

CHAPTER III

DATA PRESENTATION AND ANALYSIS

From all MTV Southeast Asia programs which are also broadcast by ANTV, the writer can draw a conclusion that based on the kind of language being used the programs can be divided into two groups. The first group is programs in which the VJs use English only without any insertion of words of another language: MTV Most Wanted, MTV Non-Stop Hits, MTV Screen, Classic MTV, MTV Asia Hitlist, and MTV Fresh. The second group is programs in which the VJs use two kinds of language, English and Indonesia. They are: MTV Land, MTV Wow, MTV 100% Indonesia, MTV Ampuh, Getar Cinta, MTV Kampus, and MTV Salam Dangdut.

Here is the analysis of the use of language on MTV Southeast Asia programs in which the Indonesian VJs use languages.

3.1. The programs presented in two kinds of languages or more

As mentioned before, there are programs where the Indonesian VJs use two kinds of languages or more while they are presenting the shows. The two main languages being used are the Indonesian language and English. The VJs use the Indonesian language with certain dialects. The most recognized dialect is Jakarta dialect, but they also make use of some dialects, such as Javanese and Sundanese dialects.

3.1.1. The use of English

3.1.1.1. The analysis of the data

From the obtained recorded data, the writer is able to identify a pattern of the use of English during the show. It can be seen that there are several categories of forms of English which are used.

The variety can be categorized into several subcategories, i.e.:

3.1.1.1.1. The use of English words/phrases

3.1.1.1.1.1. The use of single word of English

3.1.1.1.1.1.1. The insertion of words without being modified in terms of pronunciation

These words are used in their original forms, without undergoing any change and they pronounce the words with English pronunciation. They appear in their original English forms without being preceded or followed by any Indonesian affixes, whether prefixes or suffixes. Notice these following underlined words in the sentences below :

- (1) "*Hey guys, selamat datang di MTV | em ti vi | Ampuh, Ajang Musik Pribumi Sepuluh, bersama saya Sarah.*"
- (2) "*OK, sekarang langsung aja kita lihat dulu dari posisi paling bawah, posisi sepuluh.*"
- (3) "*Alright, sekarang ada Wong.*"
- (4) "*Jadi pilih aja video favorit kamu di MTV | em ti vi | Ampuh dan langsung kirim jawaban kamu bersama voucher Simpati bekas ke...*"
- (5) "*Now, kita sekarang balik lagi ke tangga lagu MTV | em ti vi | Ampuh.*"
- (6) "*Pokoknya kalo kamu tanya apa yang lagi trend sekarang ini di kalangan anak muda di Indonesia apalagi di Jakarta, jawabannya pasti ska.*"
- (7) "*Hanya saja mereka ini sepertinya sudah mulai jarang tampil live.*"
- (8) "*...karena siapa tahu bintang kamu bisa memberi advice kencan yang OK,ya.*"

- (9) *"Dan Leo...pacar kamu kayaknya bosan dengan kencan yang sama terus Leo, nggak ada salahnya kalo kamu bikin barbeque atau mungkin..."*
- (10) *"Salam Dangdut ngetop always."*
- (11) *"OK, thanks, thanks. Duh si eneng, tambah item tu si eneng tambah manis."*
- (12) *"Mungkin gini, kemaren belum ada yang ngelihat show lu sama Alex."*
- (13) *"Ya udah ini dia Def Leppard with..."*
- (14) *"Bait pertama like, eh... gimana bait pertamanya ?*
- (15) *"...aduh kemana lagi sih itu orang ? Aduh, please deh."*
- (16) *"Dosemnya killer, man. Sampe gua nggak masuk, ho ho bahaya."*
- (17) *"OK, OK. Gua pengen tanya nih ama elo ya ? Lu gimana sih kalo dandan ? Dari start awal, dari mulai masih pake handuk gitu, gimana sih ?"*
- (18) *"Gua pasti ngajakin lo ke tempat yang asyik lagi, cuman tenang dulu. Gua pengen bikin surprise buat lo, man."*
- (19) *"Dengan supporter sebanyak ini ?"*
- (20) *"Ya udah jangan kemana-mana and nongkrong terus di MTV [em ti vi] Kampus."*
- (21) *"Jadi tungguin aja, dan nongkrong terus di MTV [em ti vi] Kampus, I like nongkrong di kampus. Bye."*
- (22) *"Jangan, nggak boleh dong yang namanya gambling."*
- (23) *"Suasananya suasana future gitu."*
- (24) *"Kemarin Jamie udah ngambil lagi satu kaos yang pink itu and he wore it all day, ketat."*
- (25) *"Orang yang bilang nggak suka ngerumpi itu hypocrite..."*
- (26) *"God, itu kalo masih bisa jangan deh, because kalo lo misalnya punya pacar baru kan pacar lo sakit hati lho."*
- (27) *"Dan merchadise dari MTV [em ti vi], OK."*

Based on the data from the transcription above, most of the underlined words (1) to (27) have their equivalents in the Indonesian language, but their original forms are preserved, due to the fact that the VJs feel more comfortable in using these words.

The table below shows the list of words and their equivalent in Indonesian.

Table 1. The English words with their equivalents in the Indonesian language

The English Words	The Indonesian equivalents
(1)guys	pemirsa
(2)OK	baiklah
(3)alright	baiklah
(4)voucher	-----
(5)now	sekarang
(6)trend	-----
(7)live	langsung
(8)advice	nasehat
(9)barbeque	-----
(10)always	selalu
(11)thanks	terima kasih
(12)show	acara
(13)with	dengan
(14)like	seperti
(15)please	tolong
(16)killer man	galak -----
(17)start	awal
(18)surprise	kejutan
(19)supporter	pendukung
(20)and	dan
(21)bye	sampai jumpa
(22)gambling	berjudi
(23)future	masa depan
(24)pink	merah muda
(25)hypocrite	munafik
(26)god	Tuhan
because	karena
(27)merchandise	barang-barang/hadiah

3.1.1.1.1.2. Words joined by affixes

There are also words which are modified by adding up Indonesian affixes, whether prefixes or suffixes. Here the English words are joined by prefixes [ter-], [ber-], [di-], and [pe-] and are also joined by suffix [-nya].

a. Prefix addition

- (28) "Ternyata, ini mungkin karena promosinya bagus banget ya, promosi album mereka ini seperti terorganized dengan baik sekali."
- (29) "Tapi kalo kita perhatiin di videonya yang terbaru ini, sedikit banyak perubahan Anang untuk lebih beracting ya, daripada video-video sebelumnya ya."
- (30) "Ini dimanaged sama Ronan Keating, it's called West Life, I swear it again."
- (31) "Terus, lagu-lagu hits yang lamanya apa dimix lagi, diperbarui atau sama seperti yang dulu?"

Note quotations (29) and (31). Compared with quotations (28) and (30), there inconsistency in quotations (29) and (31).

Prefixes [ter-], [ber-], and [di-] are used to form a passive sentence in Indonesian language, which have the same function as *the past participle* in English. Past participle is usually marked with suffix [-ed].

Thus, to be consistence in use, the words *beracting* and *dimix* should be: *beracted* and *dimixed*.

b. Suffix addition

- (32) "Sambil nyanyi-nyanyi dulu, jadi ada funnya, gitu."

3.1.1.1.1.2. The use of phrases

In the use of the English phrase or phrases, there are two kinds of forms that can be identified by the writer, i.e. :

3.1.1.1.1.2.1. Phrases used in their original forms

- (33) "Oh, sudah dateng suratnya...oh terima kasih mister postman."
- (34) "Memang baiknya kalo ribut ama pacar emang ada dikit misunderstanding atau miscommunication oke."
- (35) "Oke good luck, sekarang saya kasih kamu video buat kamu kasih ke cewek itu ya...*Honey to the B, Billie*."
- (36) "Jadi kita bisa nongkrong di tahun noceng bersama the millenium boys."

- (37) "Mana ? Ada lu di somewhere here, bo'."
- (38) "Terus kita juga punya sepuluh kaset to give away, OK."
- (39) "I like nongkrong di kampus."
- (40) "Kesana ? Kesana aja ? Ayo, let's go."
- (41) "Tapi, thank you ya Dit, ya. Elo udah nemenin gue, keliling-keliling kampus lo yang keren ini."
- (42) "Lumayan, not bad."

The table below shows the list of the phrases and their equivalents in Indonesian.

Table 2. The English phrases with their equivalents in the Indonesian language

The English phrases	The Indonesian equivalents
(33)mister postman	Pak pos/Tukang pos
(34)misunderstanding miscommunication	salah paham salah paham
(35)good luck	semoga berhasil
(36)the millenium boys	pria-pria milenium
(37)somewhere here	ada disini
(38)to give away	untuk diberikan
(39)I like	Saya suka
(40)let's go	ayo
(41)thank you	terima kasih
(42)not bad	tidak jelek

3.1.1.1.2.2. The English verb phrases joined to Indonesian affixes

Phrase with suffixes

The English verb phrases that are combined with suffixes are rarely used, however, they are sometimes used. Here the writer could find examples as quoted below :

- (43) "Postmannya belum dateng dan saya belum dapet surat."
- (44) "Mungkin sound-soundnya agak..."
- (45) "Jadi fans-fansnya Mark Mcgrath dengerin ya. If you wanna win an autograph T-shirt..."

Note quotations (44) and (45). They are a total translation of the Indonesian words 'suara-suaranya' and 'para penggemar'.

