CHAPTER I
INTRODUCTION

Chapter 1 of this research presents topics such as: background of study, statement of problems, purposes of study, significance of study, scope and limitation, and definition of key terms. Each section is presented as follows.

1.1 Background of the Study

As people who are involved in a society, they cannot live without any help from others because they live interdependently. People need to interact and communicate with others. Therefore, they need a means of communication which is called language in order to people whom speak to will understand what they express.

Language has an important role in society. Trudgill states that language is not simply a means of communicating information about the weather or any other subject. It is also a very important means of establishing and maintaining relationships with other people (1983:13). From that definition, language also has other functions that are to establish and maintain their relationship with their environment. Wardhaugh in Sabilah says language is a system of arbitrary verbal symbols by which members of a speech community used as a means of communication to interact and express their ideas, feeling and thought (2001: 1).
Practically, language that people have is different from one another but still has the same function as a communication tool in their daily life.

As explained above, as a part of society, language cannot exist if there are no people who use it to interact and communicate. Thus, language and society are two things that cannot be separated. When people learn a language that is used in society, it is called Sociolinguistics. Gumperz in Sabilah has observed that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur (2001: 6). Therefore, sociolinguistics is the study of the ways people use language in social interaction. It is to investigate the relationship between language and society with the goal of a better understanding of the structure of language and of how languages function.

Nowadays, there are many people who speak with others using more than one language. It is because they come from different regions or even countries. For instance, in Indonesia, people sometimes use local and national language or Bahasa and English. People who use two languages are called as bilingualism. Trask (1999: 30) explained that bilingualism is the ability to speak two languages.

In communication, the using of a symbol is sometimes done to convey their intention. It is called that they use code. Wardhaugh states that code can be used to refer to any kind of system that two or more people employ for communication (2002: 87). As explained before, sometimes people use local language and switch their language into Indonesia in their daily conversation but they do not realize it.
According to Trask (1999:36) code-switching is changing back and forth between two language varieties, especially in a single conversation.

A number of studies have been conducted concerning code switching. Sriwindiati (2006) conducted “Code Switching Demonstrated by the Employees of Kusuma Agro Tourism Batu Malang”. She found code switching that was demonstrated by the employees and individual factors of using it. First, code switching that was demonstrated was classified into three: Indonesian-Javanese code switching; Javanese-English code switching; Indonesian-English code switching. Second, the individual factors of code switching were education of the employees; the background of the employees; the individual preference of the employees; quoting somebody else; changing the topic of discussion. Another study “Code Switching Employed by the Psycholinguistics Lecturer in Teaching at English Department University of Muhammadiyah Malang” was conducted by Hidayati (2006). She found some kinds of code switching and the reasons of using it. First, the kinds of code switching were: based on the topic changing (situational and metaphorical code switching); based on the scope of setting (intra-sentential and inter-sentential code switching); based on permanent code switching (permanent and temporary code switching) and based on language used (intern and extern code switching). Second, the reasons why the psycholinguistics lecturer switched codes in her teaching were: to make clear in explaining the difficult concepts or terms and to make the situation more enjoyable in class; it was the content course subject; code switching was not always used to describe the material only; and to make the class become more flexible.
This study also deals with the same topic that is about code switching. However, in two previous researches, the first research was done to know code switching used by the employees of Kusuma Agro Tourism Batu Malang and the second research was done to know code switching used by psycholinguistics lecturer. Different with this research, it is done to know the using of Indonesia and English which are often interchangeably by a presenter of “Gaul Bareng Bule” entertainment program on Trans TV. It is categorized as entertainment because it is an interesting program. This program becomes a favorite program not only for teenagers but also adult because it gives a lot of information especially about the cultures from some countries. In this program, presenter will visit foreigners’ house that come from different countries and will learn about many things such as cooking their famous food and learning their culture. This program broadcasted on Saturday at 04.00-04.30 p.m. The time duration of this program is half hour including commercial break. As bilingualism, the presenter of this program, Cinta Laura, often used code switching during presenting her program. Here, the writer focuses to analyze code switching used by the presenter of “Gaul Bareng Bule” entertainment program on Trans TV.

1.2 Statement of the Problems

Based on the background of the study, the research problems are formulated as follows:

1. What kinds of code switching are used by the presenter of “Gaul Bareng Bule” entertainment program on Trans TV?
2. What is the most dominant kind of code switching used by the presenter of “Gaul Bareng Bule” entertainment program on Trans TV?

1.3 Purposes of the Study

Based on the problems mentioned above, the purposes of the research are, as follows:

1. To find the kinds of code switching are used by the presenter of “Gaul Bareng Bule” entertainment program on Trans TV.

2. To find the most dominant kind of code switching used by the presenter of “Gaul Bareng Bule” entertainment program on Trans TV.

1.4 Significance of the Study

The result of this study has both theoretical and practical values. Theoretically, it is expected to add and enlarge the variation of sociolinguistics research in education. It gives an example of the kinds of code switching occurring in conversation used in specific community too. Furthermore, it develops the analysis theory of code switching in sociolinguistics research. Practically, this study will be useful for the English students who are interested in analyzing sociolinguistics, especially related to code switching and stimulate other researchers to conduct further research from other points of view.
1.5 Scope and Limitation

The scope of this study is code switching used by presenter of “Gaul Bareng Bule” entertainment program on Trans TV, her name is Cinta Laura. Meanwhile, the limitation of this study is the language that is used, between Bahasa and English, English and Bahasa.

1.6 Definition of Key Terms

The key terms that need to be clarified are the following:

- **Code Switching** is changing back and forth between two language varieties, especially in a single conversation (Trask, 1999:36)

- **Presenter** is a person who brings an(other) person(s) into presence of, an introduce formally to another or others. (Neuvelt and Geuralnik in Novantri, 2005:3)

- **Gaul Bareng Bule** is an entertainment program on Trans TV that visits foreigners’ house to learn their culture, to cook their famous food in their country, to know the way to eat in their country, etc.

- **Trans TV** is one of private television stations in Indonesia which broadcasts information such as news, sport, songs, quiz, infotainment, reality show, fashion, etc.