

CHAPTER I

INTRODUCTION

This chapter discusses about types and reasons of code switching used by Broadcasters at UPP Radio 100 FM Broadcasting. This chapter involves background of the research, setting of the research, limitation of the research, formulation of the research, and purpose of the research. Finally, finally it discusses about definition of the key terms of the research.

A. Background of The Research

Language is a machine of symptoms and symptoms that's used to talk with every other. According to Chomsky (1994), language is the sound that produce via way of means of human speech organ that incorporate from letter to the phrase that has meaning. Language is an crucial position in human existence and has numerous usages for human as a way of verbal exchange and interplay in network existence.

Code switching is an opportunity to have a verbal exchange with special languages. According to Hamers & Blanc (2004) code switching refers to a state of affairs wherein a speaker modifications among or extra languages inside a verbal exchange. Phenomena code switching normally located in bilingualism radio broadcasting. It manner that code switching will be took place at radio broadcasting utilized by Broadcasters.

Radio is the oldest and maximum bendy digital mass media. Radio have tailored to the converting international with the aid of using growing relationships jointly useful and complementary with different media (Ardianto, 2007:123). As an detail of the mass communique process, broadcast radio has traits and traits which are unique from different mass media, specifically being audial (Ardianto, 2007:18). In addition, the benefits of broadcast radio are cheap, populist, and may be added or heard anywhere.

Broadcasters is someone whose task is to talk among humans. As a communicator, Broadcasters has the challenge of supplying offerings to the network via way of means of deliver data this is wanted via way of means of many human beings or listeners (Fanani,2013:97). Broadcasters is the spearhead with inside the global of radio broadcasting. Broadcasters have a position and have an effect on this is massive sufficient for the lifestyles of a employer radio. Professional Broadcasters may be capable of carry a application broadcast properly with a purpose to appeal to many listeners (Fanani,2013:99). To be a terrific communicator an Broadcasters have to additionally recognize and perform the policies that observe with inside the broadcasting global and with inside the audience. In addition, you have to additionally pay interest employer rules and additionally for yourself (Wardana, 2009:8).

Broadcasting is the simultaneous transmission of the identical message to a couple of recipients. In networking, broadcasting takes place while a transmitted information packet is obtained with the aid of using all community devices. In

broadcasting, a software is visible as a published fabric created to fulfill sure particular want or achieve a few set goal and transmitted to a few pre-decided goal audience (Eastman & Ferguson 2006).

There are phenomenon causing the uses of code switching by radio Broadcasters at UPP Radio 100 FM: English is not a foreign language for some people, especially radio Broadcasters .The radio Broadcasters uses English because there are some sentences in Indonesian that are not comfortable to uses when broadcasting, because Indonesian diction is too standard, when the radio Broadcasters switches Indonesian to English, making the radio feel more modern.

There are many examples that we could find when radio Broadcasters used code switching at UPP radio 100 FM broadcasting. The example :

- a. Broadcasters 1 : “Good morning kerabat UPP gimana kabarnya hari ini ?”
- b. Broadcasters 2 : “Alhamdulillah tentunya fine dong !”

Based on instance above, the radio Broadcasters makes use of code switching once they communique.The Radio Broadcasters 1 ask uses English language to Indonesian” Good morning kerabat UPP, gimana kabarnya hari ini ?” and the Broadcasters answer with Indonesian language to English “ Alhamdulillah tentunya fine dong !”. It means the Broadcasters uses code switching when they are conversation at radio broadcasting.

The researcher saw the phenomena code switching by Broadcasters at UPP Radio 100 FM broadcasting. This was study aims to determine the code switching

used by Broadcasters at UPP Radio 100 FM Broadcasting. UPP Radio 100 FM which had a good reputation and has a bilingual conversation. There were two problems in this research, including: the types and reasons of code switching used by radio broadcasters at UPP radio 100 FM broadcasting. Therefore it was interesting to observe this phenomenon in order to find out the types and reasons of code switching.

Based on explanation above, the researcher tries to describe types of code switching and to describe the reasons of code switching used by radio Broadcasters at UPP radio 100 FM broadcasting in title this research “ Analysis of Code Switching Used by Radio Broadcasters at UPP Radio 100 FM Broadcasting ”.

