

ABSTRACT

Mahanani, Christina Rina. 2015. *A Study of Code Switching in Radio Announcers' Utterances Used in the "Sunset Drive" Program of Swaragama FM Radio*. Yogyakarta: English Language Education Study Program, Sanata Dharma University.

Indonesia has been influenced by the western culture in multiple aspects. One of the prominent western footprints is Indonesian-English code switching in broadcasting program. One of broadcasting programs, namely, the "Sunset Drive" program, provides a unique forum for analyzing the linguistic phenomena of code switching in broadcasting. The phenomena of code switching can be found in the communication of the announcers and the listeners. The announcers often use different languages in the same utterance. This phenomenon interested the researcher to undertake the research on code switching used by the announcers.

In this research, there are two questions to be answered. They are: (1) What are the types of code switching used in radio announcers' utterances of the "Sunset Drive" program of Swaragama FM radio?; (2) What are the reasons for the code switching in radio announcers' utterances of the "Sunset Drive" program of Swaragama FM radio?

In conducting the research, the researcher used document analysis, observation, and interview method. Here, the researcher acted as the main instrument to gain the data. The data were taken from the "Sunset Drive" programs that were broadcasted from September 16 until September 20, 2013. In answering the first research question, researcher implemented theory on types of code-switching from Asher (1994) and McCormick (1994). There were six types of code switching proposed to analyze data, namely diglossia, single word code switching, situational code switching, metaphoric code switching, conversational code switching and integrated loanword. To answer the second research question about the reasons of code switching, the researcher used theory reason of code switching by Malik (1994) and Gumperz (1982). The nine reasons were linguistic deficiency, quotation, message qualification, showing identity with group, personalization, semantic significance, making a joke, social status and attraction.

The results of the research showed that there were three types of code switching used in the radio announcers' utterances of the "Sunset Drive" program. The types of code switching used in the radio announcers' utterances of the "Sunset Drive" program were single word code switching, conversational code switching and integrated loanword. The researcher also found that there were six reasons of code-switching used in the "Sunset Drive" program of Swaragama FM radio. They were linguistic deficiency, quotation, message qualification, identity with group, personalization and attraction.

Keywords: Code switching, Announcers, Utterances, the "Sunset Drive" program

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Indonesia telah dipengaruhi oleh kebudayaan barat dalam berbagai aspek. Salah satu bukti yang menonjol dari pengaruh kebudayaan barat adalah alih kode Bahasa Indonesia ke Bahasa Inggris dalam program penyiaran. Salah satu program penyiaran tersebut adalah program "Sunset Drive", yang memberikan forum yang unik untuk menganalisa alih kode dalam program radio. Fenomena alih kode dapat ditemukan dalam komunikasi antara penyiar dan pendengar. Penyiar sering menggunakan bahasa yang berbeda-beda dalam percakapan. Fenomena ini menarik bagi peneliti untuk meneliti alih kode yang digunakan oleh para penyiar.

Dalam penelitian ini, ada dua pertanyaan yang akan dijawab. Pertanyaan tersebut adalah: (1) tipe alih kode apa saja yang digunakan dalam percakapan penyiar radio dalam program "Sunset Drive" radio Swaragama FM?; (2) Apa saja alasan digunakannya alih kode pada percakapan penyiar radio dari program "Sunset Drive" di radio Swaragama FM?

Dalam melakukan penelitian ini, peneliti menggunakan metode dokumen analisis dan wawancara. Dalam hal ini, peneliti bertindak sebagai instrument utama dalam pengumpulan data. Data yang digunakan diambil dari program "Sunset Drive" yang disiarkan dari tanggal 16 September sampai 20 September 2013 dengan purposeful sampling. Untuk menjawab permasalahan pertama, peneliti menggunakan teori tipe-tipe alih kode dari Asher (1994) dan McCormick (1994). Ada enam tipe alih kode yang digunakan, seperti diglosia, single word code switching, situational code switching, metaphoric code switching, conversational code switching dan integrated loanword. Untuk menjawab permasalahan kedua tentang alasan-alasan dalam alih kode, peneliti menggunakan teori alasan alih kode dari Malik (1994) dan Gumperz (1982). Sembilan alasan alih kode adalah linguistic deficiency, quotation, message qualification, showing identity with group, personalization, semantic significance, making a joke, social status and attraction.

Hasil dari penelitian menunjukkan bahwa ada tiga tipe alih kode yang digunakan pada percakapan penyiar radio dari program "Sunset Drive". Tipe-tipe alih kode yang digunakan pada percakapan penyiar radio dari program "Sunset Drive" adalah single word code switching, conversational code switching dan integrated loanword. Peneliti juga menemukan bahwa ada enam alasan digunakannya alih kode pada program "Sunset Drive" radio Swaragama FM. Alasan-alasan tersebut adalah linguistics deficiency, quotation, message qualification, showing identity with group, personalization dan attraction.

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