ABSTRACT

The study entitled "Code Switching in *Indonesian Idol 2012* Program : A Case Study of the Judges' Comments and the Viewers' Attitudes" aims to investigate the types and functions of code switchingand the viewers' attitude to the use of code switching. Transcripts of 23 videos and interviews of 10 viewers of University students were used as data. Some main theories were used to analyse the data, namely Poplack (1980), Koziol (2000), and Garrett (2010). Based on the results of analysis, this study shows that all types of code switching were found in *Indonesian Idol 2012* program judges' comments namely *intrasentential switching, intersentential switching*, and *tag switching*. Ten functions were identified such as *emphasis, untranslatability, mitigating message, reiteration, clarification, aggravating message, quotation, personalization, designation, and interjection*. Regarding the frequency of using code switching, Agnes Monica seems to show the highest frequency (53.11%) among the two others judges, Ahmad Dhani and Anang Hermansyah. In addition, the results also reveal that the viewers mostly show their positive attitudes as they take code switching phenomena as the media for learning a language.

Keywords: *Code Switching, Types of Code Switching, Functions of Code Switching, Attitudes*

ABSTRAK

Penelitian yang berjudul "Code Switching in *Indonesian Idol 2012* Program: A Case Study of the Judges' Comments and the Viewers' Attitudes" memiliki tujuan untuk menginvestigasi tipe dan fungsi dari alih kode dan sikap penonton terhadap penggunaan alih kode tersebut. 23 transkrip video dan interview 10 mahasiswa dari salah satu Universitas digunakan sebagai data dalam penelitian ini. Teori utama yang dipakai yaitu Poplack (1980), Koziol (2000), dan Garrett (2010). Berdasarkan hasil analisis, diketahui bahwa seluruh tipe alih kode ditemukan dalam penelitian ini, yaitu *intrasentential switching, intersentential switching,* dan *tag switching*. sepuluh fungsi teridentifikasi dalam penelitian ini yaitu *emphasis, untranslatability, mitigating message, reiteration, clarification, aggravating message, quotation, personalization, designation, and interjection*. Berdasarkan frekuensi penggunaan alih kode, Agnes Monica terlihat menampilkan frekuensi paling tinggi (53,11%). Kemudian, hasil penelitian ini juga mengungkap bahwa hampir seluruh penonton memperlihatkan sikap yang positif terhadap alih kode

karena mereka menganggap bahwa fenomena alih kode ini sebagai sebuah media untuk belajar bahasa.