

CHAPTER 1

INTRODUCTION

In this chapter, present about research context, research focus, research objectives, significant of study, scope and limitation, and definition of key terms.

A. Research Context

The phenomenon of language variation occurs in a community which have many kinds of languages, or in the other words in a bilingual society. The phenomenon of bilingualism can be found in every single place where people live. Those are, in the family, at the school, at the talk show program and the other places.

Sociolinguistics is concerned within investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages functioning communication.¹The equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language, for example, how certain linguistic features serve to characterize particular social arrangements. It is therefore a very broad stylistic variation, conversational interaction, multilingualism, language change, and much more. Sociolinguistics is an area of study that concerns itself with the ways in which human beings actually use language in social interaction in their everyday lives. It is therefore no surprise that it turns out to be of concern for workers in a wide range of fields. Applied

¹Ronald Wardhaugh, *An Introduction to Sociolinguistics*, 5th ed, Blackwell Textbooks in Linguistics 4 (Malden, Mass., USA: Blackwell Pub, 2006),P.13.

Sociolinguistics should be of interest to sociolinguists, language teachers, social psychologists, educationists, media specialists, lawyers, and just about anybody else who speaks a language.

When two or more people communicate with each other in speech, we can call the system of communication that they employ a code. In most cases that code will be something we may also want to call a language. We should also note that two speakers who are bilingual, that is, who have access to two codes, and who for one reason or another shift back and forth between the two languages as they converse by code-switching.

Indonesia is one example of many countries where people speak more than one languages. Indonesia has hundreds of languages, because each city or each tribe in Indonesia has their own language. Besides, there are also many foreign languages such as English, Mandarin, and Arabic learned by people in Indonesia. Therefore, Indonesian people have mastered those languages, It's very kind of communication in where opinion and feeling someone are signed to be able deliver meaning to other people.² He admits that language must be in oral communication, its function to talk and make hearer understand what the speaker means, So it can Conclude that language is any particular arbitrary system of human communication in the form of sound to deliver information in people's interaction.

People speak based on where they come from and their environment. When the people make conversation, they use language that they have, generally people often use more than one language. And the people who knows more than one language are called bilingual or multilingual. In the bilingual and multilingual societies people certain codes.

²Adul Chair Leonie Agustina, *Sosiolinguistikperkenalanawal* (Jakarta: PT RinekaCipta, 2010),P.14.

They use codes because they want to communicate with other people and make communication carefully. In most multilingual settings, there are no strict or explicit guidelines for what language to speak. People must select a particular code whenever they choose to speak, and they may also decide to switch from that code to another or to mix codes even within sometimes very short utterances. Take, for instance.³

Since people know well about some languages, it is possible for them to put other languages into their conversations. People use more than one language in a conversation or in sentences usually caused by the speaker's different language or social background, so they switch the language to get more understanding of the conversation itself. The phenomenon of alternating two languages in the same discourse is commonly called as code switching. Code switching is a popular phenomenon in our life. Code-switching can occur in conversation between speakers' turns or within a single speaker's turn. In the latter case it can occur between sentences (inter-sententially) or within a single sentence (intra-sententially)⁴. They mean that code switching is a means of communication which involves a speaker alternating between one language and another in communicative events such as using by Sarah Sechan in the talk show. Code-switching performs various functions in its naturally occurring context. Many varieties of language are used by various nations and ethnicities in this world. For example, Indonesia has hundreds of different languages. Therefore, Indonesian people may switch code to fulfill the demand of the situation or to create a suitable situation.

Situational code-switching occurs when the languages used change according to the situations in which the speakers find themselves: they speak one language in one

³Wardhaugh, *An Introduction to Sociolinguistics*, P.96.

⁴Wardhaugh, *An Introduction to Sociolinguistics*, P.97.

situation and another in a different one. What we observe is that one variety is used in a certain set of situations and another in an entirely different set.⁵ The languages used change according to the situations in which the speakers find themselves, People sometimes switch code within a domain or social situation, when there is obvious change in the situation, such as the arrival of new person, they speak one language in one situation and another in a different one. What we observe While code switching is caused by every people in a society has certain character in every situation where every character has certain norms.

