

CHAPTER I

INTRODUCTION

1.1 Background of the Research

Language has become an exceedingly powerful tool of communications, which allows people to deliver their ideas, opinions, and feeling to other human beings. Everyone in this world uses language in their daily life for communicating with others. The structures that exist in our languages we speak everyday are not only reflected to our thoughts and ideas but they also influences the way we form our language to whom we speak.

People have also learned to vary of languages they use. There is no two persons use a language in communicating with others exactly same. Why does speaker W behave this way but speaker Y behave that way in using language Z? (Wardough:2010). For example, when we want to communicate with our close friends, we will use an informal language to make the conversation more comfortable and interesting. It very differs when we have to communicate with lecturers, old people, or even a president. We will use a very formal language to speak to those people. If we cannot speak with high knowledge of language then we will be considered as an impolite person.

Wardough (2010:99) states “local languages like Javanese tended to be used only with intimates when fine shades of respect or distance were necessary, particularly when in the presence of important older people”. This issues are closed to the approach of identity of a person. Everyone has an identitiy or even

more. It created in dealing with many factors such as race, ethnicity, gender, religion, occupation, physical location, social class, kindship, leisure activities, etc (2010:7).

From the explanation above, the writer can took a statement that we use some of variants language when we talk to other people and that the usage of language varies among social class, place, age, and many factors depend on the context and situation. By identifying an individual identity or a group we can understand their own style. These statements are in accordance with Coupland's view (2007), he stated that style refers to way of speaking, how the speaker use the resource of language variation to make meaning in social encounters. Style is one of the branch of sociolinguistics with spesific social meanings. In this context, social meanings are included in a group, community, society, and so on.

There are so many languages in this world. One of them is Bahasa Indonesia. Bahasa Indonesia is a national language used by Indonesian. Indonesia is a multilingual country which has so many kinds of languages used by the citizen. Indonesian may use Indonesian, Javanese, Sundanese, Maduresse, or even English in their daily conversations. It makes some of them have the ability to speak in two or more languages, so that is called bilingual. In order to be able to communicate with others beyond their local speech communities, many people have had to learn foreign language. Paralel to this, English is the most appropriate foreign language that is used as conventional language.

In this globalization era, the ability to speak English is really needed. Started by the coming of foreigners who use English in their communication,

Indonesian people were initiated to use English and then spread it out to the others. In another hand, the need of communicating and interacting with foreigners is due to develop our business, to build a great relationship, to expand our economical, etc. It was finally forced the Indonesian to be able to speak English and that makes them become a bilingual.

A general terminology of bilingual could be “the ability to speak two languages” (Stockwell 2007:31). The phenomenon of bilingualism will never far away from part of linguistics as a written and spoken language. In linguistics we learnt so many theories, one of which is sociolinguistics. According to Stockwell (2007:264), sociolinguistics is the branch of linguistics which studies the relation between language and society. In sociolinguistics, there are several parts that interesting to be analyzed such as discourse analysis, diglossia, code switching and code mixing and so on. One of those parts that the writer’s interest is code switch and code mixing. According to Ennamalai in Rabia, in many situation of language in contact, constituents of one language can be found with the constituents of another language in number of linguistic phenomena, namely lexical borrowing, transferring, interference, calquing, diffusion, reflexification, code switching and code mixing, etc (1989:48). Code mixing and code switching are two things that always interested to be discussed.

Nowadays, language and media can not be separated in our life. Television as a media platform has a big impact to our life. Individuals took the advantage of this discovery by make profit or to change the world through visual communication technology. We know that so many people in this era created

something new as well as in language such as the combination of the two languages that the writer already discussed before as example the combination of Indonesian and English. In this case, the writer wants to analyze both code switching and code mixing in Indonesian and English. The writer uses TV channel as the source to analyze this research. The TV channel chosen by the writer is NET TV with Breakout's program.

In Indonesia, there are many channels available on television. It also has so many programs. One from tens of music programs in television Indonesia that become the writer's favourite is Breakout music program. Breakout is one of music programs on NET TV which presented several music videos from Indonesia local band, singer, and artist. Not only that, it also showed several music videos from popular band, singer, and artist in abroad. This program has two presenters who are Boy William and Sheryl Sheinafia. One thing that always makes the writer interested to stay tune on Breakout is that the presenters use English in their conversation. Both Boy and Sheryl sometimes use code switching and code mixing in their language from Indonesian into English. Since their pronunciation is good, the way how they deliver the program to the audience by using English has a plus point for the writer. It makes Breakout differ from another music programs in Indonesia.

With all these reasons above, the writer wants to analyze the types of code switching and code mixing and the reason why Breakout presenters used code switching and code mixing during presenting the program.

1.2 Statement of the Problem

The occurrence of code switching and code mixing has become an interesting topic to be discussed, especially when those are found in a music program. Based on the background of the study above, the question for this research are formulated as follows :

1.2.1 What are the types of code switching and code mixing used by Breakout presenters?

1.2.2 Why do Breakout presenters use code switching and code mixing during the program?

1.3 The Purpose of the Research

This research has two of main purposes. They are:

1.3.1 To identify the types of code switching and code mixing used by Breakout's presenters.

1.3.2 To find the reason why Breakout presenters use code switching and code mixing during the program.

1.4 The Significance of the Research

The writer hopes that this research will be useful for all the readers who looking for an information that related to this topic. This also can be used as a reference to whom may learning the development of language and its phenomenon. The result of this research is also expected to be used as one of the sources of information about code switching and code mixing on a music TV program. The writer will describe the language and phenomenon, especially code switching and code mixing through sociolinguistics theory.

1.5 Scope and Limitation

In this research, the writer will focused on the analysis of code switching and code mixing in utterance which are taken from the two of presenters Breakout's program. The writer chooses the presenters of Breakout's program as the subject to be analyze since their utterances are indicated to be code switching and code mixing. Both Boy and Sheryl used Indonesian and English in accordance by turns during the program be held. The writer takes several utterances to be analysed based on the data that has been transcribed from You Tube. Futher more, those data will be analyzed by using the some relevant theories.

1.6 Methodology

Since all the data collection is in the form of words, this research will use descriptive qualitative method to analyze the data taken from Breakout's program on NET TV on You Tube. The comprehensive explanation about the methodology can be seen in Chapter III.

1.7 Definitions of Special Terms

1.7.1 NET TV

NET is an abbreviation of News and Entertainment Television. It is one of newest television station network in Indonesia which has been launched on the 26 May 2013. NET TV has been emerged in television to bring such a different and modern content program for the viewers. With the development of technology, now NET TV has such a multiplatform concept which allowed people to easily access all NET's programs in anywhere and anytime without having a limitation

of place or time. NET comes with the spirit of entertainment and factual information to make the viewers more connected, more socialized, and more accessible with it. Here, all of NET's program must be contain of facts, and no rumour or gossip. It makes NET differ from the other television network in Indonesia. One of NET's program that becomes the writer interested is Breakout.

1.7.2 Breakout

Breakout is one of music programs on NET TV which presents several music videos from Indonesia local band, singer, and artist. Not only that, it also showed several music videos from popular band, singer, and artist in abroad. This program has two presenters who are Boy William and Sheryl Sheinafia. It is aired from Monday through Friday at 3.00 pm till 4.00 pm.

1.7.3 Presenter

As it states on Oxford dictionary, presenter is a person who introduces and appears in a television or radio programme. It takes the main role of a program or show such as hosting programmes, reading the news, interviewing people and reporting on issues or event. A presenter is usually involved in making a plan that goes into every programme, including rehearsal and research. It has to write its own material or even memorize the script which has been given before they present the programme.