

Abstract

Hartanto, Emil. A Study of Code Switching on *MTV What's Up* program at Global TV. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2006.

In multilingual society, an ability to speak more than one language is not at all remarkable for people in their daily communication. Different languages are used at home, in the village, in media (television, radio), and in social life. People are usually required to select a particular code whenever they want to speak, decide to switch from one code to another or to mix codes, and even within sometimes very utterances and thereby create a new code in a process known as *code switching*. It is interesting to study about code switching. In this study, the writer analyzes the phenomenon of one of the bilingual programs on MTV Indonesia broadcasted by Global TV, namely *MTV What's Up*.

The study aims to reveal English utterances used in *MTV What's Up* program, when the code switching used, and the response of the use of code switching towards viewers' perception. For the data, the writer records 14 episodes of the program, and then transcribes them into transcription. Finally, the writer distributes questionnaires to 30 respondents. The respondents of this study are young people (17-23 years old), the target market of MTV Program. In doing this study, the writer focuses on descriptive explanation. The writer uses a sociolinguistic approach that relates to language variety, bilingualism, and code switching.

The research finds English such utterances on *MTV What's Up* as the use of single word, English words with Indonesian affixes, the use of phrases, directive English form, and register in music and movie term as well as the pattern of code switching occurs namely at the opening scene, at the news entrance, and at the closing. The response of the use of code switching towards the viewers' perception is also worth investigated.

Keywords: *language variety, code switching, MTV (Music Television), and MTV What's Up*