

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

As social creature, human being cannot live alone; they certainly need other people in their lives. They need other people to fulfill their need and help them solve their problems. To communicate with others they need language as a means of communication. Language is seen as a unifying force and a common ground among various people through which effective communication is carried out (Ugwu 2014). Language has an important part in human life and has several usages for human as a mean of communication and interaction in community life. It means that language is a key of communication in connecting the people, without a good language we would be unable to express our thoughts, ideas, feeling and we would not be able to share our knowledge. Based on that statement above, we can indicate that it is impossible for the people to live together without communication.

Sociolinguistics is one of linguistic branches that can be analyzed from various point of view. Sociolinguistics is a term including the aspects of linguistics applied toward the connections between language and society and the way it is used in different social situations. It ranges from the study of the wide variety of dialects across a given region down to the analysis between the way men and women speak one to another. Sociolinguistics often shows the language that describes the age, sex, and social class of the speaker. It codes the social function of a language. (Baker 2010).

Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or people interfering their communication, they may try to exclude those people by using the language that not everybody knows/masters. When people want to talk each other, they have to choose a particular code to express their feeling. According to Stockwell (2002), a code is a symbol of nationalism that is used by people to speak or communicate in a particular language, or dialect, or register, or accent, or style on different occasions and for different purposes. The people usually choose different codes in different situation.

They may choose a particular code or variety because it makes them easier discuss a particular topic, regardless where they are speaking. When talking about work or school at home, for instance, they may use the language that related to those fields rather than the language used in daily language communication at home.

Put simply, when choosing code, they sometimes switch their language when they communicate to the others. It is called as code switching. Poplack (1980) states that code-switching is the alternation of two languages within a single discourse, sentence or constituent. Code switching was considered as sociolinguistic phenomenon, a linguistic product of language contact, determined in various ways by the social circumstances in which it occurs (Chloros 2009). Code switching is a very important aspect of bilingualism, and is considered a natural occurrence when two bilingual speakers engage in discourse. Mostly, such speakers are not consciously aware that they are code switching. Nonetheless, it serves an important social function. Whenever there is more than

one language spoken in a community, its population code-switches for effective and impressive communication.

Code-switching is a common phenomenon in multilingual and bilingual societies. Indonesian is also among those countries, where multilingualism and bilingualism exist. There are number of indigenous languages which are spoken in Indonesia. *Bahasa Indonesia*, is used as a national “*lingua franca*” to provide the many different people of Indonesia with a common language in which to communicate with each other. The influence of English as a foreign language is quite conspicuous. Majority of the educated class is almost bilingual in formal as well informal interaction. Code-switching from Indonesian to English and vice versa is extensively in practice. And the most authentic and obvious examples are TV talk shows. In almost all the Indonesian TV channels code-switching of Indonesian and English is frequently exercised. It is bilingualism of Indonesian and English which is commonly noticed in the TV talk shows of Indonesian TV channels.

Code switching in television talk shows gives many positive impacts on viewers. According to Abullah and Buriro (2011) codes switching in the TV talk shows are used to help to understand the message easily, to enhance the effectiveness of communication, to have a better effect on the audience, to shorten vocabulary in one language, and to show him or herself educated. It means that if the guest or the host in the television talk shows does not use the code switching it will be hard to deliver the message easily; communication will not be effective and the last it cannot be used to get a better effect on the audience.

Net TV is one of the latest private television stations which also broadcast various talk shows. It broadcasts some talk show programs such as *Ini Talk Show*, *Tonight Show*, *Sarah Sechan*, etc. *Sarah Sechan* is a talk show program which is running from Monday up to Friday at 9 a.m. According to Wieten et.al (2000) There are three basic subgenres of talk show; they are political talk show, celebrity talk show, and participatory talk show. *Sarah Sechan* talk show is classified into the subgenre of celebrity talk show because this talk show is built around interviews with figures from the world of fashion, sport, the media, and show business. This talk show emphasizes on establishing intimacy and approachability between the host, the guests and the audience. The talk show is chosen to be the source of data in this study due to some reasons. First, the talk show is familiar and always discusses hot issues related to personal life, music and achievements. It is proved by winning *KPI Awards 2014 and Yahoo Celebrity Awards 2014*. Second, the guests who are invited in talk show are famous and professional in their field. Third, talk show is mostly viewed by society in Indonesia. Last, the host and the guests who are invited to this talk show often to do the code switching from Bahasa Indonesia to English or vice versa.

