A STUDY OF TRANSLINGUAL PRACTICES EXPRESSED IN A SOCIAL APPLICATION

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ABSTRACT

Inspired from several articles that discussed about digital communication, the following article also discussed about the role of languages in some digital platforms such as Whatsapp. The study focused on a group of employees from various nationalities that work for the same company. The dominant language used is English yet most of the members were Indonesian. There are five examples provided from the group chatting that discuss various topics which are mostly related to the company matters. The methodology used was qualitative by observing the group chat activities and collecting the data from the screenshots. The pattern of translanguaging occurred in some parts of the conversation chatting, and the pattern was found based on the category of topic and relationship among the employees. On the other hand, the translingual practices expressed are the switching code from L1 to L2 when it depends on the situations and responses from the users.

Keywords: translanguaging, digital communication, digital literacy

INTRODUCTION

1. Background

Social media has become an effective technology mediated communication in every aspect of people lives especially in professional field. Workers from various setting and language backgrounds have made use this technology to raise the access in social networking that can connect lot of users of the world’s languages. The diversity has not become an issue since the use of English has become one of many international languages that is mostly used in the platform. Canagarajah (2013, taken from Demet YİĞİTBİLEK, 2008) mentions that every transluslingual communication that is resulted from multicultural setting may reflect “diverse semiotic resources such as in oral, written, visual and blended in (Lizárraga, 2015) what so called meaning making. Furthermore when it involves “creating, negotiating, transforming, and sharing texts across multiple codes, channels, and symbol system”, is...
Further called as “emergent translingsuals”. Areas where they share the meaning is referred as “contact zones” (Pratt, 1991; cf. Canagarajah, 2002 taken from Lizzraga et al. 2015).

Social networking sites have been examined as productive sites that accommodate participants from many identities. Lam (2008) for example, examines the important role that language plays in computer mediated where mixture of language and cultures are integrated as long as the communication clearly delivered. This pattern of language is called “hybridization of language”.

A case study investigated by You (2011, taken from Brooke, 2015), who found out that young workers used mixed a variety of Chinese and English codes to create a “domestic diaspora” community. They used nonstandard, abbreviated, and colloquial English forms which reflected in their language communication to create informal, relaxed personae, in sharp contrast to their formal professional selves. Lam (2000, taken from Brooke, 2015) mentions it as “textual identity”.

Another platform that has a function as a communication tool is Whatsapp application. It connects people from based on mobile smartphone list of contacts. One feature equipped in the app is called “Whatsapp group” where members of this group are gathered by one or more admin for different purposes. Many companies use the facility to keep communicating even though they are separated in time and places. One of many benefits from this app is that every member has the access to communicate their ideas or responding others. It is fast and effective also very helpful whenever they need to discuss some issues and need quick responses from other members. Professional workers that use Whatsapp application is required to be able understand the messages and in some features can specifically reply directly based on what the previous users discuss. This conversation-based application then creates a speaking environment that demand each user to express their thought efficiently and practically and if possible short yet clearly explained form of language. In a blending culture context, English is used as a medium conversation. Members who derived from various background of language mostly express in mixed languages to express their ideas. Translingual phenomena may appear among their language communication in their daily activities. Interestingly, even though members may use their local language inserted in English expressions, other member may still able to respond the meaning. It happens in one company that around 30 members joined in Whatsapp Group. The situations require each of the member understand and responding to the chat. Samples of their conversation will be part of discussion in this paper. As for Whatsapp platform below are some reasons why it is being used by global citizens as part of the digital communication.

The above graphic dates from the beginning of 2019, with WhatsApp user numbers figured at 1.5 billion (a figure that dates back to late-2017). We can see clearly that WhatsApp is one of the world’s top apps. Since the 2018 edition of this same report, it has pulled ahead of Facebook Messenger, making it the biggest app in the world outside of the seemingly untouchable Facebook and YouTube.

