

ABSTRACT

As the national language, Indonesian is already effective to use in communication among the Indonesians. However, in such environment English also appears. One of the examples is the use of English in FM radio broadcasting. In some cities in Indonesia, English which is a foreign language is used in FM radio broadcasting.

Radio industry itself is a complicated social network. However, central to the network is the audience. In other words, the audience plays an important role in determining the programs coming out of a radio station.

The English language also appears in FM radio broadcasting in Yogyakarta. Such fact is quite interesting since parts of the audience are those people who understand a little English.

Seeing those facts, the writer was interested in discussing the language manifestations of English in FM radio broadcasting, especially in Yogyakarta. This research was intended to be a sociolinguistic research, i.e. the use of a particular language within a society. Thus, the research was done to investigate the use of English within a group of people in the radio industry. The writer carried out the research in order to obtain the description of the language manifestations of English that could be found and to find out the people intended to be the audience or the target audience.

The data were collected from five FM radio stations in Yogyakarta. The techniques of obtaining data used were: the observation, interview, document survey, and literature study.

After analyzing the data, the writer found out that the English language was manifested in: English songs, code-mixed songs, English jingle packages of radios,

English commercials, code-mixed commercials, English jingle of commercial, code-mixed insertive talks, English insertive talks, code-mixed main talks, and English interview.

The research also proved that all the radio stations targeted their programs for people of the middle and up classes. Most of the radio stations focused their programs for urban people of all sexes, particular ages, and particular education.

Talking about English in FM radio broadcasting, we should realize that the language was produced by the native speakers and the Indonesians. English produced by its native speaker can not be argued its correctness. It becomes the exposure to the Indonesians learning English. On the other hand, English produced by the Indonesians is interesting to notice. It reflects the process of acquiring the language: how far people have learned, how the product is, and what kind of influence made by Indonesian upon the language they are learning.