

CHAPTER I

INTRODUCTION

1.1 Background

It can not be denied that communication plays an important role in human life. People communicate for several purposes such as to keep the relationship in a society, create good relationship and solidarity with each other, etc. In addition, they communicate to express their interests, feelings, and many things connected to people's needs. In doing so, people communicate to each other through language.

Today, besides speaking in one language there seems to be a trend to learn other languages. The need to learn other languages is influenced by social functions. It will be fair to say that people use other languages besides his' or hers because of participants, solidarity, social status, and the topics. It explains why we speak differently in different social contexts, and it concerns with identifying the social functions of language and the way it is used to convey social meaning (Holmes, 1992). Nowadays we can see people tend to use more than one language in the same occasion in their communication, especially one language mixing with English. The establishment of English as an international language made people attempt to learn this language, such as the case in

Indonesia. Therefore, many people try to speak English as much as possible in their daily conversation if necessary, even they have the tendency to mix or switch the English word with Bahasa.

The phenomenon of bilingualism (the use of two languages) and multilingualism (the use of more than two languages) are common in sociolinguistic.

People who can speak more than one language are called bilinguals (Wardhaugh, 1992). People who live in multilingual society, such as Indonesia, might become bilinguals or multilinguals. Both are the widespread phenomena in social context. They force people to be able to switch the languages. Bilinguals often switch between two languages in the middle of a conversation (Spolsky, 1998). Thus, code switching and code mixing will inevitably occur.

Code switching is a changing process from one language to another in the middle of utterance (Spolsky, 1998). It occurs among bilinguals or multilingual conversation within sentences engaged the part of words, words or phrases. Furthermore, Poplack (1980) has differentiated the three types of code switching into tag switching, intersentential code switching, and intrasentential code switching. On the other hand, code mixing is a related term to code switching. It must be born in mind, although it is related, code switching is not the same as code mixing. As suggested by Holmes (1992, p.41-45) that the speaker is

mixing up code indiscriminately or perhaps because of incompetence. Moreover, they might mix language because of some factors such as the lack of vocabulary in a language, and the lack of knowledge of the vocabulary.

Onysko (2008) states “The current position of English as a global means of communication and its concomitant impact on other language, however, give rise to an investigation of English written codeswitching in any other language. As the impact of globalization to language development, the switch between languages occurs not only in speech or conversation but also common in many aspects. Nowadays, code switching has invoked in mass media. For example, code switching in TV programs (*Djarum Black* and *Planet Remaja*), movie (*Get married*), radio broadcast (*Café Sore* in Global Radio and *Auto Zone* in Auto Radio), or song lyrics (*I Love You* by Dewi Sandra) and in printed media such as novels, advertisements, books, newspapers, magazine articles, posters, billboards, labels, and pamphlets.

Regarding this, this research will investigate the use of code switching in “Campus Life”, one of the columns in SPICE! magazine. SPICE! magazine is a young-adult lifestyle magazine, whose slogan “Smart, Sexy, Stylish, Success” provides information related to young-adult lifestyle such as beauty, fashion, music, health, campus life, travelling, and celebrity news. The titles of the article in each segment are

often in English. Furthermore, the language used in the content of the articles alternates between Bahasa and English. Hence, within this research framework, the researcher attempts to seek what function and how the readers respond to the code switching.

1.2 Research Question

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

1. What are the types of code switching used in “Campus Life” column in the *SPICE!* magazine?
2. What are the functions of code switching used in “Campus Life” column in the *SPICE!* Magazine?
3. What are the readers’ responses of code switching used in “Campus Life” column in the *SPICE!* magazine?

1.3 Aims of the Study

The study is aimed to:

1. Find out the types of code switching used in “Campus Life” column in the *SPICE!* magazine.
2. Examine the functions of code switching in “Campus Life” column in the *SPICE!* magazine.
3. Find out the readers’ responses of code switching in “Campus Life” column in the *SPICE!* magazine.

1.4 Scope of the Study

The research focuses on code switching in “Campus Life” articles of *SPICE!* Magazine particularly the types and functions of code switching as well as the readers’ responses toward code switching. The data will be collected from 10 editions of *SPICE!* Magazine in the periods from January 2010 to October 2010, particularly it covers 10 Campus Life columns.

1.5 Significance of the Study

Recently code switching has become a burning issue in linguistics. The appearance of bilingualism or multilingualism leads the writer to investigate the topic of code switching in the *SPICE!* Magazine. This present study is expected to give the reader more information about code switching.

This study tries to analyze the types of code switching present and the functions of code switching in young-adult magazine. As it tries to respond to linguistics phenomenon, it is hoped it can enrich the knowledge repertoire on code switching. On the other hand, the result of this study will enable readers in the society to be aware of the advantages and disadvantages of code switching. Thus, after the readers understand this phenomenon, they can be responsive in the occurrence of code switching and realize the importance switching the code in communicating smoothly with others.

1.6 Clarification of Terms

- **Code Switching**

Code switching is a term in linguistics referring to using more than one language or dialect in conversation (Victoria and Rodman, 1998).

Code switching can occur between the speakers involved in a conversation or within a speech turn of a single speaker, and appear on several language levels including syntactic (Poplack, 1980).

- **SPICE! Magazine**

Indonesian young-adult lifestyle magazine. This magazine is especially for campus girls. The article covers fashion, beauty, health, celebrity, news, campus life, and young-adult lifestyle.

- **Campus Life Articles**

The magazine articles which inform the readers about campus life such as fenomena happened in campus, campus style, tips for campus girls, or opinions, etc.

- **Response**

According to Rogget H: *The New Thesaurus* (Undated), response means something spoken or written in return, as to a question or demand.

1.7 The Organization of the Paper

In the first chapter, the writer discusses background, research questions, aim of the study, scope of the study, significant of the study, research method, clarification of terms, and the organization of the paper. Meanwhile, the second chapter discusses the review of the literature. It serves as a base for investigating the research and explains about some literature terms that will be used as the concept of the research.

In the third chapter, methodology of the research is discussed. The writer explains research problems, research methods, and explanation of how to gather the data, implement and analyze it. Chapter four reports the data results of the research and what the research has found and then it will discuss the information from the beginning of the research to the finding of the results. Finally, the last chapter discusses the interpretation towards the result of the research. This chapter is concluded with some recommendations.