CHAPTER I

INTRODUCTION

1.1 Background of the Problem

It cannot be denied that language plays as important role in our life. Everyday we communicate with other people in the society using language. It is hard to imagine how people interact each other without language. As a matter of fact, language and society become a unity. Language will develop greater and faster only if society uses it as a means of communication. On the contrary, language will extinct not long after none of society use it.

Language chiefly 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. Radio is one of the most

familiar media of communication all over the world. Radio is an enjoyable cheaper entertaining media and can be listened while we are working. Most of us get familiar to radio as it is a part of our life.

The problem occurs when there are so many radio stations in operation. Each radio tries to make its program more attractive and interesting. Besides the attractive program, the announcers have to be attractive too in guiding the program. There are so many ways announcers do in conducts the programs attractively. One of them is that they usually insert English words when they are on air.

Here are some examples of the use of code switching on FM radio stations in Madiun:

1. OK, 101,6 radio DCS FM, thanks *banget buat temen-temen di BSP Pekalongan, panjang banget and lama banget,* it's OK *yang udah ucapin* Happy Birthday *buat temen setia DCS.*

2. *Dari ajang Proindo, untuk kesempatan hari ini di edisi Selasa, bertepatan dengan Ultah DCS, Sisca Dianita undur diri dari kebersamaan anda tapi* don't go anywhere...

3. *... sementara itu, nanti ketemu lagi di jam 4-5 tapi* don't be bored. OK?

4. *... yang lagi nyari-nyari cinta saat sekarang mudah-mudahan* happy ending *ajalah... dan bukan* sad ending.

5. *OK ... yang saat sekarang lagi pulang sekolah gimana dengan kondisinya mudah-mudahan juga tetap* fresh *aja, karena kita masih temani anda di jam 12.00 siang.*

1.2 The Reasons of Choosing the Topic

In this modern era, the development of radio broadcasting is very fast. There are so many radio stations that have been established in Madiun such as DCS FM, PRO 2 FM, and Moderato FM, etcetera. Each radio tries to attract their listeners. They make some competitions in making interesting programs. As a result, the announcers of radio stations have to be creative in talking when they are on air. The researcher finds that most of announcers often insert English terms in their speaking. That's why the researcher is interested in analyzing the problems.

1.3 The statement of the Problem

The problems of the use of code-switching on FM radio stations in Madiun which are researched here are as follows:

1. What are the types of code switching used by the announcers of FM radio stations in Madiun?

2. What are the linguistic forms of code-switching used by the announcers of FM radio stations in Madiun?

3. Why do the announcers of FM Radio stations use code-switching in their programs?

Through this research, it is hoped that the problems above can be solved accurately.

1.4 The Objectives of the Study

In conducting this research, the researcher has some purposes, namely:

1. To find out the types of code switching used by the announcers of FM radio stations in Madiun.

2. To investigate the linguistic forms of code-switching used by the announcers of FM radio stations in Madiun.

3. To search the reasons why the announcers of FM radio stations use code-switching when they are on air.

1.5 The Scope of the Problem

It is important to limit the problems that are discussed in this research in order to get a clear discussion of the problems. Code switching can be divided into three types. They are situational code switching, metaphorical code switching, and conversational code switching. In this research the researcher involves the three types of code switching.

The announcers of FM radio stations usually use some languages, such as, Javanese, France, English, Indonesia, etcetera in the code switching. The announcers also usually use various linguistic forms, such as words, phrases, clauses, and sentences. In fact, this research focuses its problem on Indonesian and English and the linguistic forms discussed in this study are only words, phrases, and sentences.

1.6 The Definition of Key Terms

1. Announcer is a person who manages programs orally on radio stations

2. Broadcasting is sending out program on radio stations

3. Code-switching is a change of one code to another code

4. Radio is a medium to send and receive message etcetera through electromagnetic waves

5. Program is a plan of what is to be delivered to listeners by radio stations

1.7 The Method of Research

The method used in the problem 1 and 2 use the descriptive method. Nazir says that descriptive method is a method in examining the status of group of people, of objects, of conditions, of thinking systems, or of the class of events at the present (1988:63)

And then the method used in the problem 3 use the descriptive qualitative method. The researcher collects data, analyzes them and makes conclusion based on the result of the analysis. Descriptive qualitative method of research is chosen because it is able to point out the relationship between the researcher and the object being researched (Sutopo, 1989: 9).

1.8 The Significance

This research is done in order to give much more information about code switching as one of sociolinguistics phenomenon. Besides, this research is also an

attempt for the researcher himself to apply some of linguistics theories that have been studied before. Moreover, the researcher wants to share the result for those who concerns with linguistics or sociolinguistics for further and deeper research