CHAPTER I
INTRODUCTION

In this chapter, the researcher illustrates background of the study, statements of the problem, purpose of the study, significances of the study, scope and limitation and definitions of key terms. Each portion of those interludes is presented as follows.

1.1 Background of the Study

Language becomes an important aspect of life as it relates between person to person, person to group, or group to group in the world. Language is used as communication tool two or more people, the system of communication they employ is called code (Wardaugh, 2002). People utilize language as communication tool in everywhere and every time, such in daily activities, workplace, school, home and etc. Even each region, ethnic, nation and moreover country has different language and way to communicate their speech, it does not only restrict people to communicate across region, ethnic, nation and country, but also gives cognition through various mixed code.

Nowadays, English is very necessary to be learned by people in the world, because it becomes the first and primary international language in the world (Yule, 2006). In this global communication era, people should deserve themselves to have English proficiency as English is frequently absorbed into Indonesian language as well as all languages in the world. For instance, to operate computer, smartphone and gadget, English proficiency is needed moreover when the user’s
national language is not available in the tools. Therefore, English language may give small or even big influence to the used national language in daily conversation or official conversation, and informal situation or formal situation especially in Indonesia.

Indonesia, as the researcher’s country, is a multilingual nation where the residents have more than one language to be used, it may include mother language as the first language, Indonesian language as the second language and English or another language as the third language (Yule, 2006). A linguistic phenomenon of combining, switching, or mixing two or more languages usually occur within a bilingual or multilingual setting where speakers share more than one language in the communication each other.

Similarly, various regions create different local languages among residents in some other countries. Sometimes, it is a matter to get understood when people communicate with other person who is from different language (Fromkin et al., 2011). For example, Indonesia, as a country with various tribes, has hundreds of local languages (vernacular) as their first languages used in daily conversation. Indonesian language, as the second language becomes a solution to give right understanding among people from different regions in a country. However, as everything becomes more sophisticated, English has become a language that influences many people in Indonesia in their daily communication. Therefore, Indonesian people are not only monolingual, but bilingual or even multilingual.

Speaking about bilingual and multilingual, it must deal with sociolinguistics. Sociolinguistics consider language firstly as social system as well
as communication system, and it is a part of a particular society and culture (Suwito, 1983). Sociolinguists discuss about language in social cultural context, especially how people speak with different social identities (gender, age, race, ethnic and class) and how their speech changes in different situation (Holmes, 2008).

For instance, people who usually use two or more languages tend to mix the languages. This mixing languages in a speech or discourse is called as code-mixing. Wardaugh (2002) states that code-switching is also code-mixing. If it occurs between sentences, it is called as intersentential; and if it occurs within a single sentence, it is called as intrasentential. Whereas Muysken (2000) states that code mixing refers to cases where lexical items and grammatical features from two languages appear in one sentence. According to Nababan (1993), code mixing happens when someone mixes the codes in a discourse in a situation which demands code mixing. Code mixing frequently occurs in any situation, such as in formal and informal, relax and official, etc. Furthermore, utilizing of code mixing is frequently found in daily life, such as in home, class, office, school, printed media, online media and even electronic media, such as television and radio.

Radio is an electronic media which utilizes audio as communication tool and spreads information to the audiencies (Bari, 1995). This media relies on the broadcaster’s speech, conversation, monolog and etc that must be interesting, attracting, entertaining and not boring for the audience or listeners. Therefore, a radio broadcaster must have special style that are always used and moreover become a characteristic of a radio program and radio station.
Basically, a radio program does not only contain the broadcaster’s speech and conversation, but it also contains music, advertisement, etc. Broadcasting proficiency is needed to counterbalance the program between broadcaster’s speech and the other contents to avoid bore feeling. However, code mixing is frequently used by some broadcasters to make what they speak attractive, interesting and not boring. Audiences and listeners will definitely feel bored and saturated when the Radio broadcasters utilize only one language.

Besides making the speech or conversation more interesting and attracting, code mixing also gives more understandable cognition than stating in one language. It is because in introducing new culture and product, using other language is often more familiar and understandable than its name in one language. For instance, “Tempat makan yang kemarin kita kunjungi itu tempatnya cozy dan worthed banget”. From this sentence, the word ‘cozy dan worthed’ is from English, in which it means the place is comfortable and suitable for family to young people. The word ‘cozy and worthed’ is more familiar and popular than its term in Indonesian.

