AN ANALYSIS ON CODE-SWITCHING USED BY PRESENTERS OF “MTV WHAT’S UP” ENTERTAINMENT NEWS PROGRAM ON GLOBAL TV

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Code switching is a bilingual communication strategy consisting of the alternative use of two languages in the same utterance. The main objective of this study is an analysis on code switching used by presenters of MTV WHAT’S UP entertainment news program on GLOBAL TV. They always use Indonesian-English code switching during broadcasting. This study was aimed at getting answer of the research problem, namely (1) What are code-switching that are used by presenters of MTV WHAT’S UP entertainment news program on Global TV? And (2) How does code-switching influence to audience languages? This study is descriptive qualitative methods because, the data do not have any the statistically procedure like those found in the quantitative research. And related to the problem of how to describe what goes on linguistic level when presenters of MTV WHAT’S UP entertainment news program produce code switching on air. The research was conducted on the date of 2, 4, 6 and 9 of August 2004. To collect the data the writer recorded the utterances of the presenters when they are on air, then transcribed them from cassette, and identifies them based on their form.

The data analysis is the code-switching used by presenters and how code-switching influence audiences’ language. The presenters often use code-switching while they are performing on TV and based on the functions they use regulatory, interpersonal, personal, imaginative, representational, and ideational function in their conversation. The code-switching influence to audiences’ language which have close relationship with conversational function that used by presenters. The conversational functions are direct quotation, addressee specification, interjections, message qualification, personalization and objectification, and facility of expression.