

CHAPTER 1

INTRODUCTION

This chapter gives an overview of this study which consists of the background of the study, research questions, aims of the study, significance of the study, scope of the study, research methodology, clarification of the key terms and organization of the paper.

1.1. Background

Computers are indispensable tools for people. Based on *Oxford Advance Learner's Dictionary* (2003), a computer is an electronic device that can store, organize and find information, do calculations, and control other machines. People do assignments, browse the Internet, and even watch movies by using a computer.

Besides its sophisticated and valuable function, a computer can also make people confused when it is damaged. Mostly, people do not know why it happens and what they have to do. To prevent this from happening, actually there are many computer magazines. One of them is *PC Media* magazine. *PC Media* magazine is an Indonesian computer magazine which is published monthly (retrieved from Wikipedia, available at: http://en.wikipedia.org/Wiki/PC_Media).

PC Media gives useful information about computers from A to Z. It consists of 10 rubrics in every edition (*Prologue, First, Cover Story, Virus, Know-How, Game Test & Walkthrough, Step by Step, On the Disc, Super Promo, and Epilogue*). This study only takes one rubric entitled *Know-How* which is potential

to be analyzed. *Know-How* rubric tells about useful computer tips and tricks which consist of 7 up to 13 articles in every edition (*Core PC, Windows, Windows 7, Internet, IT Service, Software, Hardware, General, Technology, Web Development Technology, Security, Reverse Code Engineering, and Coding*).

The number and topics of the articles are different in every edition. These articles are useful for people, especially to prevent their computers from damage and to expand their knowledge about computers. One of those useful articles is *Internet* article which explains about tips and tricks to handle and manage problem in computers which is caused by Internet. Moreover, *Internet* articles in *Know-How* rubric also give people knowledge to be a smart and good Internet user. However, unfortunately people cannot grasp the meaning easily in these articles in *PC Media* because there are many computer and Internet terms and language combinations between Indonesian and English.

It is interesting that *PC Media* has many language combinations between Indonesian and English considering *PC Media* is an Indonesian computer magazine whose readers are Indonesians. This phenomenon of language combination is called code switching. Code switching is a term that is used by people to communicate in a particular language, or dialect, on different occasions and for different purposes (2002, Stockwell, pp.8-9 in Tandio, 2007). Code switching mostly occurs in multilingual communities, such as Indonesia. Indonesia has various ethnic groups in which every ethnic group has its own language. Thus, it is common to hear people communicate by combining one language to another language in their utterances.

In this globalization era, it is not only the combination between Indonesian and traditional languages, but also the combination of Indonesian and English. English as 'the most used language in the world' has influenced the way Indonesian people communicate with others; for instance, there are many presenters in television programs who combine Indonesian and English in their communication. Not all people realize this phenomenon because they live in multilingual communities, so it seems common for them. Subconsciously, people do code switching too in their communication. People, who use code switching in their communication, often feel more confident to use it. However, code switching not only occurs in dialogues or spoken discourse, but also in written discourse, such as in magazines, novels, newspapers, advertisements, and so forth.

A previous study on this phenomenon was conducted by Yuhansyah (2007). He investigated the phenomenon on code switching in feature articles of *Gogirl!* magazine. Analysis on types, functions of code switching and readers' language attitude toward it were chosen to be observed. The findings showed that code switching in the feature articles of *Gogirl!* magazine mostly occurred in the form of phrase. The types and functions of code switching which frequently used in the articles were intra-sentential switching and emphasis function. The result of the readers' language attitude revealed that they considered Indonesian-English code switching as an acceptable phenomenon and they have positive attitude toward the magazine, article and code switching.

Moreover, Nitiswari (2008) was also conducted research on code switching in *Gogirl!* magazine. She analyzed the code switching occurrences in

editorial of *Gogirl!* magazine. Her study was about the analysis of the levels, types, and functions of code switching. The findings revealed that noun phrase dominated the occurrences of code switching. Furthermore, the most frequently appeared of code switching types and functions in the editorial were inter-sentential and emphasis. Meanwhile, the readers' attitudes toward code switching were mainly positive.

Cardenas-Claros and Isharyanti (2009) analyzed the phenomena of code switching and code mixing in Internet chatting between Spanish and Indonesian users who used English. They investigated the frequency of code switching and code mixing for both cultures; topics which caused code switching and code mixing in each culture; and topics which were common and less common to occur within both cultures. The findings showed that Indonesian users shifted code more frequently than Spanish users. The topics which appeared the phenomena of code switching and code mixing in both Indonesian and users were different. Indonesian users employed code switching and code mixing when discussing about non-academic topics, on the other hand, code switching and code mixing were appeared in the academic topics of Spanish participants.

The last is the study of code switching in Finnish magazine advertisements which was conducted by Ekola (2010). She investigated the types of code switching and in which level and element code switching occurred in advertisements of two Finnish magazines, *Suomen Kuvalehti* and *Image*. The findings showed that the types of code switching which occurred in the advertisements of both magazines are intra-sentential and extra-sentential

switching. Furthermore, she discovered that code switching most frequently occurred at phrasal level and the elements where English most often was used were the signature lines and the headlines. She also argued that English in advertising became more fashionable and acceptable.

