

## **CHAPTER IV**

### **FINDING AND DISCUSSION**

In this chapter the researcher will describe and explain the data and research results regarding the problems that have been formulated in Chapter I. The results of this research were obtained using in-depth interview techniques directly with informants as a form of direct search and documentation in the field. Then the researcher also used observation techniques as a way to complement the data that had been found.

#### **A. Findings**

The research findings are described based on the results of observations and Interview that occurred at Starbucks Duta Mall Banjarmasin Observations were carried out for 10 days in the public area of Starbucks Duta Mall Banjarmasin. Observations were carried out by recording all activities carried out by Starbucks visitors, including language activities. Based on the results of the observations and interview, it was found that translanguaging occurred widely in the public areas of Starbucks Duta Mall Banjarmasin.

#### **4.1 . Translanguaging in public area of Starbucks Dutamall Banjarmasin**

Students, as part of an increasingly global educational environment, demonstrate bilingual proficiency in English and Indonesian. In everyday conversations, they often switch between

these two languages to convey meaning more precisely. The use of English is generally seen in conversations that are non-technical or light academic in nature. For example, students might start a conversation with a friend using English to discuss general things such as hobbies or preferences, such as "*suaranya keren banar keitu nah, adore him, his voice is really cool, heh.*" This is in accordance with the code Switching theory from We (2011)

Moreover, when discussing more technical or academic topics, these students switch to Indonesian. For example, when they are talking about a book they are reading, they could use English to give a general overview of the book's content and then switch to Indonesian to give more details, such as mentioning the name of the author and a specific page of the book, such as He started the conversation by using English to explain the topic of the book then switching to Indonesian to provide more details about the book, such as the name of the author and the pages of the book. "*The greatest quote di buku ini ada dihalaman 78.*" In this context, Indonesian functions as a tool to convey more specific and in-depth information.

This language shift shows the level of understanding and flexibility of students in using both languages. They choose language according to communication needs, demonstrating skills in adapting to different situations and audiences. biasanya mereka melakukan nya sendiri dan juga berinteraksi dengan orang lain, maka ini berkesusaian

dengan teori dari Liando et al (2022) berkenaan dengan Intra-sentential Translanguaging dan Inter-sentential Translanguaging.

Different from students, demonstrate code switching skills between English and Indonesian in the context of academic conversation. In discussing a book about travel to other planets, this student started by using English to provide a general overview. The use of words such as “interesting,” “different planet,” and “valuable” reflects the learner's ability to convey ideas and express thoughts in English. An interaction with a Starbucks employee who spoke in English showed that both parties could easily switch between languages to maintain smooth communication. This illustrates that students are not only proficient in using both languages, but are also able to read the context and audience needs to choose the most appropriate language even though the grammar and word use still seem forced.

In other side, Teachers also play a key role in the dynamics of bilingualism. They may use English to explain general concepts or provide an introduction to a specific topic. For example, a mathematics teacher may start by using English to explain a complex mathematical problem or concept.

Instance, when going deep into a topic and needing to explain further details, this teacher switches to Indonesian. For example, in explaining formulas or critical steps in solving certain mathematical

problems, teachers will use Indonesian to ensure deeper understanding from students like "for a diagonal triangle nih rumusnya tuh keini...". The language change from English to Indonesian by teachers shows their awareness of students' needs in understanding more technical concepts. This also reflects teaching strategies that are oriented towards student readability and understanding.

Other English learners also demonstrate impressive code-switching skills when discussing lighter social topics. For example, in conversations about daily activities or shared interests, they may use English to start a general conversation. Words like "interest," "fun," and "hobby" may be used to describe leisure activities or interests. The positive response from a Starbucks employee who spoke English in a social context highlights that code-switching skills are not only an asset in the classroom, but are also relevant and accepted in everyday interactions. The use of English in social conversations can expand the range of communication of other English language learners in various environments, including everyday environments outside academic contexts.

