

**Code Switching Used by Judges and Models in *Indonesia's Next Top Model* in
NET TV**

THESIS

*Submitted as Partial Fulfilment of the Requirements to Obtain strata One (S1)
Degree*



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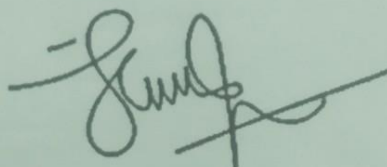
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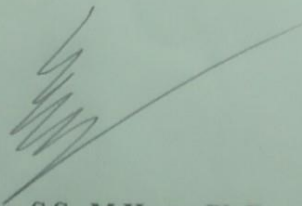
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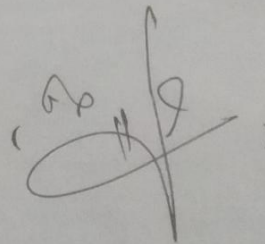
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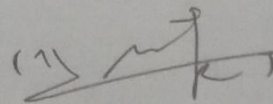
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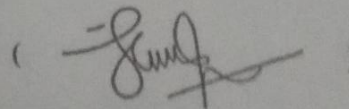
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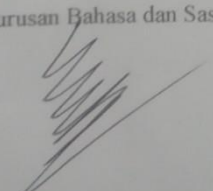
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ABSTRACT

Krisurani, Hari. 2022. “Code Switching Used by Judges and Models in Indonesia’s Next Top Model in NET TV”. Thesis. English Department. Faculty of Languages and Arts. Universitas Negeri Padang.

This study aimed to analyse the types, social function, and the construction of speaker’s identity in code switching. This research used mixed (qualitative and quantitative) methods by transcribing and analysing the videos to find out the types, social functions, and identity in code switching. The data were utterances uttered by participants in Indonesia’s Next Top Model cycle 2. The result showed that there were three types of code switching, intra-sentential switching, inter-sentential switching, and tag switching. Intra-sentential switching was the most dominant types with 192 utterances, 41 utterances are inter-sentential switching, and 19 utterances for tag switching. Then five function of code switching found in this research, referential function with 3 utterances, directive function with 15 utterances, expressive function with 37 utterances, phatic function with 13 utterances, and metalinguistic function which most dominant function used by the speaker with 184 utterances. The construction of identity was divided into four categories, classification with 4 occurrences, relational identification with 15 occurrences, physical identification with 8 occurrences, and functionalization with 34 occurrences.

Keywords: *code switching, judges, models, Indonesia’s Next Top Model*

ABSTRAK

Krisurani, Hari. 2022. "Code Switching Used by Judges and Models in Indonesia's Next Top Model in NET TV". Thesis. English Department. Faculty of Languages and Arts. Universitas Negeri Padang.

Penelitian ini bertujuan untuk menganalisis tipe, fungsi sosial, dan konstruksi identitas penutur dalam alih kode. Penelitian ini menggunakan metode campuran (kualitatif dan kuantitatif) dengan menyalin dan menganalisis video untuk mengetahui jenis, fungsi sosial, dan identitas dalam alih kode. Datanya adalah ucapan-ucapan yang diucapkan oleh peserta Indonesia's Next Top Model siklus 2. Hasil penelitian menunjukkan ada tiga jenis alih kode, yaitu alih intra-sentential, inter-sentential switching, dan tag switching. Jenis yang paling dominan adalah intra-sentential switching dengan 192 ujaran, 41 ujaran inter-sentential switching, dan 19 tuturan untuk tag switching. Kemudian lima fungsi alih kode yang ditemukan dalam penelitian ini, fungsi referensial dengan 3 tuturan, fungsi direktif dengan 15 tuturan, fungsi ekspresif dengan 37 tuturan, fungsi fatis dengan 13 tuturan, dan fungsi metalinguistik yang merupakan fungsi paling dominan digunakan oleh penutur dengan 184 tuturan. Konstruksi identitas dibagi menjadi empat kategori, klasifikasi dengan 4 kemunculan, identifikasi relasional dengan 15 kemunculan, identifikasi fisik dengan 8 kemunculan, dan fungsionalisasi dengan 34 kemunculan.

