

CHAPTER I

INTRODUCTION

1.1. Basic Consideration

The importance of language in people life is identically known as a tool of communication for sharing information each other. It is needed to express their feelings and thoughts. People certainly need other people in their lives, and they communicate with others by means of language. These understandings are strongly emphasized in Iskandarwassid & Sunendar (2008:45) which point out that language is a communication tool to express thoughts and feelings to everyone. In short, human beings who can communicate are people can use language well and easy to be understood. It is also recommended in Depdiknas (2003:5) that states that language has main role in people's intellectual, social, and emotional developments. It is not only addressed to listener to introduce themselves, their culture, and express ideas and feelings, but it is also important for everybody to develop their analysis and imagination. In such a case, language is communication tool that can be used by everyone to express their thoughts.

Nowadays, language has many changes and variations depending on its influence. There are many languages in the world. The language is a purely human and non-instinctive method of communicating ideas, emotional, and desire, by means of a system of voluntary produced symbols. People communicate because they want to give information about their certain ideas or concept to each person who is aimed at. In the process, to send a certain messages

people need code. The code is used to refer to any kind of system that two or more people employ for communication. (Wardaugh, 1986: 100). Consequently, when people switched or mixed some codes, speaker must master two or more languages or multilingual.

Code mixing is usually used in informal situation. In formal situation, code mixing seldom happens. As being stated in Holmes (1992:35) people sometimes switch code within a domain or social situation. When there is some obvious change in the situation, such as the arrival of a new person, it is easy to explain the switch. It means that the change occurred when two people who do conversation understand a language each other. English, as one of international language, has great influences on other languages including Indonesian. Many people use English expressions in their conversation.

The use of those English expressions, which is called code mixing often found in language used by Indonesian people in their daily conversation. The use of code mixing of Indonesian people often occurs in radio. Radio is as one of mass communication media that is used for conveying information and entertainment. It is also stated in Effendy (1984:44) that radio is a technology of communication that is used for sharing information indirectly. Most people often listen to the radio at the same time during the weeks and enjoy it without giving much attention to how the materials on the broadcast are put together.

It is stated in my experience as broadcaster on Selebes Gorontalo Radio Station. Many things are dealing with code mixing that is often used by broadcasters on radio when broadcasting runs on air. This matter frequently

occurs when broadcasters say hello to listeners, and code mixing is found in all broadcasters on radio including me as a broadcaster in Selebes. In fact, there are seven daily programs that are broadcasted on air in Selebes Gorontalo Radio Station. They are *Gorontalo First Channel*, *Formula Indonesia*, *Table to Table*, *Golden Hits*, *Jurnal Kota*, *Intermezo*, *Kharisma Merah Putih*, *Dinner Time*, and *Nine to Midnight*. When these programs are on air, most broadcasters are aware have used code mixing in spoken types. Code mixing is more much found in Formula Indonesia program than others. It is because other programs are frequently filled music more than Formula Indonesia, so code mixing that is used by broadcaster is only limited. It is compared with Formula Indonesia, broadcasters are very active on air or they speak more than others.

This research focuses on the use of Indonesian – English code mixing in Formula Indonesia of Selebes Gorontalo Radio Station. Formula Indonesia is one of informal program which is broadcasted in Indonesian language. It broadcasts about general useful information. There are two kinds of programs in Selebes Gorontalo Radio station namely formal and informal program. Informal program consists of music and quizzes, the situation of the informal program tends to be relaxed. Formula Indonesia include in informal program. In this program, the listeners, listen to the important things that are informed by broadcaster in radio. The broadcasters are going to inform the useful information that is often found in daily activities. In this research, I am going to concern on five topics of Formula Indonesia about *Karir dan Pekerjaan* on Monday, *Dunia Kesehatan* on Tuesday, *Trend dan Perilaku* on Wednesday, *Ruang Perempuan* on Thursday, and *Akhir*

Pekan on Saturday. Formula Indonesia gives more opportunities to the occurrences of code mixing by the broadcasters.

Nowadays, it is a common phenomenon that people use Indonesian – English code mixing in daily conversation including in radio. The occurrence of this Indonesian – English code mixing may be intended as the marker of the broadcasters. Code mixing often occurs on broadcasting either consciously or unconsciously since the program is designed to be interesting.

Obviously, the code mixing phenomenon employed in Formula Indonesia can be represented in the following example:

... angka ini mengalahkan jumlah kuman yang menempel pada dudukan toilet kantor yang hanya berjumlah 49 per inci persegi. *Incredible numbers!* Sobat selebes! ...

