CHAPTER I
INTRODUCTION

A. Research Background

Language, communication, and human are three components that can not be separated. Communication occurs in all parts of human life. As social beings, human use language to communicate. Language is a system of communication that uses arbitrary signals such as sounds, gestures, and written symbols. Chaika (1982, p.8) mentions that language are arbitrary in the sounds they use and in their words choice as well. According to Wardaugh (1992, p.8), in communication, language is used to express what we want, need, and feel. He further explains that language allows people to say things to each other and express their needs. Thus, when people express their emotions and thoughts they use language as the medium to express it.

People need language as a means of transmitting transformation, ideas, and attitudes to others. Therefore, language can not be separated from people’s life and it plays an integral relationship with the society. Sociolinguistics, as a branch of Linguistics, emerges to study more about the integral relationship between language and society. Chaika (1982, p.2) states that sociolinguistics is the study of the ways people use language in social interaction. In addition, Holmes (2001, p.1) explains that sociolinguistics concerns with the relationship between language and the context in which it is used. Examining how people use language in different social contexts provides rich information about how language works.
This could also reflect the social relationship in a community through the language.

People usually select particular codes in communicating; they may also decide to mix a code with another. They may choose a particular code or varieties of code to make it easier for them to discuss a particular topic when they are speaking. According to Wardaugh (1986, p.101), a code can be defined as “a system used for communication between two or more parties used on any occasion.” Thus, code can include language and its variation as a code served as a system used by people to communicate.

People who speak in two or more languages trigger language choice phenomena. A speaker should choose which codes are appropriate to be used in certain occasion. As mentioned before, a speaker may choose a particular code to make it easier to discuss a particular topic when he or she is speaking. According to Fasold (1984, p.180-181) there are three possibilities in language choice. The first possibility is to choose between two or more languages; this involves code switching. The second one is code mixing where pieces of language are used while a speaker is using another language. The last one is variation within the same language. It can be in the form of dialect, style, register, and accent.

Code switching and code mixing are most important features and well studied speech processes in multilingual society. Code mixing is also called intrasentential code switching or intra-sentential code alternation occurs when a speaker use two or more languages below clause level within one social situation. Several linguists have attempted to define code mixing. According to Bokamba
(1989, p.12) code mixing is the embedding of various linguistics units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a cooperative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand. Another definition provided by Kachru (as cited in Suwito, 1997, p.89) who defines code mixing as the use of two languages or more by putting elements of one language into another language consistently. Muysken (2000, p. 31) defines three types of code mixing, they are insertion, alternation, and congruent lexicalization. Insertion occurs when lexical items of one language are incorporated into another, while alternation occurs when structures of two languages are alternated indistinctively both at the grammatical and lexical level. And the last, congruent lexicalization refers to the situation where two languages shared grammatical structures which can be filled lexically with elements from other languages.

Indonesia is a multicultural country, comprising of all ethnic groups in Indonesia and from all over the world. Each ethnic group has their own cultures and languages. Jakarta, the most fascinating city in this country, has a big attraction for people to come to. As the capital city of Indonesia, Jakarta becomes the central of economic and business centers, national politics, education, and also culture. Historically, Jakarta was a trading port where traders from China, Arab, and Europe sold their wares. In the process of trading, they also brought their own cultures and languages that influenced Jakarta’s culture today.

Beneath its modernity, the indigenous people of Jakarta are the Betawi, a mixture of different races and ethnic groups. Speaking about language, *Bahasa*
Indonesia is the most common language to be used in Jakarta even though people use Bahasa Indonesia in their own accent and dialect because Jakarta is a multicultural city. Ben Anderson in Muhajir (1966, p.197) portrays Jakarta dialect used in Bahasa Indonesia by comparing it to Javanese language, “It (Jakarta dialect) expresses the danger, excitement, humor, and coarseness of the new Jakarta as no other language can do. It harsh, acrid onomatopoeia parallels of the flavor of ngoko in Javanese. Meanwhile, Bahasa Indonesia grows more and more into form of krama.” The numbers of inhabitants who own and master several languages may cause the development of language. People come to Jakarta by bringing their own cultures and languages when they communicate and interact with each other. This social interaction enriches the function of language itself and triggers language choice phenomena.

