

CHAPTER I

INTRODUCTION

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

1.1 Background

Globalization which has a big impact on language has encouraged people to speak foreign languages, especially English as an International language. As a result, nowadays people often switch between their mother language and English in their daily conversation. People who speak two languages equally well are called bilinguals (Oxford Advanced Learner's dictionary, 2000). Spolsky (1998) also explains that bilinguals are those who often switch between their two languages in the middle of a conversation. This kind of bilingualism exists in every country in the world. According to *Oxford Companion to the English Language* (1992), about half of world's population or 2.5 billion people are bilingual.

As an international language, English is used by almost all countries in the world, including Indonesia. Therefore, nowadays many Indonesians have the ability to speak English. This phenomenon reinforces the fact that Indonesia has the characteristics of bilingualism.

To a large extent, this phenomenon of bilingualism or the ability to speak

two different languages encourages code switching occurrences. Heredia and Brown (2001) say that code switching occurs when bilinguals substitute a word or phrase from one language with a phrase or a word from another language. This phenomenon is initiated because of several different reasons. One of the reasons people code switch is because he wants to express solidarity with a particular social group (Crystal, 1987). Thus, in some cases people sometimes switch languages to show a close relationship with others. As Holmes (1992: 35) states:

A speaker may similarly switch to another language as a signal of group membership and shared ethnicity with an addressee. Even speaker is not proficient in second language, they may use brief phrases and words in this purpose.

Code switching can occur between or within sentences, involving phrases or words or even parts of words (Spolsky, 1998). The code switching between two languages may occur in many contexts, such as code switching in TV program (Music Television programs), Song lyrics (J-Rock—Falling in Love), Novel (*Beauty Case* by Icha Rahmawati and *Supernova* by Dewi Lestari), articles in a teenage and young-adult magazine (*Go Girl*, *CosmoGirl*, *Seventeen*, *Girlfriend*).

Many studies related to code switching have been conducted. Nitiswari and Yuhansyah are two of the researchers who analyzed code switching in their studies. Nitiswari (2008) analyzed the code switching occurrences in the editorials of *Gogirl!* magazine. Her study was about the analysis of the levels, types and functions of code switching, and also readers' responses about code switching used in the editorials of *Gogirl!* magazine. Another study about code switching occurrences in *Gogirl!* magazine was conducted by Yuhansyah (2007). The results

of his study revealed that noun phrases dominated the whole occurrences with 65 occurrences (37.13%) from the total 175 code switching occurrences. Then, regarding to the types of code switching, the study showed that intrasentential switching had 95 occurrences (54.29%). In terms of function, the results of his study indicated that there were ten functions of code switching found in the data and emphasis was recorded as the most frequently used. Concerning the attitude of the respondents toward the code switching used in the magazine, it was found that most respondents positively accepted the code switching occurrences as a language practice.

In this paper, I chose to investigate *Guru* rubric in *Girlfriend* magazine in order to obtain new insights of code switching phenomena in different media. The present study examines readers' perception of code switching occurrences on the *Guru* rubric in *Girlfriend* magazine. The study aims to discover whether code switching occurrences in *Girlfriend* magazine are considered to be positive or negative by the readers. The magazine has segmented readers with ages ranging from 16 to 23 years old. The rubrics published in this magazine are *On the Cover*, *Up the Front*, *Every Month*, *Features*, *Fashion and Beauty*, *Guru*, *Boyfriend*, and *Front Row*. The titles and the articles in this magazine often use English, which encouraged me to investigate the phenomenon of code switching, namely on readers' perception of the *Guru* rubric in *Girlfriend* magazine.

1.2 Research questions

This study was guided by the following research questions:

1. What is the readers' perception of code switching used on *Guru* rubric in *Girlfriend* magazine?
2. How do the readers perceive the functions of code switching that occur on the *Guru* rubric in *Girlfriend* magazine?
3. How do the readers perceive the advantages and disadvantages of using code switching on the *Guru* rubric in *Girlfriend* magazine?

1.3 Aims of the study

This research aims to do the following:

1. Examine the readers' perceptions of code switching on the *Guru* rubric of *Girlfriend* magazine.
2. Reveal the readers' perceptions about the function of code switching on the *Guru* rubric of *Girlfriend* magazine.
3. Discover the readers' perceptions about the advantages and disadvantages of using code switching on the *Guru* rubric of *Girlfriend* magazine.

