

CODE SWITCHING USED BY SARAH SECHAN IN "SARAH SECHAN" PROGRAM ON NET TV

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ABSTRACT

English is an international language in this world, this statement is real, therefore almost every single person in this world is common with English, moreover each person is capable of speaking and writing two languages well in English and in mother tongue. The people in those condition are called bilingual, they usually switch a language to another in their social life, that is code switching. In this occasion, this research focuses on analyzing code switching used by Sarah Sechan In "Sarah Sechan" Program On NET TV, using theory of code switching adopted from Miller (2003), Crystal (1987), Romaine (1992), Saunders (1988), and Skiba (1997). The aims of this research are 1). to describe and analyzes the types of code switching and finding the most dominant of them, and 2). to describe the reasons for Sarah Sechan code switch her language in "Sarah Sechan" program on NET TV.

This research uses descriptive qualitative approach where as the data are collected from the utterances of Sarah Sechan in "Sarah Sechan" program on NET TV in five top video on September 2018 which are analyzed by adopted from the theory of Miller (2003), Crystal (1987), Romaine (1992), Saunders (1988), and Skiba (1997).

The result of this research shows that there are three types of code switching used by Sarah Sechan in "Sarah Sechan" program on NET TV: intra-sentential switching, inter-sentential switching, and tag switching. In detail, there are intra-sentential switchings, inter-sentential switchings, and tags switching. There are several reasons of Sarah Sechan code switch her language: talking about a particular topic, quoting somebody else, showing empathy about something, interjection, repetition used for clarification, expressing group identity, and intention of clarifying the speech content for the interlocutor.

This research only analyses types and reasons of code switching, therefore it will be more interesting for the next researcher to analyze it by using another theory of code switching. It is suggested for the next researcher to use other object or data such as youtuber or selebgram as the data source.

Keywords : Code Switching, Sarah Sechan, "Sarah Sechan" Program on NET TV.

INTRODUCTION

Spolsky (1998) defines bilingual is a person who has ability in second language. In sociolinguistics, this phenomenon usually called code switching. Code switching occurs in bilingual and multilingual community when a person switches from one language, variety, or dialect to another one. People can do code switching in any kinds of situation and domain.

This research was investigated the data from TV Program. In television footage, the society often find some public figures

that use code switching when they speak in television shows. One of favourite television program in Indonesia is Sarah Sechan TV show program on NET TV. The host in this program often use code switching. Therefore, this research aims to highlight the phenomenon of code switching in the utterances of Sarah Sechan, as the host of "Sarah Sechan" program on NET TV. The audience of that TV program is mainly teenager and adult people. She often switches her language from English to Indonesian and Indonesian to English as her character and

her style when speaking or explaining about fashion.

The other researchers who have already conducted the research on CS, such as Rahmania (2016) who examines "Code Switching Used by the host on NET TV Program "Sarah Sechan". The researcher focused on Sarah's utterances and analyzed between Indonesian - English, and English – Indonesian code switching. The researcher recorded three episodes and transcribed the recording. The researcher used Holmes theory. The researcher found that the use of English language is quite dominant in the whole result.

The second researcher is Christina (2004). The researcher studied code switching in Ni Hao Ma Program of Suzana Fm Surabaya. The researcher analyzed between English - Japanese code switching. The researcher used the theory of Gumperz (1982) to analyzed the data. The researcher found that there are six functional types of conversational code switching.

Based on the description above, this research as mentioned above analyzes the reasons why Sarah Sechan code switches and the dominant type of code switching used by Sarah Sechan in "Sarah Sechan" program on NET TV.

Based on the explanation above, this research has two questions to answer: first, what is the most dominant type of code switching made? Second, what are the reasons to switch one language to another language?

The objectives of this research aimed at finding out: first, the most dominant type of code switching made. Second, the reasons in do code switching in the host's language.

This research obtained data taken

from the utterances found in five top videos of Sarah Sechan in "Sarah Sechan" program on NET TV in youube by adobted the theory from Miller (2003), Crystal (1987), Romaine (1992), Sauders (1988), and Skiba (1997). Based on the theory above, this research focuses on examining types of code switching and the reasons of Sarah Sechan do code switching in "Sarah Sechan" program on NET TV.

Research Method

This research is classified as descriptive qualitative since the data are in the form of utterances. The data are analyzed descriptively based on the utterance of Sarah Secha in "Sarah Sechan" program on NET TV, based on 5 top video in youtube on September 2018.

Descriptive qualitative method is appropriate design in conducting this research since it is aimed at describing code switching found in this program. Besides that, the data are interpreted and displayed descriptively and systematically based on the supporting theory used in this research. In this research, the researcher does not only describe the reasons for Sarah Sechan does code switching, but also describe the types of code switching and which one is dominant.

