CHAPTER II
THEORETICAL REVIEW

This chapter elucidates theoretical frameworks that deal with the research. It provides some proper theories, namely: sociolinguistics, code, language variation, bilingualism, code mixing, language choice, and Black in News. Therefore, those are elaborated in the following descriptions:

2.1 Code Mixing

In many situations, a speaker may mix or switch from one code to another code intentionally or unintentionally for many different reasons. Code switching and code mixing are most important features and well-studied speech processes in multilingual society. Mixing languages is common in daily conversation, television, and etc.

Muysken (2000) states that code mixing is all cases where lexical items and grammatical features from two languages appear in one sentence. Code mixing (also known as intra-sentential code switching) is the switching of one language to another within the same utterance or sentence. Wenretich (as cited in Muysken, 2000) defines that intra-sentential code mixing was a sign of lack of bilingual proficiency and interference. According to Holmes (2007), code mixing implies the speaker’s incompetence. According to Kachru (as cited in Suwito, 1997), code mixing is the use of two languages or more by putting elements of one language into another language consistently. Another definition provided by Bokamba (2006) who defines that code mixing as the embedding of various linguistics units such as affixes, (bound morpheme), words (unbound morpheme), phrases and clauses from a cooperative activity where the participants, in order to infer what is intended, must reconcile what they hear with what they understand.

Muysken (2000) divides three types of code mixing; they are insertion, alternation, and congruent lexicalization. First, insertion of material (lexical items or entire constituents) from one language into a structure from the other language, insertion occurs when lexical items of one language are
incorporated into another. Second, alternation between structures from languages, alternation occurs when structures of two languages are alternated indistinctively both at the grammatical and lexical level. And the last, congruent lexicalization refers to the situation where two languages shared grammatical structures which can be filled lexically with elements from other languages. The notion of congruent lexicalization underlies the study of style shifting and dialect/standard variation.

2.2 Code

People usually select particular code in communicating and they may also decide to switch from one code to another code. They may choose a particular code or variety of codes because it makes them easier to discuss a particular topic, regardless where they are speaking.

A code is a system that is used by people to communicate each other. Kridalaksana (2008) categorizes code into three; they are 1) symbol or system expression used for describing a certain meaning, human language is a sort of code 2) language system in a society, and 3) certain variation in a language. Trudgill (2004) state that code as a neutral term used for referring to any kind of language (a dialect, accent, socialect, style, and register) that a linguist happens to want to discuss as a separate entity for some particular purposes. Another definition by Wardaugh (2008), he states that a code can be defined as a system used for communication between two or more speakers used on any occasion. Thus, a code refers to a language or a variety of language. Language becomes the most important tool not only for communication but also for expressing people’s emotion and delivering their thoughts and ideas.

2.3 Language Variation

Holmes (2001, p.4) mentions that sociolinguistics is also interested in different types of linguistic variation used for expressing and reflecting social factors. Vocabulary or diction is one area of linguistic variation. Sociolinguistics studies the variations of language use in the society. People may use different pronunciation, vocabulary, grammar, or styles of a
language for different purpose. Trudgill (2002) argues that a variety refers to any kind of language, dialect, accent, sociolect, style, and register. Some variations are geographically-tied. The variations occur in the same language.

1. Dialect

Dialect is a variety of language which differs grammatically, phonologically and lexically from other varieties, and which is associated with a particular geographical area and/or a particular social class or status group (Trudgill, 2002). Moreover, he also states that the term dialect does not only refer to standard language but also non-standard language.

2. Accent

Trudgill (2002) remains that accent is the way people pronounce some words when they speak. In addition, he states that accent refers to the way in which a speaker pronounces. Accent is the language variation in terms of pronunciation. Certain groups of people may have different accent. The pronunciation difference can be in the location of the stress or in the pronunciation of the phoneme. The definition above emphasizes the aspect of pronunciation that identify the way of a speaker speaks.

3. Style

Trudgill (2002) defines that style as a variety of language is associated with social context and differentiated from others in terms of formality. Yule (1996) also states that style influenced by the
situation of use. It can be ranged from the very formal to the very informal. Thus, it can be concluded that style is a variety if language in terms of its formality.

