CHAPTER II

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter explores the literature review containing several theories that are used to guide the process of this research. The discussion covers sociolinguistics, bilingualism, and code switching. This research also describes *Mario Teguh Golden Ways 2015* as the object of the research and previous studies that have been conducted related to the topic of this research. Moreover, the conceptual framework and analytical construct of the research are also provided.

A. Literature Review

1. Sociolinguistics

The study of language used by society is called sociolinguistics. This idea is supported by Hudson (1980) "sociolinguistics is the study of language in relation to society".

Sociolinguistics is one of the branches of linguistics as defined by Aitchison (2003). It is about the study language and society. There is a relationship between language and society. A language used in certain society may be different with a language used in other society.

Wardaugh (2006) also states that sociolinguistics is focusing on the relationship between language and society with the purpose to have a better understanding of the structure of the language and of how languages function in communication.

According to Trudgil as cited by Wardaugh, sociolinguistics also covers some works such as structure of discourse and conversation, speech acts, studies in the ethnography of speaking, investigations of such matters as kinship systems, studies in the sociology of language such as bilingualism, code switching, and diglossia and certain practical concerns such as various aspects of teaching and language behavior in classroom (2006).

In short, sociolinguistics is a branch of linguistics that concerns with the relationship between the languages used in a society. To understand language, people should understand the elements involved in the conversation.

2. Bilingualism

Most people as speakers usually use more than one code and require a selected code whenever they choose to speak with other people. The phenomenon of people having more than one code (language) is called bilingualism or multilingualism (Wardaugh, 2006).

Spolsky (1998) defines a bilingual as "a person who has some functional ability in the second language." This may vary from a limited ability in one or more domains, to very strong command of both languages.

Related to speech community, Hamers and Blanc (1987) define bilingualism as "the state of a linguistic community in which two languages are in contact with the result that two codes can be used in the same interaction and that a number of individuals are bilingual". In addition, Gumperz (1982) also mentions that bilingual people usually use their own idioms for in-group communication and the common language for their interaction and communication with outsiders. In this case, the bilinguals have a repertoire of domain-related rules of language choice (Spolsky, 1998: 46) meaning that bilinguals are able to choose which language that he is going to use.

There are three reasons why someone becomes a bilingual, i.e. membership, education, and administration (Hoffman, 1991). The example of membership reason is the use of French by all European aristocracy to signal the membership of the elite. The example of education and administration reason is the use of English by Indonesians, Scandinavians, Germans, and Dutches in discussing their technologies, academics, or business. In many countries and communities, bilingualism is a normal requirement for daily communication and not a sign of any particular reason (Hoffman, 1991).

In other words, since the members of a bilingual community vary in the capacity of mastering the languages used in the community, they have to be able to set a condition where they can communicate effectively. This condition leads them to do code switching and code mixing.

3. Code

According to Wardhaugh (2006) code is a particular dialect or language which is chosen on any given occasion and the communication system used between two or more parties.

Code as a language means the system agreed by people to communicate one with another. It refers to some languages used by bilingual or multilingual members of the society. However, code as a variety of language refers to style shifting in one language, for example: the use of speech level in Javanese language. There are three kinds of speech level. They are *krama, ngoko*, and *madya*. Their use depends on some social and cultural dimensions, such as age, sex, social class, and relationship between speakers.

4. Code Switching

There are several definitions of code switching viewed by some linguists. They have different ways in describing code switching. Thus, in order to have a deeper understanding related to code switching, this research presents some definitions of code switching from some linguists.

Code switching occurs among people who can speak more than one language and this is also agreed with the idea from Chana that "code switching is the juxtaposition within the passage of someone's speech which involves items of two different languages" (1984). This can be understood that code switching occurs when the speaker inserts two different languages in his utterance.

The other linguist, Akmajian, states that code switching is language mixture. He states, "Code switching refers to a situation in which the speaker uses a mixture of distinct language varieties as discourse proceeds" (2001). It means that code switching is a situation when the speaker combines two different languages in a speech.

Code switching relies on the meaningful juxtaposition of what speakers must consciously or sub-consciously process as strings formed according to the internal rules of two distinct grammatical systems (Gumperz, 1982). It means that code switching occurs when the speaker mixes two different languages in a speech.

Hoffman (1991) states that code switching includes two languages or linguistic varieties in the same utterance or conversation. Therefore, code switching is a situation when the speaker uses two different languages to communicate and it occurs in the same speech event.