Kata kunci: *alih kode, juri, model, Indonesia's Next Top Model*

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The researcher believes that this research would never be better without any support from the entire person who contributes in this thesis. Furthermore, this research is expected to be helpful for someone who conducts the research with the same topic.

Padang, November 2022

The researcher

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CHAPTER I

INTRODUCTION

1.1. Background of the Study

In this era of globalisation, many individuals master more than one language which then to be called multilingual. Meanwhile, people who have the ability to speak two languages are called bilingual. It happens when they do not speak using their mother language only; yet also speak foreign languages. According to Myers-Scotton (2006), bilingualism is the use of two or more languages, which is sufficient for limited normal conversation. Same with Myers, Trudgil (2003) also said that bilingualism refers to an individual's ability to speak two or more languages. This means that people use two different languages when conversing at the same time. Many countries around the world are called bilingual because they use multiple languages. Moreover, being able to speak multiple languages is essential for societies.

Indonesian society is an example of a bilingual society. They master at least two languages, namely the regional language and national language, Bahasa Indonesia which they use in daily communication. In addition to mastering regional and national languages, many Indonesians master foreign languages, English for instance to support various other needs, such as doing business, entertainment, and education. Being able to master multiple languages offers many benefits that can help bilinguals enter an era of globalisation and stay competitive. As Kathleen Stein (2017) states, foreign language skills bring benefits to the individual personally and professionally

in society in terms of global talent and global citizenship. Nowadays people can easily establish relations with other countries through various things such as business relationships and student exchanges, so mastering a foreign language will certainly help in the future.

Further, the use of two languages in communication can cause language switching. Language switching often occurs in bilingual or multilingual societies that use two or more languages to communicate. As stated by Wardaugh (2006) code switching is the condition in which people use multiple languages or codes for the same topic and context or a person in communicating. People can code a switch in any situation. Also stated by Wardaugh (2006) that people typically have to choose a particular code when they want to speak, and sometimes choose to switch from one code to another, even for very short utterances. Language switching occurs when the speaker masters more than one code or language and communicates with the bilingual person. Then code switching will occur between them without the two speakers realising it. They used to switch code while talking to each other. The most common reason they tend to switch languages is that they find it more comfortable to speak the language of their choice and it is easier for them to explain the aim of what they are talking about.

In bilingual society, code switching often occurs in communication. Code switching occurs because of the use of two or more languages to communicate. The use or transfer of language occurs without the speaker realising it. This phenomenon is very common in everyday life. Therefore, many researchers have analysed code switching in different fields. However, there are still few studies linking code switching research with the speaker's identity. Code switching can be the result of personal choice or be used as a primary identifier for a group of speakers who must manage multiple languages in their common activities. In addition, self-identity can be formed from people's perception of us. This identity formation is inseparable from the language we use. Language is a form of identity.

Along with the development of the times, many variations of the language appeared. One of them is code switching. Code switching is a phenomenon of language variation that often occurs in today's globalised life. This has resulted in many people from all walks of life switching codes or using two languages at the same time. Code switching is the impact of language contact. Generally, code switching often occurs in bilingual people who speak more than one language. So the possibility of code switching is very large because it is less likely for them to speak one language. The use of code switching can also indirectly indicate the identity of the user.

As stated before, code switching is a very common phenomenon that occurs in various situations and conditions. In addition, the phenomenon of code switching can also occur in a campus environment where most people are bilingual and master more than one language, even though it is not English but a regional language. In the writing context, code switching can be found in several literary works such as novels.