... Gunakan *sanitizer* yang berbahan dasar alcohol *to keep them clean and fresh*. Satu lagi sobat selebes, *wash your hand!* Cuci tangan anda secara teratur. Cuci tangan, cuci tangan, dan cuci tangan. *Also* hindari menyentuh mulut dan hidung anda ...

The broadcaster uses *incredible numbers* (phrase) not jumlah yang mengejutkan, because the broadcaster uses code mixing to show their prestige. The intention is the broadcaster emphasizes to the listeners that there are many unbelievable things had in any places. *To keep them clean and fresh* (clause) not bersihkan dan segarkan, because the broadcaster using the code mixing as social class.

From the description above, it could be concluded that code mixing is not only found into communicative or speaking class, but it could also be found outside like on radio. It is one reason why I tend to choose the object of research on radio. Another reason is as broadcaster on Selebes Gorontalo Radio Station, I

would like to connect between my career and education. It means that what I got in college, it could also be found outside including in a job. Therefore, this research would like to be done in Selebes Gorontalo Radio Station. Why I choose this radio station? It is because this radio station is the longest commercial broadcasting radio in Gorontalo. The broadcasters in this radio station have variation background of education and experience in international events. So, they capable to use code mixing well. This radio has variation program and listener, not only the mature people but also the younger people.

Code mixing is often interesting to study. Therefore, the reseacher is interested to analyze the code mixing phenomenon on the radio by conducting a research entitled **The Occurrence of Code Mixing in *Formula Indonesia Program* of Selebes Gorontalo Radio Station.**

1.2. Problem Statement

From the basic consideration involved, the problem statement is entirely formulated in the following items. They are:

1. What are the types of Indonesian – English code mixing occurred in Formula Indonesia of Selebes Gorontalo Radio Station?
2. What are the reasons of using Indonesian – English code mixing in Formula Indonesia of Selebes Gorontalo Radio Station?

1.3. The Objectives of Research

This research is basically formulated depending on the problem statement. It is formed to be some aims as follows:

1. To classify the types of Indonesian – English code mixing used in Formula Indonesia of Selebes Gorontalo Radio Station
2. To describe the reasons of Indonesian – English code mixing used in Formula Indonesia of Selebes Gorontalo Radio Station

1.4. Scope and Delimitation of Research

In writing this research, I realize that there are some terms limiting the scope during its discussion. They are:

1. This research is focused on code mixing by analyzing code mixing depending on types of code mixing. They are word, phrase, baster, repeating word, synonym or idiom, and clause types.
2. The object of research are the broadcasters in Formula Indonesia program that is divided into five themes of programs on air namely: Karir dan Pekerjaan on Monday, Dunia Kesehatan on Tuesday, Trend dan Perilaku on Wednesday, Ruang Perempuan on Thursday, and Weekend on Saturday.
3. This research is analyzed on three aspects of code mixing occurred where these concepts are cited in Pateda (2001:147). They are psychological, linguistic, and functional aspects.

1.5. The Benefits of Research

This research has more benefits as follows:

1.5.1. Theoretical Benefits

1. This research can be used as an additional source for bilingualism study especially in code mixing discussion
2. The readers are able to know the types of code mixing and the reasons of using code mixing

1.5.2. Practical Benefits

1. For students, this research is expected to be significant as additional reference in conducting a related research
2. For teachers, this research can use as an additional source of code mixing

1.6. The Organization of Research

This research is organized into five chapters such as:

Chapter I consist of: Basic Consideration, Problem Statement, Objective of Research, Scope and Delimitation of Research, the Benefit of Research and the Organization of Research.

Chapter II is Theoretical Review, it consist of: Teory of Sociolinguistic, Bilingualism, Code Mixing, Types of Code Mixing, Factors of Code Mixing, Theory of Mass Communication, Radio and Formula Indonesia Program, and Previous Study.

Chapter III is Metodology of Research. It consist of: Place and Time of Research which divide into Place of Research and Time of Research, Object of Research, Source of Data of Research, Data of Research, Method of Collecting Data of Research which divided into Recording and Interview, and also Technique of Analyzing the Data.

Chapter IV is Data Analysis and Discussion, it consist of: Data Analysis, which divided into The Types of Code Mixing Used on Radio and the Analysis of Interview, Disscucion which divided into The Proccess of Code Mixing, and The Reason of Code Mixing Used. Chapter V is consists of Conclusion and Suggestion.