

CODE - SWITCHING OF ENGLISH IN THE ENTERTAINMENT PROGRAM OF SARAH SECHAN SHOW IN NET TV

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Abstract

The main purpose of the study was to identify the code – switching that used by Sarah Sechan in the entertainment program of Sarah Sechan Show in NET TV episode “ Joe Taslim “ and “ Coky Sitohang”. What are the factors that can influence the presenter in using code-switching to her quest . Qualitative study based on participant observation, recording technique and note – talking. In this study, reserchers found 2 (two) kinds of code-switching, such as : methaphorical code-switcing and situational code-switching.

Key words : Code-switching, Entertainment program, Sarah Sechan.

Abstrak

Penelitian ini bertujuan untuk mengetahui jenis alih kode yang muncul dalam wawancara di dalam program hiburan acara TV Sarah Sechan Show di NET TV episode “ Joe Taslim “ dan “ Coky Sitohang “. Selain itu faktor – faktor apa yang mempengaruhi kemunculan fenomena alih kode atau *code-switching*. Penelitian ini merupakan penelitian deskriptif kualitatif, yakni hasil dari penelitian berupa paparan atau deskripsi. Metode pengumpulan data dalam penelitian ini menggunakan *recording technique* atau tehnik rekam dan *Note – Talking technique* atau tehnik catat. Dalam penelitian ini peneliti menemukan ada dua jenis *code –switching* atau alih kode, yaitu alih kode metaphorikal dan alih kode situasional.

Kata kunci : alih kode, program hiburan, Sarah Sechan.

INTRODUCTION

People always use language to communicate with other people. Indonesia is realized as a multilingual country so that Indonesian has the ability to speak more than one language. In the society, people often mix and switch two or more languages when they are communicating with their friends. As a multicultural society whose linguistic background varies, each ethnic group has his own culture and has his own way of talking. In social life, it is necessary to become bilingualism, if someone speaks only one language, he may not know what is he missing out on. Being bilingual opens up different pathway of thinking, of expression and reduces misunderstanding.

People in Indonesia are familiar with English nowadays. According to Panca Javandalasta (2010), people who can use more than one language tend to switch languages whenever they speak. This belongs to code switching. Code switching Judy Woon Yee Ho said that Code-switching is the change of one language to another within the same utterance. It can happen because of many aspects such as Entertainment industry and internet use which can be reached easily in Indonesian's daily life. Teenagers to adults tend to switch English with Bahasa Indonesia when they are speaking in public. It will not be a big deal if mixing is used for learning. In the other hand, it can be a problem if people switch too much when they speak in social life. If people mix the two languages not in the appropriate situation and condition, there might be some disadvantages will appear.

Code – switching is embedding of various linguistic units such as affixes (bound morphemes), words (unbound morphemes), phrases and clauses fro, a co-operative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand. Code – switching is a phenomenon that frequently occurs in indonesia. It has been found that Indonesia people who have a good command of Indonesia often code-mix Indonesia into English. This phenomenon exists in conversation in entertainment show like Sarah Sechan Show in NET TV.

Language of entertainment news is not same genre used in academic, religion, education, administration, medicine, science and law. Hence, lexical items, sentences and the style of the language used to form sentences do not necessarily conform to the standard variety. In other words, code – switching allows the host to incorporate some “ differents” into their show and this will help to attract the attention of the guest.

THEORITICAL FRAMEWORK

This research was guided by a number of relevant theories such as Sociolinguistics, Code – Switching, and these theories helped to frame the thoritcal structure for the study. Moreover, the researchers tried to connect these theories with the topic of the research.

Sociolinguistics

Sociolinguistics ia the study of variation in speaker groups and variation in language use. According to Holmes (2001:1) Sociolinguistics actually focuses on how a language is used, so the role of sociolinguistics is to manage a language as its functions in society. Yule (2006 : Ch.20 – 21) states that Fishman (in Chaer and

Agustina, 2004 : 84) states that in sociolinguistics, bilingualism is defined as the usage of two languages. The first one his/her mother tongue and the second one is the other language which becomes his / her second language. People who use two languages in their daily conversation are called bilinguals. When someone speaks in one language in their communication, we called monolingual.

Code-switching

Code switching occurs when a bilingual speaker uses more than one language in a single utterance above the clause level to appropriately convey his/her intents. Fischer (1972) says that language or code choice in communities where bilingualism or multilingualism is the norm should be analyzed in the context where the speech is produced. There are some factors should be taken into account, such as the relationship amongst speakers, the setting where the talk takes place and the topic being discussed. Based on Wadsworth (1992:95) code switching is often quite subconscious. People may not be aware that they switch. As a result, when speakers of various language converse with each other fluently, they often include words and sentences by using different language in a single discourse, and shift from one language to the another one.

