CODE SWITCHING AND THE FACTORS FOR CHANGING CODE

USED BY THE ANNOUNCER OF SUARA SEMARANG RADIO

Oleh: Nofi Setya Wardani

Pembimbing: Prihantoro

S-1 Sastra Inggris/Linguistics, Fakultas Ilmu Budaya, Universitas Diponegoro

Jl.Prof.Soedarto, SH Tembalang – Semarang 50275

Abstrak: Fenomena alih kode dan campur kode sangat lazim digunakan pada percakapan sehari hari baik dalam situasi yang resmi maupun tidak resmi. Buku ini membahas fenomena alih kode yang digunakan oleh penyiar stasiun radio Suara Semarang dan faktor-faktor yang mempengaruhi terjadinya alih kode tersebut. Alih kode adalah suatu peristiwa peralihan kode (dapat berupa dialek, bahasa, ragam, dll) yang terjadi ketika seorang berbicara. Alih kode yang terjadi pada ujaran penyiar radio Suara Semarang dikategorikan dalam alih kode metaforis yaitu alih kode yang disebabkan oleh terjadinya perubahan topik pada saat program berlangsung. Faktor-faktor yang mempengaruhi terjadinya alih kode tersebut ialah faktor usia yang menyebabkan alih kode dengan fungsi penanda identitas dan latar belakang sosial. Kemudian faktor gaya berbahasa yang menyebabkan alih kode dengan fungsi penanda kebakuan, dalam hal ini faktor kelas sosial juga menyebabkan terjadinya tingkatan kebakuan pada ujaran penyiar tersebut.

Kata kunci: alih kode, penyiar radio, gaya bahasa, kebakuan.

1. Introduction

Conversation has been part of our life. When people talk each other, they may use code switching. However, using the term code switching is uncommon for some people. During a conversation someone may speak one language then switches into another language and that is called code switching. When someone switches her/his speech, s/he usually does not realize of using code switching as Wardhaugh says (1986:103).

As we know, radio is one of the amusing media where we can listen to the music, get information, and hear someone speaking. During an on air program, a radio announcer speaks for hours. In case the listeners get bored of listening the program for hours, the announcer often speaks in some languages to make the program more fun. The announcer of Suara Semarang radio channel is doing the similar way. When running the on air program, she switches the language from Indonesian to Javanese. This kind of switching that make the writer chooses this topic for this final project.

The writer chooses the switching used by the announcer of Suara Semarang radio because the writer has some goals:

1. To find out the type of switching used by the announcer of Suara Semarang radio.
2. To find out the factors for changing the code.

2. Research Method

This paper is using the descriptive method which means a method focuses on how to arrange the descriptive research. This research is categorized as qualitative research because it doesn't depend on numeral figure. Besides, this method is adapted to figure out the use of code mixing and code switching and its relation to age segment, style and class feature of Prambors FM Semarang and Suara Semarang Radio channel. Method of collecting data used in this research is observation method principally non-participant observation. The technique to conduct the method is by doing audio recording from the source. When the data were collected, the writer analyzed them by adapting Sudaryanto's method, named *agih* method.

In this research, the method used by the writer is the descriptive qualitative because descriptive is used to describe the data. Meanwhile, the qualitative method means it provides us to find out the short description about code switching used in the

data. This research functions to simplify the problem, so that it will be easier to solve and to understand.

Method of data collection is the way to collect, to analyze, and to present the data. The aim is to simplify the problem by using the method and the technique. Source of the data is the subject, in which the data were taken during the research. The data used in this research are the recording of radio broadcast of Suara Semarang on Pelangi SS and MMSi session dated on May 12, 2015. The technique of collecting data is audio recording from the sources and is continued by note taking. This data were taken directly as the result of the audio recording of radio broadcast from the original source, Suara Semarang radio channel.

In conducting this research, the writer uses *agih* method (Sudaryanto, 1993). During collecting the data, the writer uses *agih* method in this research. The basic technique of this method is substitution technique or *teknik bagi unsur langsung* by dividing the data on its language features (Sudaryanto, 1993:31). This means any code switching elements found in the data are directly grouped in the similar expression and the rest which has no code mixing or code switching is ignored. For the next step, the writer groups each datum found to each group and then classifies and analyses them.

3. Code switching

Code switching in the utterances of Suara Semarang radio announcer involves two different languages, namely Indonesian and Javanese. The most dominant language used by the announcer is Indonesian. The following is the result including the type code switching and the factors for changing the code.

