

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Everyday, everyone would use a code or a language for social interaction. Every community has agreed a code for their communication. Actually, language is influenced by social and cultural background in what the community lives. Language also be seen as one of characteristics of culture. Whether language would have social prestige depends on the increasing of community culture. So, we would see dead language, low language prestige and high language prestige. Indeed, prestigious language would be used by many speakers, because it shows the social prestige of speakers.

Language, in other criteria, like other forms of social activity, has to be appropriate to the speaker using it. Social link where people make relationship with each other, has been conditioned by object matter, that dominates social interaction. In this case, not only behavior that appropriate to individual about their language style but also needs to be suitable for particular

occasions and situation. (Trudgill, 1983 : 100).

Communication, in which language is important, has patterns that occurs at all levels : societal, group and individual. (Hymes cited in Saville - Troike, 1972 : 14).

According to Saville-Troike, at the societal level, language serves many functions. Language creates / reinforces boundaries, unifying its speakers as members of single speech community, and excluding outsiders from intragroup communication. Many languages are also made to serve a society by providing linguistic indicators which may be used to reinforce social stratification (Saville-Troike, 1985 : 15).

In fact of many languages, there are two different styles of language; standard language and daily or ordinary language, also in Indonesian. Standard language of Indonesian is ruled by Pusat Pembinaan dan Pengembangan Bahasa. There is a function as communication language for elementary, high school, and university instruction, radio broadcast, speeches, newspaper and magazines articles, official letters, and in general purposes for which 'good' and 'correct' (Turner, 1972 : 133). In contrary ordinary

Indonesian is the usual, informal, everyday conversational variety of Indonesian. It is the style of Indonesian spoken in most face to face encounters between acquaintances and friends of different ethnic groups (Turner cited in Pride 1972 : 133). Furthermore, Turner said, structural differences between daily Indonesian and standard Indonesian includes shortening of words, omission of words, change of word order, some word substitution and minor differences in pronunciation and rhythm.

Standard Indonesian according to Dede Utomo is thought to be formal, rational, and infertile language (Surabaya Post, August 31, 1991). There caused why ordinary or daily language of Indonesian is established by its speakers to make a closer relationship between them. Social stratification of speakers give some different use of Indonesian on daily use. Social context also give to Indonesian alternative for engineering. In fact Standard Indonesian or ordinary/daily Indonesian have the same potential to be engineered. Engineering process of language must have equality with naturalistic process. Because, basically language is natural. So, engineering

process cannot be forced, because engineering process that make language one, archaic, difficult to be spoken and curious would refused by its speakers (Budi Darma, Jawa Pos October 29-30, 1993). If Standard Indonesian is ruled by Pusat Pembinaan dan Pengembangan Bahasa, daily or ordinary Indonesian is used by its speakers depend on their social context and sub groups where Indonesian is used for interaction their self.

Ordinary Indonesian development, as Turner said, like shortening words, omission of words, changes of word order, some word substitution and minor differences in pronunciation and rhythm, can be seen within youth Indonesian language. Turner has done a research an ordinary Indonesian used a small community of Indonesian graduate students, their wives, their children in USA

The research has shown that Indonesian has been influenced by another language, like Dutch during colonial periods, and English after 1962 (Turner cited in Pride, 1972 : 137). Furthermore Turner said, if the use of a foreign language whether partial or complete, is made to show the mark of educated man a symbol of the new elite

and prestige (Turner, cited in Pride, 1972 : 133-138). In his research that had been done in 1962, Turner showed the position of Dutch which has changed drastically. Its former official function at that time has been filled by Indonesian. Its previous educational uses have been largely replaced by Indonesian and English. Turner also said, in that time English has been used for interaction with outsiders (foreign people), for political and business purposes whereas Dutch retains its usefulness only in certain academic disciplines and as intimate code among the upper class, especially among the middle aged and older people.

But by this time, we can see new phenomena where English grows rapidly and used rather than 1962 when Turner did his research. English is not only for educational purposes but also for interaction between groups, for business or in FM radio broadcasting. English like as Dutch in the colonial periods functioned as the mark of high education man, and a symbol of the new elite, English borrowing and code switching occurs frequently in big cities like Jakarta and Surabaya. A clear example as

Rosihan Anwar said, is in radio broadcast of which are deal with teenagers and young people (republika, August 15, 1993).