Furthermore, code switching often happens in bilingual movies. There were several studies that discussed code switching in movies included Ramzawati 2020; Pangesta and Sundarwati, 2021. All of the researchers above attempted to find out code switching that occurs in movies. Ramzawati (2020) conducted research entitled code switching in *Swing Kids* drama musical film (sociolinguistic analysis). She used code-switching Hoffman theory to find out what kind of code-switching was used by the first female character in the *Swing Kids* movie and why she used code switching. Then, Pangesta and Sundarwati (2021) analysed code switching in an Indonesian movie entitled *Yowis Ben*. The results showed that the three types of code switching are the same as in the first study. In addition to examining the types of code switching, the study also tried to go further within the issue of Javanese language maintenance the movie conveys. The above two studies mainly highlight the types of code-switching that occur in movies, and the types of code-switching that occur are intra-sentential code-switching, inter-sentential code-switching, and tag-switching.

In the YouTube video, several studies related to code switching have been conducted by AA Irfani, 2018; Inonencia, 2021; Dianti, 2018. The researcher used Romaine's (1995) theory to analyse the type of code switching, and then used Hoffman's (1991) theory to find the function of using code switching, the last theory is Holmes's (2001) theory to analyse the factors influencing code switching. Inonencia (2021) also conducted code switching research entitled "The types and possible reason of Indonesian to English code switching used in Farah Quinn's YouTube video Farah Quinn-Gulab Jamun (makanan manis khas India)". This study analysed the types of code switching used by Farah Quinn and revealed the possible reasons for using code switching in Farah Quinn's video. Moreover, Dianti (2018) conducted code switching research entitled "Code Switching and The Construction of Young Professional Identity in Net TV's Breakout". The result analysed types of code switching, factors that motivate someone to switch the code, and found out the way code switching constructs the young professional identity.

Code switching also often occurs in literary works such as novels. Several studies have been conducted by Nurdiniah, 2018; WT Adi; 2018. Nurdiniah's (2018) research with the title "An analysis of code switching in novel Edensor by Andrea Hirata. The result of the study showed four types of code switching. In addition, Adi (2018) also conducted code switching research entitled "Code switching in Critical eleven novel". The result of this research showed the types of code switching used in the novel and described the reasons influencing the use of code switching in the

novel. The two studies above still discuss the types of code switching that occur in literary works. However, in the first study the researcher grouped the types of code switching from the grammatical classification. So there were two additional types of code switching from the previous three, namely establishing continuity with the previous speaker and involving a change of pronunciation.

In the TV programs code switching also often happens. Several studies have been conducted by Puspita and Dewanti, 2020; Suardani and Tiarna, 2020. Puspita and Dewanti (2020) studied the code conversion that occurred during Sarah Sechan`s talk show on NET TV. This study mainly uses the theory of Holmes (2013) to analyse the type and function of code switching used by the presenter in Sarah Sechan's talk show. In addition, Silalaban and Marpaung (2020) conducted a code switching study titled “Analysis of Mixing and Transcoding Used by the Indonesian Lawyers Club in TV One”. From the two studies above, the main focus of the researchers was the type of code switching that occurs in the object being studied. They used different theories to determine the type of code switching. In the second study, the researcher did not only focus on one phenomenon of code switching but also discussed another sociolinguistic phenomenon, namely code mixing.

From the studies above, it can be concluded that code switching can occur in various fields, both written text such as the novel and spoken communication such as movies and TV programs. The phenomenon of code switching is a problem that has been studied for several years, and it will continue to occur with the development of

the times and development of language. Because of this phenomenon, the researcher is interested in writing a research a social phenomenon that grows rapidly and has influence in social life of humans being. Code switching is very important to study because as time goes in, it can cause changes in language. One of it is globalization, which is developing very rapidly, can accelerate the occurrence of language contact due to several reasons that are needed to survive and complete with other countries. The impact of language contact is one of them is code switching and it will continue to occur along with the increasing number of multilinguals in our society. So, that this topic, code switching phenomenon will continue and often appear in social life. Therefore the researcher interested to study a similar topic but with a different object. Even so, there are differences from the previous studies. Thus, this difference becomes a novelty of this research.