The image below shows the most popular messaging apps around the world, based on their rank in the Google Play Store –
ergo pertaining to Android devices. As is clear by the swathes of green (similar to that used in the WhatsApp livery) WhatsApp is the dominant messaging app around the world. According to these figures, WhatsApp misses out on the top spot in only a handful countries (though these include notable markets such as the US, Australia and much of Asia).

![WhatsApp userbase: global](image)

*Source: Hootsuite/We Are Social*

**Figure 2. Social Platforms Users**

Furthermore the following paper to examine a group of Whatsapp chatting platform that use multiple linguistic codes and semiotic resources through the theoretical concept of translingualism. It adopts a qualitative study approach.

2. Translingual Setting and Digital Communication

Since English used variously in different settings and context, it comes into various types of Englishes namely world Englishes, International English and English as Lingua France. The language itself has integrated into a hybrid language however it is can not be called as translingualism since they have their own limitations. (Jain, 2014, cited from Yiğitbilek, 2018). Translingual approach focuses on the mixtures of linguistic features within one or among more languages. It is the act of building a bridge among the language ability a person has or can have. Therefore, every translingual writer has their own freedom to express their languages in multiple verbal systems (Kellman, 1996, p. 164, cited from Yiğitbilek, 2018). Translingual looks deeper at the understanding of production, circulation, and reception of texts that are always mobile; that draw from diverse languages, symbol systems, and modalities of communication furthermore it is better to try for competence in a repertoire of codes and discourses (Canagarajah, 2006, cited from Yiğitbilek, 2018).

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On the other hand, the concept of bi- and multilingualism being conceptualized as a separate system and multilingual speakers as double or parallel monolinguals. These concepts have been increasingly challenged lately as a ‘complex of specific semiotic resources (Blommaert, 2010, cited from Brooke, 2015) based on their selection in order to accomplish their communicative goals. Furthermore the concept of translanguaging emerged which challenge both “the boundaries around languages” (Cresse & Blackledge, 2010, cited from Brooke, 2015) and the “essentialist restrictions viewing from “multilingualism theories” (Androutsopoulos, 2013, cited from Brooke, 2015). Canagarajah shows an example for a variation on English, as well. In his study (2013, p. 498-499 cited from Yiğıt bileck, 2015) students in India change the usage of in-on. While writing, they seem to be constantly (Albawardi, 2018) writing “I’m in the bus”. Although teachers keep correcting students, this usage does not seem to change. Then students are asked why they use this preposition, they explain that as India is a crowded country it is quite normal for anyone to be literally “on the bus”. Therefore, students use ‘in’ to state exactly where they are (Global Englishes). In this particular case, it is not necessary and even confusing to use the right preposition. As readers, by negotiating the purposes of the writers, the meaning is made mutually and students are able to use their Englishes.

Taken from the writer’s previous research, during the writing preparation most students use Bahasa Indonesia as their freewriting and outlining, which in this case helped them to generate their ideas without wasting their time in putting into English. As the result the L1 did not affect their L2 production since they can write in English form better. Therefore, the use of L1 only applied during their pre-writing activities. Translingual writers use the strategies to communicate their ideas to help them not only improving their written language but also in many other aspects. The technology and the move from page to screen have altered the way people use language; new literacies are emerging as people produce, write, visualize and navigate language in new ways (Synder, 1998). One of the writing product that often used is through the chatting online platform. As mentioned earlier that Whatsapp is one among many other online media used in communication. The computer-mediated communication as “communication that takes place between human beings via the instrumentality of computers” (Herring, 1996b, p. 1 taken from Albawardi, 2018) emphasizing that people use language online differently according to different situations and purposes.