Furthermore, there is code mixing that also relates to code switching. According to Wardaugh (2006) "code mixing occurs when conversants use both languages together to limit that they change from one language to the other in the course of a single utterance". It means that code mixing is also combination of two languages that occurs in a single sentence. According to Muysken, Poplack, and McLaughin as cited by Hoffman, code mixing refers to intrasentential switch (1991). The difference between code mixing and code switching can be seen from their occurrences. Code mixing occurs at the lexical level within sentence. Code switching occurs within phrases or sentences including tags and exclamations at the end of the sentence (Hoffman, 1991).

The example of code mixing can be seen is from an English native speaker who speaks Spanish and has lived in Spain for many years: *"I was speakando with Steve the other day"*. In this case, the speaker uses the Spanish morpheme 'ando' rather than the English 'ing'. The mixing occurs in the lexical level within the sentence. On the other hand, code switching occurs within phrases or sentences (We"re going to Nicki"s house at nine and maybe to the night club afterwards. ***Kristina bleibt allerdings zu Hause sie muss noch arbeiten***).

a. Types of Code Switching

There are two types of code switching. They are situational switching and metaphorical switching. According to Wardhaugh (2006), situational switching occurs when people employ changes according to the situation. It means that people start a conversation with certain language and certain situation. When people feel uncomfortable in their conversation, they will use another language which is more appropriate to the situation. No topic change is involved. On the other hand, in metaphorical switching, the topic is the driving factor in determination of the change of languages.

Another linguist defines the types of code switching in to three types. There are three types of code switching according to Stockwell (2002) that are described as follow:

1) Tag switching

This type of code switching only switches an interjection, a tag, or sentence filler in the utterances of the interlocutor. It is easily inserted at a number of points in monolingual utterance without violating syntactic rule.

Tag switching is code switching with tags that follow a sentence. This contains the insertion of a tag in one language into an utterance of the other language. Examples of common tags in English include 'you know', 'I mean', and 'right'. A Japanese-English example might be: *"I'm a good friend, neh?"* Where the Japanese particle, *'neh'* ('no?' or 'is not that right?') is added to give a teasing tone to the sentence.

2) Intersentential Switch

Intersentential switch occurs between sentences made by the speaker. The topic of the conversation may be switched by pause employed by one of the speaker. The pause employed here shows a brief suspension of the voice to indicate limits or relations of sentences. Intersentential switch occurs between more than one sentence. The example of intersentential code switching is below:

We"re going to Nicki"s house at nine and maybe to the night club afterwards. *Kristina bleibt allerdings zu Hause sie muss noch arbeiten.* (Unfortunately Kristina is staying at home because she still has to do some work).

Based on the example, the first sentence of the speaker uses English and in the second sentence, he changes into the other language.

3) Intrasentential Switch

Intrasentential switch occurs within a sentence or a clause. The form of code in this switching can be in the form of a single word, a phrase, or clause.

In addition, intrasentential switch has the same occurrence with tag switching but intrasentential switch is not a sentence filler. If the intrasentential switch is omitted, the sentence will produce the ambiguity and often violate grammatical or syntactical rule of certain language.

An example is from an English native speaker who speaks Spanish and has lived in Spain for many years: *"I was speakando with Steve the other day"*. In this case, the speaker uses the Spanish morpheme 'ando'

rather than the English 'ing'. The grammatical boundaries for this are similar in English and Spanish and so the code switching 'works'.

b. Functions of Code Switching

There are three functions of code switching according to Holmes (2001: 34-40). They are participant's solidarity and status, topic switch, and affective functions. On the other hand, another linguist defines functions of code switching into six functions. According to Gumperz (1982:75-81), there are six functions of code switching that explained as follows.

1) Quotation

People sometimes quote or say well-known expression. Those quotes may from different language so they will switch the language. Here is the switch from Slovenian to German. The conversation from an informal business discussion among neighboring farmers, called to discuss the sharing of farm machinery. The speaker is reporting on a conversation with a German speaking businessman:

Pa prawe (then he said) wen ersi nit caltgib I si nit (If he does not pay for it, I will not give it).

From the conversation above, the switch shows what is said by another speaker previously and the farmer reports the one's speech in German.

2) Addressee specification

The function of code switching is to draw attention to the fact that the addressee is being invited to participate to the conversation.

A: (Speaking to B) Nceabaprisu, vokisuvaitar (it wil not come, it will pass by)
B: (Speaking to A) Yakitekena Basanzapkama pa ye zieciu stem ye pastrane (it is so overloaded with apples and the entire tree is bent already).
B: (B continues turning to C sitting apart) Regenvert so ainvint is drausen (It will rain, it is so windy outside).

Based on the example above, after speaking to A, B switches his language in speaking to C. It seems like B does not agree with A, so that he gives his opinion to C by switching his language. Therefore, the switch from B is functioned to direct the message to C.