3.1 The Type of Switching

As Wardhaugh (2006:101) says code switching can occur within a single sentence (intra-sententially) and between sentences (inter-sententially). Code switching is also divided into metaphorical and situational. The following is the types of code switching which occurs in the utterance of Suara Semarang radio announcer.

3.1.1 Intra-sententially Code Switching

According to Wardhaugh (2006:101), code switching found in the utterance of Suara Semarang announcer is categorized as intra-sententially because the switching occurs within a single sentence in a single person utterance as below:

> (1) 96.9 fm Suara Semarang radio keluarga sejahtera, kami ada untuk keluarga anda. Sakukurata *kelingan jaman SMA* begitu kata Bu Siti di Gang Wuru, gitu ya. Aku jaman apa itu ya, hehe. Punya James Efson deh dengan Sakukurata.
>
> 96.9 fm Suara Semarang happy family radio, we are here for your family. Sakukurata *remembered the high school moment* that is what Bu Siti in Gang Wuru said. What about mine, haha. I have James Efson with Sakukurata.

In the utterance above, the italic typing is spoken in Javanese. In this utterance the announcer switches from Indonesian to Javanese then switches again to Indonesian. During the program, the switching mostly occurs in kind of this.

3.1.2 Inter-sententially Code Switching

Wardhaugh (2006:101) also explains that inter-sententially code switching occurs when the switching occurs between sentences. Below is the example of code switching in this type:

> (2) Bu Tutik di Klipang *sugeng enjang*, Rindu Aku Rindu Kamunya besok gimana? *Hehe nglangut juga nggih buk* kalo *jam sementen kangen kangenan, monggo pinanggih kaliyan tembang menika mawon*.
>
> Bu Tutik in Klipang good morning, what if Rindu Aku Rindu Kamu for tomorrow? Hehe it is so sad to listen such a yearning song in this morning, please let me give you this one.

This type of switching occurs as the announcer switches form Indonesian to Javanese in different sentences. In the first sentence the announcer uses Indonesian then mixes to some Javanese language. Later, in the next utterance she uses full Javanese to the listener. Thus, this type of witching is called inter-sententially code switching.

3.1.3 Situational Code Switching

The next type of code switching is situational code switching. Hudson (1996:52) suggests that situational code switching is related to the addressee or to

whom a person is speaking which means that it is important to control of the language. For example:

> (3) Pak Agus di Sidomulyo Telogosari *sugeng enjang* juga. Kemudian ketemu dengan Mawar Bodas ada ibu Sari di Medowo Barat *sugeng enjang*.
>
> Pak Agus in Sidomulyo Telogosari good morning. Then meeting Mawar Bodas, there is Mrs. Sari in Medowo Barat good morning.

In example above, the situational code switching can be seen in the part when the announcer switches into Javanese. According to Hudson, she uses *sugeng enjang* which indicates the use of situational code switching because the person she is speaking to is considered older than herself. In addition, *sugeng enjang* is not only used to talk to an elderly person but also is used to talk to a person we don't know well (has no intimate relation). Thus, she uses Javanese in such variety to control the language she uses.

3.1.4 Metaphorical Code Switching

The last type of switching is metaphorical code switching. This metaphorical switching occurs because in the opening session the announcer uses informal Indonesian and sometime switches to Javanese, while when the announcer begins to talk about a certain topic, she switches to formal Indonesian. For example:

> (4) 96.9 Suara Semarang radio keluarga sejahtera, kami ada untuk keluarga anda. Berbagai alasan biasanya alasan yang paling klasik adalah sibuk mengurus pekerjaan sehingga tidak bisa makan tepat waktu. Tau kah anda bahwa makan yang tidak teratur ternyata berdampak negative buat tubuh kita?
>
> 96.9 Suara Semarang happy family radio, we are here for your family. There are so many reasons and foremost is busy taking the job so one cannot eat at the time. Do you know that indiscipline eating has negative effect for our body?

Compared to the first example above where the announcer is using the informal Indonesian, the use of formal Indonesian here functions to emphasize the taken topic

that the topic is sort of important information. When she uses the formal Indonesian, the listener would probably keep holding on the program.

3.2 The Factors for Changing Code

The writer found that the factors for changing the code are reflected by switching for some functions. The following are the functions of code switching :

3.2.1 Code Switching as Identity Marker

First is switching as the identity marker as well as ethnic identity referential. For example:

> (5) Pak Agus di Karonsih, Pak Marjuki yang ada di Pondok Raden Patah *sugeng enjang pukisipun laris nggih pak*, eyangnya Juna yang ada di Perum Pesona Alam Pringsari *sugeng enjang* juga.
>
> Pak Agus in Karonsih, Pak Marjuki who lives in Pondok Raden Patah good morning the butter cake sold well right, Juna's grandma who lives in Perum Pesona Alam Pringsari good morning as well.

