

**AN ANALYSIS OF CODE-SWITCHING  
USED BY THE ANNOUNCERS OF FM  
RADIO STATION IN MADIUN**



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the Faculty of Letters, Widya Mandala University  
as a Partial Fulfillment of the Requirements  
for the Sarjana Degree  
in English**

**By:**

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WIDYA MANDALA UNIVERSITY  
MADIUN  
2005**

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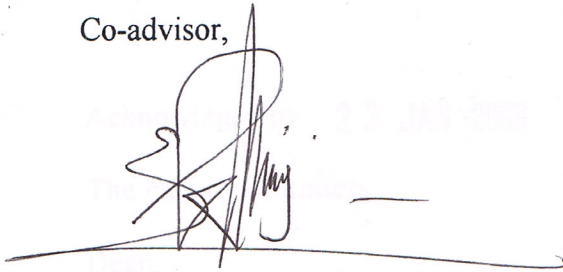
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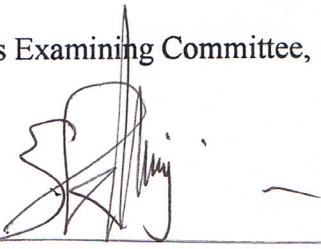
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The Faculty of Letters

Dean,

  
Eko Budi Setiawan, S.S.

Dedicated to:

My parents

My brothers and sisters

My lover

My friends

My Alma Mater

## ACKNOWLEDGMENT

I would like to dedicate my deepest gratitude to the Almighty God for his wonderful blessing and guidance as this thesis finally comes to an end.

In this chapter, I wish to express my thanks for those who have important role in the process of composing this thesis. My special thanks are also extended to

1. Dr. Obar Mikael Depert, for his criticism and suggestion in the writing of this thesis.
2. Drs. Yulius Harry Widada, M. Hum, for his support and motivation.
3. Dr. Gus Setiawan, S.S., the Dean of the Faculty of Letters, for his criticism.
4. My beloved parents for their valuable love, trust, understanding and support.
5. My beloved brothers and sisters, for their support, accompaniment and motivation.
6. My beloved friends: Dik Sirex, Rizki Dini Oktia, Rizki Paul Pr. Muband, Novi Susi, and Alhuda members - Gays, for their love, support and motivation.

Motto:

It is right to be contended with what we have,  
but never with what we are.

(James Mackintosh)

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**Andreas Harry Kristiawan**

## ABSTRAK

Bahasa adalah suatu sarana yang penting untuk membangun sebuah komunikasi. Komunikasi tidak mungkin berjalan dengan lancar tanpa menggunakan bahasa. Melalui bahasa orang dapat saling memberi dan bertukar informasi serta mengungkapkan hasrat atau keinginannya. Dengan kata lain, bahasa mempunyai peran yang sangat strategis bagi kehidupan manusia dalam bermasyarakat.

Komunikasi tidak harus berbentuk dua arah. Komunikasi satu arah juga sering terjadi dalam kehidupan keseharian. Komunikasi semacam ini banyak dijumpai pada beberapa media masa seperti majalah, koran, tabloid, televisi dan radio.

Penulis tertarik meneliti komunikasi satu arah yang terjadi pada media radio. Radio adalah media komunikasi satu arah yang digunakan untuk menyampaikan berbagai macam informasi dan hiburan melalui udara. Sebagai salah satu media komunikasi, radio mempunyai karakteristik yang berbeda dibandingkan dengan media lainnya terutama pada sifat audiotornya. Karakter semacam ini memungkinkan siaran radio bisa didengarkan sambil melakukan aktivitas yang lain.

Radio sebagai media komunikasi dituntut untuk selalu menyiarkan program acara yang menarik dan mudah didengarkan atau dinikmati. Selain hal tersebut, kekuatan radio juga terletak pada kehandalan penyiar dalam menyampaikan beragam acara. Penyiar radio harus memiliki ketrampilan dalam mengkomunikasikan gagasan, kepribadian, proyeksi kepribadian, pengucapan dan kontrol suara yang prima.

Peneliti tertarik meneliti fenomena alih kode yang dilakukan oleh para penyiar radio FM di Madiun. Tujuan penelitian ini adalah untuk menemukan bentuk alih kode, bentuk linguistik alih kode dan alasan penggunaan alih kode. Penelitian ini merupakan penelitian lapangan. Metode diskriptif kualitatif digunakan untuk mengumpulkan, mengklasifikasikan dan menganalisis data.

Hasil analisis memperlihatkan bahwa alih kode yang terjadi bersifat "conversational code switching" yang berupa kata, frase dan kalimat. Alasan pengalih kodean antara lain: bagian identitas diri penyiar, mengikuti trend, cocok dengan program acara yang disiarkan, dan untuk memperkenalkan bahasa inggris kepada para pendengar.



## ABSTRACT

Language plays an important role in our daily life. It is hard to imagine how people interacting each other without language. Language will develop greater and faster only if society uses it as a means of communication. On the contrary, language will be extinct not long after none of society uses it.

Essentially, language functions as a means of communication. As a means of communication, language can be used to convey our feelings, emotions, hopes, and desires.

In the process of communication, there must be senders, messages, and receivers. The senders convey a message to receivers. There are so many media of communication such as radios, televisions, newspapers, letters, and et cetera. We have to know that communication always happens not only face to face but also in one way, which is usually called one way communication. Media which are supposed to include this type of communication are advertisement in televisions, newspapers, magazines, and radios.

Here the researcher is interested in analyzing the use of code switching used by announcers of FM radio stations in Madiun. The purposes of this research are: to find out the types of code switching, to investigate the linguistic forms of code-switching, and to search the reasons of using code-switching.

In this thesis, the writer uses descriptive method. Descriptive method is done by collecting, classifying, and analyzing the data.

The results of data analysis reveal that the announcers of FM radio stations in Madiun use conversational code-switching in their daily programs. They never use metaphorical code switching and situational code switching.

Besides, the result of data analysis also shows that conversational code switching is used by the announcers as a matter of individually reasons. They think that listeners have to get familiar with English as an international language. They also think that using English language is more prestigious and more natural, up to date, simplify the messages, modern, and also just a matter of language variation.

Finally, the researcher concludes that there are three linguistic forms of code-switching used by the announcers of FM radio stations in Madiun. The linguistic forms are words, phrases and sentences.

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