

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Television is not only a tool for people to gain information, but also as a means for seeking entertainment. One of the entertainments provided on television is a talent show. Talent show is a show where contestants perform their abilities such as dancing, singing, modelling, and cooking, and the judges give comment about their performance (Safa and Kurniawan 2015). In Indonesia, talent show began to exist and became popular in early 2000s. One of the pioneers of Indonesian talent show is AFI (Akademi Fantasi Indosiar) which was first aired in 2003 on *Indosiar*, one of Indonesian TV channels (Astuti 2017). As cited in *Liputan6 Showbiz* (2017), AFI was so phenomenal in its time until the viewers' percentage of AFI's Grand Final season 1 reached the highest rate and it is still unbeatable until today. The popularity of AFI led other television stations to create other shows that have similar concept to the concept of AFI. In today's era, there are various talent shows that are offered by Indonesian television stations, one of them is *MasterChef Indonesia*.

MasterChef Indonesia is a competitive cooking show which has been aired since 2011. On December 2019, *MasterChef Indonesia* is entering the sixth season. The format of this show is originally taken from *MasterChef* which is aired on *BBC TV*. The title of the show is added with the name of the country which broadcasts *MasterChef*, so the official name of *MasterChef* that is aired in

Indonesia is MasterChef Indonesia. According to MasterChef Indonesia's webpage (2020), the concept of the show is to find the next Indonesia's best amateur chef. Almost in every of the episodes, one contestant has to be eliminated and the last contestant who survives will be crowned as the champion. In addition, MasterChef Indonesia provides numerous and unique challenges in each of the episodes that make the contestant learn and improve their cooking skill. This show can be watched every Saturday and Sunday at 4.30 PM on RCTI and it can also be streamed online through RCTI+ webpage and application. MasterChef Indonesia can also be watched worldwide through MNCPlay.

In MasterChef Indonesia, the judges play important role because they are the ones who decide who is going to be eliminated and who is going to be the champion. Furthermore, they also give comment and suggestion to the contestant. In MasterChef Indonesia season 6, there are three professional chefs who became judges of the show, those are Chef Juna, Chef Renatta, and Chef Arnold. First, Junior Rorimpandey or mostly known as Chef Juna is a profesional chef who began his career in culinary world in unexpected occurrence. He learned culinary from a Sushi master when he worked as a waitress at a restaurant in Houston, Texas (Supriyatna 2017). In 2002, he became a Head Chef in that restaurant and in 2003, he moved to Uptown Sushi and became an Executive Chef in there (Pamugarwati 2020). As mentioned in *Kompas.com* (2020), after 12 years living in Houston, Texas, he finally came home to Indonesia and established a restaurant called Correlate with his friend. Chef Juna's first debut on becoming one of the judges in MasterChef Indonesia was in season 1. After his first debut on

MasterChef Indonesia, Chef Juna also starred several TV programs, including Arjuna, Hell's Kitchen Indonesia, and DCODE: The Progressive Project. (Pamugarwati 2020)

Another judge is Putri Renatta R Moeloek or popularly known as Chef Renatta. She is the only judge in MasterChef Indonesia season 6 who learned culinary through formal institution. Chef Renatta is a graduate from Le Cordo Bleu Culinary Arts in France (Pamugarwati 2020). As cited in Kompas.com (Pamugarwati 2020), Chef Renatta once worked in Micheline Star, Garance Saint Dominique in France and she was also the one who is in charge of introducing Indonesian food to several countries in Europe through a tour called *Rise of Our Ancestors*. Since she travels a lot due to her job, Chef Renatta masters English, French and has a basic knowledge of Japanese (Salsa 2019). Her first debut as a judge in MasterChef was in season 5. Besides being a judge of MasterChef Indonesia, she also an owner of healthy-food based restaurant called Fedwell (Pamugarwati 2020).

