

AN ANALYSIS OF CODE SWITCHING EMPLOYED BY THE PRESENTER OF “MTV GETAR CINTA” ENTERTAINMENT PROGRAM ON GLOBAL TV

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ABSTRACT

As people who are involved in society, we always communicate with others, because by having communication makes us to be able to express our ideas. Indonesia as bilingual country is one of the reasons that caused the appearances of code-switching. This research was based on the using of code-switching by the presenter of “MTV Getar Cinta” entertainment program on Global TV. This study aimed to analyze code-switching employed by the presenter of “MTV Getar Cinta” on Global TV. It answered these three following research problems: 1) What codes are switched by the presenter of “MTV Getar Cinta” entertainment program on Global TV? 2) What kinds of code-switching are employed by the presenter of “MTV Getar Cinta” entertainment program on Global TV? 3) What is the most dominant kind of code-switching employed by the presenter of “MTV Getar Cinta” entertainment program on Global TV?

This study used descriptive qualitative design to know the switching codes, the kinds of code-switching, and the most dominant kind of code-switching employed by the presenter. Here, the writer used research subject because he didn't want to generalize the result of the research with language that is used in other programs. Furthermore, the instruments used were observation and documentation as the material analysis. They were also completed with cassette and tape recorder as the tool to collect the data.

After analyzing the data, the writer found there were 176 switching codes and three kinds of code-switching which were employed by the presenter. First, Intra-sentential code-switching, those were 65, here the switch occurred within a sentence. Second, Inter-sentential code-switching, the switch used by the presenter occurred between sentences, those were 61. The last was Emblematic switching, the switch that occurred with involving tags or exclamation serving as an emblem of the bilingual character. Those were 50. Here, the most dominant kind of code-switching is Intra-sentential code switching, because that is the highest frequency used by the presenter.