English is one of the foreign languages in Indonesia. English has been taught in every schools and University in Indonesia. The student have been prepared for the globalization era. In the globalization era, people should master English as an international language. This brings good impact for Indonesian people.

Nowadays, understand the English conversation although they rarely useit for communication.Based on the pre-observation which has been done by the researcher,the phenomenon of code switching also exists in education. The phenomenon occurs when Sarah Sechan said in the talk show. The talk show Sarah Sechan is one of the unique and exciting televation program to watch, in the talk show Sarah Sechan try to feature the unique, interesting, informative and entertaining interest to audiences. The program Sarah Sechan shows signals that involves communication and The language applied during the speaking in the talk show. As the presenter she is not the English native speaker, Sarah Sechan often Switch one language to other to make the conversation more interesting and make aundiences fells good in the show, and she has a unique of way and funny to entertain the audiences by the word that she often said “Kece” and comical guestures to

⁵Wardhaugh, *An Introduction to Sociolinguistics*,P.98.

make spirit to the audiences. One of the commentator in you tube said “Omg I’m hooked on this talkshow, Sarah Sechan has a great personality and lense of humour. So funny and lively.⁶ Sarah Sechan is host that funny and good Quality.⁷ In addition, the native speaker often face the difficulty in understanding what the Sarah Sechan said. Sometimes Sarah Sechan Switch her language with the people from others beckround, for the example ; When she said to Jorge Lorenzo “Jorge Lorenzo Sukanya cewek sepertiapa?”....Jorge lorenzo What like kind of girl,⁸it’s called by code swithching, as explained by Abdul chair, when the speaker talk with native speaker or other backround it’s called code switching.⁹Code switching happens in daily language such as in entertainment,business, politics, education, and also in daily conversation. This research ocuses only on the use of code switching in intertainment or talkshow.

The following examples of code switching used by Sarah sechan in the Talk show bellow will make the above phenomenon easy to understand.

First example Sarah Sechan with Jorge Lorenzo:

When Sarah Sechan said to the audience “*Eggak pernah kejadiankan? Dimana pembawa acara Meles Ngantuk.Udahiklan, you can do what ever you want.* Then she sleeps, in her dream she meets Lorenzo.

Lorenzo : Amin,Cendol.

Amin as the Seller : Iya

Lorenzo :It’s special drinking

Sarah Sechan : Wait... wait a moment... Lorenzo, Right?

⁶Ayu Bunn in Sarah Sarah’s Talk Show at 18thMay 2015

⁷ZuhriaHusnain Sarah Sarah’s Talk Show at 18th May 2015

⁸“Sarah Sechan - Jorge Lorenzo Dimimpiin Sarah Sechan - YouTube,” accessed June 6, 2019, <https://www.youtube.com/watch?v=rbFdOk73ROY>.

⁹Abdul Chaer, *Sosiolinguistikperkenalan awal*,P.109.

Lorenzo : yes.
Sarah sechan : Hallo.
Lorenzo : Hallo. Nice to meet you
Sarah sechan : Nice to meet you too.

Then Sarah Sechan said to pakamin

Sarah Sechan : Pak amin duduk aja.
Sarah Sechan : Do you like this?
Lorenzo : I will try it.

When Sarah Sechan want to ask about girl to Jorge Lorenzo “*Jorge Lorenzo
Sukanya cewek sepertiapa?*”*Jorge lorenzo What like kind of girl?*

The second example Sarah Sechan with Nick and Jeremy¹⁰:

Sarah Sechan :Nick and Jeremy Apa kabar?
Nick and jeremy :Baik.
Sarah sechan :Mengajar Bahasa Inggris iya dari masing-masing?
Jeremy :Iya masih Mengajar

Sarah Sechan : Did you get any good reaction from your student
when they see you in the first time like “You are like Movie Star”

Nick :Iya kadang-kadang.

Jeremy :Saya Rasa saya di kontrak Mengajar dan selfie juga.

¹⁰Nick Dan Jeremy Mengajar Bahasa Inggris Di Pelosok Indonesia, accessed November 9, 2019,
<https://www.youtube.com/watch?v=WE5MEIZJ7F0>.

Sarah Sechan :Pasti rame sekali iya, but tell us you have been nine month,
How has been so far?

Jeremy : Has been good, has been difficult but the student really want to
learn, so; I am spirit to teach them.

