CHAPTER I

INTRODUCTION

1.1 Background of the Research

English has emerged as the most important language for communication today (Weber 1997). English is a universal language that facilitates people who speak a different first language and allows people to connect. Recently, English has accepted as Lingua Franca of the world. The term 'English as a Lingua Franca' has become the way of representing communication in English between speakers with different first languages (Seidlhofer, 2001).

According to (Crystal, 2003, Huda, 2000: 68, Jenkins, 2003), since English as international language today the consideration to understand in English has lately increased in many aspects such as in politics, economics, commerce, science and technology, education, and media communication. The current situation of English as a global language also affects Indonesian society, especially in media communication. The media communication means the ways that are used by the sender to transfer the message, news, or information to the receiver. In media communication, there are two ways to transferring and receiving languages, such as written communication and oral communication. Written communication is the process of communication in messages, news, or information that transfer within the sender and the receiver via the written form, for example, letter, magazines, newspaper, banners, brochure, etc. Oral communication is the process of transferring messages, news, or information within the sender and the receiver orally via radio, telephone, and television.
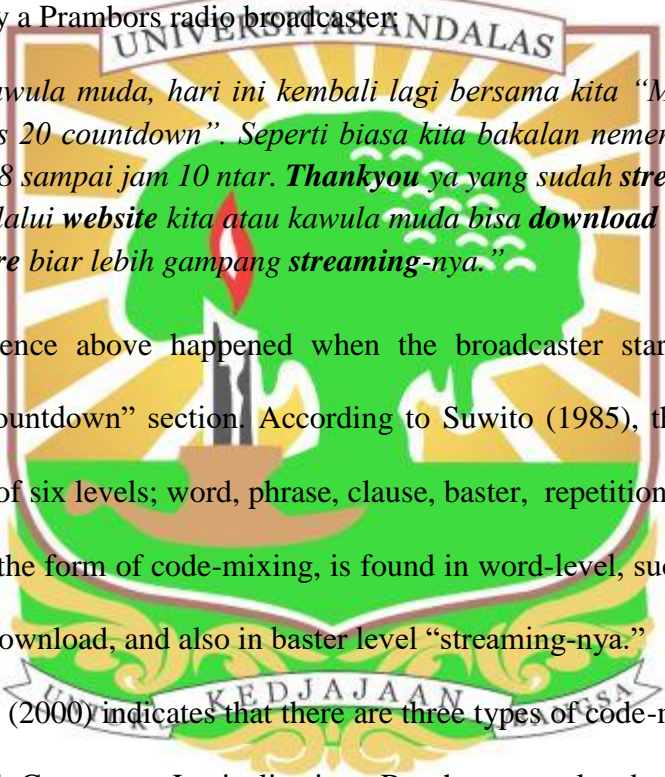
In media communication applying a variety of languages has become a common thing, for example, in the radio station. In radio broadcasting, some announcers offer the news of current issues, discussions with the guests to share the opinion about important topics, and also take calls from listeners. The announcers are also commonly known as a broadcaster. Since the radio broadcasters have Scommunicated directly with the listeners, they must have the ability to speak and understand many languages to attract their listeners and follow the public demands, especially in the English language.

In Indonesia, almost all popular radio stations encourage their broadcaster to be able to speak another language, especially in English. One of the most popular radio stations in Indonesia, which often uses English is Prambors Radio FM. Prambors radio station is known as a teen radio icon in Indonesia. The main point of this station is to play pop music, which focuses on teenagers and young adults as a target. The listeners of this program are mostly teenagers. Therefore the radio broadcasters have always adults about 18-29 years old to maintain this station stay fresh and suit for teenagers or adults. Since they can speak English, the radio Prambors broadcasters have a habit in naturally to mix and switch their language in Indonesian or English. In the linguistic study, this phenomenon is called as code-mixing.

Code mixing occurs when the speaker speaks another language in the conversation. Fasold (1984) explains that code-mixing occurs when a speaker uses one word or phrase from another language when they speak. Nababan (1993, p. 32), similar to Fasold code-mixing is the circumstance when people mix two or more languages.

Muysken (2000: 1) states that code-mixing implies where lexical items and grammatical features from two languages is found in one sentence.

This study is used to describe th e forms and types of code-mixing used by the broadcasters on Prambors radio station by using two theories. The theory of Suwito (1985) is used for the form of code-mixing, and Muysken (2000) is used for the type of code-mixing. An example of code-mixing can be observed from the following utterance used by a Prambors radio broadcaster:

> *"Halo kawula muda, hari ini kembali lagi bersama kita "Mario dan Eda In Prambors 20 countdown". Seperti biasa kita bakalan nemenin malam kalian dari jam 8 sampai jam 10 ntar.* **Thankyou** *ya yang sudah* **streaming** *Prambors radio melalui* **website** *kita atau kawula muda bisa* **download** *di* **Playstore** *atau* **Applestore** *biar lebih gampang* **streaming**-*nya."*

The sentence above happened when the broadcaster started to open the "Prambors 20 countdown" section. According to Suwito (1985), the form of code-mixing consists of six levels; word, phrase, clause, baster, repetition, and idiom. The example above, the form of code-mixing, is found in word-level, such as "thank you, streaming, and download, and also in baster level "streaming-nya."