3) Interjection

Interjection is an exclamation that the language is used to express sudden emotions or feeling. It can be in the form of words or even a morpheme. Interjection is usually not in the full sentence but it can represent the whole meaning of sentence. For instance, here the main message is in Spanish and the speaker switches into English.

Perocomo (but how*) you know la Estella y la Sandi relistas en el telefon* (Stella and Sandi are very precocious on the phone).

Based on the sentence above, the switch "you know" is the sentence filler. The function of the sentence filler is to signal to other addressee.

4) Reiteration

Frequently a message in one code is repeated in the other code either literary or in somewhat modified form. It means to clarify what is said or to emphasize a message.

Baju-me jao beta, andar mat (go to the side son, not inside) *Keep to the side.*

The switch "keep to the side" here has the same meaning with "*Baju-me jao beta*" or go to the side. The speaker reiterates his calling by switching to English. Then, the function of the switch here is to clarify what has been said in the beginning.

5) Message qualification.

The function of the language switch is to qualify the message or to convey the main message. The form of switch here such as sentence, verb complements, predicates following a copula.

The example from college student conversation:

A: Bina vet kiyeap a gae (without waiting you come)
B: Nehi. I came to the bus stop peccis per (about nine twenty-five).

According to the example above, B switches Hindhi to English. The switch of English is functioned to convey B's main message.

6) Personalization or objectification.

The function of code switching can be used to mark personalization or objectification. By switching to the other codes, a speaker tries to express his knowledge or expertise about the discussed topic.

A: *Tera nam liya , lip aka nam liya* (he mentioned you, he mentioned Lipa)
B: *ha kya k kne* (ah what should I say) she'll be flattered. *A mǎǐ leke a r hi thin a* (today I was going to bring her see)

According to the example, B's shift to English in talking about Lipas's feeling suggest that the statement is a casual one, not implying

personal involvement. B shift back to Hindi in talking about what she personally intended to do.

5. *Mario Teguh Golden Ways*

Mario Teguh Golden Ways (MTGW) is an interactive talk show TV program which air on Metro TV. This program air live on Metro TV every Sunday at 19.00 WIB with 60 minutes duration in every show. The first show of Mario Teguh Golden Ways was air on December 2008. The shooting processes of the show take place in The Grand Studio of Metro TV with audience around 300 people. However, sometime the shooting processes take place outside the studio; it depends on the topic of the show.

The format of the program is interactive talk show. Talk show is a program that shows some persons to discuss about a certain topic and the program is guided by a host. Interactive talk show means that the audience can ask or interact with the speaker, Mario Teguh. This program concept is inspirational and motivational program. The characteristic of the program is the choice of topic. The choice of the program topic depends on the fans of Mario Teguh who always post their feeling or their concern in their life in Mario Teguh facebook page.

B. Relevant Studies

There are several previous studies with code switching as the topic of investigation. The researcher takes two of them as references in conducting this research:

1. An Analysis of Code Switching Used by Hashim as a Character in the Film *Java Heat* (Sukma Oktavian, 2013)

   In this research, Oktavian focused on code switching which were produced by the main character in a film entitled *Java Heat*. The researcher chooses this film as the object of study because this film has unique topic and contains the beauty of Indonesia culture about Javanese culture that exists in this world. The objectives of the research were to investigate the types and functions of code switching in *Java Heat*.

   The results of the research show that in terms of types code switching, inter sentential occurred the most among other types. Then, intra sentential term took the second position. For the function of code switching, the researcher found that code switching in the films are used as terms of expressing of group identify.

2. Code Switching in Indonesia Song Lyrics Composed by Melly Goeslaw (Rosa Delima Witasitakusuma Widaya, 2015)

   This thesis talked about types and functions of code switching presented in the song lyrics composed by Indonesia singer, Melly Goeslaw. The objectives of the research were to investigate the types of code

switching using the theory from Stockwell and theory of the reason of code switching using the theory from Malik.

For the type of code switching, intersentential occurred the most among other types followed by intrasentential and tag switching. For the reasons of code switching, the researcher found that the reasons are because of lack of facility, difference audience, and semantic significance.

Both of the previous studies focus on code switching. It is interesting to investigate the same topic by using a different object. By using a different object, the research can show different results as it takes a different context. Unlike the previous studies, the object of this research is a talk show. It will give difference result from the others.

