

# **A STUDY OF CODE SWITCHING AND ENGLISH BORROWING IN ADVERTISEMENT OF SURABAYA FM BROADCASTING**

## **THESIS**



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**A STUDY OF CODE SWITCHING AND  
ENGLISH BORROWING IN ADVERTISEMENT OF  
SURABAYA FM BROADCASTING**

**THESIS**

**Submitte in partial fulfilment of the requirements for  
the Sarjana degree of the English Department,  
Faculty of Social and Political Sciences  
Airlangga University Surabaya**

**By :**

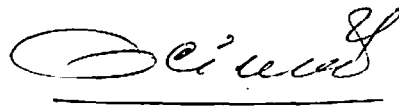
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Dedicated to my mother who loves and prays my  
succesful forever.

Approved to be examined

Surabaya, July 2, 1994

Thesis Advisor



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Juli Wibowo

ABSTRACT

The thesis is a research in code switching and English borrowing use of advertisement of Surabaya FM broadcasting. In Indonesia English has a prestigious position as mark of well educated people and symbol of new elite. Thus, broadcasters of Surabaya FM broadcasting who deal with youngsters as the listeners often switch their code and borrow English items in their announcement.

The thesis exactly finds language use of advertisements in FM broadcasting often use code switching and English borrowing. Some products use English in switching and borrowing as ways to give good perception and introduce the products.