A study about code switching by Warschauer et al. (2002, cited from Albawardi, 2018) investigates the impact of English on the Arabic language promoted by the Internet users. The study examines the use of English and Arabic by Egyptian participants online and concludes that in formal situations using emails, English is used, whereas Romanized Arabic (Arabish) is used in interpersonal communication in emails and online chats. Furthermore, result shows that the representation of different Arabic dialects in written online interaction has attracted the attention of other researchers. Some online users like to reveal their dialect, and hence origin, whilst interacting with others online. Research approaches that uses text and some other supporting materials in communicating in internet categorized as multimodal approach which is defined by Barton and Lee (2013, cited from Albawardi, 2018) as “modes or semiotic modes as systems or resources that people draw upon for meaning making”. Various interpretation would be depending on person once they relate between text and images or vice versa. Here the semiotic modes can be used varied. The shift to the visual has accelerated as literacies have moved into the digital world. The change from text provides from pages to screen has change perspective and the way people think. Users typically have access to a range of semiotic resources to select from depending on the meanings they want to make and the social relationships they want to construct.

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Kress (2003, cited from Albawardi, 2018) to argue that digital technologies have ushered in a new kind of literacy, one that is less focused on ‘encoding’ and ‘decoding’ words, and more on “designing” texts and interactions using a variety of semiotic resources.

**RESEARCH METHODOLOGY**

The methodological tools for this study are designed to explore what the participants are doing online, followed by analysis of a sample of their online interaction in WhatsApp. The study relies on self-report methods of data collection as well as samples of participants’ online interaction. The study also selects specific examples from the samples to conduct a close discourse analysis that focuses on the integration between social, technological and linguistic aspects.

This study adopts a qualitative design by collecting data based on a Whatsapp group. The name of a company and the participants involved are hidden as well. Furthermore, there are 50 participants involved in the group discussions yet more less 10 of them are quiet active in daily chats. The data collection used is by collecting the screen captures relating with the semiotic code exchanging especially when they are discussing some topics. Language mixed are mostly Indonesia since most of the users are from there. However, there are other users come from countries such India, Singapore, USA, and so on. The group also consists of various positions and divisions.

**FINDINGS AND DISCUSSION**

Based on the findings, some translanguing occur in the text below. From the first example below, it can be seen how they express their attention to a member who just lost his parent. Below are the expressions from other users.

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**Figure 3. Result 1**
The result shows that some expressions are stated in L1 as follows:
- turut berduka cita
- semoga diberi ketabahan bagi.. dan keluarga
- yang tabah ya bro
- semoga amal ibadah beliau diterima dan diberikan tempat terbaik.
- semoga khusnul khotimah
- kiranya Tuhan memberian keuatan....

And for the L2 expressions stated as follows;
- may she rest in peace
- my condolences ya bro
- deepest condolences
- all my condolences. My prayers are with you and our family
- sending my prayers to you and your family
- I am very sorry to hear that. My deep condolences...
- Really sorry to hear this...My deepest condolences to you and your family
- Deepest condolences... heartfelt thoughts go out to you in this time of sorrow
- Sorry to hear your sad news. My thoughts are with you and your family

Based on the expressions stated, senders who are Indonesian use mixed codes or few of them sent it in L1. On the other hand, users from English-speaking countries fully used English. Some patterns that can be seen here is, the variation use of language especially when it comes to express some religious statements such as prayers. Indonesian usually use the word tabah in which probably an uncommon expression in English. Whereas those who use English, stated it as sending prayers; heartfelt and thought goes with you which best expressed for sending the attention. The other examples such as turut berduka may have similar expression with deep(est) condolences. There are some other expressions in Arabic, like Innalilahi wainailahi rojiun and khusnul khotimah which are the expressions of very specific prayers for Moslem to send condolences.

Next is the second example taken from a conversation discussing about a certain incident that got to one of the employee. An employee sent an image explained the current condition. Another employee responded directly, below is the chatting conversation.

![Image of a chatting conversation]

**Figure 4. Result 2**

The response shown that the employee showed her concern toward the incident, as a fast response she asked whether her colleagues got bad injured or not. The situation persuade her to send her reply spontaneously therefore it can be seen that she used L1 that states her concern “aduh..sakit ga, dit?” and switched to L2 for the rest of statement. This might be, that part she remembered a safety procedure once a person got an injury. The safety procedure that includes medication usually listed in English, which probably explain that she switched to L2 once she asked the second question that is “any medication applied already?”

