



Broadcaster's Code Switching in Musik Aktifitas Program
at Radio Suara Kancanta 100,3 Fm Labuhan Haji, Lombok Timur, Ntb-Indonesia

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Abstract

This study analyzed the implementation of code switching by an announcer or broadcaster in one of the broadcast programs namely Musik Aktifitas program at Radio Suara Kancanta 100,3 fm, Lombok Timur. The objectives of this study were: 1) find the type of code used in Musik Aktifitas programs; 2) determine the frequency of the most dominant use of code by the announcer or broadcaster in Musik Aktifitas program; 3) Identify the factors behind that made the broadcaster used the code switching in that program. To obtain the data in a descriptive qualitative study, the writer uses a recording technique followed by in-depth interviews with the broadcaster of Musik Aktifitas program to determine the background or the reasons of using code switching. The results of this study indicate that: 1) there were kinds of code used in Musik Aktifitas program namely tag switching, intrasentential switching and intersentential switching; (2) types of code which most predominantly used by broadcasters in Musik Aktifitas program was tag switching (45, 65%), followed by intrasentential switching (43.48%) and Intersentential switching (10.87%). There were (6) reasons why the broadcaster of Musik Aktifitas program used in that program as follows: 1) Talking about particular topic; 2) Quoting Somebody else, 3) Being emphatic about something; 4) Sentence fillers or sentence connectors; 5) Expressing group identity and 6) Real lexical need.

Keywords: Code Switching; Tag Switching; Intrasentential Switching; Intersentential Switching

Introduction

In a bilingual and multilingual society, language contact between one language to another language is not inevitable. In the event of speech, language contact can be changes in the language or language variety (code switching) as a change from Indonesian to English or changes that occur in the same language of relaxing into a wide variety of language the official language or vice versa. In connection with the transfer code (code switching), Hymes explains, "code switching has Become a common term for alternate us of two or more language, varieties, or even speech styles" (1972: 103).

This study tried to analyze the use of code switching by an announcer or broadcaster in one of the broadcast programs namely Musik Aktifitas program at Radio Suara Kancanta located at Labuhan Haji,

Lombok Timur. Musik Aktifitas became one of the prime time program category at Radio Suara Kancanta because of many people interesting in this program. The program was embracing all people with the actual information in the form of headline news, review traffic as well as providing space for listeners to interact through facebook account to greet and requesting their favorite songs. The purpose of this study sought: 1) find the type of code used in Musik Aktifitas program; 2) determine the type of code that is most often used by the broadcaster in Musik Aktifitas Program; 3) Identify the factors behind that made the broadcaster used the code switching in that program.

The intent and purpose was to know the symptoms of language in bilingual society, especially in the broadcasting world and for further study wanted to know the type of code dominant carried out by a broadcaster in broadcast and also trying to find out a reason or background why the broadcaster transferring code in its program.

The Data Resources

To obtain the data in a descriptive qualitative study, the writer use a recording technique that records all activity in Musik Aktifitas program and then transferred into written form, analyzed, and classified by the types of code. Before concluding, the writer conducted in-depth interviewed with the broadcaster of Music Aktifitas program to determine why the broadcaster done the code switching at the time and later the writer make a conclusion.

Analysis

Code Switching Types

According to Poplack (1980), instead of the code consists of three types, namely, tag switching, intersentential, and intrasentential.

Tag Switching

Tag switching is the first kind of code classified in units of free elements contained in the language in a question sentence or statement which is usually located at the beginning or end of a sentence.

Romaine (1989: 77), states "this switch can be inserted anywhere, the which do not have too many limits and the switching syntactic use tags in one language, with rest of utterance in other language". Statement written by Holmes (2001: 35) "tag switching is sometimes called emblematic switching where the switch is simply an interjections, fillers in other language sentence that serves as an ethnic identity marker". As disclosed Holmes said in a statement that the tag is one of the elements belonging to the interjections. Some examples of interjections that fit into the category of tag switching as OY!, Wow!, D'oh!, hello! Hi!, bye!, Ouch! Oh!. While classified as a filler in the English sentence that serves as a void filler such like, you know, well, actually, basically, and literally.