3.1.1.1.3. Abbreviation

The English abbreviations frequently appear during the shows. The VJ uses the English spelling instead of the Indonesian one, due to the fact that they are English abbreviations. Note these following quotations :

(46) " *Pastiin lagi nongkrongnya di MTV / en ti vi / Ampuh, ajang musik pribumi sepuluh.* "

(47) " *Temen saya itu Memes dan nanti mau ngobrol-ngobrol tentang CD [si di]...* "

(48) " *MTV udah nemuin delapan orang finalis VJ [vi dzei] Hunt tahun sembilan sembilan...* "

(49) " *Wah pemirsa, bener-bener deh, CJ [si dxi] gue ilang lagi.* "

3.1.2. The Use of The Indonesian Language

3.1.2.1. The analysis of the data

From the obtained recorded data, the writer is able to identify a pattern of the use of the Indonesian language with regional dialects during the show. It can be seen that there are several categories of form of the dialects used. The use of these dialects do not fully influence the topic being discussed, considering that its function is only to make the atmosphere more informal and intimate.

3.1.2.1.1 The use of The Indonesian language with Jakarta dialect

3.1.2.1.1.1. The use of single word

Here, the use of single word can be divided into :

3.1.2.1.1.1.1. Single word without any affixes addition

3.1.2.1.1.1.1.1. Words similar to the standard form

This category consists of the Jakarta dialect words having similar forms to those of standard Indonesian. Lexically, these words refer to the same word, or refer to the same meanings. Note the following quotation:

- (1) "OK, kamu nongkrong terus aja di sini...juga selanjutnya saya bakal bacain ramalan bintang, makanya kalo kamu lagi mau bikin kencan sama pacar kamu, tunggu dulu.."
- (2) "...kalo dia nggak ngerti juga mungkin dia nggak ngerti bahasa Indonesia...jadi kamu pake bahasa Inggris, I love you, wo ai ni...te amo...te queiro mucho, atau apalah."
- (3) "OK, pemirsa sebelum kita lihat posisi satu minggu ini, kita lihat dulu rangkuman dari posisi sepuluh sampe dua, OK."
- (4) "Pokoknya musiknya ada elektrik gitarnya, ada drum, ada terompet, pokoknya rame banget, OK."

From the quotations above, it can be seen that there is a certain pattern of the underlined words, i.e. diphthong [au] is likely to pronounce as [o] and [ai] as [e]. There is also a voiceless stop [k] occurring in every final position. These are the characteristics of Jakarta words which are similar to the standard ones.

- (5) "Dia ingin berteman dan bersahabat saja, dan kalau berteman rasanya gimana gitu.."
- (6) "Memang baiknya kalo ribut ama pacar emang ada dikit miss understanding atau miscommunication oke."
- (7) "Mungkin karena laku jadi mahal kali ya?"
- (8) "...mungkin waktu kamu menyatakan cinta dan kamu bilang dia diam saja, mungkin dia nggak ngerti atau mungkin dia punya masalah dengan pendengaran."
- (9) "OK, buat Wahyu makasih udah ngirim surat, ya."
- (10) "Elo udah kebanyakan surprise, dari tadi elo tuh ngilang mulu."

- (11) “*Jadi kita sebenarnya nggak perlu-perlu amat sih mandi lama, juga sebenarnya bentar bisa, lama juga bisa.*”
- (12) “*Jadi untuk cowok-cowok yang lagi nonton, kalo punya masalah cinta jangan malu-malu untuk kirim surat ke saya, siap tahu....*”
- (13) “*Capricorn naksir sama orang yang baru dikenal sih boleh-boleh aja, tapi kamu nggak bisa menilai orang dari luarnya.*”
- (14) “*Saya mau telpon cowok, biasanya selama ini yang nelpon yang kirim surat banyakan cewek, minggu depan saya mau cari surat dari cowok dan telpon tuh cowok...*”
- (15) “*Nah, gua mau nanya nih. Sebagai anak Sastra Jepang, lu pasti tahu dong apa...ada berapa huruf sih di...apa, di Jepang ini ?*”
- (16) “*Ini nih pemirsa, sebelum syuting aja udah budeg...dengerin dia ngoceh mulu dari tadi.*”
- (17) “*Nggak mungkin. Ngambil bajunya dari lemari aja udah berapa menit ?*”
- (18) “*Nggak ngajak-ngajak lagi. Gua kan juga laper.*”
- (19) “*Sorry ya, tadi kita ngobrol berdua sebentar karena saya kangen banget sama die. Gile.*”

The underlined words in the quotations above have the same pattern, namely that they are the shortened forms of the standard Indonesian words. Those words are listed below :

Table 3. The Jakarta dialect words: the shortened forms of the standard Indonesian words

The Jakarta dialect words	The standard Indonesian words
gitu	begitu
gimana	bagaimana
dikit	sedikit
kali	barangkali
ngerti	mengerti
makasih	terima kasih
mulu	melulu
entar	seentar
nonton	menonton
naksir	menaksir
nelpon	menelpon
nanya	bertanya
ngambil	mengambil
ngilang	menghilang

ngajak ngobrol	mengajak mengobrol
-------------------	-----------------------

- (20) "Capricorn naksir sama orang yang baru dikenal sih boleh-boleh aja, tapi kamu nggak bisa menilai orang dari luarnya."
- (21) "Gemini...kamu harus mulai konsentrasi lagi sama apa yang udah kamu rencanain selama ini, karena sayang kalo akhirnya jadi berantakan, ya."
- (22) "Memang baiknya kalo ribut ama pacar emang ada dikit miss understanding atau miscommunication OK."
- (23) "Wah pemirsa, bener-bener deh, CJ [si dzej] gue ilang lagi."

The underlined words in the quotation above are the standard Indonesian words with the deletion of the consonants in the initial position, as listed below:

Table 4. The Jakarta dialect words: the standard Indonesian words with the deletion of the consonants in the initial position

The Jakarta dialect words	The standard Indonesian words
aja	saja
udah	sudah
ama	sama
emang	memang
ilang	hilang

There are a lot of words that are modified and do not strictly follow the conventional rule of Jakarta dialect. The vowel in the final syllable is changed from /a/ into /ə/ and /i/ is changed into /ɛ/. Note these following quotations :

- (24) "Aries...Aries rejeki boleh dateng terus, tapi pengeluaran yang lain jalan terus."
- (25) "kan kita jarang dapet surat dari cowok, jadi saya seneng kalo dapet surat dari cowok, oke."
- (26) "Dan Leo...pacar kamu kayaknya bosen dengan kencan yang sama terus Leo, nggak ada salahnya kalo kamu..."
- (27) "Scorpio, janji sama temen yang udah lama nggak ketemu sepertinya bakalan menyenangkan..."
- (28) "Dan untuk kamu yang belum sempet ngelihat siapa itu Sheila On Seven, belum sempet ngedengerin."

- (29) "...kan kita jarang dapet surat dari cowok, jadi saya seneng kalo dapet surat dari cowok, OK."
- (30) "Ya udah, pokoknya ikutin gua aja, pokoknya tetep seru. Kita bakalan seru-seruan sama anak-anak Unpad yang lainnya, man."
- (31) "OK, jadi mungkin berteman dulu lebih baik, jangan cuman karena dia kelihatan keren, cakep, siapa tahu dalemnya busuk."
- (32) "Jadi kita sebenarnya nggak perlu-perlu amat sih mandi lama, juga sebenarnya bentar bisa, lama juga bisa."
- (33) "OK pemirsa, sekarang kita punya kuis, kita punya macem-macem info yang bakal dijelasin sama...rekan saya Bertrand."
- (34) "Cuman, gimana kalo misalnya sekarang kita puter-puter di...Universitas haik Pajajaran haik..."
- (35) "Apalagi kalo masih suka telpon tengah malem."
- (36) "Gini ya, dilihat dari skornya enembelas sama delapan. Kira-kira siap nih yang menang nih?"
- (37) "Gua udah punya hasilnya. Mas panitia ini boleh dipinjem, ya? OK, kita lihat, dibuka sedikit-sedikit."
- (38) "Udah? Catet ya. Buruan kirim sekarang juga, buat jadi Campus Jockey alias CJ [si dzei] berikutnya."
- (39) "Nggak ngajak-ngajak lagi. Gua kan juga laper."
- (40) "Saya setiap minggu selalu memberitahukan informasi itu, jadi tolong diingat nama-nama majalahnya, OK?"
- (41) "Mungkin gini, kemaren belum ada yang ngelihat show lu sama Alex. Perkenalin diri lu lagi deh."
- (42) "Tigapuluh menit lagi dong, berarti...eh tapi sebenarnya nggak apa-apaasal...asal bayaran gua naek tigapuluh persen."
- (43) S: Tapi seru, seru, anaknya seru banget. Trand, apa kabar?
B: Baek.
- (44) "Dan sekarang di belakang kita ada yang lagi maen basket antara Fikom ngelawan PAP [pə a pə] cewek."
- (45) "Kangennya sama orang laen, kangennya sama orang laen."

(46) "Mungkin gini, kemaren belum ada yang ngelihat show lu sama Alex. Perkenalin diri lu lagi deh."

Table 5. The transformation of standard Indonesian words into the Jakarta dialect words: /a/ in the final syllable changed into /ə/ and /i/ into /e/

The Jakarta dialect words	The standard Indonesian words	The English words
dateng	datang	to come
dapet	dapat	to get
bosen	bosan	be bored
temen	teman	a friend
sempet	sempat	to have an opportunity
seneng	senang	be happy
tetep	tetap	still
dalemnya	dalamnya	inside
sebenarnya	sebenarnya	actually
macem-macem	macam-macam	various
puter-puter	putar-putar	to go around
malem	malam	night
enambelas	enambelas	sixteen
dipinjem	dipinjam	be borrowed
catet	catat	to write down
laper	lapar	be hungry
diingat	diingat	to remember
kemaren	kemarin	yesterday
naek	naik	be raised
baik	baik	be kind
maen	main	to play
laen	lain	another
belum	belum	yet

According to Muhajir (1984), the use of /e/ and /ə/ in the above category is one of typical markers of the Jakarta dialect. However, in the modern one the change occurs only for certain words, while in the conventional one, the change occurs almost in every a sound-ended words.