Language choice in television program is interesting to be analyzed. As the time goes by, the developments of language nowadays influence people to use two or more languages, including in broadcasting. Indonesian broadcasters (e.g., presenter, news anchors, and etc) today often use foreign words, particularly English as their way of speaking in presenting the program because mixing two or more languages in speaking is common practice nowadays.

Related to all the explanation, the researcher was interested in exploring the language choice phenomena, particularly code mixing. The researcher chose one of Indonesian television programs for youths namely Black in News as the object of the research. This program is interesting to be analyzed because even though this program is Indonesian television program, but it contains two
languages (Bahasa Indonesia and English) in presenting the contents. The presenters of Black in News are required to be fluent both in English and Bahasa Indonesia. There are four presenters of Black in News. As the presenters come from different backgrounds, it influences different way of speaking. Therefore, the researcher only took a presenter as the object of the analysis: Hilyani Hidranto, a presenter of Black Spot segment.

Code mixing phenomena is practiced by Hilyani Hidranto, the presenter of Black Spot segment of Black in News program on ANTV. This research observes the competency of Hilyani Hidranto in using two languages (Bahasa Indonesia and English) in presenting the program. Black in News is a bilingual Indonesian TV program which contains Bahasa Indonesia and English during the program. As the presenter, Hilyani Hidranto is required to deliver the information to the viewers both in English and Bahasa Indonesia fluently. Different from another Black in News presenter, she speaks English more than Bahasa Indonesia. Hilyani was born in Indonesia and she lived in the US for eight years. Her life experiences influence how she generally speaks. She often mixes Bahasa Indonesia and English in presenting the program, particularly Black Spot segment. However, the use of multiple languages (especially English) in communication is commonly used by urban people and becomes a part of their communication style, especially for the upper classes. Besides lacking of vocabulary of a language, speaking in two or more languages is believed to improve their social status.

Communication as a form of integration could be carried out directly or indirectly. The direct one happens when each participant can communicate
interactively; on the other hand indirect communication needs medium to transfer the message. Mass media is one form of indirect communication dealing with the society. This is a form of language involving millions people by using media transmission like television, radio, magazine, and newspaper.

Television is an electronic communication medium that allows transmission of real-time visual images, and often sounds. Television becomes one of the most effective mass media that broadcast daily containing varied programs such as news, entertainment, sport, advertisement, and so on. Furthermore, people could acquire complete information from the broadcasted program. Despite the proliferation of competition from various media, television is still arguably the key story teller in the contemporary industrialized world. We may say that television largely influences many aspects including the development of language. The use of language on television programs may help and inform about language variation.

One of the favorite Indonesian television programs is *Black in News* on ANTV, a local major network in Indonesia. *Black in News* is a lifestyle TV magazine program which uses Indonesian and English language during the program. This program has been aired since 2008 on every Sunday at 11 p.m. on ANTV. Within 30 minutes duration, *Black in News* indulges their viewers by giving them complete information in five segments; they are *Black Spot*, *Black Coustic*, *Black Thriller*, *Black Style*, *Black Profile*, and *Black Menthol*. This research only focused on *Black Spot* segment as the object of the research and
concentration on code switching applied by Hilyani Hidranto, one of the presenters of Black Spot segment.

