

CHAPTER I

INTRODUCTION

A. Background of Study

Indonesia is the multicultural country. It automatically makes Indonesia becoming a multilingual country. In Indonesia, each culture has its own language and dialect, for example, Banjarese culture has Banjarese Language, Sundanese culture has Sundanese Language, so does Javanese Culture. Thus, the existence of region language cannot be denied in terms of communication in society. Beside the region language, Indonesian, as an official language has a crucial position in society as well. It is taught in school, used in formal occasion, media, public area and government offices. Therefore, in communicating with others, Indonesian people not only acquire their region language, but also acquire Indonesian as an official language perfectly. In daily life, they often use both languages with mixing them. Sometimes, they also speak Indonesian with various dialect based on their regions. It makes Indonesia become a unique country in terms of diversity which still can be unireable. It gives people a chance to know each other as Allah said in the holly Quran surah Al-Hujurat verse 13:

يَتَأْتِيهَا النَّاسُ إِنَّا خَلَقْنَاهُمْ مِنْ ذَكَرٍ وَأُنْثَىٰ وَجَعَلْنَاكُمْ شُعُوبًا وَقَبَائِلَ لِتَعَارَفُوا

إِنَّ أَكْرَمَكُمْ عِنْدَ اللَّهِ أَتْقَاهُ إِنَّ اللَّهَ عَلِيمٌ خَبِيرٌ ﴿١٣﴾

The verse above tells us that God has created people in various nations and tribes, in order to let them know each other. The more people know others, the wider their world and experience. By knowing people in different tribes with different language, people will rich of knowledge, and wise in seeing diversity.

Many Indonesian people are able to speak foreign language as well. They can speak English, Arabic, Chinese, Japanese, Korean, and many more. As an International language, English surely becomes the foreign language which is acquired most by Indonesian people. It is because the massive spread of English itself. The existence of English seems cannot be replaced by other foreign language until now. As it is taught in the school and sometimes used as a job requirement for certain company, the English competence gradually becomes necessary for every people in Indonesia. In addition, nowadays people often read many English words through social media that they have. They find it on statuses, captions of pictures, applications and instructions in their gadget. Television also uses many English words in its commercials and programs. Therefore, they feel close to English.

In interaction with their community, people tend to mix Indonesian or their local language with the foreign language that they mastered. For example, students in the English Department of Antasari State Institute for Islamic Studies who acquire Indonesian and Banjarese, and master English exactly, speak with mixing language with other student. People often hear “*Aku worry ih*”, “*Where we go nih?*”, “*Teacher/Ma’am nya yang madahi kaitu*”, “*Eh, kita lunch beimbailah kena*” “*Duh very nervous nah handak maju seminar*”,etc.

In sociolinguistics, this phenomenon is called bilingualism, where someone can speak two or more languages. Bilingualism people know two languages in the *same modality*, for example, two speech-based languages such as spoken English and spoken German, or two sign-based languages such as American Sign Language and Japanese Sign Language. Besides, they also know languages based on *different modalities* like spoken German and American Sign Language, or spoken French and written Sanskrit (Steinberg, 2006). This condition allows people to use various language in their speaking. It also allows them to use certain language in certain condition.

As humans have the capacity to use complex language, sociolinguistics also makes a term “language choice” or “code choice” to show the language that people choose to use the majority. Holmes (2008: 23) states that there are three important social factors influence in code choice – participants, setting and topic. It is usefull for capturing broad

generalisation about speech community. By using information about the domains of use in a community, it is possible to draw a very simple model summarising the norms of language use for the community. This information become very usefull for bilingual and multilingual speech communities.

The form of language choice can be represented on code mixing or code switching, where someone mix their language with other language or variation when speaking. Bokamba (1989) as Ayeomoni quoted defines both concepts thus:

Code-switching is the mixing of words, phrases and sentences from two distinct grammatical (sub) systems across sentence boundaries within the same speech event... code-mixing is the embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses from a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand.

Code mixing often happens when the use of two languages or two cultures cannot be separated from the elements of one language well and often overlap between the two systems are in use (<http://eprints.ung.ac.id>).

Furthermore, according to Holmes (2008: 35) code switching or code mixing may be related to a particular participant or adreesee. Sometimes, the switch reflects a change in the social situation and take a positive account of the presence of a new participant. It is motivated by the identity and relationship between participants and often expresses a move along the solidarity or social distance. For young people, it can be a signal of sophistication and identification with modernity. As Yule (2008: 209)

stated, people can change their language when they perceived that the language has a better status or more positively value in the larger community.