The writer also has found some words where prefix [me-] is replaced by [nge-], as in the following quotations :

(47) "Dan untuk kamu yang belum sempet ngelihat siapa itu Sheila On Seven, belum sempet ngedengerin. Boleh kita simak video klipnya, OK."

- (48) "...yang gua pengen tahu nih sekarang, kira-kira apa sih yang ngebuat cowok-cowok itu mandinya jadi lama tuh apa?"
- (49) "Dan sekarang di belakang kita ada yang lagi maen basket antara Fikom ngelawan PAP [pə a pə] cewek."

The underlined words in the quotations above have similar meaning with the standard Indonesian words which have prefix [me-].

Table 6. The Jakarta dialect words with prefix [nge-] and their equivalents in the standard Indonesian words with prefix [me-]

The Jakarta dialect words	The standard Indonesian words
ngelihat	melihat
ngebuat	membuat
ngelawan	melawan

3.1.2.1.1.1.2. Typical words of the Jakarta dialect

In the Jakarta dialect, there are some words which do not belong to the standard Indonesian but have similarity to the standard forms, as explained in the previous section. These words are very typical of this dialect.

- (50) "Hallo ! Masih nongkrong terus di MTV [em ti vi] Ampuh. Sekarang ada video klipnya mbak Titi."
- (51) "Ada, saya mau mengingatkan bahwa yang nongol-nongol di televisi ini,..."
- (52) "Atau untuk pemenang lainnya yang nggak berhasil mendapatkan voucher itu bisa dapetin MTV [em ti vi] Simpati merchandizing."
- (53) "Dan pemirsa tetap nongkrong terus disini di MTV [em ti vi] Ampuh karena abis ini saya bakal kasih tahu siapa pemenang vouchernya untukk minggu ini, alright."
- (54) "OK, selain itu gua juga bakalan eh...ngumumin para pemenang yang bakalan dapetin kasetnya si geulis Ine Chintya, OK."
"Dan kagak ketinggalan si eneng item manis juga bakalan nemuin gue sama suratnya, OK."
- (55) "Ternyata, ini mungkin karena promosinya bagus banget ya, promosi album mereka ini sepertinya terorganized dengan baik sekali."
- (56) "Dan pemirsa tetap nongkrong terus disini di MTV [em ti vi] Ampuh karena abis ini saya bakal kasih tahu siapa pemenang vouchernya untukk minggu ini, alright."

- (57) "Sagitarious...ribut melulu sama pacar, bikin dong alasan yang jelas, jadi kamu nggak salah pengertian."
- (58) "...nggak ada salahnya kalo kamu bikin barbeque atau mungkin...hmm...olahraga bareng atau apa yang kayak gitu-gitu."
- (59) "...kalo elo mau tahu kayak gimana tampang dan penampilan mereka, nongkrong terus aja di MTV [em ti vi] Wow..."
- (60) "Kalo dia nggak ngerti juga, dan dia tetep pengen bersahabat...ya berarti, kamu bersahabat aja."
- (61) "OK, jadi mungkin berteman dulu lebih baik, jangan cuman karena dia kelihatan keren, cakep, siapa tahu dalemnya busuk."
- (62) "Yah, gimana dong ? Tapi, thank you ya Dit, ya. Elo udah nemenin gue, keliling-keliling kampus lo yang keren ini."
- (63) "Kita nongkrong lagi di acara favorit lu semua...yaitu Salam Dangdut. Aha, asyik, ketemu lagi. Apa kabarnya lu semua ?"
 "Sedap...boling. Hati-hati kalo jadi ceweknya, nanti elu yang dilempar. Gitu, nggak ya ?"
 "Sekarang waktunya buat elo semua berenti dulu dari semua kegiatan elo karena gua mau nongkrong disini, nemenin elo semua sambil muterin video..."
 "Eh, itu dia. Nongkrong lagi. Eh, sini lu. Nah, kenalin siapa nama lo."
- (64) "Dan kagak ketinggalan si eneng item manis juga bakalan nemuin gue sama suratnya, OK."
- (65) "...kalo elo mau tahu kayak gimana tampang dan penampilan mereka, nongkrong terus aja di MTV [em ti vi] Wow..."
- (66) "OK, sekarang sudah waktunya gue cabut, ketemu lagi minggu depan dan ini ada lagunya Kristina dengan judulnya Jatuh Bangun."
- (67) "Dia energinya agak-agak aduh...bener-bener. Ini nih pemirsa, sebelum syuting aja udah budeg...dengerin dia ngoceh mulu dari tadi."
- (68) "Bekas kenek, maklum."
- (69) "Nah, saya yakin minggu depan pasti makin seru lagi. Jadi nongkrong terus disini, OK."
- (70) "Scorpio, janji sama temen yang udah lama nggak ketemu sepertinya bakalan menyenangkan..."
- (71) "Jadi kita bisa nongkrong di tahun noceng bersama the millenium boys."

- (72) "OK good luck, sekarang saya kasih kamu video buat kamu kasih ke cewek itu ya...honey to the B, Billie."
- (73) "Jadi untuk cowok-cowok yang lagi nonton, kalo punya masalah cinta jangan malu-malu untuk kirim surat ke saya, siap tahu...."
- (74) "This is Bertrand. Lu nyempil kali dibawahnya, nih, nih, dibawah keteknya si...Howie."
- (75) "Katanya sih, gua bakalan diajak kongkow, begaul, sama ubek-ubek sama CJnya, tapi CJnya mana ya ? Eh, itu dia."
- (76) "Iye, gua bilang juga apa kan, di Unpad itu nggak ada yang nggak seru, man. Apa lagi Sastra Jepang tadi, haik, haik. Keren kan ?"
- (77) "Ya udah mendingan kita langsung aja ke dalem untuk..."
- (78) "Gila, gede banget man."
- (79) "Sorry ya, tadi kita ngobrol berdua sebentar karena saya kangen banget sama die. Gile."
- (80) "Nah kalo masih nggak ngeh elektronik seperti apa. Lebih baik kita simak aja deh video klipnya."
- (81) "Tetapi mungkin rada sedikit susah for him to make sure..."
- (82) "Dan kagak ketinggalan si eneng item manis juga bakalan nemuin gue sama suratnya, OK."
- (83) "Dan pemirsa tetap nongkrong terus disini di MTV [em ti vi] Ampuh karena abis ini saya bakal kasih tahu siapa pemenang vouchernya untuk minggu ini, alright."
- (84) "Jadi gua nungguin disini, sedangkan elo asyik ngider aja, lu gimana sih ?"
- (85) "Kamu harus ngomong lebih jelas bahwa kamu suka sama dia..."

The use of the underlined words in the quotations above will not be found in the standard Indonesian language, because those words are properties of Jakarta dialect, eventhough they are sometimes used.

Table 7. The typical of Jakarta dialect words with their equivalents in the Indonesian language and English

The Jakarta dialect words	The standard Indonesian words	Lexical meaning
nongkrong	-----	to stay tune
nongol-nongol	muncul	appear
nggak	tidak	no
kasih	beri	to give
gua/gue	saya	I
banget	sangat	very
bakal	akan	will
bikin	membuat	to make
bareng	bersama	together
kayak	seperti	be like
pengen	ingin	to want
cuman	cuma	only
keren	-----	cool (SI)
lu/elu/lo/elo	kamu	you/your
kagak	tidak	no/not
tampang	penampilan	appearance
cabut	pulang/pergi	to go/to leave
budeg	tuli	deaf
kenek	kondektur	assistant to a driver
seru	menarik	exciting
sama	dengan	with
noceng	dua ribu	two thousand
cewek	gadis	a girl
cowok	pria	a boy
nyempil	tersempil	to stick out
ketek	ketiak	armpit
kongkow	-----	to chat
begaul	-----	to mingle
ubek-ubek	-----	-----
iye	iya	yes
mendingan	lebih baik	better
gede	besar	big
gile	gila	-----
ngeh	mengerti	to understand
rada	agak	rather
item	hitam	black
abis	setelah	after
ngerumpi	bergunjing	to chat
ngomong	-----	to chat

There are also affixes which are commonly used in Jakarta dialect. The most frequent types are in the form of [ng-in], [nge-in], [n-in], and [ny-in].

