

Analysis of Code-Mixing in Multilingual Hospitality Settings

Ni Putu Lia Juniari¹, Eka Dwi Putra²

¹(English Department, STKIP Agama Hindu Amlapura)

²(English Department, STKIP Agama Hindu Amlapura)

e-mail: depe0254@gmail.com

Abstraxt-- This study investigates the use of code-mixing by the Front Office Department staff at Ashyana Candidasa Beach Resort, focusing on the functions and types of code-mixing within a multicultural hospitality environment. The primary aim of this research is to identify and categorize the types of code-mixing used by the staff and to assess how these practices contribute to effective communication and improved service. The study employs a qualitative approach, collecting data through observations and interviews with front office staff and guests. The findings reveal that intra-sentential code-mixing is the most common practice, allowing staff to integrate multiple languages within a single sentence. Additionally, code-mixing is used to address various communication needs, such as providing clear instructions, enhancing politeness, handling requests, and managing payment and booking issues. The research highlights the significance of strategic code-mixing in a multilingual setting and recommends language training programs for staff to enhance communication efficiency and guest satisfaction.

Keywords— *Code-mixing, Front Office, Hospitality Industry, Multilingual Communication, Sociolinguistics*

Abstrak-- Penelitian ini mengamati penggunaan campur kode oleh staf Front Office Department di Ashyana Candidasa Beach Resort, dengan fokus pada fungsi dan jenis campur kode dalam lingkungan perhotelan multikultural. Tujuan utama penelitian ini adalah untuk mengidentifikasi dan mengkategorikan jenis campur kode yang digunakan oleh staf dan untuk menilai bagaimana praktik ini berkontribusi pada komunikasi yang efektif dan peningkatan layanan. Studi ini menggunakan pendekatan kualitatif, mengumpulkan data melalui observasi dan wawancara dengan staf front office dan tamu. Temuan penelitian mengungkapkan bahwa campur kode intra-kalimat adalah praktik yang paling umum, yang memungkinkan staf untuk mengintegrasikan beberapa bahasa dalam satu kalimat. Selain itu, campur kode digunakan untuk mengatasi berbagai kebutuhan komunikasi, seperti memberikan instruksi yang jelas, meningkatkan kesopanan, menangani permintaan, dan mengelola masalah pembayaran dan pemesanan. Penelitian ini menyoroti pentingnya campur kode strategis dalam lingkungan multibahasa dan merekomendasikan program pelatihan bahasa bagi staf untuk meningkatkan efisiensi komunikasi dan kepuasan tamu.

Kata Kunci— *Campur kode, Kantor depan, Industri perhotelan, Komunikasi multibahasa, Sociolinguisti*

1. Introduction

Language is an essential tool for communication, particularly in the hospitality industry, where interactions with guests from diverse linguistic backgrounds are common. The increasing presence of international tourists in Bali, Indonesia, has influenced language use in the tourism sector, necessitating the use of multiple languages in everyday interactions. One linguistic phenomenon observed in this context is code-mixing, where speakers blend elements from different languages within a conversation.

As the tourism industry continues to grow in Bali, linguistic diversity becomes an essential element in communication between service providers and international guests. **Code-mixing**, a sociolinguistic phenomenon where multiple languages are used within a conversation, is a common practice among front office staff at hotels like Ashyana Candidasa Beach Resort. This study aims to explore the functional role of code-mixing in the hospitality industry, especially in enhancing communication between staff and guests from diverse cultural and linguistic backgrounds.

The tourism boom in Bali has made English a lingua franca, but local languages like Indonesian and Balinese still play a vital role. This linguistic blending reflects Bali's multicultural environment, where service providers must communicate effectively with both local and international guests. This research aims to identify the types of code-mixing employed by staff and evaluate how this practice improves communication and service quality.

This study aims to analyze the use of code-mixing among front office staff at Ashyana Candidasa Beach Resort. Specifically, it seeks to identify the types of code-mixing used and their impact on communication effectiveness between staff and guests.

2. Research Methods

This study employs a qualitative approach, focusing on observations and interviews with the front office staff and guests at Ashyana Candidasa Beach Resort. Data were collected over three

months (May–July 2024), during which the researcher observed 34 instances of code-mixing in natural communication settings. The data were categorized into types of code-mixing (intra-sentential, intra-lexical, and pronunciation changes) and analyzed to determine their communicative functions. Interviews with staff and guests provided insights into the effectiveness of code-mixing in enhancing service delivery.