B. Setting of The Research

This research is a part of sociolinguistics study, and this about code switching that used by radio Broadcasters in UPP Radio 100 FM as the most favorite and popular Radio Channel in Pasir Pengaraian. So the researcher expected that this research can give the information to the readers about the code switching in the Radio Broadcasters of Radio UPP 100 FM as the most favorite and popular Radio channel in Pasir Pengaraian. The researcher expected that the readers can understand about the part of Sociolinguistics, especially about code switching when they read this research. Hopefully, this study can become references to the next researcher who wants to analyze code- switching. The last, the researcher expected that the reader can get the point from this research.

C. Limitation of The Research

This study just focus on code switching as the part of the Sociolinguistics, and the researcher used code switching because related with the phenomenon that many Broadcasters in Radio Channel was used of two languages when they broadcasting, so the researcher just focus in one explanation that was code switching, and the object the researcher just focus on one kinds of Radio Channel that was UPP Radio 100 FM. The researcher used Radio Broadcasters of Radio UPP 100 FM because was the most favorite and popular Radio channel in Pasir Pengaraian. In this research, it consist of two Broadcasters are AD and CH. The reasons of choosing this Broadcasters was because they are Broadcasters at UPP Radio 100 FM, and they often uses code switching when their conversation in broadcasting. The researcher focus on request song and news from both of the radio and the researcher take the data in two weeks at different time. the researcher additionally predicted that this paper can provide the contribution to the readers, and particularly for the scholars with inside the English branch with the aid of using giving for his or her research, and from this paper is can provide the researcher encourage approximately code switching because the a part of the sociolinguistics with inside the radio channel.

D. Formulation of The Research

Based on limited of the problem above, the researcher formulated this research on the following questions:

1. What types of code switching used by radio Broadcasters in UPP radio 100 FM?

2. What are the reasons of Radio Broadcasters used code switching in their conversation?

E. Purpose of the Research

There are two main purposes of this research, they are:

1. To describes the types of code switching uses by Radio Broadcasters at radio UPP 100 FM broadcasting when the Broadcasters conversation in their broadcast in the Radio.

2. To describes the reasons of code switching used by Radio Broadcasters at UPP Radio 100 FM broadcasting in their conversation.

F. Definition The Key Term of The Research

In order to save you false impression of the idea of this research, the definitions of key phrases are said below:

1. Code switching: Code switching is a phenomenon of languages because the end result of language touch in a bilingual society. Most of bilingual used Code switching while creating a communicate amongst them. Code switching can arise in a communicate among speakers' turns or inside a unmarried speaker's turn (wardhaugh, 2006).

2. Broadcasters: Broadcasters is someone whose process is to talk among humans. As a communicator, Broadcasters has the venture of presenting offerings to the

network via way of means of deliver records this is wanted via way of means of many human beings or listeners (Fanani,2013:97).

3. Broadcasting: Broadcasting is the simultaneous transmission of the equal message to a couple of recipients, In networking, broadcasting takes place while a transmitted information packet is acquired via way of means of all community devices(Eastman & Ferguson 2006).

4. UPP Radio one hundred FM : UPP Radio one hundred FM is radio channel in Pasir Pengaraian that continually deliver the brand new music from younger human beings in Pasir Pengaraian. Both of the radio channel are well-known many of the younger generation.

CHAPTER II

REVIEW OF RELATED LITERATURE

Review of literature in this research is mainly related to Sociolinguistics, but more focus on code switching, especially the types of code switching and the reason of radio Broadcasters using code switching. In below, there are a few theories that relate with this research:

A. Review of The Related Theories

This chapter consist of the related theories in this research, including: Sociolinguistics, bilingualism and multilingualism, definition of code switching, types of code switching and the reason of code switching in radio broadcasting.

A. Sociolinguistics

Sociolinguistics is department of linguistics that particularly examines the usage of language in society. Initially sociolinguistics changed into known as sociology of language or language in society. There are numerous specialists who outline sociolinguistics base on their respective views. Based on Chaer (1994), nation that sociolinguistics is a linguistics that sub subject that the research language in time period in their use in society. Chaer additionally states that during sociolinguistics is the consumer and use of language, location of use language, the association of language level, numerous shape of touch with or greater language and the range and timing of use the numerous language.

Sociolinguistics is dating among language and society (Wardhaugh,2006:1). It method that sociolinguistics is a department of linguistics that particularly examines the usage of language in society. The different hand sociolinguistics is the have a look at of language and society. It give an explanation for that once human beings communicate in another way and special social context. It discusses the social feature of language and the approaches it's far used to deliver social meaning (Holmes, 1992:1).