- (86) "OK, selain itu gua juga bakalan eh...ngumumin para pemenang yang bakalan dapetin kasetnya si geulis Ine Chintya, OK."
- (87) "Jadi...buat elo-elo yang nggak and punya masalah sama bau kaki, man, lu nggak bisa masuk fakultas ini, Sastra Jepang. Kalo di lab ini ngapain aja sih?"
- (88) "OK, buat Wahyu makasih udah ngirimin surat, ya."
- (89) "Ya, kita nggak usah ngomongin Mark Mcgrath lagi deh. Kalo kita lagi ngomong soal Sugar Ray, Sugar Ray."
- (90) "Eko itu katanya suka ngumpulin cowok-cowok di tempat warungnya."
- (91) "Dan untuk kamu yang belum sempet ngelihat siapa itu Sheila On Seven, belum sempet ngedengerin. Boleh kita simak video klipnya, OK."
- (92) "Eh, soalnya saya nggak bisa nonton Getar Cinta soalnya kan saya yang ngebawain acaranya...tapi kamu-kamu beruntung, kamu bisa nonton Getar Cinta,..."
- (93) "Caranya gini, nih. Mau ngedapetin ? Gampang. Ya, agak kerja dikit sih."
- (94) "Lu, ngejagoin siapa lu ? PAP [pɔ̃ a pɔ̃] dong, tuh lihat tuh. PAP [pɔ̃ a pɔ̃] menang, man."
- (95) "I don't think so because if Ronan Keating manage the band, dia kan mau ngejagain apa..."
- (96) "Sekarang waktunya buat elo semua berenti dulu dari semua kegiatan elo karena gua mau nongkrong disini, nemenin elo semua sambil..."
- (97) "Dan kagak ketinggalan si eneng item manis juga bakalan nemuin gue sama suratnya, OK."
- (98) "Nah, lu bisa ikut nentuin pemenangnya, OK."
- (99) "Ya, gua nambahin dikit, itu setidaknya dua bait."
- (100) "Eh, kejadian misalnya lo mingguin apa...temen cowok lo atau mungkin orang...ya pacar lo, lah."
- (101) "Sekarang mendingan kita nanyain sama anak-anak dari tim PAP [pɔ̃ a pɔ̃] ini, kira-kira gimana sih pendapat mereka, beneran nggak sih mereka bakalan kalah?"
- (102) "Aduh, Dii, tolong deh. Elo udah kebanyakan surprise, dari tadi elo tuh ngilang muhu. Gua tuh capek, tahu nggak sih, nyariin elo."

The following list shows the underlined words with their equivalents in the standard Indonesian language and English.

Table 8. The typical of the Jakarta dialect words with prefixes and suffixes and their equivalents in the standard Indonesian language and English

Prefixes & Suffixes	Stems	The Jakarta dialect words	The Standard Indonesian	Lexical Meaning
ng-in	umum apa kirim omong kumpul	ngumumin ngapain ngirimin ngomongin ngumpulin	mengumumkan ----- mengirimkan membicarakan mengumpulkan	to announce to do to send to talk about to collect
nge-in	dengar bawa dapat jago jaga	ngedengerin ngebawain ngedapetin ngejagoin ngejagain	mendengarkan membawakan mendapatkan menjagokan menjaga	to listen to to present to get to back up to maintain
n-in	teman temu tentu tambah tunggu tanya	nemenin nemuin nentuin nambahin nungguin nanyain	menemani menemui menentukan menambahkan menunggu bertanya	to accompany to meet to determine to add to wait for to ask
ny-in	cari	nyariin	mencari	to look for

3.1.2.1.1.2. Words with affixes

a. The use of prefix

The prefix which is used is in the form of [ke-], as in these following quotations:

- (103) "Scorpio, janji sama temen yang udah lama nggak ketemu seperti bakalan menyenangkan..."
- (104) "Kebayang nggak sih, kalo misalnya cewek kalo joget gitu keluar...meletus-letus kayak kembang api, kayak gimana tuh?"

Table 9. The Jakarta dialect words with prefix [ke-] with their equivalents in the standard Indonesian and English

Prefix	Stems	The Jakarta dialect words	The standard Indonesian	Lexical meaning
ke-	temu bayang	ketemu kebayang	bertemu bayangkan	to see/to meet imagine

b. The Use of suffixes :

Typical suffixes that are the properties of the Jakarta dialect which are used here are [-in] and [-an].

- (105) “*Sekarang saya mau pilihin surat mana yang nanti saya bacain, tapi sebelum saya pilihin suratnya, saya mau bacain dulu ramalan bintang anda, OK.*”
- (106) “*Pastiin lagi nongkrongnya di MTV [em ti vi] Ampuh, ajang musik pribumi seputuh.*”
- (107) “*Sebelum saya puterin video klip berikutnya dari Wong.*”
- (108) “*Tapi kalo kita perhatiin di videonya yang terbaru ini, sedikit banyak perubahan Anang untuk lebih beracting ya, daripada yideo-video sebelumnya ya.*”
- (109) “*Atau untuk pemenang lainnya yang nggak berhasil mendapatkan voucher itu bisa dapetin MTV [em ti vi] Simpati merchandizing.*”
- (110) “*...juga selanjutnya saya bakal bacain ramalan bintang, makanya kalo kamu lagi mau bikin kencan sama pacar kamu, tunggu dulu...*”
- (111) “*Gemini...kamu harus mulai konsentrasi lagi sama apa yang udah kamu rencanain selama ini, karena sayang kalo akhirnya jadi berantakan, ya.*”
- (112) “*Lu aja yang majuin, deketin kameranya.*”
- (113) “*OK, ini saatnya buat dengerin si eneng item manis bacain surat buat elu...mannga atuh neng Shanty, sok atuh dibacakeun.*”
- (114) “*So gampang banget kuisnya, nanti Bertrand bakal jelasin. Ya, gimana ?*”
- (115) “*Eh, itu dia. Nongkrong lagi. Eh, sini lu. Nah, kenalin siapa nama lo.*”
- (116) “*Ya udah, pokoknya ikutin gua aja, pokoknya tetep seru.*”
- (117) “*Tanyain dong ama penontonnya, gimana ramenya, siapa sih yang menang sebenarnya.*”
- (118) “*Ayo, kita buktiin, ayo.*”
- (119) “*Ceritain tentang kampus lo, kira-kira apa dari kampus lo yang pengen elo tonjolin. Terus langsung aja kirim kesini.*”
- (120) “*Jadi tungguin aja, dan nongkrong terus di MTV [em ti vi] Kampus, I like nongkrong di kampus. Bye.*”
- (121) “*..., kamu bisa menangin apa Jame ? Itu yang ada gambar disitu tuh.*”

- (122) "Sempet gue pake, tapi gue kembaliin."
- (123) "Gua ulangin lagi, sebutkan tiga lagu terbaru Memes di album terbarunya."
- (124) "OK, nih Bertrand OK juga. OK, kuis kita udah jalanin. Terus apa lagi?"
- (125) "'Scorpio, janjian sama temen yang udah lama nggak ketemu sepertiya bakalan menyenangkan..."
- (126) "Saya mau telpon cowok, biasanya selama ini yang nelson yang kirim surat banyakan cewek, minggu depan saya mau cari surat dari cowok..."
- (127) "Eits, ketemu lagi dan sebelum gua pamitan seperti janji gue tadi, ya. Aku mau ngumumin siapa aja yang dapetin kasetnya Ine Chintya, OK?"
- (128) "Deketan dong, deketan, nah..."
- (129) "Ada dosehnya di dalam. Pantesan, kok suaranya lain."
- (130) "Udah? Catet ya. Buruan kirim sekarang juga, buat jadi Kampus Jockey alias CJ [si dzei] berikutnya."
- (131) "Nah jawabannya harus dikirim ke MTV [em ti vi] Land PO [pɔ̃ oʊ] Box satu tiga tujuh tiga JKS [dʒei ka es] duabelas tigabelas kosong and cepatan ya, karena persediannya sangat terbatas."

Table 10. The Jakarta dialect words with suffixes [-in] and [-an] with their equivalents in the standard Indonesian language and English

Suffixes	Stems	The Jakarta dialect words	The standard Indonesian	Lexical meaning
-in	pilih	pilihin	pilihkan	to choose
	pasti	pastiin	pastikan	to make sure
	putar	puterin	putarkan	to play
	dapat	dapetin	mendapatkan	to get
	baca	bacain	membacakan	to read
	rencana	rencanain	rencanakan	to plan
	maju	majuin	maju	to move forward
	dekat	deketin	dekatkan	to bring it closer
	dengar	dengerin	mendengarkan	to listen
	jelas	jelasin	menjelaskan	to explain
	kenal	kenalin	perkenalkan	to introduce
	ikut	ikutin	ikuti	to follow
	tanya	tanyain	tanyakan	to ask
	bukti	buktiin	buktikan	to prove
	cerita	ceritain	ceritakan	to tell
	tonjol	tonjolin	tonjolkan	to show off
	tunggu	tungguin	tunggu	to wait for
	menang	menangin	memenangkan	to win
	kembali	kembaliin	kembalikan	to return
	ulang	ulangin	ulangi	to repeat
	jalan	jalanin	laksanakan	to run

-an	janji bakal banyak pamit dekat pantas buru cepat	janjian bakalan banyakan pamitan dekatan pantesan buruan cepatan	membuat janji akan lebih banyak mohon pamit dekatkan pantas cepat cepat	to make a date will much/more to say good bye to bring it closer no wonder quickly quickly
-----	---	---	--	---

c. The simultaneous use of prefixes and suffixes :

The affixes and suffixes which are used simultaneously in the same words which are frequently used [di-in], [per-in] and [ke-an], as in these following quotations:

- (132) "Dan kagak ketinggalan si eneng item manis juga bakalan nemuin gue sama suratnya, OK."
- (133) "Lalu nanti juga aku kedatangan temen lho pemirsa. Temen saya itu Memes dan nanti mau ngobrol-ngobrol tentang CD [si di]..."
- (134) "Kalo gue biasanya ditemenin sama Alex, mulai episode ini sampai episode minggu depan, minggu depan minggu depannya lagi mungkin ya, gua bakal ditemenin sama..."
- (135) "Ininya dideketin Bertrand"
- (136) "OK pemirsa, sekarang kita punya kuis, kita punya macem-macem info yang bakal dijelasin sama...rekan saya Bertrand."
- (137) "Makanya...terus dialamatin kemana jawabannya?"
- (138) "OK, gua bakalan nemenin lu semuanya di Universitas Pajajaran. Gua, nama gua Aditya Janaka. Dan Li, lu mau diajakin kemana sama gua sekarang Li?"
- (139) "Aduh, Dit, tolong deh. Elo udah kebanyakan surprise, dari tadi elo tuh ngilang mulu. Gua tuh capek, tahu nggak sih, nyariin elo."
- (140) "Tapi kalo kita perhatiin di videonya yang terbaru ini, sedikit banyak perubahan Anang untuk lebih beracting ya..."