The example above showed how the Sarah Sechan here wanted to get more explanation or opinion from Lorenzo, during the Talk show. In this case, the Sarah Sechan switched from English to Indonesian language. From the example above, the Sarah Sechan switch has a purpose to ask the Lorenzo about girl that he likes. The Sarah Sechan wants Lorenzo to get the utterance of question clearly, that is why the Sarah Sechan switch the language.

Related to the situation mentioned above, this research tries to investigate about the phenomenon of code switching during Sarah Sechan interaction in the Talk show on NET TV. The reason why researcher choose this topic is that the researcher interested to find out the code switching used by Sarah Sechan and what the reason she used it in the Talk show on NET TV. By conducting this research, it is hoped that the research will become a consideration for the Sarah Sechan in deciding what language should be used in the Talk show. The researcher will be focus on the types of code switching and the reason for using code switching or the functions of code switching. By these reasons the researcher is interested in the research with the title “The Use of Indonesia-English Codes Switching Found in Talk Show “ Sarah Sechan” NET. TV Program”

B. Research Focus

Focus is something that can be researched¹¹. The researcher targets what is expected of the research focus. It is clear that the research focus is a review of the research objectives and usually the problem studied in the form of questions.

Based on the research problem which has described. The researcher states the problem of study into some question, there are two problems that research consider crucial and to be answered and investigated in this present, so; This research focus on :

1. What kind of Code Switching found in Talk show Sarah Sechan in NET TV programs?
2. What are the possible reasons for the use of the code-switching found in Talk show Sarah Sechan in NET TV programs?

C. Research Objective

Research objective means the purpose or goal that the researcher would like to attain after conducting research problem. Based on the problem stated above, the Research objective of the research is going to solve the problem. Therefore this section includes about what targets to be achieved in the study. Its content is closely related to the research problem that has been formulated.

According to John W. Creswell, also state that research objectives is a statement of intent used in quantitative research that specifies a goal that the investigator plans to achieve the study.¹² Based on the research focus above, this research has purpose :

1. To find out the kinds of Code Switching found in Talk show Sarah Sechan in NET TV programs.

¹¹ *Pedoman penulis karya ilmiah*, Revisi (Pamekasan: STAIN Pamekasan, 2015), P.18.

¹² John W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, 4th ed (Boston: Pearson, 2012), P.111.

2. To know the reasons for using of the code-switching found in Talk show Sarah Sechan in NET TV programs?

D. Significant of Research

Significance of study is continuation of objective of the study, this part explains about the significance of the study, both scientific significance and social significance.¹³So, the researcher hopes will give the benefits and advantages for teaching learning English.

There are two kinds of research significances that is provided in this research. Theoretical significances and Practical significances.

1. Theoretical Significance

The result of study is used for developing knowledge, the researcher hopes can give information that about Sociolinguistic, especially about Indonesia-English Codes Switching.

2. Practical significance

- a. For English Students.

To help the student easily in understanding about Indonesia-English Codes Switching. And also to know the reason and types of Indonesia-English Codes Switching deeply.

- b. For the researcher.

This research will make the researcher have a better knowledge to use and to know lexical meaning of Indonesia-English Codes Switching.

¹³SuharismiArikunto, *Prosedur Penelitian: Suatu Pendekatan Praktik* (Jakarta: RinekaCipta, 2006),P.60.

E. Scope and Limitation

Scope is a limitation to help or make easier to the researcher in conducting the research.¹⁴This section explain about limitation of variable that studied or observed population, subject and location study. In other words scope is used to range the research focus conducted by the researcher.

The scope of this study is focus on the use of code switching, and limitation on Indonesia-English Code Switching found In Talk Show Sarah Sechan in Net TV programs that consist of six speakers are Jorge Lorenzo, Nick and Jeremy, Cinta Laura, Shane Filan, Robert Blake and Capri Everitt.

F. Definiton of Key Terms

1. Code switching is the use of bilingual that switches from one language to another language.
2. Sarah Sechan It's an entertainment show that broadcasted by by NET TV television station and hosted by sarahsechan.
3. Talk Show is program with a relaxed atmosphere to address society's warming issues and make conversation or discuss about topic the that will be leaded by the presenter in simple way.

¹⁴*Pedoman penulisan karya ilmiah, P.12.*