CHAPTER 1

Introduction

1.1. Background of the study

Man use language in everyday life to communicate to others. Language is a very important means in conveying messages. But of course, man do not use language for that reason only. To build and to create a good relationship with and a good impression on someone else are the other reasons for using language.

For people who live in Indonesia, particularly Indonesian, to speak Indonesian as the national language in the right way is an obligation. Up to now, Indonesian has been spoken by -at least- 12 percents of all Indonesians as their primary language (Kridalaksana, 1988:64). In its daily use, Indonesian has been very much influenced by other languages, like Dutch, since the colonialism period, and English, since 1962 (Tanner in Pride 1972:137). Dutch which has been familiar since colonialism period is considered as the language of the Indonesia's previous rulers, and was used by most of the Indonesians during that time. Today, there are still some elderly Indonesian people who treat Dutch as a familiar mode of communication. While English, today, is popular among teenagers and adults. As an international language, English is utilized in

many expressions in modern people. It is also felt that English rapidly marks the well-educated modern man (Tanner in Pride, 1972:138).

In daily use, the influence of English words exists in standard Indonesian. It is used by certain group of people to show their identities of being the members of well-educated people. The influence of English in standard Indonesian makes this language even much more prestigious than the use of standard Indonesian itself.

On the other hand, eventhough standard Indonesian has much more prestige than any other dialects, the influence of dialect in it also exists, in this case Jakartanese dialect. This kind of dialect is being incorporated into standard Indonesian in order to make a conversation swing, not stiff, and more flexible (Tanner in Pride, 1972:134)

The standard Indonesian is used also in communication media, one of which is radio. Radio stations in Surabaya, especially FM stations, use this kind of language. The announcers as the users of language always use standard language while announcing certain programs. However, in their utterances they also use some English words, especially when she or he has a guest to talk to.

This kind of language phenomenon can be seen in the language that is used in one of FM stations in

Surabaya, that is SCFM (Surya Cakra FM) during its programs. SCFM is one of the stations where the announcers mix their words with foreign words, i.e. English. This code-mixing is apparent when there is another participant to do the conversation with the announcer. Meaning that the announcer is not speaking by himself.

Beside mixing their words with the English words, the announcers mix their words also with Jakartanese dialect words. Such as : *khan, gitu, gimana, nggak, deh, etc..* Those terms are applied although they are considered to be less prestigious than the English words. This is only meant to make the conversation more relax and less formal. From this phenomenon, the writer is trying to analyze the use of words through the occurence of typical Jakartanese words, such as the ones above.

As the object of the study, the writer chooses a radio station, because it uses spoken language more than the other media of communication to communicate messages. Thus, the use of language and its variation are easier to be analyzed (Bittner, 1986:95)

On this study, the writer is going to analyze all SCFM's talk show programs where the guest being invited are different on each program and each announcement, and where the language being used is not

written out. The topics are almost the same, light, and current.

1.2. Statement of the problem

Based on the fact, the writer would like to state the problems :

1. What variety of language do the announcers use in SCFM ?

2. How do the English and the Jakartanese words are used during the programs ?

3. What are the reasons of using the language ?

1.3. Objective of the study

Based on the statement of the problem, this study would try to find out what varieties of language that are used by the announcers, and furthermore how often these foreign words and those of other varieties of Indonesian appear during the presentation of the programs.

1.4. Significance of the study

The study is expected to give a meaningful contribution to the linguistics study especially that of varities of language. It is also to be a useful information for the English Department student, in particular, and for the linguistics observers, in general, who are interested in studying and analyzing

language phenomena in society.

Hopefully, this study is also meant to increase the radio's listeners interests to understand and to know better about Indonesian, especially the one which is applied in radio station.

1.5. Scope and limitation

The writer will limit the study on the language being used, and one of which is used by the announcer or the broadcaster. Therefore, she will also touch upon code-mixing of standard Indonesian, i.e. the occurence of some English words and Jakartanese ones although there is another language that is used, that is Javanese. The programs being analyzed are also limited on the following talk show programs. Those are :