In the previous studies, most of the researchers focus only on identifying two issues, either identifying the kind of code switching and the factor of code switching, or identifying types and the possible reason to use code switching. Researchers rarely identified the performance of identity within the use of code switching. Therefore, this research tried to analyse the types of code switching and the reason for doing code switching. Besides, this research also analyses the representation of speaker's identity within code switching. Then, the object of this research is different from previous studies. The researcher uses the latest TV program which is also an

adaptation of an American program. Indonesia's Next Top Model (INTM) is a television program based on the America's Next Top Model licence.

There are several reasons why the researcher chose Indonesia's Next Top Model as the topic of this study. The first reason is that the show is an adaptation of an American show to gain attention from viewers back home. This is proven by a large number of viewers on the YouTube channel. The second reason is that in this program there are many variations of the language used in the dialogue, such as Indonesian, English, and Javanese. The variety of languages that exist in the program is an opportunity for researchers to analyse it. The last reason is that this program is relatively new, so no one has taken it as a research object yet.

In this research, the researcher used three different theories to analyse the data. First, the theory of Hammer and Blanc (2003) to analyse the types of code switching, second theory of Appel and Muysken (1987) to find out the social function of code switching, and last theory is from Bouvier (2012) to classify the speaker's identity through code switching. The researcher chooses these theories because in previous studies, the researcher did not use this theory. By using different things that have not been used before, it enables us to gain more knowledge.

1.2.The Identification of Problem

As mentioned in background there were several researchers that had conducted code switching research. The problems they raised for the research were the types of code switching, the reasons why people switch codes, and the factors that influence the occurrence of code switching and explain which type of code switching is the most dominant. Based on that description, there have been no studies that analysed the speaker identity within code switching. Therefore this research analysed the types of code switching and the functions of code switching. Besides that, this research also analyses the representation of speaker's identity within code switching.

1.3.Limitation and Scope of Problem

The scope of the study in this research included code switching in terms of the types, social function, and identity construction in code switching used by the judges when they give comments or assessments to participants. Then, the data limitation of this study was the top five of the second cycle of Indonesia's Next Top Model that was aired on Indonesian private NET on 4th November 2021.

1.4.Formulation of the Problem

Based on the limitation above, the problems of this study were formulated as follows "What are the types and function of code switching used in Indonesia's Next

Top Model, also what types of speaker's identity within code switching used in the program”

1.5. Research Question

The research problems of this research were identified as follow:

1. What types of code switching are used in Indonesia's Next Top Model?
2. What are the functions of code switching used in Indonesia's Next Top Model?
3. What types of identity do the judges and models construct through code switching?

1.6. Purpose of the Study

Based on the problem above, this research aimed at finding out:

1. To find out the types of code switching used in Indonesia's Next Top Model
2. To describe the functions of code switching used in Indonesia's Next Top Model.
3. To analyse the types of identity do the judges and models construct through code switching.

1.7. Significance of Research

Theoretically, this research was expected to enrich theoretical perspective on code switching used by the judges and models in Indonesia's Next Top Model program on NET TV, especially how to analyse the utterance of language using code switching theory as that shown both by the judges and models in Indonesia's Next Top Model on NET TV that use in the evaluation or comments. Practically, this research will be employed to help the reader in analysing code switching that is used in TV programs. In fact, this study helps readers analyse the code switching used in television shows. The writer hopes that this research will be further developed by those who are interested in sociolinguistics, especially in the field of code switching.

1.8. Definition of the Key Terms

1. Code switching : code switching is a condition in which speakers make a switch from one code or language to another.
2. Models : people who work to display fashion designers with the aim to promote the goods
3. Judges : someone who is in charge of providing assessments and suggestions and determining whether that person wins or loses.

4. Indonesia's Next Top Model: Indonesian Next Top Model is a talent search program, especially for models, which is broadcast on NET TV. This program is an adaptation of the American program of the same name.