This research also focuses on broadcasting field: radio and broadcasters. It is because the use of English in this field is significant nowadays. The English use can be seen on the jargons of the radio, especially for the music programs which is mostly conveyed in two languages (Indonesian and English). Besides, the broadcasters frequently mix their language with English words when they are on air. On broadcasters' case, they use English not only for communication need like common people, but it is for supporting their job. In other words, they should have certain reasons for using English. They provide a different point of view about language choice factors. Hence, they are appropriate for being the subject in gaining the reason of doing code switching or mixing in terms of language choice phenomenon.

The use of English by broadcasters can be found on music programs which are the most popular program in the radio. This program is mostly listened by teenagers and adults. It seems on people who request for the music, deliver greeting, and the genre of music that is played. Generally, these listeners also know and use English in their daily life or at least have Basic English competence. This condition certainly supports the use of English (whether in the form of code switching or mixing), because the broadcasters' speaking can be understood by their listeners. In order to

get success in doing communication, there is a set of knowledge or information that the speaker and listener share which is believed understandable by both of them. This is known as “common ground”. Clark (1996) as Kashima quoted said that common ground helps people coordinate their language use. Thus, the listeners and the broadcasters have the same common ground of English words. That is why they keep on mixing and switching their language with English until now. So, the broadcasters of music program are very suitable to be the subject in this research.

There must be certain backgrounds why the broadcasters tend to mix or switch their language with English because as a broadcaster who presents a program, they have to aware of their listeners’ taste. By doing so, their program can always be listened by people. So, their tendency in using English when on air brings the assumption that English is one of the popular languages among teenagers and adults. They feel fashionable and sophisticated when using English in conversation.

Meanwhile, these broadcasters are Indonesian. They acquire Indonesian for sure. In fact, they prefer to say “single” to “*lagu*”, “bye bye” to “*sampai jumpa*”, “stay tune” to “*tetap di sini*”, “break” to “*rehat*”, etc. although those words also have the equeivlent in Indonesian. Thus, it is necessary to investigate the contexts of English used and the reasons of using English.

Based on this phenomenon, the writer interest on conducting the research with the title : **THE ANALYSIS OF ENGLISH USED BY BROADCASTERS OF MUSIC PROGRAMS IN BANJARMASIN.** Hopefully, this research can find the answers of those questions.

B. Statement of Problems

Based on the background above, the writer will investigate and focus on these questions:

1. What are the contexts of the English used by broadcasters of Music programs in Banjarmasin?
2. Why do the broadcasters of Music Programs tend to mix their language with English when they speak?

C. Objective of Study

From this research, the writer expects:

1. To know the contexts of English used in this phenomenon.
2. To find out the reason why the broadcasters tend to mix their language with English when they speak.

D. Significance of Study

The result of this research is expected to have advantages such as:

1. Give an input for those who concern on language teaching and realize that there will be a phenomenon of language choice within speech community where more languages are used.
2. Give an input for sociolinguistics lecturer and speaking lecturer by taking the possibility of the occurrence of the phenomenon of code-

mixing and code-switching within the classroom into account and also use this findings as examples of code switching phenomenon.

3. Give the information for the people who have negative perception toward code switching Indonesian-English that they do it on purpose.
4. Enlarge writer's knowledge and experience especially about the factors of English use phenomenon that occurred in broadcasting field.

E. Definition of Key Terms

To avoid any misinterpretation concerning with the title above, it is very important to elaborate several utterances in the title as follows:

1. English Use

Using English as a necessity in certain condition. The form can be mixing or switching English with other language. But in this study, the writer only used the term "code switching" for referring both.

2. Broadcaster

Someone whose job is speak on the radio or television program.(Macmilland English Dictionary, 2001: 170) In this research, broadcaster is a subject that used English when she/he speaks on the radio. The writer investigated four broadcasters of music program (their main job is presenting the music program) that work in DBS FM and RRI Pro 2. Thus, even in some occasion, they present other program, but their main program is music.

3. Music Program

This is one of the programs in radio which present and explore more about music. Usually in music program, the listeners may deliver greeting and request single. Not only playing music, this program also gives information about the singers, the album, etc.