Sociolinguistics is one in every of area of macro linguistics that take a look at approximately the connection among language and society, and the way language is utilized in multilingual speech community. Related to the explanation, sociolinguistics is a take a look at of improvement and the extent of use language in society, language cause in social context wherein there's a dialogue approximately multilingual and bilingual language.

B. Bilingualism

Generally bilingualism and multilingualism are normally locate in numerous countries. Each united states has their local language. In the opposite hand in speak with different united states want a united language this is particularly English. It can be less complicated for us to engage with different united states. Because of it mastered overseas language Is crucial in this period globalization. Talking approximately mastered in numerous language it's normally known as

multilingualism whilst bilingualism is mastered in languages like English and Indonesian.

Bilingualism is activities the use of or greater language alternately via way of means of a speaker (Wardhaugh, 2006:101). Bilingualism is the cap potential of language codes. Base on Spolsky (1998:45), defines as a bilingual as “someone who has a few purposeful cap potential with inside the 2nd language”. It method that folks that grasp in language inclusive of English to Indonesian or Indonesian to English. Bilingualism and multilingualism human beings normally have a tendency to interchange language code at some point of their conversation.

Bilingualism is defines as a local like manipulate of or greater language. It manner that the humans cap in a position the usage of or greater language in addition to a local speaker (Bloomfield:1993). Base on rationalization above the researcher finish that bilingualism is someone who is aware of and makes use of multiple language, at the same time as for a multilingualism is someone who is aware of and makes use of greater than 3 or greater language network speech behavior.

C. Code Switching

Sociolinguistics is one subject of macro linguistics that have a look at approximately the connection among language and society. In sociolinguistics there are numerous cloth for sociolinguistics research that want to be recognize such as: types language, dialect phrases and registers, fashionable and non-fashionable variety, diverse English language, bilingualism and multiplicity, non-verbal or verbal

conversation, code switching and code blending phenomena, speech scenes and the remaining is language planning.

One of the sociolinguistics have a look at is code switching. Code switching is not unusual place phenomena that arise with inside the conversation of our everyday lives. Code switching is transition occasion from one code to another. The maximum principal linguistics phenomena located in bilingual speaker's interplay code switching (Redouane, 2005). In linguistics code switching is the usage of different language or language fashion in a single verbal exchange to modify to different roles or conditions or due to different participants. This phenomenon generally associated with bilingualism or multilingualism.

Many professionals has given clean the definition of code switching and its distinction from different terms. Code switching may be described as the usage of a couple of language, variety, or fashion via way of means of speaker inside utterance or discourse or among exceptional interlocutors or situations. It approach that code switching the usage of a couple of language via way of means of the speaker in verbal exchange base on scenario and circumstance.

Code switching is the alternation among or extra language inside a stretch of language is frequent as a treasured method of bilinguals in making linguistics picks for communicative purposes (Rather: 2012,p.7). It approach that a person the usage of languages in verbal exchange as an instance announcer used languages in

broadcasting. Such as the usage of Indonesian and English while the announcer broadcasting.

To communicate, a few humans transfer their language to make the communication run well. Especially, for individuals who does now no longer grasp 2d language. They use word or short phrase to obtain the motive of verbal exchange. According Hoffman (1991), say that code switching is the circumstance while language are utilized in a few utterance.

Based on explanation above, it can conclude that code switching is a common phenomenon of the transition of using language causes changes language in roles and situations. Code switching show the interdependence between contextual and situational reason that are relevant in the uses of two or more language.

D. Types of Code Switching

There are many experts in the field determining the types of code switching but also there are different opinion about the distinction of code switching by experts. In this research, the researcher put some experts theories related to the types of code switching, such as:

Wardhaugh (2006:104), suggest code switching in to two types: situational and metaphorical.

1. Situational code switching

Situational code switching this is code switching takes location base on state of affairs wherein audio system found out that they communicate in a specific language in some other state of affairs. In this code there may be no ex trade topic.

2. Metaphorical code switching

Metaphorical code switching is code switching that takes place if there may be a subject ex trade. This kind of code switch best takes place if the speaker who first of all best speak approximately paintings makes use of a number of reliable language and appears stiffs then will become a greater comfortable atmosphere, while the subject changes.