Starbucks employees usually use the tag translanguaging, referring to the use of mixed languages or switching between languages by individuals or groups when communicating. In the context of Starbucks, employees might use translanguaging tags to create a more inclusive and welcoming experience for customers with

diverse linguistic backgrounds. The following is an example of the use of translanguaging tags by Starbucks employees. Employees can combine honorific expressions in different languages, such as "Good morning, Welcome to Starbucks. *Bagaimana saya bisa membantu Anda hari ini?*". When promoting certain products, employees can use translanguaging to attract the attention of customers who speak different languages. For example, "New special blend *ka, ini sering di pesan untuk hari ini!*". This is in accordance with the tag translanguaging theory from Liando et al (2022)

Starbucks employees' use of translanguaging tags reflects strategic adaptation to customers' linguistic diversity. Translanguaging, or switching between languages, has become an effective tool for creating a more inclusive and welcoming customer experience, especially in environments that have customers with diverse linguistic backgrounds. Starbucks adopted this strategy to create a more intimate communication space and accommodate linguistic diversity.

In welcoming customers, Starbucks employees use translanguaging to create an inclusive atmosphere. For example, greeting customers with honorific phrases in different languages. These moments create a sense of closeness and indicate an effort to communicate with customers from different language backgrounds.

In promoting certain products, Starbucks employees utilize translanguage to attract the attention of customers who may speak a different language. For example, they can use translanguaging tags to convey information about featured products with words like "New special blend, this is frequently ordered today!" This approach not only demonstrates employees' linguistic intelligence, but also provides clarity of communication to customers from various language backgrounds.

Starbucks as a popular meeting place in various countries places translanguaging as an important strategy for creating an inclusive environment. In this context, the use of translanguage is an effective way to overcome language differences and make customers feel comfortable and accepted.

Starbucks may provide special training to its employees regarding the use of translanguage. This involves learning about language diversity, translanguaging skills, and understanding cultural sensitivity. Such training helps employees become more efficient at creating positive experiences for customers.

Starbucks' translanguaging approach is getting positive reactions from customers. Customers who may feel valued and recognized culturally feel more connected to the brand. This can increase customer loyalty and enhance Starbucks' reputation as a welcoming place for all individuals, regardless of language background.

The implementation of translanguaging at Starbucks is not just a communication strategy, but also has an impact on the overall customer experience. Translingualism not only overcomes language barriers, but also creates a space where customers feel recognized and valued in their cultural diversity.

Starbucks employees' use of translanguaging tags is a clear example of how companies can integrate linguistic intelligence into their communications strategies to create more positive and inclusive customer experiences. By understanding the linguistic diversity of customers, Starbucks empowers its employees to communicate effectively amidst the linguistic diversity that exists in society. This approach not only strengthens relationships with customers, but also creates a friendly and inclusive brand reputation.

#### **4.2. Type of Translanguaging in public area of Starbucks Dutamall Banjarmasin**

The type of Translanguaging used in Starbucks Dutamall Banjarmasin used by the participants described in the following paragraph. The multifaceted nature of translanguaging observed among participants at Starbucks Dutamall Banjarmasin reveals a rich tapestry of linguistic interactions. This intricate linguistic phenomenon extends beyond mere code-switching, embracing both intra-sentential and inter-sentential forms of translanguaging. In the realm of intra-sentential translanguaging, participants exhibit a remarkable ability to

seamlessly interweave elements from different languages within a single sentence. This dynamic linguistic fusion serves as a testament to their nuanced communicative skills, allowing them to convey thoughts, emotions, and meanings with a level of depth and precision that transcends the confines of a single language.

The participants' engagement in inter-sentential translanguaging further exemplifies their strategic language alternation at the sentence level. This deliberate switching between languages is not arbitrary; rather, it is often influenced by contextual factors, including the complexity of the topic being discussed or the desire to express specific nuances that may be better captured in a particular language. For instance, a participant might seamlessly transition from Bahasa Indonesia to English to articulate technical details or convey a subtle emphasis, underscoring the versatility of translanguaging as a communicative resource.

Moreover, the participants' fluency in both Bahasa Indonesia and English goes beyond mere linguistic dexterity; it reflects a profound engagement with the sociolinguistic dynamics of their environment. Their adept use of translanguaging is not only a means of effective communication but also a conscious effort to create an inclusive and welcoming atmosphere within the multicultural context of Starbucks Dutamall Banjarmasin. The participants demonstrate a



heightened sociolinguistic awareness, employing translanguaging as a powerful tool to navigate the diverse linguistic backgrounds of those involved in the conversation.

In essence, the translanguaging practices at Starbucks Dutamall Banjarmasin paint a vivid picture of a linguistic landscape where participants masterfully blend languages to create a more profound and inclusive form of communication. The strategic use of both intra-sentential and inter-sentential translanguaging reflects not only linguistic prowess but also a sophisticated approach to fostering connections, conveying subtle meanings, and navigating the complexities of a multicultural environment.

