

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

One of language phenomena discussed in sociolinguistics is code-switching, alternating use of two languages by bilingual speakers. Code-switching is defined as alternate use of two languages or linguistics varieties within the same utterance or during the same conversation (Hoffman, 1991, p.110) in the form of a word or more between sentences or within a single sentence (Wardaugh, 2010, p.98). This example illustrates the code-switching phenomena between English and Maori:

[The Maori is in **bold**. THE TRANSLATION IS IN CAPITALS.]

Sarah : I think everyone's here except Mere.

John : She said she might be a bit late but actually I think that's her arriving now.

Sarah : You're right. ***Kia ora Mere. Haere mai. Kei te pehea koe?***

[HI MERE. COME IN. HOW ARE YOU ?]

Mere : ***Kia ora e hoa. Kei te pai.*** Have you started yet?

[HELLO MY FRIEND. I'M FINE]

(Holmes, 2013:34)

Based on the example above, it can be seen that the situation was changed when someone is coming. People sometimes switch code within a domain or social situation (Holmes, 2013, p.35). The meeting is conducted in English and Mere is Maori, so Sarah greet her in Maori and switch her language to English again so John will understand the conversation. Thus, a code-switch may be related to a particular participant or addressee (p.35).

This study is aimed to describe code-switching phenomenon that is found in chef's speech in a cooking television program named *Chef's Table* on Net.tv. The writer chooses *Chef's Table* on Net.tv as her study because cooking is one of human daily activities. Also, as seen of the awards that Net.tv received (netmedia.co.id), the amount of the audience who watch this television program will be a lot. The hosts of the program are talented and educated.

The observation to the show, it appears that all the chefs often use English eventhough they are Indonesian. The chefs are Chef Chandra Yudasswara as the main chef, Chef Nina Bertha as the pastry chef and Chef Haryo Pramoe as the guest star chef. Observation on their television show reveals that they often switch from Indonesian to English while talking about the ingredients and the way how it is cooked. It can be seen on the language of Chef Chandra:

[The English is in **bold**]

'Lalu kita tambahkan bawang bombay. **Hmm, the smell good**'

(Source: Net Lifestyle's video when Chef Chandra cooking Bihun Goreng Ayam on June, 18th 2016)

Chef Chandra switched his language while talking about the smell of the food after adding an ingredient. He switched from Indonesian to English. This utterance showed in one of the video that analyzed in this study. Chef Nina also switched her language from Indonesian to English while cooking. It can be seen here:

[The English is in **bold**]

'Jadi cocok banget untuk di bulan puasa ini. **Let's start cooking now**'

(Source: Net Lifestyle's video when Chef Nina cooking Apple Strudel on May, 27th 2017)

It also happened to Chef Haryo who switched his language from Indonesian to English like the other chefs did, such as:

[The English is in bold]

‘**Simple, traditional, tasty.**Bebek songkem Madura.’

(Source: Chef’s Table’s video when Chef Haryo cooking Bebek Songkem on August, 22th 2015)

These utterances revealed that the chefs often do switch code in the videos from Indonesia to English and vice versa.

In analyzing the data, this study applied Charlotte Hoffman theory because he did not differentiate between code-switching and code-mixing. Wardaugh also did it as Hoffman. Some experts differentiate that, but for Hoffman, both of it are the same. He differentiated it in the types.

Hoffman said there are three types of code-switching such as intra-sentential switching, inter-sentential switching, and tag switching. These types of code-switching are suggested by Poplack (1980) and already observed by several researchers such Holmes (2001) and Romaine (1989) (Sukyadi, 2015). So, this study analyzed the types of code-switching using Hoffman theory that mentioned on his book. His theory also applied by other researchers such as Yunisrina Qismullah Yusuf, Ika Apriani Fata and Chyntia on their article journal titled *Types of Indonesian-English Code-Switching Employed in a Novel*.

