

CHAPTER I

INTRODUCTION

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

1.1 Background

In the era of globalization, people are required to be able to speak more than one language. The use of two or more languages is called as bilingualism (Grosjean, 1982 cited in Jalil, 2009). Furthermore, bilingualism has occurred in every country. It is emphasized by Grosjean (1982:1 cited in Brezjanovic-Shogren, 2002) who argues “Bilingualism is present in practically every country of the world, in all classes of society and in all age groups. In fact, it is difficult to find a society that is genuinely monolingual.” Therefore, bilingualism has occurred in all countries including in Indonesia. In fact, Indonesia cannot be separated from the term bilingualism since it has various local languages such as Javanese, Sundanese, Bataknese, etc.

Code switching tends to occur in any kind of discourses such as in the written one when people write novels, comics, magazines or in the spoken discourse such as in business conversation and daily conversation. Furthermore, code switching can also occur in the mass media such as Television, Radio, and Newspapers. In Television, for example, code switching occurred including those

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working or involved in an entertainment program (Gardner-Chloros; Charles, 2007).

People who are able to speak more than one language is called a bilingual (Grosjean, 1992). A bilingual can switch code easily in an interaction. In an entertainment program, a bilingual tends to switch languages since the setting of communication in the program is informal and the concept of the program itself sometimes requires the people to switch the language (Gardner-Chloros; Charles, 2007).

The discussions of code switching in *Bahasa Indonesia* may lead us to the discussion of language attitudes. Indonesian people may show certain attitudes towards the use of code switching in *Bahasa Indonesia* because *Bahasa Indonesia* is an official language in Indonesia. Sarnoff (2001 cited in Llamas, Mullany, & Stockwell, 2007) points out that attitude is ‘a disposition to react favourably or unfavourably to a class of objects’. It means that Indonesian people may have positive or negative attitudes toward the use of code switching in *Bahasa Indonesia*.

The phenomena of code switching have attracted many researchers. Code switching is examined from various subjects or aspects. The first study to be discussed is Nakamizu (2003) who took a pragmatic approach focusing on conversational strategies of young Brazilian bilingual speakers. She found that young Brazilian bilingual speakers who lived in Japan used five functions as his or her strategies in a conversation.

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Furthermore, Cardenas-Claros and Isharyanti (2009) analyzed code switching in the Internet. They analyzed code switching occurrences in a chat room based environment between Spanish and Indonesian users who used English. In their study, they did not only analyze the occurrences of code switching, but also code mixing in each culture. Then, they analyzed topic which was common or less common within both cultures. The results of the analysis showed that Indonesian users more frequently switched languages than Spanish users.

Poplack (1980) investigated the speech of twenty Puerto Rican residents of a stable bilingual community. The respondents were divided into two categories; the first one was non-fluent bilinguals (they claim that they know more Spanish than English) and the second one was the fluent bilinguals of English and Spanish. The results showed that non-fluent bilinguals tend to use *intersentential switching*. In contrast, fluent bilinguals tend to use *intrasentential switching* but they did not violate both grammatical rules of languages.

In contrast, Montes-Alcala (2000) analyzed code switching not in oral discourse, but in written one. She analyzed bilingual individual code switching in their public journal (blog). In her study, she investigated when and why bilingual individual alternated two languages (Spanish-English), exposed the grammatical and pragmatic constraints, and also analyzed social function in their code switching. The findings showed that bilinguals switch code when they exposed specific social and stylistic function, and when they are in an emphatic situation.

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Alenzi (2010) analyzed language attitudes towards Arabic and English code switching used by teachers in a sciences class of Human Development for Occupational Therapy in Kuwait University. This study showed that the respondents of a science class tend to have positive attitudes towards the use of Arabic-English code switching in their class and they took advantages of using code switching for their academic performances.

The present study addresses those issues by focusing on code switching in a television program. This study is interested in *Indonesian Idol 2012* program since the judges of *Indonesian Idol 2012* tend to use code switching in *Bahasa Indonesia* and English while giving their comments to the finalists. This study aims at discovering the types and functions of code switching, revealing which judge who uses code switching the most, and investigating the viewers' attitudes towards the judges' comments.

Furthermore, the viewers' attitudes towards code switching may be affected by judges' language use through a mass media which presents the program to the public as the Television viewers. It is emphasized by Garrett (2010) who argues that media is one of the important sources of attitudes in social environment besides people personal experiences. Moreover, code switching used by the public figures in an entertainment program may influence the society as their language performance is viewed by the viewers (Sofyan, 2012).

Code switching used by the Judges of *Indonesian Idol 2012* program can be seen as a phenomenon of code switching study, where people in society can learn

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how the ability of someone in using languages can be performed and practised through their language choices.