The following list shows the underlined words with their equivalents in the standard Indonesian and English.

Table 11. The simultaneous use of prefixes and suffixes in the Jakarta dialect words with their equivalents in the standard Indonesian language and English

Prefixes & Suffixes	Stems	The Jakarta dialect words	The Standard Indonesian	Lexical Meaning
di-in	teman dekat jelas alamat ajak	ditemenin dideketin dijelasin dialamatin diajakin	ditemani didekatkan dijelaskan dialamatkan diajak	be accompanied to have it closer be explained to address be invited
per-in	hati	perhatiin	perhatikan	to notice
ke-an	tinggal datang	ketinggalan kedatengan	----- -----	be left out be visited

3.1.2.1.2. The Use of The Indonesian Language with Javanese Dialect

Sometimes the VJs also use another dialect besides Jakarta dialect, in this case Javanese dialect. The use of this dialect can be see from these following quotations :

- (141) "*Gimana kabare semua pemirsa MTV [em ti vi], baik-baik semua ? Saya juga baik, pemirsa aku udah bilang di sore ini banyak bintang-bintang yang bagus-bagus banget,...*"
- (142) "*Temen saya itu Memes dan nanti mau ngobrol-ngobrol tentang CD [si di]...maaf maksudnya tentang album terbarunya dia, eh kepincut jadinya."*
- (143) "*Ana apa, eh...lho salah...salah ngomong. Maksudku, ada apa di MTV [em ti vi] Seratus Persen kali ini."*
- (144) "*Baru aja kita mau melongok pembuatan video klipnya Bang Mandra. Mosok sih, buat video ? Hayo kita lihat pembuatannya, hayo."*
- (145) "*Video klipnya ini, modelnya ini Bapak Sutiyoso...Gubernur DKI [dɔ ka i] Jakarta. Kono lho, kutho, kutho. Kita lihat videonya".*
- (146) "*Ndak percaya, ndak yakin ? Yo wis, karepmu. Ini ada yang mau lewat, monggo."*
- (147) "*Mosok sih. Mosok sih, mosok sih ngono dik Eko. Ati-ati lho dik Eko, nanti bisa kebablasan. Ini untuk para pemirsa juga, ati-ati kebablasan."*
- (148) "*Inggih, inggih. Betul, betul juga. jadi begini, Wiyuda, sebelumnya terima kasih sudah mengirimkan pesan dan kritiknya ke MTV [em ti vi]..."*
- (149) "*Oke, pemirsa ini dia waktunya untuk yang baru, yang pol-pol, nganti dipolne".*

- (150) *"Semoga kamu bisa dapetin hadiahnya dan sebelumnya terima kasih banyak sudah mau dan gelem untuk nongkrong mbe' aku. Dan ini pemirsa ada video klip dari Kla Project Saujana. Matur Nuwun".*
- (151) *"Huuuh...kayak dangdut, Mayangsari dengan lagunya yang paling gres katanya, kusalah menilai di nomer sepuluh MTV [em ti vi] Ampuh."*

3.1.2.1.3. The Use of The Indonesian Language with Sundanese Dialect

The use of sundanese dialect also occurs in some of MTV programs in which the Indonesian VJs use two kind of languages or more while presenting the show.

Notice these following quotations :

- (152) *"OK, selain itu gua juga bakalan eh...ngumumin para pemenang yang bakalan dapetin kasetnya si geulis Ine Chintya, OK."*
- (153) *"Dan kagak ketinggalan si eneng item manis juga bakalan nemuin gue sama suratnya, OK."*
- (154) *"OK, ini saatnya buat dengerin si eneng item manis bacain surat buat elu...mangga atuh neng Shanty, sok atuh dibacakeun."*
- (155) *"Yu, nya' udah dibacain ya suratnya, dari Asep Wahyu di Ciawi Tasikmalaya, Jawa Barat."*
- (156) *"Jadi tell me why misalnya, pasti terang aya naon iyeu teh, cie bisa."*
- (157) *"That's probably why he can sing, I should wear tight T-shirt so I can sing, abdi teh ayeuna...OK, here is Ricky Martin."*

3.1.2.1.4. The Use of Slang

The use of slang strengthened the image that MTV belongs to the youngsters. Slang is commonly used by teenagers and changed through time. Slang which occurs nowadays is called Bahasa Gaul and it does not have specific pattern. The users of this slang may create their own words to refer to something. Notice this following quotation :

- (158) *"Caranya gini, eh...misalnya gini, akika mawar nyanyang kayak begindang. Gila, gaul banget."*

The word 'akika' refers to 'aku', 'mawar' for 'mau', 'nyanyang' for 'nyanyi', and 'begin dang' for 'begini. The complete translation for the quotation above is :

(159) "*Caranya gini, eh...misalnya gini,aku mau bernyanyi seperti ini. Gila, gaul banget.*"

3.1.3 The Use of Words besides English and Indonesian Words

Here, the writer found words that used by the VJs and those words are neither English nor Indonesian ones.

(1) "...kalo dia nggak ngerti juga mungkin dia nggak ngerti bahasa Indonesia...jadi kamu pake bahasa Inggris, I love you, wo ai ni...te amo...te queiro mucho, atau apalah."

From the quotation above we can see that 'wo ai ni' is Chinese words, 'te amo' is Spanish, and 'te queiro mucho' is Mexican words. Those words are the equivalents of the English words I love you.

(2) "*Aries...Aries rejeki boleh dateng terus, tapi pengeluaran yang lain jalan terus. Kamu harus mulai menabung sedikit demi sedikit nanti menjadi bukit, Insyah Allah menjadi gunung.*"

Insyah Allah are Arabic words for 'semoga' or 'hopefully'. The use of the original form of these words are common among Indonesian people, especially the Moslems.

(3) "*Oke, balik lagi ama Bang Jamie. Bang, ik cabut dulu Bang. Salam Dangdut ngetop always.*"

(4) "*Ukh itu bahasa Belanda tu kalo poffertjesnya nggak enak, tuh bilang ukh.*"

Since Indonesia was colonized by Dutch, there are words from Dutch vocabulary are still used up to now. 'Ik' is dutch word for 'aku/saya' or 'I' and 'poffertjes' is referred to a certain kind of cake.

(5) *"Kalo gua bilang, Universitas gue emang keren-keren semuanya. Cuman, gimana kalo misalnya sekarang kita puter-puter di...Universitas haik Pajajaran haik..."*

(6) *"Haik, ada orang Jepangnya ngomong. Oh, genki deska."*

The utterances above occur when the VJs are talking about Japanese Department of Padjajaran University. 'Haik' is a typical of Japanese exclamataion, while 'genki deska' means 'how are you'.

3.1.4. Register

MTV Southeast Asia as one of MTV network specializes its program on music. And most of MTV viewers are young audience of 12 to 24 years old. Since most of MTV programs are about music and mainly viewed by a relatively young audience, the MTV VJs many times utter specific terms which are associated with music. Those specific terms are part of varieties of language which is called register.

As stated in the first chapter register can be distinguished according to field of discourse, mode of discourse and style of discourse.

3.1.4.1. Field of discourse

Field of discourse refers to a classification of registers in term of subject-matter. Under this heading the writer is able to classified that most of MTV programs - - MTV Ampuh, MTV Salam Dangdut, MTV Wow, MTV Land, and MTV 100% Indonesia -- which are presented by two languages or more are about music. It can be seen from this following quotations :

(1) *"Pokoknya pergeseran kedudukan posisi minggu ini tidak terlalu banyak, tapi ada grup ska yang terus naik terus naik hampir menuju posisi puncak, karena memang sekarang di Indonesia lagi ngetrend lagu ska katanya."*

(2) *"OK, sekarang ada The Groove. Ini, grup musik yang beraliran acid jazz."*

(3) *"Seperti yang satu ini, Padi. Ini mereka memilih aliran agak alternatif."*

- (4) "Sekarang langsung kita ke posisi lima, ada Boomerang yang katanya nggak lagi membuat seluruh lagunya berirama keras ataupun pure metal. Metal ! Mereka sekarang punya sentuhan irama musik yang lebih ringan, katanya."
- (5) "Musiknya cukup enak, eh...warna musiknya cenderung meriah. Kata Jamie sih, itu mulainya dari Jamaica dulu. Jadi sebelum reggae ada ska."
- (6) "Ada R&B [ar ən bi], R&B [ar ən bi] gitu ya ?"
- (7) "OK, now coming up with sebuah kelompok musik yang masih tergolong baru dan juga minimalis."
- (8) "Jadi khususnya. Nah, ini lagu-lagunya jenis musiknya nggak berubah atau bagaimana ? Agak lebih pop, alternatif, atau...kok alternatif."
- (9) "Sekarang waktunya buat elo semua berenti dulu dari semua kegiatan elo karena gua mau nongkrong disini, nemenin elo semua sambil muterin video sklips-sklips dangdut yang asyik dan asoy punya, OK."
- (10) "...tapi albumnya mereka nggak terlalu idealis banget, nggak terlalu yang kayak gitu semua. Ada juga yang easy listening..."

