CHAPTER I

INTRODUCTION

This chapter discusses the background of the present study. This chapter also includes the formulation of problems of the study, the aims of the study, the scope of the study, the significance of the study, research method, the clarification of terms, and the organization of the paper.

1.1 Background of the Study

Communication is very important in people's daily life. It is in line with Novinger (2001) who claims that communication becomes the necessity of people's life. In this case, people as human being who generally deal with social life need to share information among them, such as sharing their needs, desires, perceptions, knowledge, or affective states (Julia Scherba de Valenzuela, 1992).

Furthermore, people use different code or language to communicate in certain condition. According to Holmes (2001), the code choice or language choice used by people when they are communicating is influenced by three important social factors, namely participant, setting and topic. People may select certain code to discuss particular topic. Moreover, people are also likely to select appropriate code or language to communicate with different speech community or to communicate in different settings – whether it is in formal or informal setting.

When people select different codes for certain condition, there is a phenomenon in which people tend to use two or more codes in the same conversation or sentence; it is then called code switching (Gardner-Chloros, 2009). In this state, people use more than one code for various reasons, such as for indicating the arrival of a new person, for signaling shared ethnicity with an addressee or for emphasizing message content in the conversation (Holmes, 2001, pp. 35-37). In addition, Holmes (2001) also states that the use of code switching can be for an affective function, for representing complex meanings (metaphorical switching) and for reflecting lack of vocabulary in a language.

The term code switching generally has to do with bilingualism since in switching the codes, there must be two or more languages used. The phenomenon of code switching has occurred in almost entire bilingual societies and communities in which the bilingual people tend to use several languages in the same conversation or sentence (Gardner-Chloros, 2009). In fact, Indonesia becomes one of many countries that cannot escape from the phenomenon of code switching. In this case, both Indonesia's various local languages (such as Sundanese, Javanese, etc) and foreign languages (such as English, Cantonese, etc) are possible to have a contact with *Bahasa Indonesia*. Furthermore, the existence of those languages causes Indonesian speakers to switch their Indonesian language or combine it with languages in a particular discourse. Therefore, Indonesian speakers seem to use code switching in their daily life, for instances, in

business conversation, in casual conversation even in written discourse such as the code switching used by the writers of certain novel or magazine.

The discussion of code switching in *Bahasa Indonesia* can lead us to the other discussion which deals with the attitude of Indonesian people towards the use of code switching. Since *Bahasa Indonesia* was established as an official language which has important roles in Indonesia, Indonesian people who realize the occurrence of code switching in *Bahasa Indonesia* may show certain attitude towards it. Their attitude is embodied either by their positive or negative emotional responses towards code switching (Thurstone 1931 cited in Garrett, 2010:19). The study of code switching and the attitude towards code switching has been attracting many researchers' attention. Hence, many studies of code switching have been conducted in various subjects of studies. The followings are some studies which have investigated code switching and the attitude towards code switching.

Poplack (1980) in her study entitled "Sometimes I'll start a sentence in Spanish Y TERMINO EN ESPANOL: toward a typology of code-switching" investigated the speech of twenty Puerto Rican residents of a stable bilingual community. The results of the study describe that non-fluent bilingual people tend to use inter-sentential switching while fluent bilingual people tend to use inter-sentential switching. Moreover, Barredo (1997) explored the pragmatic functions of code switching among Basque-Spanish bilingual people. The findings show that the Basque-Spanish bilingual people use code switching for some intentions.

3

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The Readers' Attitude towards the Realization of Bahasa Indonesia – English Code Switching in LOOKS Magazine
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One of the intentions is to fill a Basque lexical item. Furthermore, Alenezi (2010) and Diaz (2004) examined people's attitude towards the occurrence of code switching. Alenezi (2010) focused on the study regarding the students' language attitude towards the use of Arabic-English code switching as a medium of instruction in the college of health science. The study reveals that the majority of students have positive attitude towards either the use of code switching as the media of instruction or the use of code switching relates to their academic performance. Moreover, Diaz (2004) analyzed the languages' attitudes of two different generations of Galician/Spanish community in London towards their Spanish-English code switching. The findings of this study present that either the respondents of the first generation or the respondents of the second generation has a negative attitude towards the use of code switching.

In line with the previous studies above, the present study is also aimed to investigate types and functions of code switching. However, this study focuses on code switching used in the media of magazine; code switching used in "mailbox" and "readerstyle" columns of LOOKS magazine. This study is interested in investigating LOOKS magazine since this magazine presents the language style of many Indonesia people who tend to switch *bahasa Indonesia* into English while contributing their ideas or opinions to the magazine. To add more, this study goes further to discuss the readers' attitude towards the occurrence of code switching in LOOKS magazine. By revealing the readers' attitude towards code switching used

in LOOKS magazine, it is expected to show how the media of magazine contributes to the language style of the readers.

1.2 Research Questions

This research was guided by the following questions.

1) What are types of code switching used in "Readerstyle" and "Mailbox" columns of LOOKS Magazine?

2) What are functions of code switching used in "Readerstyle" and "Mailbox" columns of LOOKS Magazine?

3) How is the attitude of the readers towards code switching used in LOOKS Magazine?

1.3 Aims of the Study

Relevant to the background of the study, this study intends to uncover the realization of code switching used by Indonesian people who contributed their ideas or opinions to the articles of LOOKS magazine. The investigation of the realization of code switching includes the investigation of the types and the functions of code switching in "mailbox" and "readerstyle" columns of LOOKS magazine. In addition, this study also aims to reveal the attitude of female bilingual readers towards the realization of code switching.