In *Sarah Sechan* talk show program on Net TV, both host and the guests switch the code when discussing the topics. Generally, the host and the guests code switch the language to express their felling. As the focusing analysis in this research, the writer presented some interactions as follows:

- SS *Oh, hebat banget sih. **She's like so busy** ya kan? **How would you do all this thing?** Sibuk sekali soalnya. Apa aja kamu kerjakan.gimana gitu bagi waktunya ya dengan kuliah gak takut jadi masalah besar gitu?*
- MA *Iya sih jadi waktu itu aku kayak mikir wah **it's gonna clash** gitu. Tapi mereka bilang **trust me, this is important** ini penting banget. Trus baru*

*malam nya aku dikasi tau kalo aku bakal ketemu sama Prime Minister bahwa **you will host him.***

SS *Jadi kamu gak nervous?*

MA *Jadi aku awalnya **I'm not really nervous** awalnya. Tapi waktu nervous itu waktu **before taking him to the cafe** aku itu ngeliat ada lima mobil dan aku sendiri harus nyambut dia itu bener bener chill banget. **I am thrilled at that time***

SS *Riweh gitu ya ada apa ini ada apa kok rame rame. Tapi kalo aku liat kamu **you don't really get nervous easily.** Apa sih rahasianya? **How do you overcome** masalah – masalah itu?*

MA *Hem mungkin karna aku udah sering tampil dari kecil ikut musical, teater setiap tahunnya jadi kek apa sih kayak akunya **I find comfort in it.** Aku udah nyaman aja*

SS *Oh jadi itu udah kayak **it's your safe place, your comfort zone, right?** Cakep bangaet ya. Saya tuh ngomong kebaratan gitu biar kayak orang pinter, **I wanna be like her.** Maudy kan pinter bisa kuliah di Oxford.*

(episode: Maudy Ayunda Dampingi PM Inggris)

In fact, the discourse between host and guests above shows that it is unavoidable to use only one language when someone does interaction with others. The intensity of switching languages will be also greater in a country where bilingual or multilingual occurs, including Indonesia as the preliminary above. In the data above, the guest said “*Iya sih jadi waktu itu aku kayak mikir wah **it's really gonna clash** gitu*”. That utterance which was said by the guest was classified into the type of intrasentential code switching. In intrasentential code switching, the shift is done in the middle of a sentence, with no interruptions, hesitations or pauses indicating a shift and the speaker is usually unaware of the shift (Hoffman 1991). The host here is unaware when she switched her language into another language. In Sarah Sechan talk show on NET TV code switching also plays a significant role in disguising an idea that can be shown. The guest switched her language into English (**it's really gonna clash**) in order to disguise an idea that she thought it will be big problem between her study and her carrier.

Code switching is also used to show the feeling of the speaker (Holmes 2001). The guest here code switched her language into English when she wanted to show her feeling in the sentence “ *I am thrilled at that time*”. That sentence shows how speaker’s feeling was. Furthermore, Abdullah & Burriro(2011) also agreed that code switching is used by the host and guest’ to show him or herself educated. It is shown by the sentence “*Saya tuh ngomong kebaratan gitu biar kayak orang pinter, I wanna be like her. Maudy kan pinter bisa kuliah di Oxford.*” It is clear that code switching is used by host to show that she is educated and smart to the people who watched this talk show.

In regarding to the explanations above, code switching is considered important to be researched. This study was intended to describe the types, processes, and reasons for code switching in *Sarah Sechan* Talk Show Program on NET TV.

1.2 The Problems of the Study

In line with the background of the study, the problems of the study are formulated as the following.

- (1) What types of code switching are used by host and guests in *Sarah Sechan* Talk Show Program on Net TV?
- (2) How are those types of code switching used by host and guests in *Sarah Sechan* Talk Show Program on Net TV?
- (3) Why are those types of code switching used by host and guests in *Sarah Sechan* Talk Show Program on Net TV?

1.3 The Objectives of the Study

The overall objectives of the study can be described as the following.

- (1) To investigate the types of code switching used by host and guests in *Sarah Sechan* Talk Show Program on Net TV.
- (2) To describe the process of those types of code switching used by host and guests in *Sarah Sechan* Talk Show Program on Net TV.
- (3) To give the reasons why the host and the guest used those types of code switching in *Sarah Sechan* Talk Show Program on Net TV.

1.4 The Scope of the Study

The scope of the study is limited to the aspects of code switching used by host and guests in *Sarah Sechan* Talk Show Program on Net TV. The main aspects deal with the type of code switching, process of code switching, and reason of the host and guests used code switching in the level of phrases, clauses or sentences of Indonesian – English language during conversation.

1.5 The Significances of the Study

The findings of the study are expected to be useful and relevant theoretically and practically. Theoretically, the findings of this study are expected to widen the linguistic knowledge about code switching, and the theory of sociolinguistics especially in code switching

Practically, the findings of this study are expected to give some contributions as a reference for other researchers who are interested in conducting researches or any further studies in the field sociolinguistics area, especially for code switching, Television talk shows are also expected to be selective in

broadcasting programs contained code switching when discussing various topics as talk shows are the most popular and influential forms of television programming for society.



THE
Character Building
UNIVERSITY