dari delapan teori translanguaging yang ditinjau, praktik paling umum dalam percakapan sehari-hari di Starbucks Dutamall Banjarmasin adalah perubahan kode, penggunaan tag translanguaging, translanguaging intra-sentensial, dan translanguaging inter-sentensial. Temuan ini memberikan gambaran mendalam tentang bagaimana masyarakat lokal menggunakan berbagai strategi bahasa dalam lingkungan yang bersifat multibahasa.

Hasil penelitian ini memberikan wawasan yang berharga terkait dinamika translanguaging di tempat umum, khususnya di lingkungan bisnis seperti Starbucks. Implikasi dari temuan ini dapat membantu memahami bagaimana komunikasi berbahasa terjadi dalam kehidupan sehari-hari di ruang publik, dan menggambarkan bahwa praktik translanguaging menjadi fenomena yang signifikan dalam memahami dinamika keberagaman bahasa dalam masyarakat.

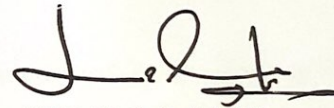
APPROVAL

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After being checked and revised, the thesis has been approved to be examined in front of the board of Examiners of Faculty of Tarbiyah and Teacher Training UIN Antasari Banjarmasin.

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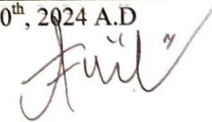
الحمد لله رب العالمين. الصلاة والسلام على اشرف الأنبياء والمرسلين سيدنا ومولانا
محمد وعلى اله وصحبه أجمعين. اما بعد.

Praise to Allah the Almighty who has been giving me guidance till the researcher finished this thesis entitled “**An Analysis of Translanguaging In The Public Area of Starbucks Dutamall Banjarmasin**”. Peace and salutation always be upon Prophet Muhammad P.B.U.H and all his friends who struggle for Allah. The researcher like to express appreciation and gratitude to:

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Finally, the researcher hopes that this research will be useful for the next researcher. The researcher admits that this research paper is not perfect yet. Therefore, suggestion will be expected to make it better.

Banjarmasin, Jumada II 28, 1445 AH
January 10th, 2024 A.D



Researcher

TRANSLITERATION

Ar-rum verse 22

<p>Wa min āyātihī khalqus- samāwāti wal-arḍi wakhtilāfu alsinatikum wa alwānikum, inna fī zālika la`āyātil lil-`ālimīn</p>	<p>Dan di antara tanda-tanda kekuasaan-Nya ialah menciptakan langit dan bumi dan berlain-lainan bahasamu dan warna kulitmu. Sesungguhnya pada yang demikian itu benar-benar terdapat tanda-tanda bagi orang- orang yang mengetahui.</p>	<p>And one of His signs is the creation of the heavens and the earth, and the diversity of your languages and colours. Surely in this are signs for those of 'sound' knowledge.</p>
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