1.4 Significance of the study

The study was expected to have the following significance:

1. To obtain new insights into and enrich the knowledge of code switching. It was also expected to give new information about readers' perception and code switching issue in a magazine.

2. To facilitate readers or other researchers who are interested in investigating readers' perceptions of code switching issue in a magazine.

1.5 Scope of the study

The present study focuses on the *Guru* rubric in *Girlfriend* magazine, particularly on the readers' perceptions about the code switching phenomenon. It also reveals the readers' perception about the functions of code switching and the advantages and disadvantages of using code switching.

1.6 Data Source

Data were taken from the articles of the *Guru* rubric in *Girlfriend* magazine, published in June - October 2010. In Addition, there were 20 respondents in this study. They were readers of Gilrfriend magazine. The respondents were female of different ages, and selected randomly from English and Non English department students.

1.7 Research methodology

1.7.1 Research Design

Hatch and Farhady (1982) say that research is a systematic approach to generate answers of questions, while a method is the way of doing something. Thus, a research method is a way to obtain the answer to a question made in a systematic approach. This study uses a descriptive qualitative method. Qualitative research is a research procedure which gains written or oral descriptive data from

people or respondents (Bogdan and Taylor, 1975 cited in Moleong 1988).

1.7.2 Data Collection

In collecting the data, first I selected rubrics from different editions of *Girlfriend* magazine in which code switching frequently occurred. The selected articles were from the *Guru* rubric in *Girlfriend* magazine taken from the editions of June - October 2010. Then I formulated some questions concerning readers' perceptions of code switching on the *Guru* rubric in *Girlfriend* magazine. Finally, the respondents were asked to read the selected articles before answering the questions. The data were collected through the following instruments:

a. Questionnaire

Arikunto (1997) explains questionnaire as a set of written questions which is used to obtain information from the respondents in terms of their personality or things that they know. The questionnaire used in this paper consisted of close-ended and open-ended questionnaires.

b. Interview

An interview was conducted to the selected respondents in order to obtain more information about the readers' perceptions.

1.7.3 Data Analysis

The results of the answered questionnaires and interviews were analyzed and identified through the following processes:

a. Discovering the percentage of each response per item

b. Calculating the frequency (f_o) of the respondents who answered an item of each question

- c. Calculating the percentage of each total frequency of respondents' answer to item by using this formula:

$$\text{Percentage (100 \%)} = \frac{\text{Total respondents who answer an item (fo)}}{\text{Total Respondents}} \times 100\%$$

- d. Tabulating some statements, frequency, and the percentage
e. Calculating the total frequency and the average percentage
f. Classifying the average percentage into the form of interval as follows:

00.00%	: none
00.01% - 24.99%	: a few of
25.00% - 44.99%	: nearly half of
50.00%	: half of
50.01% - 74.99%	: best part of
75.00% - 99.99%	: nearly all of
100.00%	: all of

(Suryadi, 1987 in Firman, 2007)

- g. Making the report

1.8 Clarification of the key terms

- Code Switching is the alternative language used by bilinguals in the same conversation (Milroy and Muysken, 1995). In this study, code switching is considered to be the alternate of two languages which occurred on the *Guru* rubric in *Girlfriend* magazine.

- Bilingualism is the use of two languages or the code of two languages (Chaer, 1995).
- *Girlfriend* is a teenage magazine dedicated to teenagers and young-adult (Wikipedia, 2010). Rubrics of this magazine are *On the Cover, Up the Front, Every Month, Style, Features, Beauty, Guru, Boyfriend* and *Front Row*.
- *Guru* is a non-fictional rubric in *Girlfriend* magazine. The article presents tips of *Guru* body, health, self respect, role model, and green challenge (Wikipedia, 2010).
- 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.

1.9 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, data source, 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 perception and code switching theories, definitions of perception and code switching and also previous

studies on code switching.

Chapter III: Research Methodology

This chapter presents the application of research based on the methodology that has been explained in chapter I.

Chapter IV: Findings and Discussions

This chapter presents the result of the study after analyzing the object of the research

Chapter V: Conclusions and Suggestions

This chapter presents the results obtained in the study and the writer's interpretation of the findings in the form of conclusions and suggestions.