

## ABSTRACT

It is very interesting to discover that there are other languages besides English which is used by the hosts or VJs (Video Jockeys) on MTV Southeast Asia. As a matter of fact MTV SEA is a division of MTV international network and its broadcasting area is throughout Southeast Asian countries. Despite the fact that English is the main language used in the shows, the Indonesian VJs many times utter some Indonesian words when presenting their shows.

Based upon the fact above, this study would try to discover the varieties of language that are used by the VJs and to know the reasons for using the languages.

Knowing that television strongly depends on viewers, it would be interesting to discover that on MTV Southeast Asia a language is used as a device to increase the number of viewers.

According to Hudson, language, dialect, and register - divided into field of discourse, mode of discourse, and style of discourse - are the most widely recognized types of language variety (1993: 30). On MTV SEA the two main languages which are normally used by the Indonesian VJs are English and Indonesian language with Jakarta dialect. The fields of discourse of the programs for the most part are about music. They are presented either with broadcasting mode or conversational mode. Realizing the main target of MTV is young audience, the style of discourse that suits them is an informal style. This style is aimed to build relax, friendly, and intimate situation as well as to create a closer connection between the VJs and their viewers. The process of language switching and borrowings also occurred as the consequences of the fact that varieties may become mixed up with each other. On the other hand, there are some reasons behind the use of these languages. English is used in connection with MTV status as an international cable television. While the Indonesian language is used for convenience reason, as English cannot cover all the Indonesian terms. Lastly, there is a strong correlation between the use of the Indonesian language and the large approximate number of viewers from Indonesia which made the MTV SEA producers allow the Indonesian VJs to use their native language.