CHAPTER I

INTRODUCTION

1.1 Background of the Study

The development of television since the post-reform era was marked by increasing a number of new TV stations, resulted in tighter Indonesian television industry competition. This led the competing television stations continue to present new programs to attract viewers to get a high rating and share. They also compete to provide the latest information, as fact, but still entertaining audiences, as well as able to educate by giving impressions that have educational high value, and give the public persuasion to do something. There are two types of programs that are on television, the journalism program and artistic programs. Journalism program is a program of news that all forms in it are based on the facts, both hard news, soft news. While the artistic program is a program which put entertainment in it, such as entertainment programs, comedy, sitcoms, dramas, reality shows, variety shows and talk show (Baksin, 2006:79-81).

Currently, Talk Show becomes one of the most popular programs. People's curiosity to the private lives of celebrities is very high. Talk show is a television show in which famous people talk to each other in an informal way and asked questions about specific topic. Usually there is a host and a guest speaker at the talk show program. Talk shows often feature celebrity guests who talk about their work and personal lives as well as their latest movies, TV shows, music recordings or other projects they want to promote to the public. Talk shows in Indonesian television are Hitam Putih Trans7, PAS Mantap Trans7, Bukan Empat Mata
Hitam Putih talk show is very interesting to be analyzed. Hitam and Putih are the basic color of life. Hitam and Putih are used to describe the opposite side. Basically life is diverse and has many facets that exist, and the choice of every human being that good sides are symbolized by the color Putih and the bad side with Hitam. Mardhatillah, the Hitam Putih show's producer in (http://www.trans7.co.id), said she wanted to create a program that highlights the conception of good and bad people. Black and white represents the two sides of the man. "Not all men just have a black side. It isn’t trying to ask a disgrace of them. We just want to know what they are," said the woman who was familiarly called Thia. Beside that Hitam Putih Trans7 is a talk show program format with mind reading.

Hitam Putih talk show is hosted by a magician namely Deddy Corbuzier. Deddy Corbuzier has a uniqueness of his own and has a strong image in the minds of audiences. He gives a different style than the other talk show hosts in presenting questions to celebrity guests. The questions expressed tend to be cynical and cornering. Often the guest star is upset that confused in answering. Celebrity guests are made ineffective when "bombarded" by host question that forces them unwittingly exposing his personal life. When Deddy Corbuzier is asking a cynical and cornering question and the celebrity guests replied with a bit annoyed. Beside that, Deddy always gives wise words to celebrity guests and audiences every day based on topic which is want to be asked to celebrity guests in Hitam Putih Talk Show. No other host gives wise words like Deddy Corbuzier in the other Talk Shows. In Hitam Putih Talk Show on 2\textsuperscript{nd} October 2012, Deddy gives wise words that very nice and unique. “Manusia itu hidup dengan persepsi. Mereka melihat sesuatu mempersepsikan sesuatu itu memasukkan dalam pikirannya dan memilih apa yang terbaik untuk jawaban yang ada dalam pikirannya. Begitu juga dengan kecantikan, image seseorang. Semua orang pasti ingin terlihat cantik.

When two or more people communicate with each other in speech, we can call the system they use a code. There is an interesting code which is used Deddy Corbuzier in hosting Hitam Putih Talk Show. Deddy Corbuzier often uses both Bahasa Indonesia and English in his utterances. It is very different from the other Talk Show hosts. I watch Hitam Putih Talk Show everyday, and I become interested in analyzing Deddy Corbuzier utterances especially when the celebrity guest is Nadya Hutagalung on 2nd October 2012. Nadya Hutagalung uses English and Indonesian in answering the questions from Deddy Corbuzier. She mixes and switches both English and Indonesian, and so does Deddy Corbuzier as a host. They use English and Indonesian in their conversation.

Nadya Hutagalung is a model and TV host of the show. At this time she is a Singapore citizen. Nadya Hutagalung can be categorized as a bilingual because she was born in Sydney, Australia, July 28, 1974. She is a child of mixed marriage. Nadya Hutagalung was born from Ricky Hutagalung and Dianne Thompson. His mother was a hippie from Australia who likes to drive around and his father came from a wealthy family in Indonesia (Batakinese). Therefore Nadya Hutagalung can speak in English and Bahasa Indonesia.

Nowadays, contacts between people living as different communities have been progressing more rapidly since the industrialization. And today, modern advanced technology (computer, cellular phones, and the internet) is intensifying the contacts. This situation has kept the importance of having a competence in understanding and using more than one
language (Jendra, 2010:68). Beside this situation, such people are likely to be immigrants, visitors, or children of 'mixed' marriages also have a competence in understanding and using more than one language.