In addition to interjections and the sentence filler, according to Poplack (1980), tag switching is found also in the form of discourse markers. Just as the sentence filler, discourse maker serves only to deliver the subject that will be addressed without any meaning or significance. One example of tag switching is included in the discourse markers is you know, I mean, by the way, hi, okay, and others. Wardaugh (1992) and Holmes (2001), provides an example of the English language Tagalog and English with Maori language as follows:

- 1) The Proceeding went smoothly, ba? (Tagalog) (Prosesnya berjalan lancar, ya kan?)

- 2) Engari, now we turn to more important matters. (Maori) (Jadi (so), sekarang kita beralih ke masalah yang lebih penting.)

Intrasentensial Switching

The second type of code switching is Intrasentensial switching. According to Appel & Muysken (1987: 118), "Intrasentensial switching Occurs within a sentence or a clause". Romaine (1989: 79) adds that "this type of switching requires greater fluency in both languages". In other words, intrasentensial switching can occur because a person's fluency in mastering more than one language because of its form inserted in the sentence unity which is usually found in the form of words or phrases. As stated by Romaine (1989: 96), "intrasentensial switching could be thought of as requiring greater fluency in both languages than switching tag since major portions of the utterance must conform to the rules of both languages".

- 1) This morning I hantar my baby tu dekat babysitter tu lah, (Romaine, 1989) (Pagi ini saya mengantar bayi saya untuk diberikan kepada babysitter).
- 2) Sometimes I start a sentenve in English y termino en Espanol. (Poplack, 1980) (Terkadang saya mengawali sebuah kalimat dalam bahasa Inggris dan mengakhirinya dengan bahasa Spanyol.)
Intersentensial Switching

The last type of code switching is Intersentensial switching. According to Poplack (1980), "this is the most complex type of code switching Because The speaker has to control two linguistic systems simultaneously." This is in line with the opinion of Apple & Muysken below. "Intersentensial switching is the alternation in a single discourse between two languages, where the switching Occurs after a sentence in the first language has been completed and the next sentence starts with a new language or in the other hand means that Intersentensial code switching Occurs between a different number of sentences "(1987: 118). Baker (2006: 46), in his study in Stockwell in 2002 described an example of intersentensial switching, as follows:

- 1) We are going to Nicki's house at nine and maybe to the Bomb afterward. (short pause). Kristina bleibt allerdings zu hause sie muss noch arbeiten.
- 2) I'll tell you exactly when I have to leave, at ten o'clock. Y son las nueve y cuarto. ("And it's nine fifteen.")

Poplack (1980), adding "intersentensial switching was practiced by the most balanced bilinguals only". In other words, Intersentensial switching is the most rarely used because it takes flexibility for the speaker to be able to speak in two languages simultaneously in a more complex form, namely in the form of a clause or sentence.

According to Nababan (1992: 24), code switching occurs in situations of informal or unofficial. But if in formal situations still arise over the code, this is possible because of the absence of the phrase or exact equivalent, or even perhaps in the case of certain speakers to show off "position" or "keterpelajarannya" (Chaer, 1990: 32). Chambers (2000: 69) describes the factors that cause of the Code switching are:

- a. Talking about a particular topic
- b. Quoting somebody else

- c. Being emphatic about something
- d. Sentence fillers or sentence connectors
- e. Repetition used for clarifications.
- f. Intention of clarifying the speech content for interlocutor
- g. Expressing group identity
- h. Softening or strengthening request or command
- i. Real lexical need
- j. For the sake of efficiency

Discussion

Tag Switching

As described in the previous explanation that belong to the code switching in tag switching types are interjections, (Holmes, 2001) such as Hi!, hello!, bye, sentence filler (Poplack (1980, as you know, well, actually, basically, or discourse markers (Redeker, 1991) as you know, I mean, by the way. From the overall of the results of code switching that are conducive in Musik Aktifitas program at Radio Suara Kancanta 100.3 fm was 46 datas, the data of code swiching which is include in tag switching type classified as interjections, sentence filler and discourse markers as much as 21 data. The examples of tag switching type can be seen in Table 1.

