

**CODE SWITCHING AND THE CONSTRUCTION OF YOUNG
PROFESSIONAL IDENTITY IN NET TV'S *BREAKOUT***



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RATIFICATION

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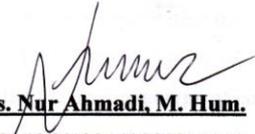
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“Code Switching and The Construction of Young Professional Identity in Net TV’s *Breakout*”

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ABSTRACT

The aims of this thesis entitled “Code Switching and The Construction of Young Professional Identity in Net TV’s *Breakout*” are to find out types of code switching, factors that motivate someone to switches code and to know the way code switching construct the young professional identity in *Breakout* music program. The researcher used descriptive qualitative method to analyze the data in this thesis. Data were collected by documentation of video which found from YouTube. The result showed that the dominant type of code switching used by the hosts in breakout music program is Metaphorical Code switching (66.66%) and followed by Situational Code Switching (33.33%). The factor that motivate the hosts to switch their language from Indonesia to English found in this research were topic (57.14%), participant (33.33%) with 7 setting (9.25%). Last finding was, code switching used as a strategy to construct young professional identity, especially by people who work in television. The hosts in *Breakout* music program switch their language appeared to be showing their knowledge, skills and intelligence to the audiences that watch their music program.

Key words: *Code Switching, identity, young people.*

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ABSTRACT

Tujuan dari skripsi berjudul “Code Switching and The Construction of Young Professional Identity in Net TV’s *Breakout*” adalah untuk menemukan jenis Code Switching, faktor yang memotivasi seseorang untuk Code Switching and untuk mengetahui cara Code Switching menunjukkan identitas mereka sebagai anak muda profesional sebagai pembawa acara di acara *Breakout*. Peneliti menggunakan metode deskriptif dan kualitatif di skripsi ini. Data dikumpulkan menggunakan metode dokumentasi dari video yang ditemukan oleh peneliti. Hasilnya menunjukkan jenis Code Switching yang paling diminan adalah Metaphorical Code switching (66.66%) dan Situational Code Switching (33.33%). Faktor yang memotivasi pembawa acara di *Breakout* melakukan Code Switching dari bahasa Indonesia ke bahasa Inggris adalah topik (57.14%), orang yang berbicara (33.33%) dan tempat (9.25%). Penemuan terakhir adalah Code Switching sebagai strategi untuk menunjukkan identitas sebagai anak muda profesional, terutama oleh anak muda yang bekerja di acara televisi. Pembawa acara di program music *Breakout* mengganti bahasa mereka, karena mereka ingin menunjukkan pengetahuan, kemampuan dan kepandaian mereka kepada penonton yang menyaksikan program musik mereka.

Kata kunci: *Code Switching, identitas, anak muda.*

1. Introduction

Communication is an important aspect in human life. People communicate with each other every day and everywhere using language to share their idea or their feeling. Code switching was a part of human life often occurring in communication between people. People switched the code because they master more than one language.

Many people said that code switching was a linguistic phenomenon in where, they switch the code because in a language that they used there were no words or expressions that had meaning as they want to say. Now in this globalization era, code switching is no more as a linguistic phenomenon but as a language style, because it commonly use in daily conversation, like in radio, television and social media (facebook and twitter).

In this research, the code switching was focus on television program. In Indonesia television there are many television channels; one of them is Net TV. Net TV have many good programs, the famous program was named as *Breakout*.

2. Statement of Problems

- 1) What types of code switching are used in *Breakout*?
- 2) What factors that motivate the host's code switching in *Breakout*?
- 3) How is Code Switching used as way to construct the Young Professional Identity in Net TV's *Breakout*?

3. Purpose of The Study

- 1) To describe the types of code switching which is used in *Breakout* based on theory from Blom & Gumperz (1972) and Wardaugh (2006).
- 2) To describe the factors that motivate of code switching used in *Breakout* based on theory from Syahdan developed by some experts (1996).

- 3) To know the way code switching can construct the young professional identity in *Breakout*.

4. Review of Related Literature

People who can speak more than one language usually switch the words and sentences when they communicate. The words and sentences that they used are call as code. “Code is a term which refers to a variety. Thus code may be an idiolect, a dialect, a socialist, a register or a language” (Marjohan, 1988). The meaning of code that used in this research is language. When people communicate they often select a particular code and they may also decide to switch the code.

According to Blom & Gumperz (1972) and Wardaugh (2006) there are two types of code switching, Situational and Metaphorical Code Switching:

- a. Situational code-switching: in which the change is in terms of speakers, topic or settings. They switch the code based on the situation; they speak one language in one situation and another in a different one.
- b. Metaphorical code-switching: in this type of code-switching, there is change in the topic, but setting and participant stays the same.