4. Register

Yule (1996) argues that register is variation according to use in specific situation. Furthermore, Holmes (2008) indicates that register is associated with particular group of people of specification of use. It can be pointed out that register is a variety of language that is related to specific situation of speaking based on its usage and its function.

2.4 Bilingualism

Bilingualism refers to the ability of people to speak language(s) other than their mother tongue. According to Chaika (2002), the term bilingualism itself is the study of those who speak two or more languages, when and where they speak each and the effect of one language to another. Haugen in Romain (2003) defines that bilingualism as knowledge of two languages. It can be concluded that bilingualism is the capability of an individual to speak two languages (or more) intelligibly. The ability to speak two languages or more makes someone easily communicate with the natives of both languages. In some extent, bilingualism enables somebody to switch between languages easily.

2.5 Sociolinguistics
Sociolinguistics, as a branch of linguistics emerges to study more about the integral relationship between language and society. The term “sociolinguistics” comes from the word “socio” and “linguistics”. Socio means society, while linguistics means systematic study of various aspects of language.

That is be defined by much linguistics. Holmes (2001) defines sociolinguistics as the study of the relationship between language and society. She adds that sociolinguistics is a branch of study explaining how people speak differently in different social contexts, and they concern with identifying the social functions of language and the ways it is used to convey social meaning. Another definition is also stated by Hudson (2002) who defines sociolinguistics as the study of language in relation to society, implying (intentionally) that sociolinguistics is a part of the study of language. It can be said that sociolinguistics is the study of the relationship between language and society; it focuses on how language is used by the individual speaker and groups of speakers in its social contexts.

Sociolinguistics covers two main areas, namely: micro sociolinguistics and macro sociolinguistics as proposed by Trudgill (2004). Micro sociolinguistics is a term used in covering the study of face to face interaction, discourse analysis, conversational analysis, and other areas of sociolinguistics involving the study of relatively small group of speakers. It concerns with study of language in specific speech community in the scope of discussion. Macro linguistics refers to sociolinguistics areas involving the study of relatively large groups of speakers. It covers the study of language
of language history and development in the scope of society in general. In this research, the researcher takes micro sociolinguistics as the frame of study because the focus of this research is the code mixing applied by the research subject as the presenter of *Black Spot* segment of *Black in News* on ANTV.

### 2.6 Black in News

One of the favorite programs is Black in News on ANTV. 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 today.

Black in News has been running for eight years until today and airing for 30 minutes on every Sunday at 23:00 on ANTV, a local major television network in Indonesia. It is a television magazine concept, in another word, it is a basically television concept program with the similar segments and contents that we normally see on magazine. This program can also be seen on magazine. Black in News has reached up to 48,400 followers on twitter and 10,162 likes on Facebook. It reflects that Black in News is one of youth favorite programs in Indonesia.

Since this program is an Indonesian program and can be watched by all the Indonesians, therefore Bahasa Indonesia is more dominant during the program. English is often used for some expressions and some common words or sentences are usually used by the urban people who have the tendency to mix Bahasa Indonesia and English in speaking. Black in News
also uses English for their tagline “You’ve always Updated by by Black in News and You’ve just been Updated by Black in News”!

Black in News delivers their cool and attractive program into four to five segments in an episode. To elaborate more the show, here are the segments of Black In News:

a. Black Spot

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 a reference to visit.

b. Black Coustic

Black Coustic covers live acoustic of a band and then interviews them.

c. Black Trailer

Black trailer gives information about the upcoming movies and shows its trailer.

d. Black Profile

Black profile covers celebrities and inspiring people’s profile, such as actor, director, photographer, music maker, singer, and so on.

e. Black Style

Black style is a segment that covers youth fashion style. They will ask some random youth about what they are wearing at the moment.

f. Black 60seconds
This segment displays fire and rapid questions between two people in 60 seconds.

g. Black Apps

Black apps segment explains about gadget technology, like various application on smartphone.

h. Black Engine

This segment accommodates Djarum automotive events and also provides information about the latest trends about automotive such as engine, cars/motors community, car audio, car interior, and so forth.

i. Black Box

The idea of this segment is taken from the airplane black box which records all communications and incidents during the flights. This segment compiles all the events held by Djarum such as Black Community and other events by the clients that are appropriate with Black in News concepts.