#### 1. Code-Switching

Most respondents in conversational contexts showed a tendency to use code-switching practices. In everyday conversation situations, it can be seen that respondents tend to adopt English to explain simple concepts or topics. However, when faced with discussing more complicated or in-depth concepts, they return to using Indonesian. This dynamic illustrates that the use of English has not completely become an organic part of their verbal interactions, but rather as an additional element. This code-switching practice seems to function as a conversation enhancer, giving a more interesting and luxurious impression.

This phenomenon reflects the complexity in the way respondents view and use language. The use of English as a flavoring element can be interpreted as an attempt to provide a more dynamic or modern feel to their conversations, although Indonesian remains a more comfortable medium when dealing with more complex or in-depth content. It is important to note that this type of code-switching practice may reflect social and cultural dynamics that influence how respondents communicate. In this context, the use of English may be considered a prestigious element that can add a value-added dimension to the conversation, while Indonesian remains a means of conveying more in-depth and detailed information.

Code-switching in social topics shows the learner's flexibility and ability to communicate fluently in various contexts. The use of English in casual situations or light conversation reflects their understanding of communicative needs appropriate to the situation.

Positive responses from individuals outside of academic settings, such as Starbucks employees, show that these code-switching skills can provide benefits in everyday interactions. This reflects that other English learners not only understand formal contexts, but also have the ability to interact effectively in everyday life. Other English language learners demonstrate code-switching abilities that are not only limited to academic contexts, but are also

relevant in everyday social conversations. These skills reflect good adaptation to various communication contexts and the ability to use language appropriately according to needs. Thus, code switching is not only a linguistic skill, but also a tool that enriches social interactions and expands the communication range of English language learners.

Both students and teachers, in the context of English and Indonesian bilingualism, show that they are not only able to communicate in various situations, but also have a deep understanding of the differences between the two languages. The change in language from non-technical to technical situations reflects adaptability and awareness of different audiences. In this dynamic, language is not only a means of communication, but also a means of adaptation and understanding. Flexibility in language use reflects educational success that is oriented towards effective communication and understanding concepts.

## 2. Tag Translanguaging

The practice of translanguaging tags is often used by employees in an effort to create a more inclusive and welcoming customer experience. Translanguaging tags are the use of language mixing or code switching to communicate with customers who have diverse language backgrounds. Starbucks employees often greet customers with multilingual greetings. For example, they might say

"Good morning" when welcoming customers. This creates an inclusive atmosphere and gives the impression that Starbucks is a welcoming place for customers from various language backgrounds.

When presenting menus or recommending drinks, Starbucks employees can use translanguaging tags to explain menus in multiple languages. For example, they can detail a drink's description using terms native to the drink, such as "latte" or "cappuccino." The use of translanguaging tags aims to create a more positive and culturally connected customer experience. By paying attention to customers' language preferences, Starbucks strives to create an environment that is friendly and welcoming to all.

The use of translanguaging tags at Starbucks aims to create a more positive and culturally connected customer experience. Employees not only convey information in a way that is most understandable to customers, but also create a space where cultural diversity is empowered and celebrated. The use of translanguaging tags at Starbucks is not only a communication strategy, but can also be considered a strategic step to increase customer loyalty. Positive, culturally connected customer experiences can shape positive perceptions of a brand, creating deeper and more sustainable relationships. The translation of tag language collectively has an impact on the Starbucks environment as a whole. It's not just about one-on-one communication between employees and customers, but

also about creating an environment that promotes language tolerance and respect for diversity as an integral part of Starbucks' brand identity.

Translanguaging tag languages at Starbucks is not only an act of communication, but also a strategic step to create an inclusive and welcoming customer experience amidst linguistic and cultural diversity. By paying attention to customers' language preferences, Starbucks demonstrates a commitment to being a welcoming and welcoming place for all individuals, creating a communication network that values and celebrates diversity.

### 3. Intra-sentential Translanguaging

Intra-sentential translanguaging, or the use of a mixture of languages in one sentence, has become a significant communication strategy in the context of global businesses such as Starbucks. On a practical level, this strategy reflects intelligent adaptation to customers' linguistic diversity. This article will discuss the scientific reasons behind the use of intra-sentential translanguaging at Starbucks, with a focus on communicative purpose, recognition of diversity, and its impact on the customer experience.