The present study investigates an analysis of code switching in *Internet* articles of *Know-How* rubric in *PC Media* magazine. These articles are written in Bahasa Indonesia, but if they are read carefully, there are many sentences which combine Indonesian and English in all the texts. This phenomenon can happen because computers and Internet have their own terms which are mostly in English so that the writers of these articles have tried to combine Indonesian and English probably to make them sophisticated and catchy. The present study also seeks to examine the readers' perceptions of the occurrences of code switching on *Know-How* articles in *PC Media* magazine.

1.2.

Research Questions

This study was guided by the following questions:

1. What are the types and functions of code switching used in the *Internet* articles of *Know-How* rubric in *PC Media* magazine?
2. How do readers perceive the use of code switching in the *Internet* articles of *Know-How* rubric in *PC Media* magazine?

1.3. Aims of the Study

This study aims to do the following:

1. To discover what types and functions of code switching which are found in the *Internet* articles of *Know-How* rubric in *PC Media* magazine.
2. To reveal the readers' perceptions of code switching in the *Internet* articles of *Know-How* rubric in *PC Media* magazine.

1.4. Significance of the Study

There have been many studies that discuss bilingualism, or the trend to shift from one language to another when speaking. Many studies found the occurrences and the findings of code switching in written form (magazine or novel). Most researchers found it in female magazines or novels. However, this study provides new advantageous findings especially in code switching by identifying the phenomenon of code switching in a computer magazine (*PC Media*) based on its types and functions and also the readers' perceptions of the use of code switching. It is expected to give a contribution for the development of language (especially Indonesian language) and the development of students' English ability.

The first contribution is for the language development because I want the Indonesian language to have richer vocabulary, especially for computer and Internet terms. I hope the language practitioners will read and analyze this study so that they know my aim for the language development in our country. The second contribution is for the development of English students' ability because I

hope that the results of this study will enlighten to those who want to improve their English vocabulary, especially in technological and computer terms which are useful for them in the future.

1.5. Scope of the study

The present study focuses on the phenomenon of code switching in *Know-How* rubric in *PC Media* magazine. It also tries to reveal the readers' perceptions of the use of code switching.

This study does not investigate all the rubrics in *PC Media* magazines. It only takes one rubric called *Know-How* in three editions of *PC Media* magazine on January, March and April 2011. The articles of *Know-How* rubrics on *Internet* are chosen from these three editions of *PC Media* magazine. The numbers of *Internet* articles from these three editions of *PC Media* magazine are seven articles.

1.6 Research Methodology

This present study uses a descriptive qualitative method in gaining and analyzing the data. According to Alwasilah (2002:17), a qualitative study involves description and analysis. In addition, Maxwell (1996:17) argues that strengths of qualitative research derive from its inductive approach, its focus on specific situations or people, and its emphasis on words rather than numbers.

The data were taken from *PC Media* magazine. The data consisted of *Internet* articles of *Know-How* rubric which were collected in three editions of *PC*

Media magazine on January, March and April 2011, and the readers' responses to the phenomenon observe through a set of questionnaires. Questionnaires were used in order to explore the readers' responses to the use of code switching in the articles. The sampling method used in this study is purposive sampling in order to achieve representativeness or typicality of the settings, individuals, or activities selected (Maxwell, 1996:71). The respondents consisted of 30 students (15 male and 15 female) who were chosen randomly. Both male and female respondents were chosen because nowadays the Internet and computers are not only used frequently by males but also by females. All respondents were considered to be the readers of *PC Media* magazine and as the users of the Internet and computers.

This study was conducted through the following steps. The first step was collecting 7 *Internet* articles of *Know-How* rubric from three editions of *PC Media* magazines on January, March and April 2011. The second was identifying each sentence in the *Internet* articles. In this step, I separated the sentences with code switching to the sentences without code switching. This step helped me to identify the findings of code switching easily. The third was categorizing each sentence into its function. The next was investigating the questionnaires to the respondents. The fifth was analyzing the results of the respondents. The last was making an analysis and conclusion about the finding.

1.7. Clarification of the Key Terms

- a. Code switching is the phenomenon of combining the languages. Spolsky (1998) defines code switching as a changing from one language to another in the middle of utterances.
- b. *PC Media* magazine is an Indonesian computer magazine which is published monthly (retrieved from Wikipedia, 2010).
- c. Perception is research of how to intergrate sensations into object percepts, and then how to use the perceptions to recognize the world. Perception is the result of a perceptual process (Atkinson, 2006). Thus, perception could also be defined as a particular attitude about something.

1.8. Organization of the Paper

The paper of the study is organized into five chapters as follows:

Chapter I: Introduction

This chapter presents the background of the study, research questions, aims of the study, significance of the study, scope of the study, research methodology, clarification of the key terms, and also organization of the paper.

Chapter II: Theoretical Foundation

This chapter presents literary review of the study. It provides the theories of bilingualism, code switching with its types and functions, language variation and its register, perception with its aspects and factors, then brief explanation of *PC Media* magazine. It ends with the reviews of some related previous studies concerning code switching in written discourse.

Chapter III: Research Methodology

This chapter presents the application of research based on the methodology that has been explained in chapter I. It consists of research method, data collection, data analysis and concluding remarks.

Chapter IV: Findings and Discussions

This chapter presents the findings of the collected data and the discussion of the findings regarding to the research questions.

Chapter V: Conclusion and Suggestion

This chapter presents the results obtained in the study and the writer's interpretations of the findings in the form of conclusion and suggestion.