1. Types of code – switching

Situational code –switching occurs when the speaker uses one language in one situation and different language in another situation and it does not involve the change of the topic. According to Jendra (2010: 76) there are some types of code-switching, such as, situational code-switching and metaphorical code-switching. Situational code-switching occurs when the situation changes that causes the bilingual switches from one code to

another one. Metaphorical code-switching happens when there is a change of the topic influencing the using of different codes. The codes are always changing because of the topic. It depends on the perception's change; formal to informal, official to personal, serious to humorous, and politeness to solidarity.

2. Factors influencing code-switching

According to Chaer and Agustina (2004: 108) the presence of the factors that infer that the cause of code – switching are the speaker, interlocutor, the change of situation as a result of the presence of third people, the change from formal to informal situation, and the change of topics being talked about.

Jendra (2010:74) states that several reasons why bilinguals switch their code are namely : quoting someone, marking and emphasizing group identity or solidarity, including or excluding someone from conversation, raising status, and showing language expertise.

REVIEW OF RELATED LITERATURE

In this research, the writers have carried out investigation of linguistics features especially in code mixing phenomena in some particular discussions. Some of them are : “ a study of code-mixing in the conversation of Indy Baren and Indra Bakti in Ceriwi in Trans TV” by : Damayanti (2009); “ Code – Switching and Code-Mixing : Style of Language Use in Childhood in Yoruba Speech Community Nigeria” by : Ayeomoni, M.O. (2006) ; “ Code – Mixing of English in the Entertainment News of Chinese Newspapers in Malaysia “ by : Lau Su Kia, Xiongyong Cheng and Xinyang Agricultural College (2011) ; “

Code – Mixing and Code – Switching in Internet Chatting : between ‘yes’, ‘ya’, and ‘si’ a case study “ by : Monica Stella Cardenas and Neny Isharyanti (2009) ; “ Code-switching: Awareness about Its Utility in Bilingual Classrooms “ by : Malik Ajmal Gulzar (2010); and “ Code – Switching in Sociocultural Linguistics (2006)” by : Chad Nilep.

Lau su Kia, Xiongyong Cheng and Xiang Agricultural College (2011) did the research of code-mixing that occurs in Malaysia’s society. This study concerns the identification of the features of English lexical items that were code-mixed into Chinese entertainment news were collected from (a) China Press, (b) Mun Sang Poh, and (c) Guang Ming Dily from January to May 2007. The feature of English words and abbreviations that were code-mixed were analysed and discussed qualitatively. In order to achieve the objective of the current study, the questionnaire survey was also administered to 200 respondents to find out their opinions on the features of some English lexical items code-mixed into the sentences of Chinese entertainment news. It was identified that English abbreviations such as “ CD”, “DVD”, “MV”, “SMS”, “KTV”, “VIP”, and “DJ” were inserted into Chinese entertainment news, making the sentences simpler and easier to understand. In addition, English adjectives such as “ high”, “cool”, “in”, and “hot” were inserted to generate a sense of stylishness and to put forth some sense of modernity. Another interesting highspot from findings of the study is the incorrect usage of English grammar, such as “ sweet sweet”, “ high high”, and “ cute cute” in Chinese entertainment news. This form reduplication is grammatically correct in the Chinese language, and somehow, it is

applied in Chinese entertainment news through the reduplication of English words.

Next researcher, Malik Ajmal Gulzar (2010) did the analysis of Code – Switching : Awareness about Its Utility in Bilingual Classrooms. He conducted the study of bilinguals mixing two languages in Bilingual class. The main purpose of his study was to identify the significance of each function of code-switching by asking teachers why they code-switch and what specific pedagogical functions code-switching serves in the classrooms. Quantitative study based on survey data was conducted to ascertain the teachers’ awareness about the function of code-switching at the macro level. Moreover, questionnaire used in this study was designed in accordance with the objectives of the study.

Monica Stella Cardenas and Neny Isharyanti (2009) investigated the occurrences of code-switching and code-mixing in a chatroom based environment. They did the investigation from 12 non – native speakers of English from Spanish and Indonesian backgrounds. They were collected the data during two months and analyzed to identify : frequency of code-mixing and code-switching for both culture, topics that triggered code-mixing and code switching in each culture, and topics common to both cultures and topics less likely to occur within both culture. Findings have shown that for code – mixing for Spanish – speaking participants show that from the 35 instances identified, 32 instances (92 %) correspond to the category of insertion, 3 (8%) fit into the description of alternation and none of the occurrences fulfill the definition of congruent lexicalization. In terms of code-mixing for Indonesian participants, of the 66 instances 53 occurrences fit the

classification of insertion which correspond to 83% of the total turns where code-mixing was present, 6 (9%) of occurrences correspond to alternation and 5(8%) correspond to congruent lexicalization. Regarding code-mixing, both Indonesian and Spanish participants used more insertion than alternation or congruent lexicalization. In fact, the number of insertion occurrences is significantly higher than two other types, 83 % and 92% respectively.