In this speech community Indonesian is used inconsistently, mixed by any dialect or foreign language (especially English). There is some relation between English used in FM radio broadcasting and the life style of its listeners. Most listeners of FM broadcasting can be classified as middle and upper social class, it is shown by any programs of FM broadcasting that show their life style. In Surabaya, Radio Merdeka and Wijaya deal with all social classes, while the others choose middle and upper class for their listeners.

According to Sapir-Whorf, language and culture are fully related, and culture is fully constructed by language (cited in Cason, 1981). There is a indicate in language use in FM broadcasting describes the lifestyle or culture of listeners. So an analysis of language use will show the cultural background of Surabaya FM broadcasting listeners to analysis language using of advertisement of.

It is clear enough for us, if English has high

prestige for most Indonesian. Some one will be classified well educated if he can speak or communicate in English. It show middle and upper class in Indonesia (Turner cited in Pride, 1972). The writer think, there is the reason why code switching and English borrowing occur and used by Surabaya broadcast as appeal to their listeners. This reason is based on some researches by Trudgill, Le Page and Tabouret-Keller whom report if language or variety has high prestige speakers will often claim to use it, and where it is of low prestige they will deny knowledge of it (Milroy, 1987 : 185).

This thesis is based on the phenomena above, would describe code switching and English borrowing in Indonesian. To limit the research, the writer choose Surabaya FM Broadcasting especially in its advertisement. The reasons for this choice are : first, Surabaya FM broadcasting, like Jakarta or other big cities, deal with teenagers and youth people middle class and upper class as its listeners. On this class English borrowing and code switching are often used (Anwar, Republika, August 15, 1993). *For example,

FM broadcasting that is cited by Republika, Oktober 31, 1993 has shown code switching that is used by the broadcaster.

Broadcaster : Apakah hasil alam yang terkenal dari Irian Jaya? (What is the famous product of Irian Jaya?)

Listener : Eeh... Cendrawasih.

Broadcaster: Sorry gal (guy?), You've missed to chance our prize.

Second, the advertisement of FM Broadcasting also deal with teenagers and youth people as the object, so advertisement bureau must also make an advertisement that adapt to ordinary habits of them. One of the adaptation uses English borrowing and code switching that is common in daily FM Broadcast.

1.2. Statement of the Problem.

Based on the background of the study above, here the writer

would like to deal with two problems :

1. What are code switching and English borrowing have a

function important varieties of advertisement of Surabaya FM broadcasting ?

2. When are code switching and English borrowing used on advertisement ?

1.3. Objective of the study

This thesis actually has the object of the study on :

1. relationship between code use and prestige in advertisement
2. code switching and English borrowing use in advertisement

1.4. Significance of the Study

This study describes the language used in advertisement of Surabaya FM broadcasting. For the sociolinguistic study this thesis is expected to give additional information about the language used in FM broadcasting, at least to clarify Surabaya youngsters (social context of FM broadcasting) of their language use. And for Surabaya FM broadcasting, this study may help to grow the performance

better.

1.5. Theoretical Background

This thesis would be analyzed, based on code switching and borrowing theories. Code switching according to Saville-Troike is defined as the changes in languages or varieties of the same language within single speech event (1982 : 61). And Labov said if code switching is dialect mixture (cited in Pride, 1972 : 37). Also we can see definition of Fishman who said code switching is the practice of changing from one dialect or language to another (cited in Palmer, 1981 : 65). And according to Trudgill an ability of code switching is an ability to switch from one language variety to another when the situation demand (1983 : 71).

Furthermore code switching is elaborated as situational code switching and metaphorical code switching (Saville-Troike, 1982 :62-63). Situational code switching occurs when the language change accompanies a change of topics or participant. Situational code switching is used to include certain people and to exclude another. Meta-

phorical code switching occurs within a single situation but adds meaning so much components as the relationship which are being expressed. Metaphorical code switching is useful to identify certain object and give metaphorical meaning. A part of code switching where the native items were not adapted abruptly in the phoneme, morpheme or syntax is defined as code mixing (Appel and Muysken, 1987).

The other theory would be used in this thesis is lexical borrowing. It is defined by Saville-Troike as :
 "...in which lexical items from one language are adapted phonologically to the sound system of the other , and are subject to its morphological inflections"
 (Saville-Troike, 1982)

The sub theory that would be used in this research is domain theory. Definition of domain is clarified by

Fishman as :

"A socio cultural construct from topic of communication, in accord with the institutions of society and the spheres of activity of speech community."
 (cited in Saville-Troike, 1982:52)

More explanations of all theories would be clarified in chapter 3.