The underlined words are lexical items which belong to music field as explained in the list below :

Table 12. Definition of lexical items belong to music field

No.	Musical terms	Definition
1.	Ska	Ska is a fusion of Jamaican melody rhythm, a lot of people describe ska as a fast reggae. Ska is a dance music that swept out of Jamaica in the early 1960s.
2.	Acid jazz	Acid jazz is a variant of jazz which is characterized by timbre syncopationm, and improvisation.
3.	Alternatif	As new-wave mutated into meaninglessness, the designation alternative rock or pop came to represent music that was more attuned to the college radio market than to Top 40 or mainstream FM rock.
4.	Pure Metal/Metal	Pure metal derived from the shatteringly loud blues-rock and psychedelia of the late '60s. Metal sanded away most of the blues influences and leaving the powerful, loud guitar riffs. y and large, heavy metal is rock & roll with all of the roll stripped away -- the blues remains, but it doesn't swing. All of the rhythms are fairly rigid, almost military in origin. Bombast is the key -- from the drums to the guitars, it's about being as loud as possible.
5.	Reggae	Reggae as a musical style is a combination of traditional African rhythms, American rhythm and blues and indigenous Jamaican folk conventions. The synthetic style is strictly Jamaican and includes offbeat syncopations, up-stroke guitar

		strums, chanted vocal patterns and lyrics associated with the religious tradition of Rastafarianism.
6.	R & B	A term that originated during the 40s, R&B was initially a Black pop synthesis of big-band jump-blues, Tin Pan Alley, swing, and early rock & roll. R&B submerged into soul as that genre gained prominence during the 60s.
7.	Minimalis	One of the main innovations in the contemporary classical field, minimalism has also influenced many CI composers, particularly in progressive electronic styles where sequencers play an important role. Generally this music is characterized by a strong and relentless pulse, the insistent repetition of short melodic fragments, and harmonies that change over long periods of time.
8.	Pop	Pop (an abbreviation of the word "popular") music exists for mass-market appeal. Ideally, the intention of pop music is to achieve instant memorability. Most pop music is developed from a well-structured combination of repetitive melody and lyrical lines (referred to as "hooks") that convey messages of varying importance. Pop is even more chameleon-like than rock in the way it can exist in a seemingly endless array of styles while maintaining its essential structural qualities.
9.	Dangdut	Popular music with strong beat reminiscent of Hindi and Arabic music.
10.	Easy listening	This genre of music can incorporate a great deal of music types from the past and present and does not specifically align itself with one style of music. Easy listening is so-called because of the feel of the music in this genre. Hard edges and driving rhythms are discarded and usually replaced with softened strings or string-like timbres providing the listener with a relaxed form of music.

While the other two programs, Getar Cinta and MTV Kampus, have different field of discourse as the above mentioned programs. Getar Cinta is a program in which the VJ gives a solution upon viewers' love problem.

MTV Kampus is a program which covers a campus life. Notice these following quotations :

- (11) *"Seperti janji gua tadi, gu pengen elu buat ngelihat-lihat kampus gua, buat begaul."*
- (12) *"Nah, sekarang gua masih ada di daerah Bandung, tapi sekarang gue ada di Jatinangor, tepatnya di Universitas Pajajaran."*

- (13) "Jadi...buat elo-elo yang nggak and punya masalah sama bau kaki, man, hi nggak bisa masuk fakultas ini, Sastra Jepang."
- (14) A: Sebenarnya, sebenarnya pemirsa dan Li, sebenarnya disini lagi ada yang namanya Dies Natalis.
 E: Dies Natalis, apa tuh ?
 A: Dies Natalis, disitu ada kesenian, ada olahraga, macem-macem pokoknya, asyik-asyikan. Dan sekarang di belakang kita ada yang lagi maen basket antara Fikom ngelawan PAP [p̄ a p̄] cewek.

The underlined words above are terms which belong to campus field as defined in the list below :

Table 13. Definition of lexical items belong to campus field

No.	Campus terms	Definition
11	Kampus	The grounds or yard of an American college or other school; the educational environment as identified with the institution of higher learning.
12.	Universitas	An institution concerned with the higher branches of learning, having various under graduate schools awarding bachelor's degrees and also graduate and professional schools authorized to confer master's or doctorate degrees.
13.	Fakultas	Department of grouping of related departments.
14.	Dies Natalis	Anniversary of educational institutions, universities, college departments, etc.

3.1.4.2. Mode of discourse

Mode of discourse refers to the medium of the language activity which determines the role played by the language in a situation. Mode of discourse primarily includes the choice of speech or writing.

All of MTV programs which are presented by two languages or more are spoken ones. MTV Ampuh, Getar Cinta, and Salam Dangdut are given with broadcasting program mode. Only in Salam Dangdut the VJ switched his mode from broadcasting program mode into conversational mode and shifted back to broadcasting program mode. While the other five programs-- MTV Land, MTV Wow, MTV 100%

Indonesia, and MTV Kampus--are using conversational mode. The broadcasting program mode exists on programs which is presented by one VJ and conversational mode occurs on program presenting by two VJs or more.

3.1.4.3. Style of discourse

Style of discourse refers to the features of situationally varieties of language which try to establish principles capable of accounting for the particular choices made by individual and social groups in their use of language.

Since the main target of MTV is the audience of 12 to 24 years old, the MTV VJs tend to use informal style while presenting the programs and it is marked by the use of non-standard Indonesian language. It is aimed to make the situation more intimate.

3.1.5. Standard Indonesian Language: lexical borrowings

Lexical borrowings refers to linguistic forms being taken over by one language or dialect from another, such borrowings are usually known as 'loan words'.

According to the official Indonesian spelling system adopted in 1972, the Indonesian language in its development has borrowed words from other languages, such as Dutch, English, Sanskrit, Portuguese, and Arabic.

Loan words in the Indonesian language is divided into two main groups, the first are the words that preserved their original forms, such as *shuttle cock* and *trend*. These loan words are used in Indonesian context, but their pronunciation is preserved as the original ones. The second are the words whose forms and pronunciations are adapted into the principles of the Indonesian language. In this context the original

spelling is only necessarily changed. Thus the adapted forms can still be compared with the original ones.

Here on the list below, the writer has made a list of Indonesian words --used on the programs-- which are borrowed from another languages.

Table 14. The Indonesian borrowing words

First Group	Second Group	
	Indonesian form	Original form
video	grup	group (E)
trend	posisi	position (E)
voucher	nomor	nummer (D)
aries	video klip	video clip (E)
taurus	televisi	television (E)
gemini	cek	check (E)
cancer	informasi	information (E)
leo	promosi	promotion (E)
libra	milenium	millenium (L)
scorpio	musik	music (E)
sagitarious	alternatif	alternative (E)
capricorn	artis	artist (E)
aquarius	lirik	lyric (E)
pisces	gosip	gossip (E)
biodata	sukses	succes (D)
album	kopi	kopie (D)
trauma	favorit	favourite (E)
PO Box	foto	photo (E)
episode	gitar elektrik	guitar electric (E)
top	konsentrasi	concentration (E)
show	hobi	hobby (E)
poster	kontrol	control (E)
dies natalis	horoskop	horoscope (E)
basket	kaset	cassette (E)
model	finalis	finalist (E)
film	kamera	camera (E)
pop	menit	minute (E)
tabloid	kritik	critique (Fr)
laboratorium	energi	energy (E)
kalender	syuting	shooting (E)
dosen	boling	bowling (E)
	kuis	quiz (Fr)
	mahluk	makhluk (Ar)
	kampus	campus (I)
	universitas	university (I)
	fakultas	faculteit (D)
	kondisi	condition (E)
	skor	score (E)

	lotre inspirasi coklat idealis persen gubernur animasi konsep dimensi orkestra supervisi kreatif komersil	loterij (D) inspiration (E) chocolade (D) idealist (E) percent (D) gouverneur (D) animation (E) concept (E) dimension (E) orchestra (L) supervision (E) creative (E) commercieel (D)
--	---	--

(E) = English (D) = Dutch (L) = Latin (Fr) = French (Ar) = Arabic

3.1.6. Language switching

Since the Indonesian VJs use two kinds of language while presenting the programs, they encounter a problem as to which language they have to use. This phenomenon is called language switching, like in these following quotations :

- (1) "*I will receive many letters of this week today* (*Saat ini saya akan menerima banyak surat yang datang minggu ini*). *OK* (*Baiklah*), kamu nongkrong terus aja disini...juga selanjutnya saya bakal bacain ramalan bintang, makanya kalo kamu lagi mau bikin kencan sama pacar kamu, tunggu dulu...karena siapa tahu bintang kamu bisa memberi *advice* (*nasehat*) kencan yang *OK* (*baik*) ,ya. Jadi nongkrong terus disini, sekarang kita lihat dulu...*the first video from today show, this is from* (*video pertama pada acara hari ini, ini dari*) Joe McIntyre...Stay The Same."
- (2) "*Postmannya* (*Pak posnya*) belum dateng dan saya belum dapet surat. Oh, sudah dateng suratnya...oh terima kasih *mister postman* (*Pak posnya*). *Thank you mister postman, let see* (*Terima kasih Pak pos, coba saya lihat*)...*two hundreds and sixty five letters is that* (*dua ratus enam puluh tujuh surat*)...*oh...two hundreds and sixty seven letters* (*dua ratus enam puluh tujuh surat*). *Alright, so many* (*Baiklah, banyak sekali*)...*oke, oke, you know what ?* (*baiklah, baiklah, kamu tahu tidak*) Sekarang saya mau pilih surat mana yang nanti saya bacain, tapi sebelum saya pilih suratnya, saya mau bacain dulu ramalan bintang anda, *oke* (*ya*). Jadi duduk yang manis *and listen carefully these are your horoscope for this week, oke* (*dengar baik-baik ramalan bintang kamu untuk minggu ini, ya*). Aries...Aries rejeki boleh dateng terus, tapi pengeluaran yang lain jalan terus. Kamu harus mulai menabung sedikit demi sedikit nanti menjadi bukit, Insya Allah menjadi gunung. *OK* (*baiklah*), Taurus...kehidupan cinta dan rejeki kamu kayaknya boleh dibilang lebih stabil, *keep it that way, oke* (*tetaplah begitu, ya*). Gemini...kamu harus mulai konsentrasi lagi sama apa yang udah kamu rencanain selama ini, karena sayang kalo

akhirnya jadi berantakan, ya. Dan Cancer...saat yang tepat untuk mengontrol hobi belanja kamu, sebelum semuanya tidak terkontrol. Dan Leo...pacar kamu kayaknya bosan dengan kencan yang sama terus Leo, nggak ada salahnya kalo kamu bikin *barbeque* atau mungkin...hmm...olahraga bareng atau apa yang kayak gitu-gitu. Kalo misalnya jalan terus, nonton terus bosan...OK (ya). Oke, it's now time for me to...eh...pick one letter to read, for the mean time you watch this video, OK (baiklah, sekarang waktunya untuk saya...eh...memilih satu surat untuk saya baca, sementara itu kamu tonton video ini, ya).....to all the girls I've loved before...Julio Iglesias, and (dan) Andre Hehanusa."