Hoffman (1991:112), suggests a few kinds of code switching primarily based totally at the juncture or the scope of switching wherein language take location, there are:

a. Inter sentential switching

This varieties of code switching takes place among clause or sentence boundary, wherein every clause or sentence is in a single language or other. For instance in Wibowo (2017:16), as while Spanish – English bilingual says:” Tenias zapatos blancos, un poco, they have been off-white, you know”. In this instance, the person first speaks in Spanish after which switches the code the use of English clause in the long run of the conversation.

b. Emblematic code switching

In this form of code switching, tags, exclamation and positive set terms in a single language are inserted into an utterance in any other case in some other. For instance in Wibowo (2017:16), as while a Panjabi/English says:” it’s a pleasant day, hana?”(hai na ? isn’t it). The word “ hana” in Panjabi is a tag.

c. Establishing continuity with the speaker

This form of code switching takes place to preserve the utterance of the preceding speaker, as while one Indonesian speaks in English after which the alternative speaker attempts to reply in English too. For instance in Wibowo (2017:16), as while Indonesian-English:

Speaker 1 : what a traffic! We gets antique with inside the road.

Speaker 2 : yup, you're genuinely right. Setiaap hari maceeett.

Another dialogue consistent with Poplack (1980), which diagnosed 3 exclusive sort of code switching including: tag switching, inter- sentential switching and intra-sentential switching.

a. Tag switching

Tag switching an insertion of a tag in a single language into utterance that's absolutely with inside the different language. Tag switching occurs whilst the speaker insert of a tag word with inside the shape of interjection, a tag, a discourse marker or a sentence filler from one language into utterance from every other language. The instance of interjection consisting of: wow!. Oh!, yeah!, at the same time as tag

switching that used as sentence filler consisting of you know, well, actually, basically, and literary. In addition, tag switching as discourse marker may be an expression consisting of: I suggest, through the way, hi, okay. For instance :

Broadcasters : benar , that is right answer “ however we don’t neglect about to ask kerabat upp untuk gabungan bersama kita , you may take us in 08xxxxxxxx!.

The phrase “ benar, that is right answer “ may be taken into consideration a tag switching. Tag switching consists of interjections, fillers and idiomatic expressions. Example of not unusual place English tags are “ you know” and “ right”.

b. Intra-sentential switching

Intra sentential switching which take region inside in a sentence. Its suggest that intra sentential switching took place whilst the speaker use or greater language in a sentence and the shape may be visible whilst the speaker insert phrase or terms of overseas language in simple or first language. The definition of the use intra sentential switching is whilst a speaker insert phrase or terms of overseas language in simple or first language. Intra sentential switching usually takes region with inside the clause or sentence boundary, it is able to take the shape consisting of, code changing, code mixing, insertion and congruent lexicalizations.

Example : “ kita ada assembly hari ini, jangan sampai telat”.

Based on the instance above, the intra-sentential switching it's far will be took place with inside the first phrase, center or ultimately of a clause, a word or a sentence.

c. Inter-sentential switching

Inter-sentential switching is whilst a speaker, talk in a single language in a sentence and whole it with every other sentence the use of different language. In the alternative hand inter-sentential switching takes place at a clause or sentence boundary, in which every clause or sentence is in a single language or every other. Inter-sentential switching will be taken into consideration as requiring extra fluency in each language than tag-switching considering predominant portions of the utterance ought to comply with the guidelines of each languages.

The instance of inter-sentential switching in paryati(2018:41),

Example : ternyata dia lah pelakunya. Let's beat his head.

In the sentence above, inter-sentential switching takes place whilst the switching of a language with inside the sentence. The speaker makes use of in Indonesian first sentence then maintain the following sentence with English. This type of the sentence can know as inter-sentential switching.

Another dialogue from Jendra (2010,p.75). there are 3 sorts of code switching

1. Tag Switching

A Tag Switching takes place whilst a bilingual insert short (tag) from exceptional language on the cease of his / her utterances.

2. Inter sentential code switching

An inter-sentential code switching takes place whilst a whole sentence in a overseas language is suggested in a base language among sentences.

3. Intra sentential code switching

An intra-sentential code switching is observed whilst a word, a word or a clause, of a overseas languages is observed inside with inside the sentences in a base language.

From the evaluated of literature above, we are able to see the phenomenon code switching is intently associated with speech network and bilingualism. Therefore, this studies indicates that the reference of speech network and bilingualism to provide an explanation for the phenomenon of code switching in broadcasting. After discussing a few theories which might be associated with code switching the researcher makes use of code switching advise via way of means of Poplack (1980) base at the scope of code switching, there are tag switching, inter sentential switching and intra sentential switching.

d. The Reasons of using Code Switching

There are many motives why a person switches their language into some other language once they speak. That probable due to the fact have an impact on in their

accomplice in speaking, the subject that they speak approximately, or the scenario once they speak.