Black Spot is a segment presenting about interesting new spots in town that they recommend to visit, mostly restaurants or places to hangout. Hilyani Hidranto, the presenter of Black Spot segment uses two languages (Bahasa Indonesia and English) in delivering the program and she often mixes Bahasa Indonesia and English during the segment. Hilyani tends to mix a code with another in presenting the program. Her education and family background may influence her to use two languages in speaking. As mentioned before, Hilyani lived in Virginia (US) for eight years as she continued her study at Northern Virginia Community College. The use of two languages in this television program is interesting to be analyzed, as found in the following examples in Black Spot segment of Black in News bellow:

Nah ini dia yang ada di depan gue. Satu plate isinya udah macem-macem, ada chicken, ada ribs dan juga ox tongue, lidah berarti.

(January, 2014)

The example above is found in the content of Black Spot segment. It is considered as insertion. It can be seen that the presenter mixed English and Indonesian language in reviewing a menu. She inserted some English words (plate, chicken, ribs, and ox tongue) within Indonesian sentence. Hilyani is often mixes both English and Indonesian language because mixing two or more languages nowadays become a habit for urban people and for this show some words are best to be said in English.
Based on the phenomena above, the study of this research was conducted to know the types of code mixing, how the presenter applies each code mixing in *Black Spot* segment, and why the presenter uses code mixing in the program. Another interesting thing about this program is that even though this program is bilingual program and is targeted for upper class people, this program can be watched by Indonesians from all levels. Therefore, people from different classes are able to learn new language and get more information through this program. Thus, code mixing applied by Hilyani Hidranto as the presenter of *Black Spot* segment of *Black in News* program on ANTV is chosen to be analyzed in this research.

**B. Problem Statements**

The problem statements of this analysis are proposed as follows:

1. What are the types of code mixing applied by the presenter of *Black Spot* Segment of *Black in News* program on ANTV?
2. How is each code mixing applied by the presenter in the *Black Spot* segment of *Black in News* ANTV?
3. Why does the presenter use code mixing in the program?

**C. Research Objectives**

This research is conducted:

1. To describe the types of code mixing applied by the presenter of *Black Spot* segment of *Black in News* program on ANTV.
2. To describe how the presenter applies code mixing in the *Black Spot* segment of *Black in News* on ANTV.
3. To find out the reason of the presenter used code mixing in the *Black Spot* segment of *Black in News* program on ANTV

**D. Research Limitation**

In order to limit the study and to avoid deviation on the analysis, some boundaries will be made by the researcher. Since there are many kinds of topics in Sociolinguistic, the researcher particularly chooses code mixing applied by the presenter of *Black Spot* segment of *Black in News* program on ANTV, Hilyani Hidranto, as the main area of her analysis. The discussion will be the types of code mixing applied by the presenter of *Black Spot*, Hilyani Hidranto, how the presenter applies code mixing in presenting the program, and why the presenter used code mixing in *Black Spot* segment. Therefore, code mixing phenomena found in another segments of *Black in News* program are not used.

**E. Research Benefits**

The research is expected to be beneficial to:

1. **English Department students**
   
   The research will provide deeper understanding about variation of language especially in code switching and code mixing.

2. **Other Researchers**
   
   The research will be beneficial to other researchers who will conduct a research of the related field of study.

3. **The public**
   
   The public will know how TV program is able to help and inform more people, mostly scholars, about language variation.
F. Research Methodology

The researcher applied descriptive method in this research. It was organized to describe how the presenter applied two languages in presenting the segment. The method focused on the code mixing technique applied by the presenter in delivering information on Black Spot segment of Black in News program. The research was conducted by collecting data, classifying data and analyzing data, and finally drawing the conclusion. The data were divided in two forms called main data and supporting data. The main data were the transcript of the record containing Bahasa Indonesia, English, and code mixing. The supporting data were obtained through books and internet.

G. Thesis Organization


CHAPTER III: Research Methodology. It consists of Type of Research, Data and Source of Data, Sample and Sampling Technique, Research Procedure, Technique of Collecting Data, and Technique of Data Analysis.

CHAPTER IV: Analysis. It consists of Data Analysis and Discussion.
CHAPTER V : Conclusion and Recommendation