1. Surabaya Round Up (Monday to Friday, 7 to 9 a.m)

2. Surabaya Forum (every Monday, 5 to 6 p.m)

3. Bisnis dan Etiket (every Tuesday, 5 to 6 p.m)

4. Trend Perilaku (every Wednesday, 5 to 6 p.m)

5. Dunia Bisnis (every Thursday, 5 to 6 p.m)

6. Thank God It's Friday (every Friday, 7 to 9 p.m)

7. Happy Hour (every Friday, 5 to 6 p.m)

8. Hermawan Kertajaya Menjawab (Monday to Friday, 6.45 to 7 a.m)

9. Saturday Morning Show (every Saturday, 7 to 9 a.m)

1.6. Theoretical Framework

1.6.1. <u>Related Theories</u>

The basic theory of this study is Peter Trudgill's theory of variety of language. He stated that : "the same speaker uses different linguistic varieties in different situation and for different purposes". This theory implies that, in using language, a speaker -sometimes- does not have to be appropiate to the individual, but it also needs to be suitable for particular occasions and situations. That is why Fishman named it as a situational shifting or switching (Fishman, in Giglioli, 1972:48). The way someone uses language, of course, depends on the situation where he is in. It is usually characterized solely by vocabulary differences either by the use of particular words, or by the use of particular sense (Trudgill, 1974:101).

According to Trudgill, variety of language are simply rather special case of a particular kind of language being produced by the social situation. So, there are several social factors that lead us to the identification of variety of language, that one must consider about.

(1). Wheter it is a written or spoken language

Based on the object being studied, the language being used is merely spoken language rather than written language.

(2). The physical setting and occations of the language usage activity.

Here, physical setting means to the programs that are presented by the station. In this case talk-show programs.

(3). The context of the person being spoken to, in particular is the role relationship.

This is meant to know how close the relationship between the announcers and the guests. In this case the role relationship between them is not close, or not intimate. It is because either the announcers or the guests have rarely, or they have never met face to face. The only chance for them them to meet is when they are in the same room presenting programs.

According to Tanner (1974:28), the topic being talked about also determine a speaker to choose certain varities. In SCFM's programs, the topic are mostly for educated people, so the language has to suit to them. If the topic is about business, the choice of words must match with the business realm. If the topic is about education, appropriate words must be chosen, and then, the announcers will use English terms to express the exact meaning. Indeed, topic is the primary determinant of choosing kind of words (Troike,1982:52).

Another Tanner's idea also supports this study. She suggested that to some extent the dialect enrich

the Indonesian, to make it more intimate, and to fill a certain lack (Tanner in Pride, 1972:134). In this study, the dialect being studied here is the Jakartanese dialect, namely the modern Jakartanese dialect. Here, the use of words is no longer restricted by a conventional rule, that is the occurence of /e/ in the final position almost consistently in every word to replace /a/ (Muhajir, 1984:8-9). Due to the fact that Jakartanese is considered as the 'ngoko' of Indonesian (Anderson,1966:197), then there will be some Jakartanese dialect words which are similar to Indonesian words.

1.6.2. Related Studies

Many studies had been made about radio station dan the language being used. A thesis about a comparative study on speech acts in two radio stations has been written by an English Department student of Airlangga University, Dwi Anggara Asianti, in her thesis "Varieties in The Use of English Speech Acts on Radio EBS and Istara FM Surabaya". She wrote about the use of English namely on the syntactic level in radio announcements. She analyzed the occurence of English sentences, and did the categorization of its functions. The objects of her study are Istara FM and EBS FM. Both are located in Surabaya, and are directed to teen-age

listeners.

Another study which discusses language used in radio stations, is the thesis written by Juli Wibowo, coming from the same department as Asianti, and the title is "A Study of Code-switching and English Borrowing in Advertising of Surabaya FM Broadcasting". He was also doing the analysis on the radio language, but in this case, he emphasized on the use of Indonesian on the semantic level in FM radios advertisement.

Beside the study of the use of English and Indonesian, there was also another study that concerns the use of Jakartanese dialect. The Jakartanese dialect is used not only by teenagers, but also by older people. This dialect is spoken in a daily conversation or even in communication media, in this case radio stations. This study was done by Peter Widiadi, a Sociology student of Airlangga University, in his thesis, "Dialek Bahasa Jakarta", on 1988.

1.7. Method of the study

The method that is applied in this study is the descriptive-qualitative research. The implication is that the sample which is going to be obtained will be described qualitatively. It does not need to compare variables nor make a hypothesis, but it concerns with an observation about a population or a sample of

population (Labovitz,1982:48). Besides, qualitative research is more competent than quantitative to know the nature of any problems of society (Hasan in Aminuddin,1990:12-14)

1.7.1. Technique of data collecting

It is impossible to gain linguistic corpus by using a single technique only (Samarin, 1988:118). There are 4 techniques that is applied by the writer in this study. They are :

1. Observation

The writer did an observation on the object of the study to find any information dealing with the study. This technique is to obtain secondary data.