In studying the reasons why the chefs switched code from Indonesian to English in their speech, Hoffman theory is also used to identify the probable reasons the chefs switched code. Some of the reasons are: (1) talking about a particular topic; (2) quoting somebody else; (3) showing empathy about

something and many more. In considering if the data could not match with Hoffman's theory in term of reasons for the speaker switch code, this study used other theories by other experts as the supporting theory such as Crystal (1987), Malik (1994), Anderson (2006) and Muthusamy (2009).

Based on thus, this study analyzed the types of code-switching that found in the chef's utterances on the videos and also the reasons they switch code.

1.2 Research Questions

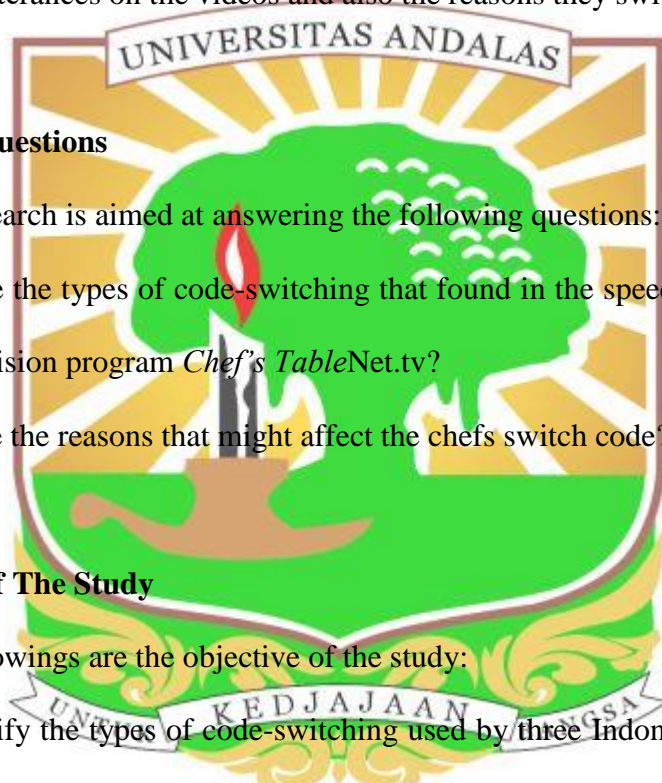
This research is aimed at answering the following questions:

1. What are the types of code-switching that found in the speech of the chefs on the television program *Chef's TableNet.tv*?
2. What are the reasons that might affect the chefs switch code?

1.3 Objective of The Study

The followings are the objective of the study:

1. To identify the types of code-switching used by three Indonesian chefs in the television program *Chef's Tableon Net.tv*
2. To determine the probable reasons of switching



1.4 Scope of The Study

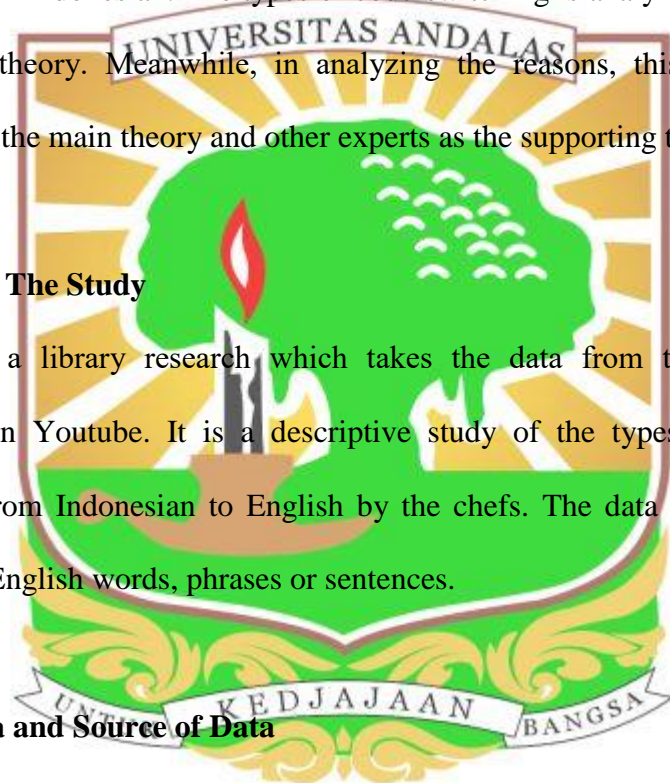
This study focuses on the sociolinguistic analysis related to the types and the reasons of Indonesian and English code-switching phenomenon from chef's utterances on the Net.Tv *Chef's Table* program. Since there are many episodes that are available on Youtube channel, the study is limited to the topic about food both Western-Indonesian. The types of code-switching is analyzed by referring to Hoffman's theory. Meanwhile, in analyzing the reasons, this study refers to Hoffman as the main theory and other experts as the supporting theory.