1.2 Research Questions

The research investigates the code switching practice of the judges in *Indonesian Idol 2012* program. This research proposes three questions as follows:

- 1) What types and functions of code switching are used by the judges of *Indonesian Idol 2012* program?
- 2) Which judges code switch the most in *Indonesian Idol 2012* program?
- 3) What are the viewers' attitudes towards code switching used by the judges of *Indonesian Idol 2012* program?

1.3 Aims of Study

Based on the research questions stated above, the aims of the study are as follows:

- 1) To discover the types and functions of code switching used by the judges of *Indonesian Idol 2012* program.
- 2) To reveal which judge uses code switching the most in *Indonesian Idol 2012* program.
- 3) To investigate the viewers' attitudes toward code switching that is used by the judges in *Indonesian Idol 2012* program.

1.4 Scope of the Study

This study specifically analyzes code switching used by the judges of *Indonesian Idol 2012* program. The researcher chose *Indonesian Idol 2012* judges' comments as the data resource because the researcher found that the judges of *Indonesian Idol 2012* program seem to switch code to make comments to the finalists. Therefore, the researcher is interested in code switching used by judges in an entertainment program.

The study investigates code switching in *Bahasa Indonesia* and English which are used by Agnes Monica, Anang Hermansyah, and Ahmad Dhani as the judges of *Indonesian Idol 2012* program and the viewers' attitudes towards the use of code switching by judges.

1.5 Methodology

1.5.1 Research Method

This study employs a qualitative method and categorized as a case study. The data consisted of a transcription of the video of *Indonesian Idol 2012* program judges' comments and the analysis of the interviews of viewers' attitudes towards code switching used by the judges.

1.5.2 Data Collection

The data were compiled from video-recordings on <http://www.indoidolonrecord.co.nr/>. To collect the data, the 23 videos of *Spektacular Show 1* and 2 were downloaded from the website. The units of analysis were words, phrases, or sentences. Meanwhile, the interviews were

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conducted to get the data from the respondents as the viewers of *Indonesian Idol 2012* program.

1.5.3 Data Analysis

The data for this study consist of video-recordings of judges' comments and the interview data. The video-recordings data were analyzed through following steps. First, transcribing the videos to make the identification of code switching found in the judges' comments videos. Second, identifying the code switching found in the transcripts of videos. Third, classifying code switching based on types of code switching. The theory proposed by Poplack (1980) was applied to analyze the types of code switching. Meanwhile, the theory proposed by Koziol (2000) was used to analyze the functions of code switching. Fourth, quantifying the occurrences of each type and each function of code switching. Finally, discussing the findings so that the conclusion could be drawn.

Meanwhile, the interview data were analyzed through the following steps. First, transcribing the audio-recording interviews. Second, classifying the respondents' answer based on the components of attitudes proposed by Garrett (2010). Third, quantifying the respondents' answer based on each question. Finally, discussing the findings from the data had been quantified.

1.6 Clarification of the Terms

To avoid misconception and misunderstanding, there are some significant terms that have to be clarified here:

- (1) Code switching: “Code-switching is the alternation of two languages within a single discourse, sentence or constituent” (Poplack, 1980).
- (2) *Indonesian Idol 2012* program: *Indonesian Idol* is a reality show of singing contest which is adopted from Pop Idol in England sponsored by Fremantle Media (retrieved from *en.wikipedia.org*) and cooperates with RCTI, one of TV stations in Indonesia. The *Indonesian Idol 2012* program is the seventh seasons during the *Indonesian Idol* program.
- (3) Judges of *Indonesian Idol 2012* program: Agnes Monica, Ahmad Dhani, and Anang Hermansyah were the judges of the program who judge and comment the finalists’ performances.
- (4) *Spektacular Show*: a round after the elimination session which have 12 finalists. In *Spektacular Show*, the finalists should sing competing with other finalists.

1.7 Organization of the Paper

The paper is organized as follows:

1) CHAPTER I (Introduction)

This chapter contains background of the study, research questions, aims of the study, scope of the study, methodology, clarification of the terms, and organization of the paper.

2) CHAPTER II (Theoretical Foundation)

It consists of theoretical foundation that provides a basis for conducting the research problems.

3) CHAPTER III (Research Method)

This chapter deals with the research methodology, discussing the steps and procedures of the study, and the data resources in conducting the study.

4) CHAPTER IV (Findings and Discussions)

In this part, the results of the study are presented. This chapter contains the research findings and discussions for the representation of the data.

5) CHAPTER V (Conclusions and Suggestions)

This last chapter contains the interpretation toward the results of the research in the form of conclusions and suggestions that are expected to give benefits and inputs for the readers who are interested in linguistics, particularly in code switching.