2. Documentation or recording

Documentation or recording is required in order to get a clearer linguistic feature of a language. It is also meant to ensure the writer that announcer speaks the words he intends to say. This technique is also to gain secondary data.

3. Interview

The writer did the interview to gain any information about the object of the study. Including the history of the station and the

programs, location, and other characteristics of
the station. Interview is one technique that can
give the writer all information needed (Samarin,
1988:42).

4. Selective listening

It is a technique to gain primary data. It is
also an effective technique to get any linguist-
ics features (Samarin, 1988:120).

In collecting data of the language variety, the
writer followed several procedures before organizing it
in the paper, i.e :

1. <u>Preparation</u> :

To record the programs, the writer prepares the
cassettes and the tape-recorder. She has to ensure that
all of the recording-equipments are in a good condition
and ready to use. By doing this preparation, she
expects the recording will result in a good and clear
voice.

2. <u>Recording</u> :

The writer records and listens simultanously to
the live program on the radio. This is meant to obtain
an accurate data, and she will be able to play the
recorded-program for several times. Each of the
programs will be recorded for 6 times, from the
beginning to the end, in order to know whether there is
or there is not a consistency in using a certain kind

of language variety.

3. <u>Transcribing the dialogues</u> :

     Based on the recording, the writer transcribes all of the dialogues from each program into a written ones. This is meant to make the writer easier to analyze the language variety.

4. <u>Selecting the dialogues</u> :

     The writer selects the dialogues that are considered as the necessary ones, i.e. the ones that contain foreign and Jakartanese words. She omits the rests which do not contain the abovementioned words.

     After following the procedures above, the writer starts to organize the data in the paper and analyze them.

1.7.2. <u>Population</u>

     The population of this study is FM radio station, that is SCFM (Surya Cakra FM), which has its own style in using language.

1.7.3. <u>Sample</u>

     The sample is the language being used in 3 chosen programs. They are :

1. 15 minutes - talk show (duration of the show is 15 minutes)

   a. Hermawan Kertajaya Menjawab : Monday-Friday, 6.45 to 7 a.m)

2. 60 minutes-talk show (duration of the show is 60 minutes, including commercial break, musics, and adzan maghrib)

   a. Surabaya Forum   : Monday, 5 to 6 p.m

   b. Bisnis dan Etiket : Tuesday, 5 to 6 p.m

   c. Trend Perilaku   : Wednesday, 5 to 6 p.m

   d. Dunia Bisnis   : Thursday, 5 to 6 p.m

   e. Happy Hours   : Friday, 5 to 6 p.m

3. 120 minutes-talk show (duration os the show is 120 minutes, including central news, commercial break and musics)

   a. Surabaya Round Up   : Monday - Thursday, 7 to 9 a.m

   b. Thank God It's Friday : Friday, 7 to 9 a.m

   c. Saturday Morning Show : Saturday, 7 to 9 a.m

1.7.4. Definition of key terms

FM Radio station : is a radio station that operates a higher frequency than AM radio. For the type of modulation employed, FM signals are less susceptible to atmospheric distortion than AM (Bittner, 1986).

Radio announcer : is a person who is doing the announcing certain programs in a radio. In SCFM's talk-show, he or she acts as an interviewer or a moderator.

Talk-show : one of the forms of mostly SCFM's programs, where the announcer acts as the interviewer

and is interviewing a guest or guests to discuss a certain topic.

The Standard Indonesian : The Indonesian language according to EYD (Ejaan Yang Disempurnakan). Generally, it can be defined as the codification and acceptance, within community of users (Fishman,1968:534)

Variety of language : is a set of linguistic items with similar social distribution (Hudson,1980:24)

Foreign language (English) : is a foreign language that has been spoken widely as the international language.

Jakartanese dialect : is the dialect of Jakartanese. Here, it is served as the modern Jakartanese dialect which is no longer restricted or there is no consistency of using phoneme /e/ on the final syllable to replace the /a/. For instance : the word *sama* (dengan) becomes *ama* instead of *ame*, or *aja* (saja) instead of *aje*.

1.8. Organization of the paper

This paper contains 4 chapters, and each chapter contains specific topic of discussion.

Chapter 1 is the introduction of the whole paper. It contains the background of the study, the statement of the problem, objective of the study, significance of the study, scope and limitation, theoretical framework , method of the study, and the

organization of the paper.

Chapter 2 contains the general description of the object of the study. It includes the location, the history, and other characteristics of the object.

Chapter 3 contains the data presentation and the analysis of the data.

Chapter 4 is the conclusion of the whole discussion in the previous chapter.

Bibliography will also complete this paper as the addition to the information about references and sources that have been used in this paper.