From the several examples above, the words in italics and bold like Well, By the way, Next, Finally was an English inserts contained in Indonesian speech spoken by a broadcaster of Musik Aktifitas program at Radio Suara Kancanta 100,3 fm. The characteristics of Tag switching type classified as interjections, sentence filler and discourse markers, Words inserts (code switching) type of tag switching abovementioned pronounced as a respite to initiate speech that generally do not have any meaning.

Tabel 1 Tag Switching

DATA

Hi..hi...hi...! *pagi, pagi,pagi,pagi*

Good moorning ...! *Semuanya.*

Yang masih tidur nyenyak, khoookkhhh.....cepat banguuunnn...wake up !

Sekarang kita hadirkan yang satu ini biar semuanya pada bangun...wake up!

Let's check it out!

Well, *100,3 fm Radio Suara Kancanta*

By the way, *buat anda yang ingin gabung disini di 100,3 fm Radio Suara Kancanta*

Once Again, *buat anda yang ingin bergabung untuk menyapa, membangunkan, memotivasi bahkan*

berbagi informasi terbaru seputar wilayah anda....

Finally, *siapakah gerangan yang berkomentar pertama di kesempatan pagi ini....*

Next, *Ocid d'error si cewek cengeng suka nangis....*

Next, *Asswrwb, mbak Salmi aku hirma putra.....*

Now, *Mbak Salmi mau berbagi deh agenda apa saja yang akan dilaksanakan di NTB*

So, *kayaknya kita perlu kesana lagi dech.*

Ok, One hundred point three fm *Radio Suara Kancanta....*

Well, *Selamat bergabung buat anda yang baru saja bergabung bersama kami...*

So, stop calling yawh!

Allright, *Saatnya kita kembali membacakan komentar-komentar anda...*

Next, *ada Dende rifs*

By the way, *waktu kayaknya sudah tidak bersahabat lagi dengan kita ...*

Finally, *dari graha siar jalan lingkar pelabuhan nomer 3 Labuhan haji Lombok Timur..*

Bye..!

Intrasentensial Switching

Intrasentensial switching types occurs because of the fluently by someone in mastering more than one language as described by Romaine (1989: 79) "this type of switching requires greater fluency in both languages" and intersentensial switching happens in a sentence or clause as described by Appel & Muysken (1987: 118), "Intrasentensial switching occurs within a sentence or a clause" From the results of code that occurred in Musik Aktifitas program at Radio Suara Kancanta 100,3 fm was 46 datas and the Intrasentensial switching code type was 20 datas. It can be seen in Table 2.

According to the explanation of Apple & Musyken above that kind of intersentensial switching occurs at the level of clauses or sentences. The examples in Table 2 shows that insertions of English in indonesian speech of Musik Aktifitas program at Radio Suara Kancanta was form of words and phrases. In the meaning of insertions words and phrases translated into Indonesian is supporting the overall meaning of the utterance. It may prove that the broadcaster has the ability to speak Indonesian and English are both in accordance with the opinion of Romaine (1989: 79), "this type of switching requires greater fluency in both languages"

Tabel 2 Intrasentensial Switching**DATA**

*Disinilah tempatnya kami berbagi informasi **headline news** atau topic-topik utama hamper diberbagai media*

*Kita hadirkan miliknya almarhum mbah Surip yang cukup **famous** banget kala itu ya...*

*Naah...jangan **forget** dong....pagi-pagi udah **forget** ...*

*Yang belum bangun tapi udah buat janji mau **meeting** alias ketemu sama klien, mitra kerja, temen, sahabat bahkan pacar yaa....*

*Selamat pagi juga buat anda yang harus ke kantor dan sedang **On the way**, hati-hati dijalan semoga selamat sampai tujuan...*

*Caranya gampang **or easy bangeett**, anda tinggal klik suka dan berkomentar di post komentar.*

*Pokoknya apa yang di **request** temen-temen di facebook akan kita putarkan selama addaa...*

*Ok, **Thanks** buat Sandi Cerbiks*

*Hmm...itu ajja? **Just it** ?! hahaha....Ok !*

*Ok, **Thanks**, terus siapa lagi nich ?!*

*Alhamdulillah ya...Mbak Salmi **fine-fine** aja..!*

*Ok, **Thanks** ya informasinya, **thank you** juga yang sudah bergabung dan lagi dengerin di KSB...*

