

## CHAPTER IV CONCLUSION

The use of English on international television network is absolutely required, knowing that English has become the most well-known language worldwide. This situation also happened on MTV, a cable television with international network which specializes its programs in music programs. But in MTV Southeast Asia, the hosts or known as VJs, particularly who come from Indonesia, use some Indonesian words during some programs. It also has many kinds of dialects, such as Jakarta, Javanese, and Sundanese. Thus, there is a strong possibility of the occurrence of variety of language. But this phenomenon becomes interesting because it occurs on international television network in which the audience come from throughout Asian countries.

The writer believes that there is a correlation between the language being used and the target market. Indonesia is considered to be one of the countries which has large population. Being the largest population country in South East Asia, it is believed that Indonesia has approximately large number of viewers. Due to that fact, MTV SEA management allows the Indonesian VJs to use their native language in some MTV programs or shows. These programs commonly spotlight the recent occurrences in Indonesia, particularly on music and celebrities' life. The use of Indonesian becomes more obvious on program which is a local product of Indonesia, such as MTV Wow. The use of these languages, English and Indonesian, have to suit the target market. The target audience of MTV is young people of 12 to 24 years old or relatively young audience. Due to that fact, the Indonesian VJs tend to use the non-standard Indonesian

language mostly mixed with Jakarta dialect, which are considered to be more appropriate to the market they want to reach.

Through the analysis of the use of language on MTV SEA programs in which the Indonesian VJs either use one kind of language or more, the writer is able to make some conclusions. The MTV SEA's programs which are broadcast by ANTV can be divided into two groups based on the kind of language being used. The first group is programs in which the VJs use two kinds of languages, English and the Indonesian language. The second is programs in which the VJs use English only without any insertion of words of another language.

Since MTV is an international cable television network, the use of English is considered to be normal. In the programs where the VJs use two kinds of languages or more many times English words and phrases appear in Indonesian utterances without undergoing any changes. But in some other Indonesian utterances, English words and phrases are joined by affixes, such as prefixes [di-], [ter-], [ber-] and suffix [-nya]. The VJs also likely to pronounce some abbreviations using English pronunciation instead of the Indonesian ones.

Indonesian language which is used by the VJs is the non-standard one and commonly with Jakarta dialect. There are Jakarta dialect words which have similar forms with those of standard Indonesian. They refer to the same meaning, but with some exception. In non-standard Indonesian language, diphtong [au] and [ai] are likely to pronounce as [o] and [e] and a voiceless stop [k] is occurring in every final position. There are also the Jakarta dialect words which are the shortened form of the standard Indonesian words, e.g. *gitu* and *gimana* from *begini* and *bagaimana*. In some of the Jakarta dialect words the consonants in the initial position are deleted, for example *aja*

and *udah* from *saja* dan *sudah*. There are also lots of words which their vowel in final syllable is changed from *ʌ* into */ê/* and */i/* becomes */ε/*, for instance *datang* and *dapat* become *dateng* and *dapet* and *lain* and *main* become *laen* and *maen*.

The Jakarta dialect has even its own vocabulary which do not belong to the standard Indonesian language but have similarity to the standard forms. Sometimes these words are used with affixes, i.e. prefix [ke-] and suffix [-in] and [-an]. The prefix and suffix are also used simultaneously, such as [di-in], [per-in], and [ke-an].

The variety of language can be determined by language and dialect. There are some cases when the VJs used words or phrases which are neither English nor the Indonesian ones. Words/phrases of Chinese, Spanish, Mexican, Arabic, Dutch, and Japanese have enriched the variety of language being used in MTV SEA's programs. In spite of the use of several languages, the VJs also use another dialect besides Jakarta dialect, such as Javanese and Sundanese dialects.

Register, on the other hand, can indicate the existence of language variety. The field of discourse in most of MTV SEA programs is music. Some other programs have different field of discourse, namely campus life and love problem. Most of the programs are presented with broadcasting program mode with only few are presented with conversational mode. Broadcasting program mode occurs when the programs are hosted by only one VJ. While conversational mode happens in which the two or more VJs host the shows. Since the target market of MTV is young audience, the MTV VJs tend to use informal style while presenting their shows. This kind of style is marked by the use of the non-standard Indonesian language which is able to make the situation more intimate.

Varieties can be mixed up together through the process of lexical borrowings. From the findings, the conclusion can be made that the Indonesian language has borrowed words from other languages, which are English, Dutch, Latin, French, and Arabic. Some loan words in the Indonesian language are preserved as the original ones in term of pronunciation and some are adapted with spelling changes.

Another way in which different varieties may become mixed up with each other is through the process of language switching. Due to that fact the Indonesian VJs might use two kinds of language, so there is a language switching in their utterances. Language switching can be done in two ways. First, by using two languages at once. Second, the speaker can switch completely from one language to another. In this case the VJs might switch their utterances from English to Indonesian or the other way around.

The variety of language also exists even when the programs are given in one language, namely English. Under the category field of discourse, most of MTV programs which are presented in one language (English) are about music. Another MTV program's field of discourse is a movie field. Those programs are given in broadcasting program mode with informal style. Marked by the use of informal English. This mode appears when the programs are presented by only one VJ.

The process of language switching also occurs as the consequence of the mixed up of different varieties. In this case the VJs switch their utterances from English to Indonesia or the other way around. The VJs use the Indonesian utterances when he or she wants to address their Indonesian viewers. It is aimed to build a closer relationship between the VJ and his audience.

There are some reasons to explain how this language phenomenon occurs in the international television station. 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. Sometimes the VJs feel more comfortable if they use Indonesian language to refer to something or if it does not have its equivalent in English. The MTV itself wants to increase its viewers in Indonesia, because some of its MTV programs have been broadcast by one of Indonesia television station, namely ANTV since May 5th 1995. As stated before, the VJs are using the Jakarta dialect because it has been widely used and it can create a more friendly and informal, intimate situation. Furthermore all of the Indonesian VJs come from Jakarta, so this dialect is more familiar to them. While the use of English is considered to be normal knowing that MTV SEA is a division of MTV international network.

# BIBLIOGRAPHY

BUKU MILIK  
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