The other judge in MasterChef Indonesia season 6 is, Arnold Poernomo or well known as Chef Arnold. He is an Indonesian chef who made his first appearance on MasterChef Indonesia as a special guest in season 2 and made his first debut as a judge on season 3 (Pamugarwati 2020). As mentioned in *Kompas.com* (2020), Chef Arnold is familiar with culinary world since his family has a restaurant and his mother and his grandmother is a cook in restaurant. He began to learn the technique of cooking after he worked in restaurant in Sidney, Australia (Pamugarwati 2020). Beside being a judge in MasterChef Indonesia,

Chef Arnold is also known as an entrepreneur. He established several restaurants such as KOI Dessert Bar & Dining in Australia, Nomz Kitchen and Pastry in Jakarta, Bebini Gelati in Surabaya, Laci Restaurant in Bali, and his latest restaurant is Mangkokku (Wink 2020). Besides, Chef Arnold is also famous as YouTuber. Through his YouTube channel called *Arnold Poernomo*, he often shares cooking hacks which are very easy to follow.

While guiding MasterChef Indonesia programs, the three judges often switch their code. It might happen because of several conditions. First, the judges often switch codes when they have to explain certain topic related to the culinary world. As an example, in season 6 episode 20, Chef Juna said “medium” to refer to the level of doneness in grilling steak. Second, the three judges are aware that some contestants are able to speak and respond to English utterance, so, they often switch from Bahasa Indonesia to English when guiding the show and explaining something. As an instance, when explaining about the challenge, Chef Renatta said “all the things you need to know dari potongan-potongan daging tersebut”. Third, the judges might switch their code when there is an arrival of new participant. In MasterChef Indonesia, there are a lot of special guests that are invited in each episode. Some of the special guests have background of ever living abroad or even a foreigner. Thus, the judges often greet and speak to them in English.

The switch of Bahasa Indonesia and English performed by the judges of MasterChef Indonesia season 6 indicates bilingualism. According to Merriam-Webster dictionary (2020), bilingual refers to the ability to use two languages

especially with equal fluency. According to Holmes (2013), there are three important social factors which affect language choice; these are participants, setting and topic. A bilingual can use a particular code while having conversation with a particular participant, in a particular setting or while discussing a particular topic (Holmes 2013).

The use the three judges of MasterChef Indonesia season 6 as the subjects of the study is based on several conditions. First, the code switching phenomena are found in MasterChef Indonesia season 6. Judges and contestants often switch their codes if they have a chance to do so even though they are aware that the program is aired in Indonesia and watched by Indonesian people. Second, MasterChef is a very phenomenal talent show. Its premiere episode of season 6 reaches 2.8 TVR (rating) and 16.8 TVS (share) and it makes MasterChef Indonesia ranked top three of Indonesian show (Beda 2019).

As the data, the writer chose season 6 of MasterChef Indonesia because it is the latest season of MasterChef Indonesia. Third, the three judges that are in MasterChef Indonesia season 6 are considered as Indonesian celebrity chefs. Besides being judges in MasterChef Indonesia, Chef Juna, Chef Renatta and Chef Arnold also starred in several commercials and other TV programs. Fourth, the three judges once live abroad and it requires them to speak English at that time. Chef Juna lived in Texas for 12 years, while Chef Renatta, she once studied culinary and worked in a restaurant in France. The last, Chef Arnold had ever lived in Sidney, Australia since he was 10 years old. Based on their background,

the three judges master at least two languages, Bahasa Indonesia and English that discussed in this study.

In MasterChef Indonesia season 6, the phenomena of code switching is clearly picture since the judges frequently switch their codes during the show. Code switching occurs when bilinguals or multilingualism mix codes in discourse and it often happens without any change of participants or topic (Poplack 2001). In communicating, people tend to choose particular code and they also decide to switch the code they speak (Wardhaugh 2006).