- (3) "OK (baiklah) pemirsa, dari semua surat yang datang hari ini, the...or (atau)...exactly two hundreds and sixty six letters and thank you for sending in your letters, by the way (ngomong-ngomong, tepatnya dua ratus enam puluh enam surat dan terima kasih karena telah mengirimkan surat). I have to pick one letter and I have to pick this one because this is from a guy (saya harus memilih sebuah surat dan saya harus memilih surat ini karena ini berasal dari seorang pria)...kan kita jarang dapet surat dari cowok, jadi saya senang kalo dapet surat dari cowok, OK (ya)."
- (4) "Masih nongkrong di MTV [*em ti vi*] Wow bersama gue, kali ini gue punya video kalo kita denger pasti kita spontan pengen goyang. Penyanyinya cowok dan cowok ini demen banget ama mahluk hidup yang namanya cewek. Dia kalo lihat mahluk hidup itu pasti gatel deh. Dan ini nih lagunya, namanya a little bit of mambo and it was best expressed on I got a girl (dan lagu ini dengan baik diceritakan pada I got a girl). So ceritanya dulu nih, he had a girl from Miami (dia punya kekasih dari Miami), she was a Cuban (dia orang Kuba). She was a Cuban and everytime she danced it was like brilliant fire works (dia orang Kuba dan setiap kali menari ia bagaikan kembang api yang indah). Kebayang nggak sih, kalo misalnya cewek kalo joget gitu keluar...meletus-letus kayak kembang api, kayak gimana tuh ? Mau tahu, kira-kira ceweknya kayak gimana ? (Those Cuban girls (gadis-gadis Kuba itu). Why don't you check it out (bagaimana kalau kamu saksikan), Mambo Number Five."

Language switching can be done in two ways. First, by using two languages at once. Thus we can see above that the VJ use English and Indonesian languages at the same time in one sentence. Second, the speaker can switch completely from one language to another. So it is possible for the VJs to speak Indonesian in one sentence and switch their utterance into English in the next sentence or vice versa.

Trudgill states that language-switching can be used by a speaker for his own purposes, to influence or define the situation as he wishes, and to convey nuances of

meaning and personal intention (Trudgill, 1974: 126). In this case language-switching can make the situation become informal, intimate, and more friendly.

3.2 The programs presented in English

3.2.1. Register

Since MTV Southeast Asia has specialized its programs on music, there are specific terms about music uttered by the VJs.

Register is divided into three, which are field of discourse, mode of discourse, and style of discourse.

3.2.1.1. Field of discourse

Field of discourse refers to a classification of registers in term of subject-matter. Under this category the writer could conclude that most of MTV programs which are presented by one language (English) are about music. Notice these following quotations :

- (1) *"Alanis Morissette live in Asia. Yes, that's right. Alanis Morissette will be touring live across Asia and MTV [em ti vi] is giving away a bunch of tickets to the concert on where it takes should be playing,..."*
- (2) *"Welcome back people. You're watching MTV [em ti vi] Fresh. Nextup we have a track taken of Melanie C's first solo album Northern Star. It is described by her as quite rather mixed of acoustic, pop, R&B [ar en bi], and a guest rap from Left Eye, from the TLC [ti el si]. OK, that's nice. Here is Melanie C [si] with title Northern Star from her new album. Enjoy."*
- (3) *"And coming up next we have a band that was named in honour of the legendary boxer, Sugar Ray, OK."*
- (4) *"And here's Sherylin video from the album and it's heavily influenced by the motown sound, OK. This is When We Are Together."*
- (5) *"OK, guys before watching the video, let me remind you of those in the Philippines, do not forget to tune in in MTV [em ti vi] First on the hive one hundred point seven fm for more fresh hits and update on the movie screen in Manila."*

- (6) "Now, from rock we move to rap and this time we have the hip hop Tag Team of A Method Man and Red Man with the hot new video from the In Too Deep soundtrack, alright."
- (7) "You get like a puzzle, a puzzle, a jigsaw puzzle. Some soaps, candle, a CD [si di] of the soundtrack and a...bunch other stuff. All are in this bag, OK."
- (8) "OK, first up this is a duo from Watford, George Michael and Andrew Ridgeley, who went from the unemployed to make as big as Wham. This is their nineteen eightysix's number one smash, freedom, and coming up after that we have George Michael solo. Enjoy the show guys."
- (9) "Listen up carefully, the question for today is this: which actress, singer, pop icon, and diva will appear in the movie Quadrille?"
- (10) "Aww, full of rockin' band. TLC [ti el si], it's a big TLC [ti el si] No Scrubs' fan, the picture is like a rockin' band."
- (11) "But, don't only that, not only do you stand to win tickets to her concerts, but are you too can win copies of her album, as well. Isn't that great?"
- (12) "Welcome back guys because we have still a lot of artists, so please stay tune OK."
- (13) "I want to ask a photo, for photo of Greg, Nick, Lee, and Keane. All of her boyfriends from the boybands."
- (14) "She said that Geri is not a talented musician nor a strong singer."
- (15) "No title yet, but Melanie C's [sis] song title like going up. Because she looks like she's definitely going down and out of the chart pretty soon, OK."
- (16) "Now, you know I really like this video, I like it a lot actually. But I never quite get the deeper meaning of the lyrics, so maybe we should hear from the horse's mouth, OK."
- (17) "Mariah Carey is not only a heartbreaker but also a record breaker. Her latest release a heartbreaker has topped the US [ju es] Billboard single chart again, giving her a total of fourteen charts top of her entire music career."
- (18) "Now also watch out for the next single, this gift, out soon at the end of this month, so exciting."
- (19) "At number twenty, it's the new entry by Savage Garden, I knew I loved you."
- (20) "This trio not only sings, but...yo baby yo baby, rap as well, OK. OK, here is one all about summer girl, LFO [el ef ow]."

(21) "This group has lots of potential and even tours with great stars like Janet Jackson and Celine Dion and Sarah Sechan, and they're now at number eight with a cover of Bangles, eternal flame. Human Nature."

(22) "Now she is in the midst of recording her greatest hits album and rumour said she will record a duet with Enrique Iglesias which may or may not appear on that album."

The underlined words are lexical items which belong to music field as explained in the list below.

Table 15. Definition of lexical items used in music field

Musical Terms	Definition
Tour	number of visits to places made by an artist/ a singer
concert	musical entertainment, especially one given in a public hall by players or singers.
solo album	long-playing record with several pieces by only one singer.
acoustic	the physical properties of sound
pop	Pop (an abbreviation of the word "popular") music exists for mass-market appeal. Ideally, the intention of pop music is to achieve instant memorability. Most pop music is developed from a well-structured combination of repetitive melody and lyrical lines (referred to as "hooks") that convey messages of varying importance. Pop is even more chameleon-like than rock in the way it can exist in a seemingly endless array of styles while maintaining its essential structural qualities.
R & B	A term that originated during the 40s, R&B was initially a Black pop synthesis of big-band jump-blues, Tin Pan Alley, swing, and early rock & roll. R&B submerged into soul as that genre gained prominence during the 60s.
Rap	Rap music is made by DJs scratching records and playing drum loops, with MCs rapping over the resulting rhythms.
Album	long-playing record with several pieces by the same musician(s), singer(s) or a collection of pieces by varied artist on each side.
Band	group of musician which is playing together.
Motown sound	Motown sound took black music from the church, blues from the South, and the gospel technique for telling a completely developed story from beginning to end, and added to it a sweeping, layered sound that grabbed both blacks and whites, a sound that developed as the company grew and one that varied from producer to producer, artist to artist. Billboard magazine's Adam White really hit the nail on the head with his definition of the Motown Sound: "The elements: a bedrock bass line; an emphatic beat accentuated by tambourines, pounding percussion, and piano tracks; saxophone-driven brass charts; shrill femme backup vocals