Many professionals monitor the inducement of doing code switching. According to Holmes (2008:35-40) numerous motives of code switching are:

1. To distance a speaker from the ones they may be speaking to.
2. To serve ethnic identification marker through the use of interjection or a linguistic tag with inside the different language.
3. To sign their sophistication and identity with modernity.
4. To display reputation members of the family among humans or the formality in their interaction.
5. To quote a proverb or a famous announcing in different language.
6. To speak approximately the sure subject matter for affective function.

Bhatia and Ritchie (2006:339) nation on the premise of a number of elements together with whom (player and their backgrounds and relationship), approximately what (topic, content) and whilst and in which a speech act occurs, make bilinguals pick their language to speak. There are numerous elements which make contributions to the tendency in switching the language:

1. Participants Roles and Relationship

Participant roles and relationships play a completely crucial position in bilinguals' subconscious settlement and war of words on language choice. That is

whether or not bilinguals code-blend or now no longer, relies upon on whom they speak to.

2. Situational Factors

Some languages are regarded as greater appropriate to precise player / social groups, settings or subjects to other. They additionally postulate that social variables together with class, religion, gender, and age can have an impact on the sample of language blending and switching each qualitatively and quantitatively.

3. Message-Intrinsic elements

There are a few elements which generate code-switching and code- blending together with :

Quotations

Direct quotations commonly make a bilingual blend or transfer their language. In Indonesia, maximum of quote come from a famous figures from a few English-speak me countries. So, they commonly transfer their language once they have to mention a quotation.

Reiteration

When a bilingual desires to make clear her speech to someone, he attempts to locate every other phrase that has a equal that means via transfer or blend his language and make the listener apprehend it.

Topic-comment / Relative clauses

Sometimes, human beings can begin a communicate with a language then touch upon it or cease it via every other language.

Hedging

When bilinguals do now no longer need their speech is known via way of means of other, they commonly blend or transfer their language.

Interjection

Inserting sentence fillers or sentence connectors. People can every now and then mark an interjection or sentence connectors. It can also additionally take place by accident or intentionally.

Idioms and deep-rooted cultural understanding

It has equal characteristic with direct quotations, however it's far approximately idioms, a completely not unusual place phrases or understanding phrases. When code switching or code blending occurs, the incentive or motives of the speaker is an critical attention with inside the process.

According to Hoffman (1991), there are variety of motives for bilingual or multilingual character to replace or blend their languages. Those are : Talking a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying, and expressing group identity.

1. Talking a particular Topic

People regularly choose to speak approximately a selected subject matter in a single language as opposed to in every other. Sometimes, the speaker feels loose and extra snug in expressing his/her though and emotional state of affairs with the aid of using the use of a language which isn't their normal language. People generally want to makes use of one language to speak about a sure type of subject matter. That is why a speaker feels loose and extra snug to specific his/her emotional emotions in a language that isn't his/her normal language as bilingual. We regularly locate it less difficult to replace from one language to every other language. The first instance, while we're in communique, we regularly communicate English to invite life-style or to speak approximately music. It might be modified to Indonesian while we speak approximately family.

2. Quoting somebody else

Code Switching takes place while a speaker switches codes to cite a well-known expression, proverb, or announcing of a few famous figures. The transfer includes simply the phrases that the speaker is claiming the quoted character stated.

People regularly quote word, sentence, and expressions that they prefer from famous character once in a while, the quote from exceptional language consisting of English sensible word. The use it due to the fact they need to specific and emphasize someday to appearance higher.

For example: saya lupa siapa namanya. What is a name? I forgot who he is. What is a name?]. The instance display famous citation “what's name?” with the aid of using

Shakespeare, widely recognized poet, from England. For instance is from Sudarsono in Susanto (2008:71):

A: “jened, sampai pusat Pak Rektor bilang maneh, sanguine wes ono ta? Bang [imitative verb adjunct with mak, usually used to refer to slimming the door], once I reached the middle administration, Mr Rector stated again, “you've got got acquired the journeying funds, haven's you?”

From instance above is an example of code switching which motives as an instantaneous citation of every other character's speech. Speaker a fees the authentic speech from his rector's statement.

