

CHAPTER I

INTRODUCTION

1.1 Background

World globalization gives a big impact to language development. Since there are many different languages in this world, the ability to speak more than one language especially English as an International language is important. Nowadays, people tend to speak more than one language and sometimes use it in their daily conversation naturally. According to Wardaugh (1992) people who can speak more than one language are called bilinguals.

It is common that people develop some knowledge and ability in a second language and then become bilingual. According to *Oxford Companion to the English Language* (1992), about half of the world's population or 2.5 billion people are bilingual and kinds of bilingualism are probably present in every country in the world.

Living in a bilingual (or multilingual) country forces people to be able to speak in at least two different languages. Bilinguals often switch between two languages in the middle of a conversation (Spolsky 1998). As people have to speak different languages for different reasons, the so-called linguistic phenomena of code switching and code mixing will unavoidably occur.

Recently code switching has become a burning issue in Indonesia because many television channels in Indonesia provide many programs that contain code switching, such as music channel, reality show and soap opera. This phenomenon makes code

switching more common in the society. Code switching itself is a shifting from one language to another that is used to establish, cross or destroy group boundaries; it is also proposed to create, evoke or change interpersonal relations with their rights and obligations (Wardough 1992).

As a result of this phenomenon, many people use the style of code switching in daily conversation. From the research of Hasanudin University (2006), there are five biggest purposes why people use code switching in daily conversations: first, to send the message clearly than only using the first language; second, to justify the message; third, to clarify the message; fourth, to show social status; and fifth, to convince the listener.

Code switching is related to code mixing. According to Hill and Hill (in Chaer 1995) there is no hope to be able to differentiate between code switching and code mixing. Crystal (1987) says that code-switching occurs when an individual who is bilingual alternates between two languages during his or her speech with another bilingual person. He goes further to explain that the switch may take several forms such as alteration of sentences and phrases. When an individual alternates different codes in his or her utterances, it is called code-mixing. Thus, it can be said that code-mixing happens as a result of code-switching.

Code switching can happen between or within sentences involved in phrases, words, or parts of words. The switch between two languages does not only take place in conversation but also in many aspects, such as code switching in the novel (*Beauty Case* by Icha Rahmanti and *Jendela-Jendela* by Fira Basuki), TV programs (MTV Indonesia and VH1), Song lyrics (*You say aQ* by Cinta Laura), and in the articles of

teenage and young-adult magazines (articles of *Gogirl!*, *Cosmogirl*, and *Seventeen*). It shows that code switching exists in this country.

The phenomenon of code switching used by magazine was discovered by Lee (1999). He observed that code switching appeared in Hongkong fashion magazine and the reason for using the code switching. His study employs a critical discourse analysis as the main method to analyze the text. He discovered that the reason of using code switching in the popular magazine is that Hong Kong people are conventionally described as "Westernized Chinese" and Hong Kong is a place where "East meets West". Code-switching, as a form of language use may be coherent with the grand narrative of Hong Kong and Hong Kong people.

Based on his research in the fashion magazine, I found it interesting to study a code switching phenomenon in a young-adult magazine in order to obtain new findings of code switching occurrences in a different segment of readers.

This research investigates code switching in the editorial of *Gogirl!* magazine. The magazine itself was first published 3 years ago, which has segmented readers with ages ranging from 16 to 23 years old. *Gogirl!* is a teenage lifestyle magazine that covers articles such as fashion, beauty and health, life style, celebrity news, music and living green. The titles of the article in each segment are often in English. Meanwhile, Indonesian and English are alternately used in the content of the articles. This encouraged the researchers to investigate the phenomenon of code switching in the editorial of *Gogirl!* magazine.

1.2 Research Question

Research problems of the study are formulated in the following questions:

1. At what level does code switching occur in the editorial of *Gogirl!* magazine?
2. What are the types of code switching found in the Editorial in the *Gogirl!* magazine?
3. What are the functions of code switching in the Editorial in the *Gogirl!* magazine?
4. What are the readers' responses of code switching used in the Editorial in the *Gogirl!* magazine?

1.3 Aims of the study

This study is aimed to:

1. To identify the level of code switching occurrences in the editorial of *Gogirl!* magazine.
2. To discover types of code switching in the Editorial in the *Gogirl!* magazine.
3. To examine the functions of code switching in the Editorial in the *Gogirl!* magazine.
4. To explore the readers' response of code switching in the Editorial in the *Gogirl!* magazine.

1.4 Scope of the Study

This study focuses on code switching in the Editorial of *Gogirl!* magazine, particularly on the types and functions of code switching, and also the readers' responses toward the use of code switching.

1.5 Significance of the Study

Many researchers have conducted studies in the realm of bilingualism or multilingualism. The present study is hoped to provide new finding to enrich the knowledge repertoire on code switching, especially in the magazine. New information of the occurrences of code switching is expected to be yielded from my investigation on the editorial of *Gogirl!* magazine. In addition, the readers' attitudes toward the use of code switching are expected to find out.

1.6 Research Method

The study employs a qualitative descriptive method. The objective of this study is to systemically, factually, and accurately describe or illustrate the facts, characteristics, and relationship of research elements. In a descriptive study, I did not observe the situation when the research was conducted, such as giving any treatment and control over the external variable (Nazir 1983).

1.7 Subjects

There were 40 respondents involved in the present study. The respondents were readers of *Gogirl!* magazine and categorized into two groups: students of Indonesian major and English major at Indonesia University of Education.

1.8 Data Collection and Analysis

There were some procedures of the study; the first step of analysis was to prepare the investigation; I tried to get some related references by doing library research; and browses some links in the internet; second, I collected the data; the data were collected from a year edition of *Gogirl!* magazine, from January 2008 until December 2008 edition; Third, I categorised the words, phrases, or clauses which are associated with code switching based on its syntactic categories, types of code switching, and the function of code switching; fourth, the occurrences of code switching in each category were identified, and their percentages were calculated; fifth, the responses of the respondents were identified through a questionnaire. The respondents had read the magazine before they completed the questionnaire; and finally I drew conclusions.

1.9 Clarification of Terms

- Code Switching

Conversational strategies are used to establish, cross or destroy group boundaries; to create, evoke or change interpersonal relations with their rights and obligations (Gal, 1988 in Spolsky 1998)

- Editorial

A newspaper or magazine article that gives the opinions of the editors or publishers, also an expression of opinion that resembles such an article (Merriam Webster Online Dictionary- retrieved 2008)

- *Gogirl!* Magazine

Indonesian teenage and young adult lifestyle magazine first published on February 2005. The article covers beauty and health, fashion, celebrity news and life style.

- Response

Response derived from Latin word *responsum*, which means an act of responding or a reply or an answer (Merriam-Webster Online retrieved in 2008). According to *Rogget's II: The New Thesaurus* (Undated), response means something spoken or written in return, as to a question or demand.

Organization of the Paper

Chapter 1 Introduction

This chapter contains Background of Study, Scope of Study, Research Question, Aims of Study, Research Method, Clarification of Terms and Organization of the paper.

Chapter 2 Theoretical Review

This chapter includes foundation of theories beneath the study.

Chapter 3 Methodology

This chapter provides the application of research based on the methodology explained in the first chapter.

Chapter 4 Analysis and Discussion

The result presented in the chapter three are analyzed and discussed in this chapter.

Chapter 5 Conclusion and Suggestion

This chapter gives the conclusion and the interpretation of the result found. The suggestions are provided.