1.5 Methods of The Study

This is a library research which takes the data from television show's published on Youtube. It is a descriptive study of the types and reasons of switching from Indonesian to English by the chefs. The data are all utterances containing English words, phrases or sentences.

1.5.1 Data and Source of Data

The data is obtained from the speech of three chefs that contain English words, phrases or sentences in the television program named *Chef's Table*. The chefs are Chef Chandra Yudasswara, Chef Nina Bertha, and Chef Haryo Pramoe.



Chef's Table television program shows on Saturday and Monday in 30 minutes. The first show showed on January 1st, 2014 and it still ongoing until now. The show also published on Youtube but shorter. It is separated into multiple segments according to the dish, each around 10 minutes. Thus, the source of the data is from videos that published on Youtube.

This is the URL (Uniform Resource Locator) of the data of the study. It contains Indonesian's foods and Western's foods. The data are taken from one video from each chef. The duration of each video is about 8-10 minutes. So, the total of the videos is three videos, they are:

1. The title and URL of videos by Chef Chandra Yudasswara:
“*Chef's Table - Bihun Goreng Ayam Ala Chef's Table*”
<https://www.youtube.com/watch?v=IARx1JZZt-c>
2. The title and URL of videos by Chef Nina Bertha:
“*Chef's Table - Apple Strudel Ala Nina Bertha*”
<https://www.youtube.com/watch?v=oPZ5839tpOg&t=1s>
3. The title and URL of videos by Chef Haryo Pramoe:
Bebek Songkem - Chef Haryo - Chef's Table
<https://www.youtube.com/watch?v=D0ehmp7eNXw>

1.5.2 Data Collection

The data related to the form is analyzed using non-participant observation methods (Sudaryanto (1988)) where the writer only watched the use of Indonesian and English language by the speakers. The data is collected by doing the following steps:

1. Opening the Youtube website on www.youtube.com.

2. Searching the videos of the chefs in *Chef's Table* television program on Net.tv in Youtube website.
3. Downloading the three videos that already mention above and saving it in the laptop.
4. Watching those videos and observing the use of the language of the chefs frequently by using note-taking technique.
5. Identifying the chefs' language when they started switch into English and took that part in those videos.
6. Analyzing the data that contains Indonesian-English code-switching that is found in the transcription.

1.5.3 Analysis Data

There are some steps in analyzing the data:

1. Explaining the topic that being discussed by the chefs that found in the video *Chef's Table* program on Net.tv.
2. Identifying the data based on the categorization of the types of the code-switching refers to Hoffman.
3. Identifying the data based on the reasons they do switch code refers to Hoffman's theory and other experts' theory.
4. Making a conclusion based on the analysis.

1.5.4 Presenting the Result of Analysis

In presenting the result of the analysis, this study used formal and informal method by presenting it using table. The table is about the summary of the analysis data and the amount of the data which found in the types and the reasons for speakers doing code-switching. Then, describing the table into sentences analysis.