3. Being emphatic a something

As usual, while a person who's speak me the use of a language and all at once desires to be emphatic approximately something, he both deliberately or unintentionally, will transfer one language to every other language. Or, on the alternative hand, he switches from his 2nd language to his first language due to the fact he feels extra handy to be emphatic in his 2nd language as opposed to in his first language.

4. Interjection

Language switching amongst bilingual or multilingual humans can once in a while be marked with the aid of using an interjection or sentence connector. Interjection is phrases or expressions, that are inserted right into a sentence to deliver

surprise, sturdy emotion, or to advantage attention. Interjection is a brief exclamation like: Duh!, Hey!, Oh!, Shit!, etc. Interjection has no grammatical value, however the speaker generally makes use of them with inside the communicate.

5. Repetition for clarification

When a speaker desires to make clear his/her speech with a purpose to be understood higher with the aid of using the listener, he/she will once in a while use each of the languages (codes) that he/she masters to mention the equal message while a bilingual desires to make clear his/her speech with a purpose to be understood extra with the aid of using the listener, he or she will once in a while use each of the languages that she or he mastered with the aid of using announcing the equal utterance (the utterance is stated repeatedly). The repetition isn't best to make clear the speech however additionally to emphasis the message.

6. Intention

When a bilingual character talks to every other bilingual, there might be masses of code-switching occurs. The speaker will repeat a message in a single language to every other language with the reason of creating the speech run easily or clarifying the thoughts to make the extra understandable.

7. Expressing group identity

Code switching additionally be used to specific organization identity. The manner of conversation of instructional humans of their disciplinary groupings, are glaringly exceptional from the folks who are out of the community.

B. Review of Related Findings

The researcher was found some of research that almost same like this thesis, additionally the researcher was accumulated the researcher to espouse this research. Concerning the research are following:

The first preceding observed is from Chikita, Gabby Prisca (2011) This thesis entitled Code Switching in The Radio Conversation. A Case Study at GSP Radio Show 101.eight FM is a qualitative descriptive observe. This observed investigated code switching utilized by callers and announcers in radio communication. The populace have been the callers round Mataram. The information have been gathered with the aid of using the usage of tape recorder and notice taking. The end result of this observe indicated that (1) radio communication protected 11.51% English, 0.60%linese, and 0.50% Sasak. (2) using Balinese and of Sasak in code switching among broadcaster and callers implicitly describe the speakers' aim to expose his or her network that they belong to if you want to get alongside nicely with the listeners. Meanwhile, English code switching is utilized in greeting and worrying that suggests the intimacy with inside the communication. (three) There have been 4 varieties of code switching utilized by the broadcasters and the callers with inside the radio communication, namely: Inter-sentential code

switching, intra-sentential code switching, intra-lexical blending and inter-textual blending, (4) 8 motives of code switching discovered namely; expressing institution identification 9.68%, being emphatic approximately something 4.84%, explanation three.22%, interjection three.22%, repetition used for explanation eight.06%, speak me approximately a specific subject matter 37.10%, to melt or give a boost to request or command 27.42% and due to actual lexical want 6.45%.

The 2d preceding observe is from Anak Agung Bagus (2016) and the identify is “ An Indonesian - English Code Switching used By Announcers at Menara FM Radio Station”. Based at the evaluation, it's miles discovered that there are three varieties of code switching utilized by Tag Switching, Inter Sentential Switching and Intra Sentential Switching and for motives used of English code switching discovered 8 out of ten motives were despatched to broadcasters, namely: Talking approximately a positive subject matter, Quoting humans others, Caring for something, Interjection (connective phrases), Repetition of phrases for explanation, Showing institution identification, to melt or give a boost to call for and due to lexical necessity.

The third is Detti Lismayanti and Miza Anisa Sari “An evaluation of code switching and code blending utilized by radio Announcers at l-bass radio 96.7 MHZ IAIN Bengkulu“ Best at the outcomes of information evaluation confirmed that the 3 varieties of code switching and 3 varieties of code blending base on Hoffman idea. Types of code switching became utilized by Broadcasters communication in radio L-bass Iain Bengkulu are inter sentential code switching 36,18% , intra sentential code switching 40,42%, and Establishing continuity with the preceding speaker

switching 23,40%, and varieties of code blending are inter – lexical 51,88%, Establishing continuity with the preceding speaker 18,12%, and Involving a alternate of pronunciation 30%.

