CHAPTER I
INTRODUCTION

This chapter essential parts of this research. It covers background of the study, statement of problems, purpose of the study, scope and limitation, significance of the study, and definition of key terms. Accordingly, each part is described in the following parts:

1.1 Background of the Study

According to Wardaugh (2008), in communication, language is used to express what people want, need, and feel. Wardaugh further explains that language allows people to say things to each other and express their needs. Thus, when people express their emotions and their thoughts they use language as a medium to express it.

Language cannot be separated form people’s life and it plays an integral relationship with the society. Sociolinguistics, as a branch of linguistics, emerges to study more about the integral relationship between language and society. Chaika (2010) states that sociolinguistics is a study of the ways people use the language in social interaction.

According to Fasold (2007), there are three possibilities in language choice. The first possibility is to choose between two or more languages; this involves code switching. The second is code mixing where pieces of language are used while a speaker is using another language. The last is variation within the same language. It can be in the form of dialect, style, register and accent.
Code switching and code mixing are most important features and well-studied speech processes in multilingual society. Code mixing is also called intra-sentential code switching or intra-sentential code alternation occurs when a speaker uses two or more languages below clause level within one social situation.

Kachru (as cited in Suwito, 2010) who defines code mixing as the use of two languages or more by putting elements of one language into another language consistently. Muysken (2000) defines three types of code mixing; they are insertion, alternation, and congruent lexicalization.

Language choice in television program is interesting to be analyzed. As the time goes by, the developments of language influence people to use two or more languages, including broadcasting. Indonesian broadcasters (e.g., presenter, news anchors, and etc) often use foreign words, particularly English as their way of speaking in presenting the program because mixing two or more languages in speaking is common practice.

Related to all explanation, the researcher was interested in investigating the language choice phenomena, particularly code mixing. The researcher chose one of the Indonesia television programs for youths namely Black in News as the object of the research. This program is interesting to be analyzed because even though this program is Indonesian television program, but it contains two languages (Bahasa Indonesia and English) in presenting the contents. The presenters of Black in News are required to be fluent both in English and Bahasa Indonesia. There are four presenters of Black in News. As the presenters come from different backgrounds, it influences different
way of speaking. However, the researcher only took a presenter as the subject of the analysis.

Code mixing phenomena is practiced by research subject, the presenter of *Black Spot* segment of *Black in News program* on ANTV. This research observes the competency of research object in using two languages (*Bahasa Indonesia* and English) in presenting the program *Black in News*.

Example found in black spot segment:

Nah ini dia yang ada di depan gue. Satu *plate* isinya udah macem-macem, ada *chicken*, ada *ribs* da nada juga *oxtongue*.

The example is considered as insertion. It can be seen that the presenter mixed English and *Bahasa Indonesia* in reviewing a menu. She inserted some English words (*plate*, *ribs*, and *oxtongue*) within Indonesian sentence.

One of the favorite Indonesian television programs is *Black in News* on ANTV, a local major network in Indonesia. *Black in News* is a lifestyle TV magazine program which uses *Bahasa Indonesia* and English language during the program. This program has been aired since 2008 on every Sunday at 11 p.m. on ANTV. Within 30 minutes duration, *Black in News* indulges their viewers by giving them complete information in six segments; they are *Black Spot*, *Black Coustic*, *Black Thriller*, *Black Style*, *Black Profile*, and *Black Menthol*. This research solely focused on *Black Spot* segment as the object of the research and concentration on code mixing applied by research subject.

Based on the phenomena above, the study was conducted to identify the types of code mixing, how the presenter applies each code mixing in *Black
Spot segment. Another interesting thing about this program is that even though this program is bilingual program and is targeted for upper class people, this program can be watched by Indonesians from all levels. Hence, people from different classes are able to learn new language and get more information through this program.

1.2 Statements of Problem

Dealing with background of the study above, statement of problems are formulated as follows:

1. What are the types of code mixing applied by the presenter of Black Spot segment of Black in News program on ANTV?

2. How is code mixing applied by the presenter in the Black Spot segment of Black in News ANTV?

1.3 Purpose of the Study

In accordance with statement of problems previously, the researcher formulates the purpose of the study as follows:

1. To describe the types of code mixing applied by the presenter of Black Spot segment of Black in News program on ANTV.

2. To describe how the presenter applies code mixing in the Black Spot segment of Black in News on ANTV?

1.4 Scope and Limitation

In order to limit this research and avoid deviation on the analysis, some boundaries will be made by the researcher. Since there are many kinds of topics in Sociolinguistics, the researcher particularly chooses code mixing applied by the presenter of Black Spot segment of Black in News program on
ANTV. Therefore, code mixing phenomena found in another segment of Black in News is not used.

1.5 **Significance of the Study**

Below are the significant of this study:

1. **English Department Students**

   This research hopefully provide deeper understanding about variation of language, especially in code mixing.

2. **Further researchers**

   This research will be beneficial to other researchers who will conduct a research of the related field of this study.

3. **The public will know how TV program is able to facilitate and inform more people and scholars regarding language variation.**

1.6 **Definition of Key Terms**

To avoid ambiguity and misinterpretation of this research, the researcher defines key terms specifically in the following definitions:

1. **Code Mixing**

   Code mixing is all cases where lexical items and grammatical features from two languages appear in one sentence (Muysken, 2000)

2. **Black Spot Segment**

   This is the first segment on Black in News which presents about interesting and cool places to hang out, mostly restaurants. The presenter will provide reviews about the restaurants, not only the
foods, and beverages but also something unique from the place that can be a reference to visit.

3. Black in News

Black in News is a weekly television program in Indonesia sponsored by Djarum Black, one of variant cigarette products by Djarum. This program presents Djarum Black communities and contains lots of information about new cool spots or interesting places to hang out, urban people’s fashion style, music, upcoming movies, and other popular products.