

**COMPARISON OF THE USE OF CODE SWITCHING BY THE
SPEAKERS OF “SARAH SECHAN” AND “JUST ALVIN!” TALK SHOW**

THESIS

*Submitted as a Partial Fulfillment of the Requirements
to Obtain Strata One (SI) Degree*



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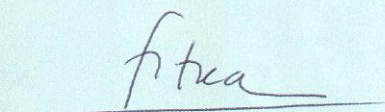
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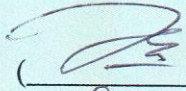
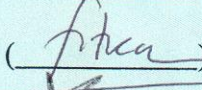
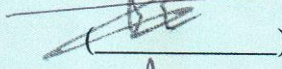
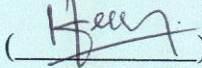
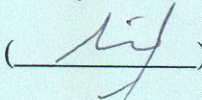
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ABSTRAK

Oktavini, Resti Syafrina. 2017. "Comparison of The Use of Code Switching by The Speakers of 'Sarah Sechan' and 'Just Alvin!' Talk Show". *Skripsi*.
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Penelitian ini bertujuan untuk mengetahui perbandingan fenomena alih bahasa (code switching) dalam acara talk show 'Sarah Sechan' dan 'Just Alvin!'. Metode yang digunakan dalam penelitian ini adalah deskriptif dengan data penelitian berupa ungkapan/ ujaran pembawa acara dan bintang tamu kedua talk show tersebut yang dapat dilihat dari transkrip dialog. Ujaran alih kode yang telah ditemukan pada kedua talk show tersebut adalah sebanyak 69 data. Temuan penelitian menunjukkan bahwa pembicara di acara talk show 'Sarah Sechan' lebih sering menggunakan alih kode yaitu sebanyak 45 data (65,21%) dengan rasio 0,104 dibandingkan pembicara di acara talk show 'Just Alvin!' sebanyak 24 data (34,79%) dengan rasio 0,057. Selanjutnya untuk tipe (type) alih bahasa, ditemukan *inter-sentential switching* sebagai tipe yang paling sering muncul pada talk show 'Sarah Sechan' sebanyak 25 data (55,55%) dan *intra-sentential switching* sebagai tipe yang paling sering muncul pada talk show 'Just Alvin!' sebanyak 13 data (54,16%). Berikutnya, alasan paling dominan yang digunakan pembicara pada kedua talk show tersebut berbeda, yaitu 29 data (64,44%) pada talk show 'Sarah Sechan!' untuk alasan pembicara melakukan alih kode karena keinginan untuk membicarakan suatu topik tertentu dan 10 data (41,67%) pada talk show 'Just Alvin!' untuk alasan melakukan alih kode karena ingin menunjukkan rasa empati.

Key words: talk show, code switching.

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CHAPTER I

INTRODUCTION

1.1 Background of the Problem

Language phenomena is easily found in daily life. The example of language phenomena is code switching (CS) which may occur in informal circumstances and speech communities of bilingual or multilingual. As stated by Wardaugh (2006), when people open their mouth, people must choose a particular language, dialect, style, register, or variety which is called particular code. People are free to choose what code they are going to use. In communication, people may switch the code consciously or unconsciously due to the affects of certain language to another language. In this case, the Indonesian language is being affected by English as the most spoken language in the world. Thus, switching the language is a common phenomena in Indonesia as a multilingual country.

As stated above, speech communities of bilingual and multilingual may ever switch the code in informal circumstances that can be seen through the television that shows how people interact within the communication. Moreover, television is one of the media that mostly related to the society and it provides how social life works. It is easy to see the phenomena of CS on TV because the communication can be observed through audio visual. Television serves people uncountable daily information and it is also run by people called celebrity. Many things that are related to celebrity may be a huge intention toward many people who watch them. One of them is how they speak. The way celebrity speaks can be

seen in one of TV program like talk show which provides conversation between the host and the guest who are celebrity. As it can be seen on television, celebrities talk about a topic in different ways. There may be any different way of talking the same topic, like the order of sequencing the ideas and the word choices. In this situation code switching (CS) commonly occurs because people try to find out the suitable word for something while they are talking even the word is in the different languages.

In addition, the way people talk on TV is considered as an important thing because the way people speak shows their speaking manner which could influence the audiences. Basically, television does not have a particular rule about how people speak on TV. The talk we hear on TV has primary concern with the way forms of talk based on different program genres with different audiences (Tolson, 2006). The way people talk on TV depends on which audiences whom they talk to. For example, in a serious TV program like news or politics program, people will use formal language during the show. Meanwhile, in entertainment program, people tend to speak in informal way because it is for amusement.