The fourth is Christina (2004). She studied code switching in Ni Hao Ma Program of Suzana Fm in Surabaya. She analyzed among English-Japanese code switching. She handiest studied conversational code switching in Ni Hao Ma Program of Suzana Fm in Surabaya. She used the idea of Gumperz to investigate the information. She discovered that there are six useful varieties of conversational code switching.

The 5th is from Novi Setya Wardani (2015) “Code Switching and The Factors For Changing Code Used By The Announcers of Suara Semarang Radio” from the evaluation information and dialogue above, code switching happens with inside the utterance of suara semarang radio announcers has every function. The situational code switching is used to manipulate the language among announcers and the listeners.

The ultimate is Sarifah Farah “The Analysis Of Code Mixing And Code Switching Used By Radio Broadcast In Request Time Program “Office Hours” Of Radio 91,7 FM Banjarmasin” From the evaluation information and dialogue above, the author discovered seventy four code blending into the (Inner Code) and eighty three to the (Outer Code) , and thirteen Code switching to the (Extern Code), none the (intern code). 2. The kinds code blending and switching maximum often arise is the outer code blending in broadcast of Request Time Program ”Office Hours” of radio Banjarmasin.

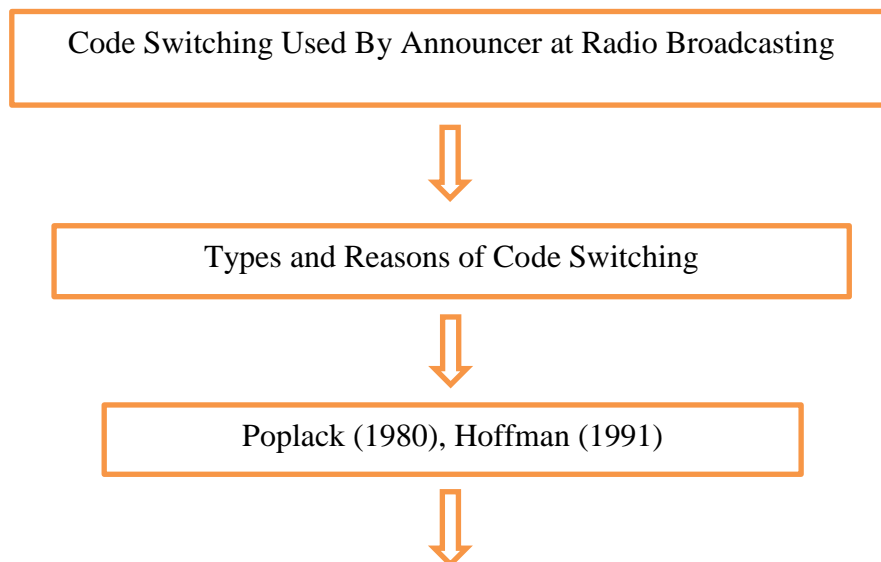
Based on a number of the thesis above, on this studies, it's miles specific from the preceding studies above. It talks approximately evaluation of code switching makes use of with the aid of using announcer in broadcasting. This studies, the researcher attempts to discover the kinds and motives of code switching utilized by radio announcer at UPP radio a hundred FM broadcasting.

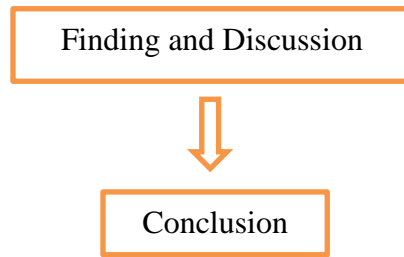
Based on some of the thesis above, in this research, it is different from the previous research above. It talks about analysis of code switching uses by announcer in broadcasting. This research, the researcher tries to find out the types and reasons of code switching used by radio announcer at UPP radio 100 FM broadcasting.

C. Conceptual Framework

Conceptual framework was the sequence of how the researcher do the research. Conceptual framework is make with the purpose that researcher is easier to conduct the research. The research is conduct based on the conceptual framework. The following figure describe conceptual framework of the research.

Figure 1. Conceptual Framework of the research





From the figure of the conceptual above, the purpose of this research is to describes and analysis the types of code switching used by radio Broadcasters and the reasons of code switching in radio broadcasting. Relate to the code switching describes the data of the research, the researcher analysis it base on Poplack (1980), and Hoffman (1991). The researcher analysis based on the describing of code switching used by radio Broadcasters in radio broadcasting.