C. Conceptual Framework

The objectives of this study are to identify the types and the functions of code switching that occurs in *Mario Teguh Golden Ways* in 2015. The first problem is the identification of the types of code switching that occur in *Mario Teguh Golden Ways* in 2015. In answering the first problem, the researcher uses the theory of type of code switching from Stockwell (2002). There are three types of code switching namely tag switching, intrasentential, and intersentential. Tag switching is code switching with tags that follow a sentence. Intersentential code switching is the switch of the language which is happened in sentence boundaries.

Another is intrasentenstial code switching. Intrasentential code switching happens in the word level.

The second problem is the analysis on the functions of code switching which occur in in *Mario Teguh Golden Ways* in 2015. In discussing the functions of code switching, the researcher uses the theory of conversational function of code switching from Gumperz (1991).The functions of code switching are classified into six: quotation, addressee specification, interjection, reiteration, message qualification, and personalization.

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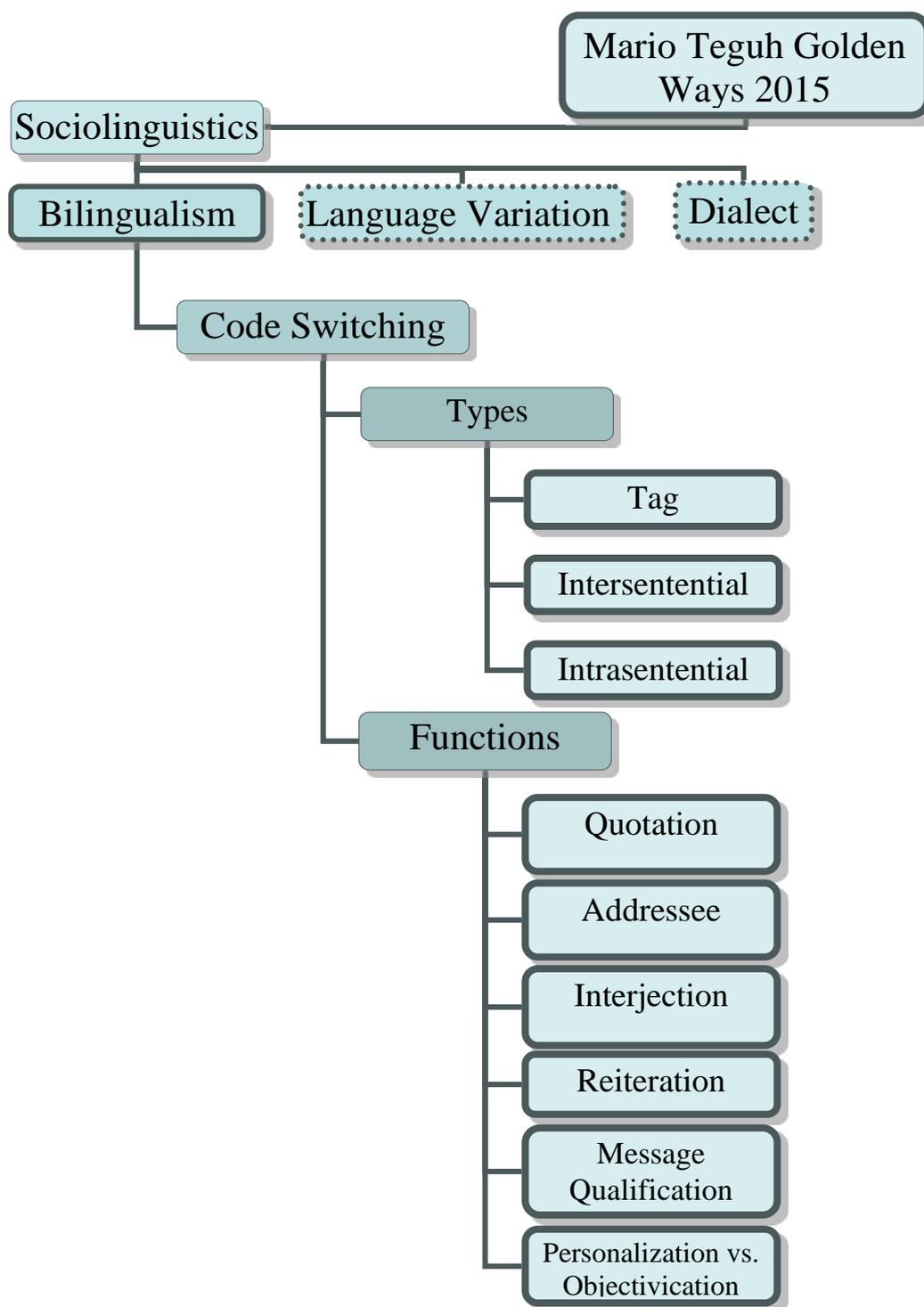
Figure 1. Analytical Construct