A person who has some functional ability in a second language is a bilingual (Bernard Spolsky, 1998:45). People who bilingual or multilingual, then, are usually required to select a particular code whenever they choose to speak, and they may also decide to switch from one code to another or to mix codes even within sometimes very short utterances and create a new code in a process known as code-switching and code-mixing. The study of code switching and code mixing is focused on dialogue or conversation found in bilingual or multilingual daily conversation. Dell Hathaway Hymes, 1964 (in Jendra, 2010:71) one of the most noted world sociolinguists, suggested eight factors that bilingual, multilingual or monolingual people may consider when choosing a code. The factors were formulated into an acronym namely SPEAKING, which stands for Setting and Scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norms of interaction, and Genre.

In this thesis, the writer focus on code switching and code mixing in Talk Show Hitam Putih Trans7 based on utterances between Deddy Corbuzier as a host and Nadya Hutagalung as a celebrity guest on 2\textsuperscript{nd} October 2012. Deddy Corbuzier and Nadya Hutagalung switch and mix their utterance because of the factor that influence them according to Dell Hymes’s theory, dominantly is participant’s factor.

The Participants are the people involved in the communication found in the setting. Participants can be used to refer to at least two parties to speak. The first party is the first or the speakers, and the second is the partner speech. In time and certain situations can also happen that the number of participants is more than two, namely the presence of a third party. The first party in this Talk Show is Deddy Corbuzier as a host. The second is Nadya
Hutagalung as celebrity guest and the third party are Isabel Yahya, Harini Bambang Wahono, and audiences. The writer only focuses on Deddy Corbuzier and Nadya Hutagalung utterances.

Basically their conversation causes interference for Bahasa Indonesia. When they do conversation, they mix their language both English and Bahasa Indonesia. Nadya Hutagalung mixes her utterance both English and Indonesian when she talks to Deddy Corbuzier as a host who is Indonesian citizen. Besides that, Nadya realizes that almost of the audiences are Indonesian citizen. Actually Nadya Hutagalung can speak in Bahasa Indonesia because her father is Indonesian citizen. Her decision to mixes her utterances are very disappointed. There is no interference if Nadya Hutagalung uses Bahasa Indonesia to Deddy Corbuzier.

Nadya Hutagalung and Deddy Corbuzier are more likely to use situational switching in their utterances. “Situational code switching occurs when the language used change according to the situations in which the conversant find themselves: they speak one language in one situation and in a different one” (Wardhaugh, 2006, p. 104). Moreover, the situational code switching happens because of the changing situations involved could be The Setting, the Participants, or the Norms of Interaction..

Example:

Deddy: “Nadya, there is someone want to meet you. I think want to talk to you”

Nadya : Ok

Deddy : "Boleh dipanggil?"

Nadya: “Always you. It is always you”

Isabel : “Kenapa sich?”
Nadya: “Hallo godjes. So cute your baju. Baju bang edo ya”

1.2 Problems of the Study

Based on the descriptive above, there are three questions appeared, they are:

1. How many kinds of code switching and code mixing used in Hitam Putih Talk Show?
2. Why do Deddy Corbuzier and Nadya Hutagalung switch and mix their utterances?
3. How is interference form that appears in Deddy Corbuzier and Nadya Hutagalung utterances?

1.3 Objectives of the Study

Related to the problems above, this research tries to find out and describe these things:

1. To find out kinds of code switching and code mixing used in Hitam Putih Talk Show.
2. To find out the factors that influence Deddy Corbuzier and Nadya Hutagalung switch and mix their utterances.
3. To find out the interference form that appears in Deddy Corbuzier and Nadya Hutagalung utterances.

1.4 Scope of the Study

Based on the fore mentioned background of analysis and facts that the writer finds, there is an interesting case that can be analyzed. The writer focus on analyzing the type of code switching and code mixing based on utterances between Deddy Corbuzier as a host and Nadya Hutagalung as a celebrity guest in Talk Show Hitam Putih Trans7 on 2nd October 2012.
that have duration about fifty minutes. Deddy Corbuzier and Nadya Hutagalung switch and mix their utterances because of the participant’s factor according to Dell Hymes’s theory, namely SPEAKING (Dell Hymes, 1964. In Jendra; 2010:71), which stands for Setting and Scene, Participants, Ends, Act sequence, Key, Instrumentalities, Norms of interaction, and Genre. Furthermore, the writer is interested in analyzing interference that appears in their utterance because of code switching and code mixing.

1.5 Significance of the Study

This research is expected to provide benefits for the practical and theoretical developments in general linguistics and sociolinguistics in particularly. Practical benefit is closely related to understand code switching and code mixing. To know more the differences between code switching and code mixing. And to know how many types code switching and code mixing.

The theoretical benefit of this research is to help explain aspects of the language that can not be reached by the description of syntax, morphology, phonology and semantics in linguistic studies.

Furthermore, the writer hopes that this research can enrich the sociolinguistic literature.