The following example discusses about how they contact a client form to get further information, there were three employees involved in the chat, one of them is a native English and the rest are Indonesian. Below are the chatting samples.

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Figure 5. Result 3

From result 3, it can be seen that the employees are discussing in L2. Yet, one employee was trying to send a private message to another and in order to do that, this person then typed “I’ll japri you” after that the discussion continued by talking about this company. Again, at the right side of the picture another employee said “let me japri you”. The word japri (jalur pribadi) means private message (PM) but instead of using “I’ll PM you” the user used japri which could possibly happen since the other employee that he was chatting with is Indonesian. Therefore they mixed the language with the awareness of the native English involvement in the chat.

Result 4 above also shows the mixed-language used by the employees. It seems whenever they are aware if they chat to other Indonesian, mixed code would be the preferences.

Furthermore, the following text was discussing about an event that requires all the members to share their meal preferences. Most of the meal suggested were Indonesian food while the rest from various countries.

Below is what we have so far, please add/change yours to the list. Please be sensitive of others when making the plan (e.g. no pork, vegetarian food, etc please). This is purely voluntary so whatever works for you.

1. fusion toast x croissant
2. KFC chicken bucket.
3. dessert box (mix cheese and choco late cake)
4. sliced fruit with spicy dressing aka rujak
5. meat stuffed pancake aka martabak asin
6. big salad
7. Fried chicken
8. sunrise roll
9. Briyani Rice
10. Gorengan, fried2an
9. Tempe chips, ketang mustafo
13. pezzo pizza
14. Fried mashed potatoes
15. asinan buah & sayur

Please continue...

Figure 7. Result 5

Based on the previous tables, it can be seen that many of the meal were expressed in English, however they keep putting the translated version in L1 just in case the English version was confusing such as:

- sliced fruit with spicy dressing aka rujak
- meat stuffed pancake aka martabak asin
- gorengan, fried2an
- tempe chips
- asinan buah & sayur

Even though the translated version is literally translated, they still insert the Indonesian version. In fact, they tried to make a silly translation about gorengan which is translated by using English-Indonesian plural

Figure 6. Result 4

Thank you Glory! Gw japri ya Pak
11:12

Hi guys, is there anyone that have the contact of Klasik Beans Cooperative? BRG Incubator Team l...

Mirza, my friend has contact in Baraka Nusantara, mirip Klasik juga, lokasi di lombok utara
12:32

Are u interested? 12:32

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form fried2an. This may explain that Indonesian still preferred Indonesian when it comes to explaining food name since translating the name would sound weird in English.

In example 5, it shows a situation where an employee asked someone’s presence and asked whether others may have seen this person below is the chat-version.

![Chat-version](image)

**Figure 8. Result 6**

If we look closer the chat was started in L2 and once it was responded in L1 the answer was also in L1. The users in this case realize that the person she was chatted is Indonesian therefore the language was shifted spontaneously.

CONCLUSION AND SUGGESTION

Based on findings, there are several types of chatting conversation which is categorized as follows:

1. Topics were varied, yet it was not only discussing about company matters but also personal matter like a loss of a family member of an employee.
2. Relationship among employees are quite close since there is one case where an incident happened and the reaction was quiet fast and concern.

From the perspective of translanguaging, the switching code occurred based on the following patterns:

1. The L2 is mostly used when a user started the chat conversation yet responded in L1 once the response was also Indonesian.
2. L1 is used when users express in a very specific situations and for example religious content or types of specific names which do not have the similar expressions in L2.
3. Mixed of L1 and L2 used in the forum such as I’ll japri you to reach an effective and clearer communication among users.

Based on the following patterns, it can be seen that translingual practices occur to get an effective communication and switching codes does not become the problem in the group even though there are some members from various countries.

REFERENCES


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