In the book of *Introduction of Sociolinguistics*, Holmes divided the types of code switching based on sentence constrains; these are (1) Intra-sentential switching and (2) Inter-sentential switching. In conducting MasterChef Indonesia, the judges sometime insert English words, phrases, and clauses into Indonesian sentences. Holmes identifies that type of switch as Intra-sentential switching. On the other hand, in MasterChef Indonesia, the judges and contestants also often switch their code when explaining some menu. As an example, when they talk about steak, they continuously switch from Bahasa Indonesia to English. In episode 20, Chef Renatta said “kalian bikin condiment that compliments your cut of meat”. It can be assumed that the reason that motivated Chef Renatta’s switch is for discussing topic.

Despite the author’s interest in conducting the research about code-switching, the writer is aware that there are studies with the same topic done in prior to this study. Dewi and Ekalaya (2015), in their article entitled *An Analysis of Outer Code Switching and Code Mixing in Indonesia Lawyers Club*, observed

about code switching and code mixing phenomena that happen in TV Program *Indonesia Lawyers Club*. Similar studies of code switching on media were conducted by Elhan (2017) and Puspitasari (2018). Elhan analyzed code switching performed by a presenter in his thesis entitled “Code Switching Used by Deddy Corbuzier as The Presenter of Hitam-Putih Talk Show Television Program Trans7” while Puspitasari conducted a study called “Code Switching in Sarah Sechan Talk Show on NET TV” Both of the studies focused on Holmes’ theory of types and reasons of code switching and took the presenters of talk shows as subjects of the study.

In spite of the similarity of the issues discussed, the three studies mentioned before also have difference with this current study. The three studies mentioned before used TV program as the data. Regarding to the theory used, this study is similar to Elhan (2017) and Puspitasari (2018) which used Holmes’ theory of types and reasons of code switching. Meanwhile Dewi and Ekalaya (2015) used the theory of types of code switching purposed by Hoffman and Saville-Troike. In terms of their participants, Elhan (2017) and Puspitasari (2018) only picked one participant, while this study selected three judges of MasterChef Indonesia as the participant. The selection of all of the judges instead of just one judge aims to make the analysis more in-depth and to picture the code switching phenomena on MasterChef Indonesia more clearly.

In conclusion, this study is necessary to be conducted because the phenomenon of code switching that happens in MasterChef Indonesia is clearly pictured. This show is aired in Indonesia and watched by Indonesian people,

however, the participants often switch their codes from Bahasa Indonesia to English. The writer chose MasterChef Indonesia since it is a phenomenal talent show that has just aired its Grand Final episode recently. The three judges were selected as the participant of the study because they all have an experience living abroad which require them to speak English. In addition, they are also known as celebrity chefs. Therefore, it is interesting and challenging to analyze the types of the code switching and reasons of the three judges to switch code in this show.

1.2 Statements of the Problem

According to the background of the study explained above, the writer of this study proposed two research questions, which are:

1. What types of code switching performed by the judges of MasterChef Indonesia season 6?
2. What reasons of code switching are found in MasterChef Indonesia season 6 performed by the judges?

1.3 Objective of the Study

Regarding to the statement of the problem, the purposes of conducting this study are:

1. To find out the types of code switching performed by the judges of MasterChef Indonesia season 6
2. To find out the reasons of code switching performed by three judges in MasterChef Indonesia season 6

1.4 Significance of the Study

The aim of this study is to provide more knowledge about the types and reasons of code switching. Code switching happens when people switch two or more language when interact on a daily basis. The writer expects that this study may give significant contribution for English Department to extend its study about sociolinguistics, especially in code switching phenomena.

More importantly, the result of this study can also contribute to add new insight about code switching especially code switching found in talent show. In the end, by conducting this study, the writer is optimists that this study can be used as reference for further studies.

1.5 Definition of Key Terms

Code : any kind of system that two or more people employ for communication (Wardhaugh 2006)

Code Switching : A phenomenon which occurs when people mix two or more language in discourse, often without changing the topic discussed (Poplack 2001).

MasterChef : An Indonesian talent show about finding the best amateur chef.