Accordingly, Ayeomoni, M.O (2006) conducted the types of languages acquired at different periods in the lives of members of education elite in a speech community; to wit, the Ikale in the Irele and Okitipups Local Government Areas of Ondo States. Through the questionnaire administered on about fifty respondents of the target population, she could establish that the average child of the community starts to become bilingual from the primary school stage of his education. This, in effect, makes code-switching and code-mixing manifest in the child's linguistics performance right his early age. The implication is that, since both phenomena correlate positively with the education attainment of individuals, English language teachers should devise the means of preventing the demerits of code-switching and code- mixing from adversely affecting the language acquisition process of the child.

Damayanti (2009) analyze code mixing that is produced by Indy Baren and Indra Beki in a talk show called Ceriwis in TRANS TV. The main purpose of his study is to find out about the reason behind why presenters mix code and who mixes the codes more, the male (Indra Beki) or the female (Indy Baren) presenter. In collecting the data, the writer recorded the program in two shows and then she

transcribed it so that the writer can analyze it. Furthermore, from the findings the writer figured out that the female (Indi Baren) mixes the code more than the male (Indra bekti), yet, they have the same purpose in mixing the code that is, mostly, to show solidarity. Additionally through this research the writer found that the informal language that produce by the presenters favored by the audiences.

Lastly, Chad Nilep (2006) investigated a brief portion of the literature on code switching in sociology, linguistic anthropology, and sociolinguistics, and suggests a definition of the term for sociocultural analysis. Code – switching is defined as the practice of selecting or altering linguistic elements so as to contextualize talk in interaction. The contextualization may relate to local discourse practices, such as turn selection or various forms of bracketing, or it may make relevant information beyond the current exchange, including knowledge of society and diverse identities.

METHODOLOGY

The research employed a descriptive research with a qualitative approach as a method focusing in how to manage a study descriptively. The researchers used qualitative approach as a method because in qualitative research the possibility of the research taking a ' neutral' and does not involve the calculation. This research provides the description of code-switching in conversation between the presenter and the quest in Sarah Sechan Show in NET TV. The researchers will describe systematically and factually the language facts found in the data. In this case, the researchers will describe the kinds of code switching and the factors influencing code switching that

occur in conversations of Sarah Sechan SHOW.

According to Sevilla in Mahsun (2007:28) population is a big group which represents generalizing target. Because of that, population has to be known first. The population in this research are utterances produced by Sarah Sechan as the host / presenter and the guest in Sarah Sechan SHOW in NET TV. In analysing the sample, the writer uses purposive sampling technique because the data chosen are based on certain consideration. In other word, the chosen samples are based on some consideration taht are the conversation should consist of code-switching and the types of code-switching.

In collecting the data, the researchers used observation method of participant observation which followed some steps, such as recording technique and note-taking technique.

FINDING AND DISCUSSION

The data in this study takes from Sarah Sechan Show in NET TV episode Coky

Sitohang and Joe Taslim. The participants in this study are Sarah Sechan, Coky Sitohang, and Joe Taslim. Sarah Sechan as the presenter in Sarah Sechan Show, Coky Sitohang and Joe Taslim as the guest star. Coky Sitohang is a multi talented artis, Joe Taslim is an International artist, he plays in Hollywood movie *too fast and furious*. Because of both artists come from different background so, they have different language in communicating with each other. It means that there are many variations in utterances conversed by participants. Each participant can speak at least in two language, those are Indonesian and English, and so they have possibility to switch their code in communicating with one another.

And about the factors that can influence the phenomena code-switching the researchers use theory from Holmes (1992 : 12). Holmes stated that there are four factors which influence code-switching occurances, such as the participant, the setting, the topic, and the function.

Occurances of Code-switching in Sarah Sechan Show Episode Coky Sitohang

No	Type of Code-switching	Factors influences	Frequency	Total
1	Situational Code-Switching	The participants	6	19
		The setting or social context	4	
		The topic	6	
		The function	3	
2	Metaphorical Code-switching	The participants	1	7
		The setting or social context		
		The topic	2	
		The function	4	

Occurrences of Code – Switching in Sarah Sechan Show episode Joe Taslim

No	Type of Code-switching	Factors influences	Frequency	Total
1	Situational Code-Switching	The participants	7	29
		The setting or social context	4	
		The topic	3	
		The function	16	
2	Metaphorical Code-switching	The participants	3	18
		The setting or social context	5	
		The topic	4	
		The function	6	

CONCLUSION

Based on the tables above, it can be concluded that Sarah as a presenter in Sarah Sechan Show tends to use two types of code-switching. They are situational code-switching and metaphorical code-switching. There are 73 data with the occurrences of data in this research as follows : 48 data of situational code-switching and 25 data of metaphorical code-switching. The writers conclude that by using code switching, Sarah Sechan Show entertains the audiences at studio and home because interactive, energetic, more a lot of fun, imaginative, talkative, and care. Because of it, using code switching is able to be used in many interactive talk show to refuse getting bored in watching it.

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