A STUDY ON INDONESIAN CELEBRITIES’ CODE SWITCHING IN INFOTAINMENT PROGRAMS

A THESIS

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ABSTRACT

Nowadays, many languages exist because of heterogenic condition especially in Indonesia. Many people switch from one language into another language that is well-known as code switching. Code switching is used by everybody including celebrities’ circle who tend to switch language in the mid of utterance particularly while they are interviewed in infotainment programs. The aims of this study are to find out whether situational, metaphorical, intrasentential or intersentential switching mostly used by celebrities, to discuss major constituents in intrasentential switching and to know the audiences’ perception on the reasons why celebrities switch code.

This study uses qualitative method. The participants are 21 Indonesian celebrities such as actresses, actors, singers, and models in infotainment programs (Insert, I-Gossip, Kiss, Espresso, Cek & Ricek) and 38 students in the Faculty of Letters Soegijapranata Catholic University to know the audiences’ perception on the reasons why celebrities switch code by distributing questionnaire. The instruments used are recorder and questionnaire.

The result shows that metaphorical code switching (98.8%) and intrasentential switching (91.5%) are mostly found in the mid of celebrities utterances. Noun is dominant element which is frequently used by celebrities. Finally, based on audiences’ perception, celebrities may switch code as symbol of pride (78.9%), choice of topic (5.3%), humor maker (5.3%) and habitual (10.5%).
ABSTRAK

Pada saat ini, banyak sekali bahasa yang muncul karena kondisi yang beraneka ragam terutama di negara Indonesia. Masyarakat cenderung mengalih bahasa dari bahasa satu ke bahasa lain atau disebut juga alih kode. Alih kode hampir digunakan oleh setiap orang termasuk kalangan selebriti yang cenderung mengalih kode bahasa di tengah-tengah percakapan khususnya ketika sedang diwawancarai di berita infotainment. Tujuan dari penelitian ini adalah untuk menemukan jenis alih kode yang digunakan, apakah alih kode situational, metaphorical, intrasentential, atau intersentential yang banyak muncul, untuk mendiskusikan elemen-elemen di dalam alih kode intrasentential, dan untuk mengetahui persepsi penonton tentang alasan-alasan mengapa selebriti mengalih kode.

Penelitian ini menggunakan metode kualitatif. Pesertanya adalah 21 selebriti Indonesia seperti aktris, aktor, penyanyi, dan model di berita infotainment (Insert, I-Gossip, Kiss, Espresso, Cek&Ricek) dan 38 mahasiswa/i fakultas sastra Universitas Katolik Soegijapranata untuk mengetahui persepsi penonton tentang alasan-alasan mengapa selebriti mengalih kode dengan cara menyebar kuesioner. Instrumen yang digunakan dalam penelitian ini adalah rekaman dan kuesioner.

Hasil penelitian menunjukkan metaphorical (98.7%) dan intrasentential (91.5%) banyak ditemukan di tengah-tengah pengucapan para selebriti. Kata benda adalah elemen yang banyak muncul yang mana sering digunakan oleh para selebriti. Dan berdasarkan persepsi penonton, para selebritis melakukan alih kode mungkin dikarenakan oleh rasa bangga (78.9%), pilihan topik (5.3%), humor (5.3%) dan kebiasaan (10.5%).