3. Result and Discussion

3.1 Types of Code-Mixing

The data analysis reveals three dominant types of code-mixing used by the front office staff at Ashyana Candidasa Beach Resort:

1. Intra-Sentential Code-Mixing

This type involves inserting words or phrases from one language into the sentence structure of another. For instance, staff often mixed English phrases with Indonesian sentences to clarify booking details:

Example:

Data 1

Staff : "Check-out time is at 12 PM"

Guest : "Boleh saya check-out jam 2 PM?"

Staff : "If there is no guest check in, you can stay until 2 PM. Okay Mrs. Lim, *anda boleh* late check-out sampai jam 2 PM"

The phrase "sampai jam 2" is an Indonesian term used by 'B', a Front Office staff member, to explain the hotel's late check-out policy. "Check-out time is at 12 PM, Anda bisa late check-out sampai jam 2 PM." This approach is primarily used to accommodate guests who may not fully understand one language. The mixture of languages used to inform the policy and the conditions for a late check-out. It provides the information in a way that is easier for the guest to comprehend, using familiar terms. The mix of languages ensures that the guest understands the standard check-out time

and the conditions under which a late check-out is permitted, minimizing any potential confusion.

2. **Intra-Lexical Code-Mixing:** This occurs when the lexical items from one language are modified to fit the morphological patterns of another language. For example, English terms are often adapted to Indonesian pronunciation to aid communication:

Example:

Data 1

Staff : "Enjoy your room, have a nice stay with us. *Merci*"

Guest : We will, *merci beaucoup*

The whole of conversation above is kinds of intra-sentential code-mixing. Additionally this example also contains intra-lexical. The staff member uses English for the main message and switches to French for the closing word "*Merci*." The guest responds in English and adds "*merci beaucoup*" in French. The term "*Merci*" is classified as intra-lexical code-mixing in this sentence because it is a French word used within an English sentence, contributing to the sentence's meaning and tone without altering its grammatical structure. It exemplifies how lexical borrowing from one language can be integrated into another language's sentence to enhance communication and politeness.

3. **Pronunciation Changes:** Staff often adapt English words to Indonesian phonology, such as "telpon" for "telephone" and "televisi" for "television," ensuring clearer communication with guests unfamiliar with standard English pronunciation.

Example:

Data 1:

Guest : "AC saya broken this morning. It's banjir in my room right now."

The data above is pronunciation change, however, in the part "AC" it represents a type of changing pronunciation. The pronunciation of "AC" (commonly referring to "air conditioning" or "air conditioner") in English and Indonesian differs mainly due to the phonetic patterns of each language. In English,

"AC" is pronounced as /,er'si/ (*ay-see*), where each letter is pronounced separately. In Indonesian, "AC" is often pronounced as /'a:'se/ (*ah-se*), reflecting the phonological norms of Indonesian. The letters are pronounced in a way that fits Indonesian pronunciation patterns, and the pronunciation of "C" can be closer to the Indonesian "se" sound.

3.2 Functions of Code-Mixing

The primary functions of code-mixing observed in the study were:

1. **Facilitating Communication with International Guests:** Code-mixing bridges linguistic gaps when guests speak limited Indonesian or staff have limited proficiency in English. It helps provide clear instructions and prevent miscommunication in high-stress situations like check-ins or room issues.

Example:

Data 11:

Guest : "Can you help me? My card is not good, *buruk*."

Staff : Let me check, your card is out of date, *kadaluarsa*.

The phrase "not good" and "*buruk*" both are using to emphasize the meaning "not good" in Indonesian, and the same case also for "out of date" and "*kadaluarsa*". In this case, the guest is a foreign visitor who is learning to use Indonesian. Every conversation is emphasized by repeating it in a different language to facilitate communication and prevent any misunderstandings.

