CHAPTER I

INTRODUCTION

A. Background of the Study

Language is very important in our daily life. It cannot be separated from our daily life. It is used as an instrument to communicate and deliver message. People use language as a system to show their ideas, their attitudes, and their thoughts. According to Palmer, if language is regarded as an information system, or more strictly as a communication system, it will associate the main message with a set of signs that means the sound of language of the symbol of the written text (1997).

Nowadays, most people produce more than one language in communicating for some considerations, such as to whom they speak to, choice of topic, situation etc. When two or more people communicate to each other, they produce some utterances. In the utterances used by people, there is a system of communication called code. According to Wardaugh, "code is a system used for communication between two or more parties" (2006). They use code whenever they want to speak and they may decide to change from one language to another language. This phenomenon is regarded as a language feature called code switching. Code switching

involves two languages or linguistic varieties in the same utterance or conversation (Hoffman, 1991).

Code switching is a part of sociolinguistics. Sociolinguistics is one of the linguistics branches as defines by Aitchison (2003). Sociolinguistics is the study of language and society (Aitchison, 2003). Through sociolinguistics, people can have some understandings about the social factors of the language variety.

This research is about code switching. Code switching exists in some fields, for example, in social media, mass media and journals. It exists as well in television programs like talk show, reality show, soap opera, etc. Although code switching occurs in many fields, the researcher will only focus in talk show because nowadays code switching appears more often in conversational or spoken occasions than the other occasions. Talk show is a part of television or radio show which is hosted by one person and the speaker can be more than one person. According to Morissan, talk show is a program that shows some persons to discuss about a certain topic and the program is guided by a host (2008).

In this study, the researcher chooses *Mario Teguh Golden Ways (MTGW)* as the source of code switching data. The researcher selects *Mario Teguh Golden Ways* because the speaker, Mario Teguh, is one of the famous motivator in Indonesia and he is multilingual. He can speak Indonesian,

English, Javanese and so on. It makes him sometimes change or mix the languages on purposes.

The phenomenon challenges the researcher to conduct a research entitled: 'A Sociolinguistic Analysis of Code Switching in *Mario Teguh Golden Ways*'. The researcher focuses on what types of code switching are employed, and the functions of code switching in the show.

B. Identification of the Problem

People have their own purposes in changing their language. Those purposes are based on the functions of the language use in the conversation. In *Mario Teguh Golden Ways*, Mario Teguh mostly speaks in Indonesian. He sometimes changes his language into English. In using two languages, he conducts code switching. He switches his languages from Indonesian to English or English to Indonesian. There are some problems that occur in conducting code switching. The first problem which occurs is Mario Teguh does not really know about code switching. It means that he sometimes does not realize that he does code switching. He does not realize what types of code switching he probably uses.

Second, every occurrence of code switching is certainly have the reason that influences the occurrence of code switching uttered by the speaker in Mario Teguh Golden Ways. It is interesting to analyze the factors such as

the participants, the setting, and the topic that can define all kinds of code switching that happen in the show.

The third problem is about the functions of code switching. The functions of code switching used by Mario Teguh may vary in different context. Therefore, analyzing the functions of code switching from Mario Teguh utterances is very interesting.

The fourth problem is the effect of the use of code switching to the audience in the show. Based on the audience perception, the effect of the language switch can be vary from one person to another.

In addition, the fifth problem is how often Mario Teguh uses code switching. As already known, Mario Teguh can speak English and Indonesian as well. It is interesting to analyze the frequency of Mario Teguh's code switching in Mario Teguh Golden Ways.

C. Limitation of the Problem

As stated in the identification of the problem, this field of this study is limited on the use of code switching by Mario Teguh in *MTGW*. This research focuses on the types of code switching, and the functions of code switching used by Mario Teguh in *MTGW*.

D. Problem Formulation

Based on the limitation of the problem, the research problems can be formulated as follows.

1. What types of code switching occur in *Mario Teguh Golden Ways* 2015?

2. What are the functions of code switching appearing in *Mario Teguh Golden Ways* 2015?

E. Objectives of the Study

The objectives of this study are:

1. to identify the types of code switching that occur in *Mario Teguh Golden Ways 2015*, and

2. to describe the functions of code switching appearing in *Mario Teguh Golden Ways 2015.*

F. Significance of the Study

The researcher expects this research can give a contribution to the field of linguistics, especially Sociolinguistics. The result of this study is expected to be valuable to increase the discussions of code switching. The researcher also hopes that this research can be a valuable input to anyone who is interested in learning Linguistics, especially Sociolinguistics. By

learning the result of the study, people are able to know about the kinds of

code switching in daily conversation and its functions.