Muysken (2000) indicates that there are three types of code-mixing; Insertion, Alternation, and Congruent Lexicalization. By the example above, according to Muysken (2000), the sentence above is categorized as insertion type and congruent lexicalization of code-mixing, because the broadcasters deliver their utterance in Bahasa and insert several English words. Besides, the insertion and the congruent lexicalization types of code-mixing, according to Muysken (2000), is alternation. This

research elaborates on the forms and types of code-mixing used by Prambors radio broadcasters.

1.2. Research Questions

This research focuses on the use of code-mixing in music program on song requests in Prambors radio station. In the detail, this study aims to answer two research problems:

1. What are the forms of code-mixing used by the broadcaster?
2. What are the types of code-mixing used by the broadcasters?

## 1.3. Objectives of the Research

The objectives of this research are:

1. To analyze the forms of code mixing used by Prambors radio broadcasters
2. To identify the the types of code mixing used by Prambors radio broadcasters.

1.4 Scope of the Research

This research focuses on investigating the forms and types of code mixing on Prambors radio broadcasters utterances. It is limited only on the utterances which are uttered by the radio broadcasters.

1.5 Methods of the Research

This research is categorized as descriptive research because it describes the phenomena in society based on the utterances in the data. The steps of this research are collecting data and analyzing data.
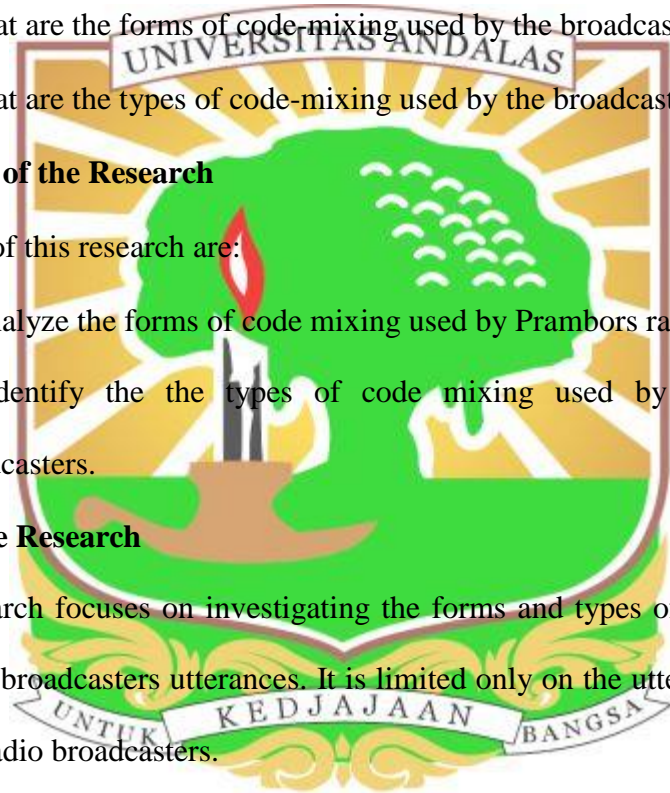
1.5.1 Data Collection

1.5.1.1 Source of the Data

Source of the data is a radio broadcast in Prambors radio station that is listened to from www.prambors.com or via an application on a mobile phone. From the source of the data collections are in the form of the utterances that uttered by Prambors radio broadcasters in three different sections in Prambors radio station; Prambors Chart Forty by Narendra Pawaka, night shift "Prambors Twenty Countdown" by Genus and Mario and DJ Show by Jennifer.

1.5.1.2 Data Collection Procedure

The data were listened in each section in Prambors radio programs they are: DJ Show, Prambors Top 40 and Prambors 20 Countdown. There are three step in data collection procedure. Firstly, the data were listened and record at the same time. Then, data are listened repeatedly more than one time and writes notes down every utterance that contains English words. The last, every word that contains code mixing that appears more than twice same words counts as one.

1.5.2 Data Analysis

In analyzing the data, the first step is identifying the forms and the types of code-mixing in broadcaster's utterance. The process of identifying is done by bolding the statements on the transcription. The second step is to categorize the forms and the types of code-mixing by using Suwito's (1985) and the types of code-mixing by Muysken's (2000).