The researcher used human instrument in her research because she becomes the key instrument who actively and directly in data collection and data analysis. Sugiyono (2006) stated that the instrument of choice in naturalistic inquiry is the human. As stated by Moleong (2005) that a human instrument is used in a research because only human who has capability to understand the real

condition of the research subject. Other forms of instrumentation may be used in later phases of the inquiry, but the human is the initial and continuing main stay.

The data source of this research is Sarah Sechan's utterances taken from the TV program videos that were

The data of this research are taken only part of Sarah Sechan's utterances in "Sarah Sechan" program on NET TV. Her utterances are then analyzed according to the research questions: the types of code switching and the reason of her to do code switching.

Data Collection

First, the researcher opened YouTube website. Second, the researcher looked for the video of Sarah Sechan in "Sarah Sechan" program on NET TV, and watched the program in those video. Thirdly, the researcher listened to the utterances to understand Sarah Sechan's talking about different particular topic in every episode. Fourthly, the researcher tries to transcribe the utterances and also selects, and classified the data. Finally, the researcher arranges the data systematically in accordance with the research questions.

Data Analysis

The following steps are taken to analyze the data: 1). Identifying the sentences which were found in the utterances of Sarah Sechan in "Sarah Sechan" program on NET TV, 2). identifying and classifying the data based on the categorization of the types of code switching and the reasons do code switching, 3). identifying the most dominant type of code switching, and 4). making a conclusion based on the analysis.

Research Result

This section identifies and describes the types and the reason for Sarah Sechan code switches in "Sarah Sechan" program on NET TV. The researcher presents the types of code switching used by Sarah Sechan and also the reason for Sarah Sechan do code switching.

There are three types of code switching found in this research: inter-sentential switching, intra-sentential Switching, and tag switching as follows:

1. "oww *angle* ya"
2. "*angle matters right*, so kalau aku di depan gini ya kan, dia dibelakang gini, *she looks like*. Ehmm *I'm taller right?*"
3. *So I stand here, she comes this way*, tolong diarahin.
4. "...*raw food* atau bakal yang sehat atau apa..."
5. "...itu kan sudah *sold out* atau apa gitu"
6. "kita lagi *stalking IG* kamu kemarin-kemarin"
7. "*do you read the comment?* Baca gak?"
8. "*at one point of your life*, kamu harus ngeblok dia atau..."
9. "*their have their own agenda*"

All of the data took place in NET TV Studio. Based on the sample of the data, first, it can be seen that almost Sarah Sechan talks is about inter-sentential switching because this data shows a switch between two languages, English to Indonesia which happened between sentences. Second, Sarah Sechan talks is inter-sentential switching because the first sentence is Indonesian and then it is followed by English. Romaine (1989:86) stated that inter-sentential code switching takes place in a clause or sentence

boundary in which each clause or sentence is in one language or another. Third, there are some of inter-sentential switching's examples, because Sarah mixes two languages in her utterances between sentences. The first sentence she used Indonesian. Then, she switched to English.

However, as an international presenter of TV program in her debut, English is important language for Sarah Sechan. Therefore, it cannot be denied that in her utterances, she always switches two languages (English and Indonesian). It can be categorized intra-sentential switching, because Sarah mixes Indonesian and English in one sentence.

Conclusion

In analyses types of code switching and the reasons of Sarah Sechan do code Switching in her program on NET TV, the researcher concludes this writing that first, the researcher analyzed this Sarah's utterances in "Sarah Sechan" program on NET TV because Sarah Sechan use two languages, Indonesian and English. Second, there are three types of code switching: inter-sentential switching, intra-sentential switching, tag switching. Therefore, the dominant types in this research are intra-sentential switching. Intra-sentential code switching concerns language alternation that occurs within a sentence or a clause boundary. Sometimes it includes mixing within word boundaries (Romaine, 2008). Third, The research also shows that there are many reasons why code switching happened in Sarah's utterances: talking about a particular topic, quoting somebody else, showing empathy about something, interjection, repetition used for clarification, expressing group

identity, and intention of clarifying the speech content for the interlocutor. The most reasons why Sarah Sechan do code switching is talking about a particular topic. Sometimes, a speaker feels free and more comfortable to express his emotional feelings in a language that is not his everyday language (Hoffman, 1992). Therefore she often use intra-sentential switching because she wants to talk about a particular topic in every episodes to the audiences in Indonesia and every country who watch her program TV on YouTube. She just want the audiences understand with what she is talking about.

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