1.6. Methodology ✓

1.6.1. Working definition.

Language is arbiter system of vocal symbols that is grown and used by the speaker with collective consciousness and convention together in which they have social interaction.

Code switching is a change of dialect or language to another in single speech event.

Borrowing is lexical borrowing from one language to another that are used partly in speech event. Indonesia is the language that is used in Indonesia to interact one and another who come from many ethnics and regional languages. Indonesian in fact, grow on standard and ordinary languages. Standard Indonesian is ruled by Pusat Pembinaan dan Pengembangan Bahasa and use in formal event. Ordinary Indonesian is grown by groups of speaker and used for intimate interaction.

English is the first international language that in Indonesia grow rapidly on daily using of middle and upper class interaction .

Surabaya FM broadcasting is FM broadcasting stations in Surabaya that most of them deal with the youngsters, middle class and upper class as their active lis-

teners.

Advertisement is a way to advertise something product to be known and influence consument to consume it.

1.6.2. Location and Population

The location of the research is Surabaya. All of FM radio in Surabaya would be included as the object of the study.

The population is the advertisements that produced utterances trough radio broadcasting deal with listeners.

1.6.3. Sampling

This thesis is based on descriptive-qualitative research, so the sample that would be gotten must describe much information from various source and constructions. The aim of the qualitative research is to specify specific term of special context (Moleong, 1991:165).

And according to Hasan, qualitative research is more competent than quantitative research to know the nature of any problem of society (cited in Aminuddin ed.,1990 :12).

This thesis would specify any problems of code switching and English borrowing that has been used by advertisement

in Surabaya FM broadcasting, so qualitative research is the best method to do this research. The characteristic of qualitative research are resumed by Bogdan and Biklen in five characters, there are:

1. Natural setting as direct data sources and researcher as key instrument.
2. descriptive methods
3. stress on "process" rather than "outcomes" or "product of the research"
4. inductive method on data analysis
5. meaning is important thing of research

(cited in Aminuddin, 1990:14)

So the data of the research would be gotten from the utterance found in advertisement of Surabaya FM broadcasting.

Advertisements would be taken as much as, and the writer selectively choose that can be classified as good data. Snowball theory was chosen by the writer to select input data and to classify it.

Unit of analysis of this research was all FM broadcasting in Surabaya, with the reason all various

units of advertisement would be taken. To limit the research time, the writer fixed two weeks of broadcasting time to take data.

1.6.4. Techniques of data collecting

There are two techniques used to collect data in this research, observation and recording.

1. observation

The observation method in this research is participant observation. It means researcher must enter and interact with the context where the research would be done, and also record anything can be classified as data simultaneously (Hasan in Aminuddin ed, 1990:15). In participant observation, researcher classify natural setting as data sources. The data would be taken directly from natural setting on daily activities (Hasan in Aminuddin ed., 1990:15), in the reason researcher would take good and casual data. The research has used Surabaya FM broadcasting as its natural setting.

2. recording

This technique would be used to complete observa-

tion, especially to get linguistic data of advertisement, such as pronunciation and sentences in natural setting (Hasan, 1991; Samarin, 1988). Furthermore, Samarin said, recording is very important to take a good data or corpus. Recording would also give casual speech and various utterance.

1.6.5. Technique of data analysis

Utterance recording was main data of this thesis and literary data was secondary data that has been used to add more information about radio broadcast. From utterance recording that have been gotten would be analyzed on :

1. Transcribe the utterance recording that is spoken language into written language.
2. Determine utterance that contain code switching and English borrowing.
3. Present and analyze some examples that is gotten from utterance after have been classified.

To clarify classified data, the writer would adapt

kind of table that has been used by Poplack

Level of integration into CS

Base language

Type	phon.	morph.	syn.	no/yes	example
1					
2					

source : Poplack cited in Milroy, 1987:194

Type of lexical borrowing

Type	Importation	Substitution	example
1			
2			

source : adapted from Appel and Muysken, 1988

1.7. Organization of The Study

This thesis was divided into six chapters. Chapter 1 told about introduction and divided into five sub-chapters, background of the study, statement of the problems, objective of the study, significance of the study, theoretical background and methodology.

Chapter 2 told about description of the object of the study. In this chapter would be described about advertisement characteristics and Surabaya FM broadcast as the media for advertising.

Chapter 3 told about review of related theories. This chapter is divided into 4 subchapter which told about code, code switching and code mixing, borrowing and review of related studies.

Chapter 4 told about an analysis. This chapter would present the data and analyze it. This thesis is ended with chapter 5 on conclusion.