Syahdan (1996) state that code switching by bilingual speakers is influenced by a number of social factors such as participants, setting, situation, topics, group memberships, formality of speech, ethnicity, degree of solidarity, familiarity among the interlocutors, age, sex, and social status. So there are many factors that motivate people to switch their language, but in this research the factors that used are based on Syahdan (1996) opinion.

People who switched the code when they communicate with each other can construct their identity as someone who has high education and good skill in languages. Not only in education, but the people who have job in media discourse also can construct their identity as young professional identity. There are three identities that the hosts in Breakout want to construct. Those identities are age identity, indo identity and professional identity, but the focus identity in this research was professional identity. The root of language is not only Indonesia, but also English. The switch based on who the participant is. The hosts in Breakout music program used Jakarta dialect when they communicate to each other. As we know people in Jakarta have different dialect and vocabulary with other people who are not from Jakarta. Jakarta language is the style of modern.

5. Previous Study

Related to this research, there are three previous studies that used. The first study was about Code Switching in SMS used by The Students of FKIP Mataram University by Eri Apriadi (2010), a student from Mataram University.

The second study was about Code Switching among Bimanese Speakers in Lawalata Mataram by Nurhidayati (2016), a student from University of Mataram.

The last study was about Code Switching and Self Promotion Mediated Interaction (A Case Study on Facebook Used by the Semester 8th Students of English Department at Faculty of Teacher Training and Education, The University of Mataram Academic Year 2015/2016) by Maya Anggraeni.

6. Methods

This study used descriptive method. It means that words, sentences, picture or video were described. In this research the data is from video of breakout music program in Net TV.

This study was a qualitative research which data analyze is not to accept or reject the hypothesis but the result of this research is description from what we will observe. The result of this study is not always in the form of number.

7. Discussion

The first finding was about types of code switching. In this research the theory that used in theory from Blom & Gumperz (1972). The theory said that there are two types of code switching, Situational and Metaphorical Code switching and people usually tend to use Metaphorical Code Switching. It same with the result of this study which the hosts used Metaphorical Code Switching dominantly. It because the dialogue was happen in Television program, so the dialogue was depend on the topic in one episode, so only topic may change, but the participants and setting was still same. So they can used code switching when they communicate with each others, especially Metaphorical Code Switching.

The other theory that used in types of Code Switching is theory from Wardhaugh (2006). He states that situational code-switching are usually fairly easy to classify for what they are. It same when the researcher tries to found which is situational code switching in the data. When the researcher try to found which the Situational and Metaphorical Code Switching from the data, it is easier to found Situational Code Switching than Metaphorical Code Switching. What the different is he state that the change of the situation may be instantaneous, but in this research the situation is already create with the staff of the program. It happened because the data that used is from television program. That is

why the situation, like participants and setting is already deciding by the staff of that program.

Second finding was about the social factors that motivate someone to switch the code. The factors based on theory from Syahdan (1996) developed by some experts. Based on some previous research, he states that there are twelve factors that motivate code switching. Those factors are participants, setting, situation, topics, group memberships, formality of speech, ethnicity, degree of solidarity, familiarity among the interlocutors, age, sex, and social status. In this research, the factors that motivate the hosts in Breakout music program to switch the code are setting, topic and participants. It is only three factors from twelve factors that Syahdan state before. It is different because, take a factors from Syahdan's opinion, people now days not switch the code based on their social status. It because all people who can speak more than two languages, often switch their language.

The last finding was about identity that the hosts construct in Breakout music program. There are three identities that construct by the hosts in Breakout, age identity, indo identity and professional identity, but the focus identity in this research was professional identity. It is because that identity that is most shown when they communicate in this program. They switch their language (code) to show to their audience that they not only host in music program which show local and international music, but they also can used international language (English). So they want to show their knowledge, skilled and competence as the professional hosts.

8. Conclusion

After explaining all chapters in this research which about Code Switching and The Construction of Young Professional Identity in Net TV's Breakout, the first finding, there were two types of code switching, the most type that the hosts mostly use was Metaphorical code switching (66.66%) with 8 dialogues and Situational Code Switching (33.33%) with 3 dialogues.

Second, it was found that there were five factors that motivate someone to switch the code. The most factor that motivate the hosts when switch the language was topic (57.14%) from 12 dialogues, followed by participant (33.33%) with 7 dialogues and the last was setting (9.25%) with 2 dialogues.

Last finding was, Code Switching used as strategy to construct young professional identity, especially by people who work in television. Most people who work in television as host in a program, they switch their language to other languages which can be understood by their audience who watch their program. The hosts in Breakout music program also switch their language, because they want to show their knowledge, skilled and intelligence.

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