CHAPTER III

RESEARCH METHODOLOGY

This chapter worries with studies method that underpins the observed. It covers studies design, placing of the studies, challenge and item of the studies, tool of the studies, technique of the studies, method of amassing the records and method of reading the records. Every sub title will provide an explanation for on this bankruptcy.

1. Research Design

In undertaking the observe, the researcher used descriptive qualitative as a studies approach. The records had been taken into consideration as qualitative, due to the fact they may be the shape of written and spoken (phrases) as opposed to numbers (Sintianingtyas,2017:32). Qualitative studies is a studies technique that represents a descriptive records which include phrase in written or oral from the humans and behaviors that observed. These records are defined with inside the shape of phrases, sentences, or paragraph associated with the textual content that the researcher determined at some stage in the method of the observed.

Based on rationalization above, the researcher concluded that qualitative studies strategies is improvement in social occasions to permit researchers to observe social and way of life phenomena and occasions. Therefore, the researcher used descriptive approach seeing that it's far the approach that collect, classify, and evaluation the records with inside the shape of phrases and sentences to attract a

conclusion. The records had been with inside the shape of sentences which later turned into evaluation descriptively primarily based totally at the kinds and the motives of code switching

2. Setting of The Research

This research was conducted at UPP Radio 100 FM Broadcasting which located on Kumu, Rambah Hilir, KAB. Rokan Hulu. UPP Radio 100 FM is radio channel in Pasir Pengaraian that always give the new song from young people in Pasir Pengaraian. Both of the radio channel are famous among the young generation.

3. Object and Participants of The Research

In doing a research, there is subject and participants of the research. In this research the researcher explains this thing above:

1. Object of the research. The object of this research is used types and the reason of code switching in radio broadcasting.
2. Participants of the research. In this research, the participants of the research is radio Broadcasters at UPP radio 100 FM broadcasting.
3. There were two broadcasters are AD and CH, the reason of choosing this broadcasters is because they are broadcasters at UPP radio 100 FM.

4. Instrument of The Research

In identifying the study, the researcher needs some supporting instruments. It is uses to collect the data. The instruments make the researcher easier to analysis the

data. In this research, the researcher need audio recorder to collect the data of code switching uses by radio Broadcasters at UPP radio broadcasting. After that the researcher need interview to know the reasons of using code switching in radio broadcasting.

5. Research Procedure

In conduct this research, the researcher conduct some steps as the procedure of the research such as:

A. Observation

The first thing the researcher do observation to radio station and ask the announcer uses code switching or not in their broadcasting.

B. Formulation

Base on observation above, the researcher formulate in this research on the following question: what are the types and reason of code switching uses by Broadcasters at UPP radio 100 FM broadcasting?

C. Theories

After the researcher analysis the types of code switching used by radio Broadcasters by Poplack's theory and for the reasons of code switching the researcher used by Hoffman (1991) theory.

D. Technique of collect data

In this step, the researcher come to radio broadcasting and record the activities of broadcasting process by uses audio recorder and the researcher need interview the Broadcasters to get detail information about code switching itself.

E. Technique of analysis the data

After collect the data, the researcher analysis the data used table of Poplack and Hoffman (1991) theory.

F. Analysis the data

After analysis the data of the table base on Poplack and Hoffman theory, the researcher analysis the data that are being Taken.

G. Conclusion

The last, the researcher make the conclusion about the data that were collect.

6. Technique of Collecting The Data

The technique of collecting data uses in this study is documentation, audio recorder and interview. The researcher make documentation uses audio recorder in radio broadcasting. Then, the researcher need interview the announcer to get information detail.

7. Technique of Analyzing The Data

The analysis is based on the theories present in chapter two. In describing types of code switching occurred by the radio broadcasters, the researcher uses a theory that Poplack's theory. He states that there are three types of code switching which is: intra sentential switching, inter sentential switching and tag switching. for the second question is reason of code switching used by broadcasters at UPP radio 100 FM broadcasting uses by Hoffman (1991) theory. He states that there are seven reasons of code switching which is : Talking about Particular topic, Being emphatic something (express solidarity), Interjection (inserting sentence, fillers or sentence connectors), Repetition used for clarification, Expressing group identity, Intention of clarifying the speech content for interlocutor, Because of real lexical need.

To collect the data the researcher uses recording when the broadcasters on air in broadcasting, then interview to know what the reason broadcasters used code switching in their broadcasting and In gaining the data, the writer investigated two broadcasters of music programs in UPP radio broadcasting. and then documentary for completing the data.