*Anda klik suka **and then comment** dech di status terbarunya kancanta...*

*Hmm...pokoknya **excited** bangeett dech pendengar*

*Ok pendengar, **Usually** tiap tahunnya di NTB selalu ada kegiatan yang bernuansa seni..*

*Belum jelas terkait tanggal pelaksanaanya **but**, kita tunggu ajja yaaa...*

*Menyusul dari miliknya Al-Ghazali yang lagu galau **and the last** ada Maudy dengan tiba-tiba cinta...*

*Buat anda yang sedari tadi mencoba kring kring krong alias **calling –calling** di 0376 2925897*

*Buat anda yang sedang **On the way**..*

***Good moorning** juga dech buat yang mendengarkan kita via Live Streaming*

Intersentential Switching

From the results of code switching that occurred in Musik Aktifitas program at Radio Suara Kancanta was 46 data and the data of intersentential switching type was 5 datas. The datas can be seen in Table 3.

Tabel 3 Intersentential switching

DATA

This is the song...*Bangun tidur , untuk anda*

Hallo, Selamat pagi, Good Moorning, Sobakhul Khair cekgu semua...

It's so easy yaaawwhh....

How are you juga buat yang di America

Ok, Thank you so much buat prabu galau

From the examples above, it can be seen that the insertion or transfer of this code switching type appears in one language after or before a different language was spoke. For example in the example no. 1 in table 3 above, the phrase Good moorning which was followed by the speech of Arabic and Indonesian or vice versa in example no. 2, 3, 4 and 5 above inserts in English instead emerged after a speech in Indonesian spoken first. The examples above also shows that the speakers is a bilingual likely have the ability in speaking Indonesian and English very well considering the change from one language to another running well and support each other as well as the speech meaningful.

Frequency of Using Code Switching

After the data was analyzed and grouped by the type, the writer find out what kinds of code switching which has the most dominant frequency or at most between the three types of code switching. From the data obtained, tag Switching type is the most dominant used in that broadcast program with the amount of 45.65%, followed by the intrasentential switching type with percentage 43.48% and intersentential switching is the most rarely used in that broadcast program by the number of 10.87% and from these data it was clear that the Code switching are often used by the broadcasters of Musik Aktifitas program in Radio Kancanta 100.3 fm.

Background and Reasons for Using Code Switching

To know the background of the broadcaster using code switching in Musik Aktifitas programs , the writer interviewed the broadcaster (in-depth interviews) on Friday, December 23, 2016 at 9:17 pm located at Radio Suara Kancanta and the broadcaster's named Salmiwati, She is a broadcaster or announcer of Musik Aktifitas program which is the object of this research. Based on the results of interviewed that lasted 7 minutes 21 seconds, the writers found 6 out of 10 in common background or reasons from the broadcasters of Musik aktifitas 's program to transfer the code was as revealed by Chambers (2000: 69):

1. Talking about a particular topic

2. Quoting Somebody else
3. Being emphatic about something
4. Sentence fillers or sentence connectors
5. expressing group identity
6. Real lexical need

Conclusion

Types of code switching used by the broadcaster or announcer in Musik Aktifitas program at PT. Radio Suara Kancanta 100.3 fm consists of three types code switching namely tag switching, intersentential switching and intrasentential switching. The foreign language used in the event of code switching was English.

Tag Switching type is the most dominant used in that broadcast program with the amount of 45.65%, followed by the intrasentential switching type with percentage 43.48% and intersentential switching is the most rarely used in that broadcast program by the number of 10.87%.

Live interview with the broadcaster conducted to find out the reasons or factors behind the speaker to use code switching. The writer found six factors or reasons that related to the answers of the broadcaster in using code switching: 1) Talking about a particular topic; 2) Quoting Somebody else; 3) Being emphatic about something; 4) Sentence fillers or sentence connectors; 5) expressing group identity; 6) Real lexical need. All of the factors found have been associated with 10 factors that cause code switching expressed by Chambers (2000: 69).

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