As stated above, talk show program is the suitable field to observe CS phenomena of celebrity because in a talk show, people will do the conversation. It will be easy to see CS phenomena during the conversation between the host and the guest. Furthermore, talk shows have the long conversation among other TV programs. Also, according to Latief & Utud (2015) there are two kinds of talk show based on the topic that being discussed, which are, light entertainment and serious discussion. Among those types, light entertainment talk show mostly use

informal language which mean CS possibly occurred during the show as Gumperz (in Jendra, 2010) says that CS phenomena tends to occur in informal situation.

Thus, before conducting this research, the researcher has been watching many Indonesian talk show programs and found that “Sarah Sechan” and “Just Alvin!” talk show use CS quite often rather than other talk shows. Additionally, as can be seen in those talk shows, both talk shows are lead by professional host who are good at public speaking and capable in speaking English well. Also, both talk shows invite celebrities that most of them use CS within the conversation. Beside those reasons, there are several numbers of CS studies that have been conducted in Sarah Sechan talk show or Just Alvin! talk show. The phenomena of code switching in NET TV Talk show “Sarah Sechan” and in Metro TV Talk show “Just Alvin!” will be the object of this research. So, the researcher try to compare both talk shows in using code switching. To be focused, in analyzing code switching phenomena, the researcher will compare the frequency of CS occurrence in both talk shows, the types of CS and the reason for CS.

1.2 Identification of the Problem

Code switching can be analyzed in several aspects of linguistics. Many CS studies have been conducted in pragmatics field, psycholinguistics field, grammatical field, etc. In this research, it will be studied in sociolinguistics point of view because this study will be focused on the phenomena of the language in society. CS has different aspects to be analyzed, such as the type of code switching, the factor affects code switching, etc. Those aspects belong to

sociological approach which specifically discussed about the relation between the speakers and interlocutors within the communication in social aspect. CS phenomena is easily found in daily life, such as in television as mass media that is inseparable part of modern people. TV programs that are already chosen by the researcher to be the sample of this phenomena are talk shows named “Sarah Sechan” and “Just Alvin!”. Those talk shows provide how people, especially celebrity, switch the code within the conversation. Such phenomena become the problem of this research.

1.3 Limitation of the Problem

The scope of this research was “Sarah Sechan” and “Just Alvin!” talk show. Based on the identification of the problem, this research focused on the frequency of CS occurred within those talk shows. The researcher analyzed which talk shows, “Sarah Sechan” or “Just Alvin!” was more dominant in using CS. Also, the research investigated the most frequent types of CS occurred within those talk shows. Then the researcher identified the reasons for CS used by celebrities within the conversation in both talk shows.

1.4 Formulation of the Problem

Based on the identification and the limitation of the problem, this research was formulated into “What are the comparisons of using code switching by the speakers in ‘Sarah Sechan’ and ‘Just Alvin!’ talk shows?”

1.5 Research Questions

Based on the explanation in the formulation of the problem above, there were several questions that must be answered, as follow:

1. Which talk shows use code switching more frequently?
2. Which type of code switching mostly occurred in both talk shows?
3. What are the reasons for code switching used by speakers in 'Sarah Sechan' and 'Just Alvin!' talk show?

1.6 Purpose of the Research

Based on the research problem above, the aims of this study were:

1. to find out which talk show use code switching more frequently.
2. to find out which type of code switching mostly occurred in both talk show.
3. to find out the reasons for code switching used by speakers in both talk shows.

1.7 Significance of the Research

This research is expected to give contribution theoretically and practically. Theoretically, the result of this research is expected to expand the knowledge in the field of linguistics specifically in sociolinguistics. Moreover, the finding of this research is practically expected to help linguistics students to get better

understanding toward code switching phenomena. Thus, it is also expected that the result of this research can be the reference for the further research related to CS phenomena.

1.8 Defenition of the Key Terms

In order to avoid misunderstanding about particular terms that may appear later in this research, it is important to give the explanation about the key terms used as follows:

- a. Code switching is the phenomena of switching two or more languages back and forth. Code switching occurs in the level of sentence while code switching in the level of word or phrase.
- b. Speakers are the host and the guests of “Sarah Sechan” and “Just Alvin!” talk show.
- c. “Sarah Sechan” talk show is one of the best program on NET TV which is involving the audiences within the conversation between the host and the guest.
- d. “Just Alvin!” talk show is one of the popular TV program on Metro TV Channel that mostly the title of each episodes is in English.