One of the main reasons behind the use of intra-sentential translanguaging at Starbucks is the recognition of customers' linguistic diversity. Starbucks operates in various countries with different cultures and languages. By incorporating phrases or

greetings in multiple languages, Starbucks explicitly acknowledges and celebrates the rich culture and languages that its customers bring to the table. From a scientific perspective, this recognition of diversity can increase customer identification with the brand and build closer relationships.

Scientifically, the use of intra-sentential translanguaging can also be explained as an effort for communicative efficiency. In a dynamic business like Starbucks, where speed and clarity of communication are critical, this strategy can help reduce language barriers and increase responsiveness to customers. By creating sentences that embrace a mix of languages, Starbucks can provide information faster and more effectively.

The use of intra-sentential translanguaging at Starbucks is also related to brand sustainability. Starbucks has built an image as an inclusive and progressive brand. By continuing to use a mix of languages in their sentences, Starbucks maintains continuity with a brand identity that focuses on diversity and acceptance.

The use of intra-sentential translanguaging at Starbucks can be explained as a smart and adaptive communication strategy. By understanding and responding to customers' linguistic diversity, Starbucks not only creates a more positive customer experience but also builds an inclusive and progressive brand image. This strategy is not just about linguistic communication, but also reflects the brand's

commitment to the values of diversity and respect for customers from different linguistic backgrounds.

#### 4. Inter-sentential Translanguaging

Inter-sentential translanguaging, or the use of mixed language between sentences, is emerging as an important communication strategy in global business environments such as Starbucks. In this context, this article will scientifically discuss the reasons behind the use of inter-sentential translanguaging at Starbucks, focusing on the dimensions of language diversity, global branding strategies, and their impact on customer experience.

The use of inter-sentential translanguaging at Starbucks shows a smart strategy to accommodate and respond to customers' linguistic diversity. In global businesses, where customers can come from many different language backgrounds, this strategy opens up more effective communication channels. Allowing language switching between sentences helps create a space where customers can communicate in a way that is most comfortable and effective for them.

As a global brand, Starbucks utilizes inter-sentential translanguaging as a tool to strengthen its brand identity. By using a mix of languages in their sentences, Starbucks conveys a universal message that embraces diversity. Scientifically, this can be explained

as an attempt to align the brand with global values and embrace the concept of “coffee for everyone” in a more effective way. In the era of globalization and increasing connectedness, the multilingual trend is becoming more prominent. Inter-sentential translanguaging at Starbucks reflects the brand's scientific alignment with this trend. Brands that are able to communicate flexibly across multiple languages gain significant traction with consumers living in an increasingly connected world.

Starbucks' use of inter-sentential translanguaging has a strong scientific basis, emerging in response to the linguistic diversity of customers, the brand's desire to position itself globally, and the need to increase effective communication in an increasingly multicultural environment. By leveraging this strategy, Starbucks not only creates a more connected and inclusive customer experience but also strengthens its brand image as a global entity that values diversity and is relevant across a variety of cultural contexts.

## **B. Discussion**

Of the 8 Translanguaging theories, the ones most often used in daily conversations are switching codes, translanguaging tags, Intra-sentential translanguaging and intersentential translanguaging. In daily conversation activities, there is a significant tendency to apply four translanguaging theories which are generally dominant, those are Code Switching, Translanguaging Tags, Intra-sentential translanguaging and



intersentential translanguaging. This phenomenon reflects the complexity of language use, especially English, which generally functions as a complementary element or adds color to everyday speech. Interestingly, the use of English occurs more often when the topic of discussion does not require very deep understanding or complicated study.

In many cases, it is seen that speakers consciously choose to switch to English when they want to give a dynamic or modern touch to their conversations. This generally occurs when discussing light topics, such as education or academic discussions that do not require in-depth analysis or research. The use of English here not only plays a role as a communication tool, but also as a supporting factor for style and aesthetics in everyday speech.

The use of Switching Codes and Translanguaging Tags in this situation reflects an effort to achieve a more modern and inclusive impression in every conversation. This practice proves the speaker's flexibility and adaptability in communicating, showing that language not only acts as a medium of information, but also as a means of developing nuances that are appropriate to contextual circumstances. This phenomenon is a reflection of sociolinguistic dynamics involving language choices and communicative aesthetics in everyday life.