5

MEIFAHMI INTAN NOVITASARI, 2013
The Readers' Attitude towards the Realization of Bahasa Indonesia – English Code Switching in LOOKS Magazine
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1.4 Scope of the Study

This study specifically discusses the realization of *bahasa Indonesia - English* code switching in the articles of LOOKS magazine and the readers' attitude towards the code switching. The investigation of the realization of code switching covers the examination of the types and the functions of code switching used in "mailbox" and "readerstyle" columns from twelve editions of LOOKS magazine. Furthermore, in investigating the readers' attitude towards the realization of code switching, ten respondents were purposively chosen for the study. The respondents consist of female students of the eighth semester of English Education Department who either subscribe or ever read LOOKS magazine.

1.5 Research Method

1.5.1 Research Design

The present study is a case study which employs a qualitative method. According to Hancock (2002), case study as a research design is used to describe single or small number of units in-depth. In this study, this research design was aimed to describe the phenomenon of code switching that appears in LOOKS magazine and the bilingual readers' attitude towards the code switching. By using a case study, in-depth information of the data in this study are obtained.

6

MEIFAHMI INTAN NOVITASARI, 2013
The Readers' Attitude towards the Realization of Bahasa Indonesia – English Code Switching in LOOKS Magazine
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1.5.2 Site and Subjects of the Study

The study focuses on the types and the functions of code switching used by Indonesian people who contributed their ideas or opinions to "Readerstyle" and "Mailbox" columns of LOOKS magazine. Moreover, this study involved the readers of the magazine with the purpose to seek their attitude towards the occurrence of code switching in LOOKS magazine. The respondents were purposively chosen for the present study. The respondents consist of 10 female students of the eighth semester of English Education Department who subscribe or ever read LOOKS magazine. The study selected the respondents from English Education Department to find out the bilingual readers' attitude towards code switching. Moreover, the selected respondents are females since LOOKS magazine deals with features which mostly discuss the typical women topics, such as fashion or lifestyle.

1.5.3 Data collection and Instruments

The data were compiled from "Readerstyle" and "Mailbox" columns of twelve editions of LOOKS magazine and from the readers of the magazine. To collect the data from the magazine, the technique used was document analysis. Meanwhile, questionnaires were employed to gain the data from the respondents (the readers of the magazine).

7

MEIFAHMI INTAN NOVITASARI, 2013
The Readers' Attitude towards the Realization of Bahasa Indonesia – English Code Switching in LOOKS Magazine
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1.5.4 Data Analysis

The data gathered from the magazine and the questionnaires were analyzed through content analysis. However, both of the data were analyzed through different steps.

The data derived from the articles of magazine were analyzed through the following steps. Firstly, making a list of code switching found in the magazine. In this case, the code switched items found in each sentence in "Mailbox" and "Readerstyle" columns are listed in the table. Secondly, classifying the code switching based on types and functions of code switching. The theory proposed by Poplack (1980) was used to analyze code switching types found in the magazine while the theory proposed by Koziol (2000) was applied to analyze code switching functions used in the magazine. Thirdly, quantifying the occurrence of each type and each function of code switching. Finally, discussing the findings of the study so that the conclusion can be drawn.

Meanwhile, the data collected from the questionnaires filled in by the respondents were analyzed through the following steps. Firstly, identifying the respondents' answers of each question or statement. Secondly, discussing the findings based on the theory proposed by (Garret, 2010) regarding the structure's attitude; cognition, *affect* and behavior.

8

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The Readers' Attitude towards the Realization of Bahasa Indonesia – English Code Switching in LOOKS Magazine
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1.6   Clarification of the Terms

There are some terms which need to be clarified in order to avoid misunderstanding in the present study.

1. Bilingual: According to Steinberg (1993: 242), bilingual refers to "the person who knows more than one realization of language in the same modality or two languages based on different modalities". The modalities itself can be in the form of sound (speech), vision (writing) and even visual motion (signs) (Steinberg, 1993). In this study, the respondents from the eight semester of English Education Department are considered as bilingual people.

2. Code switching: code switching can be defined as the switching between two or more codes/ languages in certain discourse (Holmes, 2001). This study will only focus on the code switching found in "Mailbox" and "Readerstyle" column of LOOKS magazine.

3. LOOKS magazine: LOOKS magazine is a monthly magazine which has been published in Indonesia since February 2007. The discussion of LOOKS magazine mostly focuses on Hollywood fashions and celebrities in which it consists of some rubrics such as "style rubric", "celebrity rubric" and "etc rubric".

4. Mailbox column: Mailbox column is included in "etc rubric" of LOOKS magazine. This column contains Indonesian reader's opinions towards the discussion in LOOKS magazine.

9

5. Readerstyle column: Readerstyle column is included in "style rubric" of LOOKS magazine. It contains an interview article per edition of Indonesian people who are chosen as having a unique style.

6. Readers' attitude: attitude is a feeling or opinion about something or someone, or a way of behaving that is caused by this (Cambridge Dictionaries Online, 2011). In this study, the readers' attitude reflects the attitude of the readers of LOOKS magazine towards the occurrence of code switching in the magazine.

7. The realization of code switching: it is drawn from types and functions of code switching used in the magazine.

1.7 Organization of the Paper

The study was organized as follow.

1. Chapter 1 Introduction

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

2. Chapter 2 Literary Review

   This chapter provided the theories underlying the study.

3. Chapter 3 Research Method

10

This chapter discussed the formulation of the problems, research methodology, data collection techniques and data analysis process in conducting the study.

4. Chapter 4 Findings and Discussions

This chapter presented the results of the data analysis and the discussion of the findings.

5. Chapter 5 Conclusion and Suggestion

This chapter provided the interpretation of the conclusion of the research and the suggestion for other researchers who will contribute in this study.