

CHAPTER I

INTRODUCTION

1.1 Background

Communication is very important in our daily life. Everyday we communicate with each other in some way or another. It can be by using words, actions or even expressions in conveying a message. Beside that, communication is very important for us to share the information. Without communication, we cannot convey our thoughts, feeling and needs. To make communication we need a language. According to Wardhaugh cite in Aschale (2006, p. 4) language is an important means of communication that demonstrates human social behavior. It is a human identity, and that is why we use language to send and receive messages about who we are, where we are from, and whom we are associated with.

People use language in their daily live because they want to express, create and interpret meanings and to establish and maintain social and interpersonal relationships. Beside that, language as a bridge to deliver what they mean. In this globalization era, it is usual to see people who can speak more than two languages besides their mother tongue. They speak other language, especially English, to increase their chance to transfer their idea to many people around the world because English has been a universal language. These phenomena are called bilingualism or multilingualism. The phenomenon of bilingualism has a result which is called code switching or code mixing.

Baker & Jones (1998, p. 58) says that code-switching is ‘a change of language within a conversation, most often when bilinguals are in the company of other bilinguals’. Code-switching is a process in which individual bilinguals choose consciously or usually subconsciously the language of their conversation. The chosen language has various names. It can be called the base language, recipient language, or matrix.

Code switching is something that can not be avoided in our daily life especially in Indonesia. It is because Indonesia has different culture and different language in different island and also Indonesia is place where the human can immigrant. Holmes (2001 p. 43,) gives some reasons why people used code switching, such as expression of solidarity, ethnic identity maker, changing of the topic, to quote someone, for affective functions, to emphasize meaning.

Code switching is not only always have a positive impact but also have a negative impact on daily life. We must be careful when using code switching. If we use it too often it can cause some drawbacks to our language, for example Bahasa Indonesia will be fading or marginalized by foreign language in Indonesia.

Code switching can happen not only in our daily activities but also in television program such as by hosts of “Gaul Bareng Bule” Trans TV. The hosts are Zaskia Sungkar and Shireen Sungkar. They are Indonesians. They use code switching when they communicate with tourist and audience. So, they switch their language to native language, Indonesian.

Based on the background, the writer is interested to study the code switching used by the host in television program, that is Gaul Bareng Bule on Trans TV by conducting a research entitled “The Study of Code Switching Used by The Hosts Gaul Bareng Bule on Trans TV.

1.2 Research Questions

The research questions of this report are:

1. What types of code switching are used by The Hosts of “Gaul Bareng Bule on Trans TV”?
2. What are the reasons of code switching used by The Hosts of “Gaul Bareng Bule on Trans TV”?

1.3 Purposes

The purposes of this report are:

1. To know the types of code switching used by The Host of “Gaul Bareng Bule on Trans TV”.
2. To find the reasons of code switching used by The Host of “Gaul Bareng Bule on Trans TV”.

1.4 Benefits

This research has more benefits as follow:

1. For institution, this report can give input to English department on order the knowledge about code switching used by The host of “Gaul Bareng Bule on Trans TV”.
2. For readers, they can get information about code switching used by The Host of “Gaul Bareng Bule on Trans TV”.