Reasons that can explain why translanguaging practices such as code-mixing, borrowing, transliteration, transcription, are rarely used in

public areas. This research focuses on language translation practices, such as borrowing, transliteration and transcription, in the context of oral use or speaking. The reason why this practice is rarely used in public spaces, especially in everyday conversations, can be explained by several factors involving linguistic, social and cultural aspects. Some forms of translation such as transliteration and transcription may involve complex pronunciation rules or are not common in everyday conversation. The use of these terms can be difficult to pronounce and understand for native speakers who are unfamiliar with certain phonetic rules.

The use of certain forms of translation, especially in speaking, can increase the risk of misunderstanding between the speaker and the listener. There is potential for misinterpretation or loss of nuance that can occur when using practices such as borrowing that may have different meanings in different contexts. In everyday conversational situations, people tend to choose simpler and more familiar expressions to ensure their message is easy to understand. Therefore, complex translation practices may be avoided to avoid confusion and ensure smooth communication. Popular culture and educational systems often influence how people communicate. If certain translation practices are less common in everyday use, this may be due to social and cultural norms that have been instilled through the media and educational processes. Many theories and views on translation often focus on the

written context. Therefore, language translation such as borrowing, transliteration, and transcription may be less covered in the literature that dominates the academic and translation research space.

By considering these factors, this research can provide deeper insight into how language translation practices can be adapted to oral communicative contexts, especially in situations of speaking in public spaces. The use of translanguaging is often seen as an incorrect or inferior form of language by dominant society. As a result, minority language speakers may feel pressured to adhere to majority language standards and avoid translanguaging in public areas. Some people also argue that translanguaging can complicate communication and obscure the meaning of the message. This is especially a concern in formal contexts where clarity and accuracy of communication are critical.

The use of Switching Codes, Translanguaging Tags, Intra-sentential Translanguaging, and Inter-sentential Translanguaging in this situation reflects an effort to achieve a more modern and inclusive impression in every conversation. This practice is not just a form of communication, but is also an expression of sociolinguistic dynamics involving language choices and communicative aesthetics in everyday life. The use of Switching Codes and Translanguaging Tags shows the speaker's flexibility and adaptability in communicating. When speakers can switch between languages and use translingual tags, they create a more open and inclusive communication space. This reflects the

understanding that language is not only a means of communication, but also a means of developing nuances appropriate to contextual circumstances.

The use of Intra-sentential Translanguaging and Inter-sentential Translanguaging adds an additional dimension to understanding language choices and communicative aesthetics. In an intra-sentential context, speakers utilize a mixture of languages in one sentence, expressing the complexity of the message in a more creative and contextual way. Meanwhile, in an inter-sentential context, speakers combine language selectively between sentences, forming deeper nuances and articulations. The application of the translanguaging phenomenon as a whole reflects sociolinguistic dynamics. These practices involve the use of language as an adaptive tool in different communicative situations. This includes code mixing, borrowing, transliteration, transcription, intra-sentence translanguaging, and inter-sentence translanguaging. This dynamic enriches communicative expression and creates an impression of inclusion in diverse social environments. Although translanguaging has great communicative value and flexibility, the reasons these practices are rarely used in public spaces can be explained from a sociolinguistic and societal perception perspective. The use of language translation is often considered a wrong or inferior form of language by the dominant society. Society may view

translation as a sign of a lack of competence in the majority language or as an act that is inconsistent with prevailing social norms.

In addition, there is a perception that language translation can complicate communication and obscure the meaning of messages. This is especially a concern in formal contexts where clarity and accuracy of communication are critical. The use of translanguaging in public spaces can be faced with stigma and social discomfort due to expectations regarding the use of official or normative language. Intra-sentential Translanguaging and Inter-sentential Translanguaging provide additional dimensions in understanding the richness and flexibility of language. In an intra-sentential context, speakers can reach the essence of the message more deeply and express more complex nuances. On the other hand, inter-sentential context allows speakers to combine language selectively between sentences, forming a smoother and more coherent story flow. Thus, the use of Switching Codes, Translanguaging Tags, Intra-sentential Translanguaging, and Inter-sentential Translanguaging at Starbucks reflects not only communication practices, but also the result of sociolinguistic dynamics and awareness of linguistic diversity. This phenomenon involves the choice of communicative language and aesthetics in an effort to achieve modern inclusivity. Although there are obstacles to implementing this practice in public spaces, recognition of the richness and flexibility of language through translanguaging offers a

significant contribution to communicative dynamics in multilingual societies.