The study of code mixing has been conducted by several researchers. It is important to know the study from another researcher about code mixing conducted by Wibawati (2015), Aqiidah (2011) and Pranolo (2008). According Wibawati (2015) in the research of ‘An Analysis Code Mixing Used by The Students of UMM to Update Status on Twitter’, this study showed that it was generated the total number of code mixing were fifteen. There were five types of code mixing used by followers, namely insertion pattern, congruent lexicalization, situational and conversational.
The other researcher done by Aqiidah (2014) in the research of “An Analysis of Code Mixing in “Colors” Program Used by Madani FM Broadcaster in Bojonegoro” states that the broadcasters often uttered Indonesia-English code mixing when they are on air. As result, this study showed that the broadcaster used code mixing in word and code mixing in phrase but little bit of code mixing in sentence while they were broadcasting and they used spontaneously during the “Colors” program.

The next researchers Pranolo (2008) conducted a research about “An Analysis of Code Mixing Used in “Empat Mata” Program on Trans 7 TV”. The purpose of this study to identify kinds of code mixing used by the presenter and artists and to know the factors that are influencing based on Hymes’s theory. As result, this study showed that presenter an artist on Empat Mata situational code mixing in four episodes and 8 utterances related to the conversational code mixing. The presenter mixed his conversation with the artists using conversational code mixing to emphasize the information or message present to audience program.

From the previous researchers above, the researcher is decides to conduct research in Elfara radio. Elfara radio is a radio channel which located in Malang. This radio channel has many listeners. It can be proved since some advertisements that support the programs of the radio. One of program that has many listeners is Hitzteria Program. Hitzteria Program is Music Program in Elfara FM starts on Monday until Friday at 10 a.m – 12 a.m. According to its official site in radioelfara.com/about-us/, this radio’s listeners range from 15 to 25 years old as primary target and from 25 to 35 years old as secondary target; and consist of
50% student, 30% University student, 15% employee and 5% other. Besides presenting music as the product of the radio, Hitzteria Program also has some broadcasters who are able to attract the listeners that most of them are young people.

Based on description, the researcher is interested in investigating the phenomenon on Elfara Hitzteria Program Radio. The broadcasters tend to mix the element of more languages. They insert English words, phrases or even sentences in Bahasa Indonesia when they broadcast programs. In this case, this research aims to investigate code mixing that frequently used by some broadcasters to make what they speak more attractive, interesting and not boring for the audiences and listeners, because they will definitely feel bored and saturated when the Radio broadcasters utilize only one language. To sum up, the researcher will analyze the types of code mixing are used by Elfara Hitzteria Program Broadcaster and the reasons of code mixing usage.

1.2 Research Questions

Based on the background mentioned above, the study is expected to find the answer of these following questions:

1. What are the types of code mixing used by Elfara Hitzteria Program Broadcaster?

2. What are the reasons of Elfara Hitzteria Program Broadcaster in mixing the codes?
1.3 Purposes of the Study

Based on the research questions mentioned above, the purposes of the study are:

1. To analyze the types of code mixing are used by Elfara Hitzteria Program Broadcaster.

2. To analyze the reasons of Elfara Hitzteria Program Broadcaster in mixing the codes.

1.4 Significances of the Study

The result of the study is expected to give some benefits. For the teacher, the study will add more information about code mixing phenomenon on radio broadcasting in the Sociolinguistic study. For the student, the result of this study is expected to give worthy contribution on code mixing usage in single speech or conversation on radio broadcasting, in order to make the speech or conversation more interesting and attracting.

1.5 Scope and Limitation of the Study

This study will only focus on how Elfara Hitzteria Program broadcasters use code mixing in broadcasting, and what is the reason to use code mixing. The study is limited only to analyze code mixing phenomenon in 5 broadcasting episode.
1.6 Definition of the Key Terms

This sub-chapter contains the main terms as well as the definition that are frequently used in this study:

a. Sociolinguistics: the study of the relationship between language and society (social context), and how language is used in multilingual speech communities (Holmes, 2008)

b. Code: is a system that is used by people to interact and communicate with each other. When people want to talk each other, they have to choose a particular code to express their idea and feeling.

c. Code Mixing: some cases where lexical items and grammatical features from two languages appear in one sentence (Nababan, 1993).

d. Elfara: A radio channel which is located in Malang. This radio’s listeners from 15 to 25 years old as primary target and 25 to 35 years old as secondary target.

e. Radio: is an electronic media which is used as communication tool and information distributor. Radio is also used as entertaining tool that provides information, music, news, advertisement, etc.

f. Hitzteria Program: Music Program in Elfara FM starts on Monday until Friday at 10 a.m – 12 a.m.

g. Broadcaster: a person who is sharing more information that is assured of accuracy by using the radio in order to be known to the listener (Bari, 1995).