	in the classic call-and-response mode of gospel performances; and those swirling, riff reinforcing strings ..."
Hits	Songs that win wide popularity
Rock	Rock's emphasis on rhythm, gritty (occasionally abrasive) instrumental sounds, and often salacious lyrical themes underscored the genre's roots in sexuality and things impulsive and earthy.
Hip Hop	hip-hop is a post-modern musical genre that deconstructs familiar sounds and songs, rebuilding them as entirely new, unpredictable songs.
Soundtrack	A soundtrack recording is the music of a particular motion picture that is released as an album (cassette or CD). A soundtrack contains all of the music, and in some cases some of the dialogue of blockbuster movies (and those films that did not do so well at the box office).
CD	A technically advanced type of recording on which the sound is digitally encoded, thus allowing more than one hour of music to be contained on a single, small disc.
Track	All recorded medium are described in terms of their tracks. Records, cassette taps and CDs all contain recorded music.
Duo	The meaning of the word duo, as a musical reference, applies to compositions written for two instruments, music performed by two instruments, or a pair of musicians who perform together on a consistent basis. On the performance level a duo can include any combination of instruments with the exception of piano and vocal duets.
Smash	A song which is at once very successful.
Solo	A "solo" musical composition is one in which a singer or instrumentalist sings or plays the singular portion of the music, the primary melodic line, alone.
Singer	One who sings, especially a skilled or professional vocalist.
Pop Icon	A most wellknown pop image.
Diva	A great woman singer.
Fan	An admirer of an actor or other public figure.
Live	A performance which is not recorded in advance.
copy	A reproduction of a cassette or CD.
artist	One skilled in an art or profession, especially one who professes and practices one of the fine arts.
boybands	A body of instrumental musician consisting several boys.
musician	One who is skilled in the composition or performance of music.
chart	It refers to the weekly surveys tabulated by music magazines including "Billboard," "Radio," "Records," "Cashbox," "Gavin Report," and "Rolling Stone." Each music magazine has their own weekly rankings established by sales, air-time or a combination of both.
lyrics	Verses of a song.
record	A disc on which sound has been registered.

release	When a musical recording is offered for sale to the public it is said to be in "release".
single	This term refers to a phonograph record containing one popular song on each side. The "single" is usually the "A side" release for its qualitative characteristics reflecting the artist's ability and the marketability of the song. The "B side" is still a single song on a single side of a record but it is usually not promoted as "the" single.
entry	A new song which just entered the chart
trio	Musical composition for group of three singers or players.
a cover of	A song which has been recorded before, but recorded and sang again by different singer.
duet	Duet is specifically reserved for compositions for two pianos and for two singers of different vocal ranges.

The writer can also make a conclusion upon another MTV program, MTV Screen. The field of discourse of MTV Screen is movie field, as illustrated on the following quotations :

- (23) *"That's right, get set to meet crazy Bean, Gonzo's friend extra terrestrial visit by the muppets from space. Also driving by awesome very curious characters who tried to save the world in Mystery Man. If you don't wanna miss this classic mix of great movies and great prizes, all in MTV[em ti vi] Screen."*
- (24) *"And in this new flick, two new characters are inducted into the muppets family, it's Gonzo and it's the power Rizzo the rat to tell us who these newcomers are..."*
- (25) *"Now from out of space to box office space. Let's find out if Tommy Lee Jones with his Double Jeopardy has what it takes to stay at the top of the Fuji."*
- (26) *"Genius spot as the Kevin Spacey's drama American Beauty with its respectable US [ju es] eight million dollars taking."*
- (27) *"Climbing its spot is the inspiring Music Of My Heart at number four. Get into the ring at number three with the Dust Brothers and their trifling score to the Fight Club."*
- (28) *"The movie In Too Deep recently spoke up here in the debate in the US [ju es] about the movies blade and glamourization of the gang violence. Now, you judge for yourself when it hits a cinema near you."*
- (29) *"Now, it's no ordinary director's chair, it's exclusively autographed as you can see. I know that you can't see right there. Exclusively autographed by director Rene Harlin and actor Thomas James."*

The underlined words belong to movie field as explained in the list below :

Table 16. Definition of lexical items used in movie field

Movie Terms	Definition
Characters	A fictional or nonfictional individual who is portrayed by an actress or actor in a motion picture.
Movie	A movie movie is simply a film that has a thematic device centering on the movie industry.
Screen	Coming in a variety of shapes and sizes, screens are reflective surfaces to which films are projected. Their reflective character bounces the image back to the audience so that the film may be viewed. Screens can be constructed from a white, opaque plastic, coated in oxides or aluminum particles. Coatings permit greater control and varieties of light and image intensity. Beads of glass are often present in the compounds applied to -screens offering greater luminosity and reflection.
Flick	Slang term for movie.
Box office	It refers to the actual earnings of a film.
Drama	Composition in prose or verse presenting in dialogue a story of life or character, especially one intended to be acted on the stage.
Score	A compilation of musical compositions specifically written to accompany the action of a film.
Cinema	The Greek term "kinema" means motion. From this root was derived the term "cinema" to refer to 'motion' pictures in general. European referents for the term also include theatres where motion pictures are exhibited.
Director	Supervisors par excellence, directors are responsible for everything that goes before the camera including action and dialogue. The director is not merely a supervisor of the recorded events, however. S/he is responsible for the function of the entire crew bringing about the desired results through technique and interpretation. Lighting, camera positions, sound and movement are all within the purviews of directorial dictums.
Actor	The term is male in orientation but refers to any male or female who plays a role in film, on stage or in television productions.

3.2.1.2. Mode of discourse

Mode of discourse refers to the medium of the language activity which determines the role played by the language in a situation. The primary distinction on this dimension is spoken and written language which have different situational roles.

All of MTV programs which are presented by using one language are spoken ones. All of them are given in broadcasting program mode. This mode appears when the programs are presented by only one VJ.

3.2.1.3. Style of discourse

Style of discourse refers to the relations among the participants. It affects and determines features of the language.

According to Mrs. Muthia Farida, the MTV SEA communication representative in Indonesia, the target audience of MTV is young audience, so all the Indonesian MTV VJs feel more comfortable to use this style. Furthermore, this style is aimed to make the atmosphere relax and intimate. It is marked by the use of informal English, such as in the following examples :

(30) *“How are you doing ? Welcome to the show. Check it out, our first request for today. Shall we read it ?”*

(31) *“Hi, what's up ? Check it out, man, we have got another request. Alright, a very beautiful request, I must say.”*

3.2.2. Language switching

As mentioned before, English is the most recognized language used in MTV SEA programs. But it does not prevent the Indonesian VJs to use the Indonesian language while hosting the shows as shown in the sentences below :

- (1) *"Hi, VJ [vi d ei] ! My name is Murni Aprilia, I'm from Indonesia. Apa kabar, hah ? Baik-baik aja, ya ? (How are you ? Fine ?) My school, SMU [es em u] Negeri Satu di Kalireja, it's in Kalireja."*
- (2) *"Hah, I'm just reading a...the request from Michel Christina in Indonesia. Apa kabar Michel di Indonesia ? (How are you Michel in Indonesia ?) Check out her request, decorated it with faces of people from...what's that is that ?"*

The VJs use the Indonesian language when he or she reads requests from the Indonesian viewers. The VJ addresses the Indonesian viewers by using the Indonesian language which is aimed to build a closer interaction with the participants or viewers and make the situation more friendly.

3.2.3. The Use of Language besides English

Eventhough the use of English is dominant in most of MTV SEA programs, still the Indonesian VJs utter some words which do not belong to English vocabulary many times, such as in the following quotations :

- (1) *"I asked you how many sharks were in the movie. Now the answer is un dos tres, alright tres...three."*

Instead of saying 'one two three', the VJ said 'un dos tres' which are Spanish words.

- (2) *"And you can also catch the finalists on MTV one hundred percent on Tuesday the twenty sixth, OK, MTV [em ti vi] Seratus Persen Indonesia. At ten thirty pm and six pm..."*

'MTV Seratus Persen Indonesia' is one of many programs in MTV SEA which has the English equivalent 'MTV One Hundred Percents Indonesia'.

- (3) *"Also catch us melalui MTV[em ti vi] on ANTV [an tɔ vɔ], OK, starting Monday October the twenty fifth and at four thirty pm [pi em]."*

The VJ uttered 'melalui' which is the Indonesian word for 'via' or 'through'.

3.3. The Reason for Using Certain Languages

3.3.1. The Reason for Using English

Since MTV Southeast Asia programs are broadcast throughout the Asian countries, English is mainly used by the VJs. Furthermore, MTV Asia has an international network with MTV, so the use of English is absolutely required.

3.3.2. The Reason for Using The Indonesian language

There are some reasons for using Indonesian language in MTV Southeast Asia.

Those are :

1. The use of Indonesian language in international television network is caused by the large approximate number of viewers from Indonesia. Thus the producers of MTV SEA programs allow the Indonesian VJs to use their native language. The Indonesian language is only occurred in certain programs which specifically cover everything about Indonesia and program which is a local product of Indonesia.
2. For convenience reason, the VJs sometimes feel comfortable if they refer to something by using Indonesian words. According to them, English cannot cover all the Indonesian terms, particularly words that are commonly used by the teenagers nowadays.
3. Since May 5th 1995, when MTV SEA programs were broadcast by ANTV, MTV SEA has started to consider to increase local products. It was aimed to increase the number of viewers. Since Indonesia is the country with the largest population in Asia, MTV started to allow the first Indonesian VJ, Nadya Hutagalung, and some other Indonesian MTV VJs to use Indonesian words, while she or he presents her or his shows.

3.3.3. The reasons for Using Jakarta dialect

Based on the research that was accomplished by the writer, there are three reasons for using the Jakarta dialect in MTV Southeast Asia, i.e. :

1. This kind of dialect has been widely used in big cities in Indonesia, particularly used by young people.
2. The use of this dialect is to create a more friendly and informal, intimate situation.
3. All of the VJs come from Jakarta, and this dialect has been familiar to them.

CHAPTER IV

CONCLUSION