Data 14

Staff : "Did you turn it to the correct direction? *Kiri untuk* hot water, *kanan untuk* cold water"

In the data above, the speaker is a Front Office staff member interacting with a foreign guest who can speak Indonesian. The guest expressed a complaint about the water heater in their room, and the Front Office staff provided information to address the issue. The terms "kiri" and "kanan" are more quickly understood by a

guest familiar with Indonesian, while “hot water” and “cold water” ensure clarity for English speakers

Data22

Staff : "I tengok di tiket.com sudah include breakfast"

“Tengok” is Malay for “to look,” while “sudah” is Indonesian for “already,” and “breakfast” is an English term commonly used in the hospitality industry. Mixing languages in this sentence clearly explains the booking details and ensures the guest understands that breakfast is not included, despite what they saw on the website.

2. Enhancing Politeness and Cultural Sensitivity:

By integrating guests’ native languages, staff fosters a welcoming atmosphere, making guests feel appreciated and culturally respected. This strategy often improves guest satisfaction.

Example:

Data3:

Guest : "Hi, morning. Apa kabar?"

Staff : "Baik, how about you Sir?"

Guest : "*Becik-becik*"

This example demonstrates the use of polite greetings and cultural sensitivity by blending English and Indonesian especially Balinese, creating a respectful and friendly interaction.

Data5:

Guest : "*Please* beri tahu saya if you got the schedule pergi jam berapa."

The context is to request schedule information regarding the Ferry Schedule. Code-mixing in this sentence determines asking information politely through use of English "please".

Data17:

Staff : "I only know there, because I don't use Telkomsel."

Guest : "Ok, *sing ken-ken suksma*"

The context of example above is to provide information and respond to the guest who asks for Telkomsel station. The use of "*sing ken-ken, suksma*" in this example is a way to show respect to the staff (Speaker B) who is a native Balinese speaker and demonstrates that the guest is proud to use and speak Balinese.

Data18:

Staff : "Here is your towel"

Guest : "*Terima kasih*"

Staff : "*Sama-sama*, have a good day"

To provide service and express thanks are the context of the example above. This exchange combines English and Indonesian, showing politeness and cultural sensitivity by wishing the guest in the guest's native language (English). Also the guest said “terima kasih” (Indonesian) which means “thank you” in English.

3. Providing Clear Instructions: Staff mix languages to ensure that essential instructions are understood. For example, using English to explain hotel policies but switching to Indonesian for specific cultural terms allows for precise and clear communication.

Example:

Data12

Guest : "I need to go right now. Your friend *mau antar saya?*"

Staff : My friend Galang *akan antar Bapak*"

The context of the example above is to request assistance and provide confirmation. Code mixing is used to clarify the immediate need for transportation, ensuring the guest understands who will be providing the service. “Mau antar saya?” is a phrase in Indonesian used to ask for confirmation, while the phrase “Akan antar Bapak” is used to inform the guest that someone is available to escort him. This illustrates how code-mixing can help confirm requests and provide clear information to guests.

Data15:

Staff : "For how many people will be in your room?"

Guest : "2 people, *dengan istri saya*"

The context in example above is to inquire and provide information. This exchange uses code mixing to clearly confirm the number of guests, ensuring accurate booking and accommodation arrangements. The use of Indonesian phrases "dengan istri saya" surely to inform the staff of Front Office that someone in his room is his wife.

Wardhaugh, R. (1986). *An Introduction to Sociolinguistics*. Oxford: Blackwell.

4. Conclusion

This study concludes that code-mixing is an effective linguistic strategy used by front office staff at Ashyana Candidasa Beach Resort to enhance communication with international guests. The most common type observed was intra-sentential code-mixing, which allows seamless language integration in service interactions.

To optimize communication efficiency, it is recommended that:

- Hotels implement language training programs for staff.
- Code-mixing be strategically used without over-reliance on informal language blending.
- Further research explores the long-term impact of code-mixing on language proficiency in the hospitality industry.

5. References

- Budiarsa, M., et al. (2021). "Linguistic Dynamics in the Hospitality Sector of Bali." *Tourism Studies Journal*.
- Hoffman, C. (1991). *An Introduction to Bilingualism*. Routledge.
- Kachru, B. (2004). "Code-Mixing and Linguistic Creativity." *Sociolinguistics of Multilingual Contexts*
- Chaer, A., & Agustina, L. (2010). *Sociolinguistics: An Introduction to Language and Society*. Jakarta: Rineka Cipta.