The utterance above indicates the switching which functions as identity marker since the announcer switches to Javanese when she greets the listeners. The announcer uses Indonesian to mention the name and address of the listeners then switches because she knows the listeners are local people. Thus she uses Javanese in order to share her identity that she has the similar ethnic background to the listeners. Besides that, the use of Javanese variety determines that the listeners are in higher age since the variety used (i.e. Kromo) is used in the presence of older people. In this case the announcer uses Kromo instead of other variety (i.e. Ngoko) because it is consider as fine respect rather than using Ngoko which is proper used to intimate friends or in the same range of age.

The writer also found that the announcer uses tag switching as below:

> (6) 96.9 fm Suara Semarang radio keluarga sejahtera kami ada untuk keluarga anda. Ada yang bilang sehat itu mahal harganya *nggih mboten Bu? Pak?*
>
> 96.9 fm Suara Semarang happy family radio, we are here for your family. Proverb says healthy is expensive isn't it?

The use of tag switching in the utterance above also indicates the ethnic identity marker. According to Holmes, in this case by using the tag the announcer shares the connection to the listeners of their similar ethnic background. The tag functions as solidarity marker between the announcer and the listener since it can reduce the social distance between the announcer and the listeners.

3.2.2 Code Switching to Express Formality

Second is switching functions to express the formality. The following is the example:

> (7) 96.9 fm Suara Semarang radio keluarga sejahtera, kami ada untuk keluarga anda. Mbak Retno, Mbak Eni juga Ratu Hafid *sugeng enjang* selamat menyatu dengan Pelangi Suara Semarang nyaman pastinya, jadi semua aktivitas nggak terasa. *Keju* plus dikit juga nggak masalah kan

> (8) Ada beberapa cara yang bisa kita lakukan agar bisa cepet pulih dari sakit, sembuh cepet dari penyakit sangat penting agar tenaga kita tidak terkuras dan bisa kembali melakukan aktivitas.

In the example (7), the announcer uses informal Indonesian and switches a little bit to Javanese when greeting the listeners. However in the example (8) the announcer uses formal Indonesian when begins to talk about the new topic. This kind formality switching, according to Labov in Hudson, is related to the style factor. In the example (7) the announcer greets the listeners using informal Indonesian and it is considered strange if the announcer uses more standard Indonesian to greet the listeners because the announcer has known whom she is talking to. Meanwhile, in example (8) as the writer has already mentioned above, the use of more standard form of Indonesian (formal Indonesian) functions to emphasize that the topic is considered important. In addition the topic used is not kind of everyday topic, so when the announcer uses the formal Indonesian the listeners will pay more attention and more concerned with the content.

3.2.3 Code Switching to Determine Social Class

As Holmes said that the more formal or standard language someone uses, the higher social s/he belongs. As in example (7) that the announcer uses the informal

language to greet the listeners, then it can be determined whether both the announcer and the listener belong to higher social class or lower social class. The announcer uses informal Indonesian and switches to Javanese because she has known to whom she is speaking in terms of age and ethnic background. The use of *sugeng enjang* (good morning) determines that the addressee is older than herself not the social class of the listener. The word choices she uses that indicates the social class which is lower social class because she uses informal language. In example (8) although the announcer uses formal language, but it is meant to emphasize the topic.

4. Conclusion

Based on the explanation above, code switching occurs in the utterance of Suara Semarang radio announcer has each function. The situational code switching is used to control the language between the announcer and the listener. Meanwhile, the metaphorical code switching occurs because the switching is based on the changing of the topic. Inter-sententially code switching once occurs in the utterance of the announcer. The switching in kind of intra-sententially also occurs because the switching often occurs within a sentence.

The factors that affected the switching are the age factor which reflects the identity marker. The announcer also uses tag switching which also functions to share the similar ethnic background and to express the solidarity. Furthermore, in order to express the formality the announcer switches her utterances by using informal language to greet the listeners which has the similar background and formal language in purpose to emphasize every topic taken during the program. The use of formality also functions to determine to which the social class she and the listener belong. Thus they belong to the lower social class because the announcer uses informal language when she means greeting the listeners. In summary, the factors that change the code are age factor, style factor, and also social class factor.

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