THE ANALYSIS OF ENGLISH USED BY BROADCASTERS OF MUSIC PROGRAMS IN BANJARMASIN

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Abstract

This article investigated about language used phenomenon in broadcasting field. It focused on why the broadcasters tend to mix their language with English while speaking. The subjects are four broadcasters from two radio stations, DBS FM and RRI Pro 2. The object is reasons of doing code switching into English during the broadcast. The writer uses recording, interview, and documentary techniques. After collected, the data are analyzed with theories and explained descriptive-qualitatively. The result shows that the reasons of using English are because they have been accustomed to saying those words in English, their perception of English as sophisticated language, they want to make variation on their broadcast, imitating someone, make special characteristics, forgot the Indonesian words, adjusting with the program and the listeners, and lazy to translate the script into Indonesian.

INTRODUCTION

Indonesia is the multicultural country. It automatically makes Indonesia becoming a multilingual country. In Indonesia, each region and culture has its own language and dialect. Thus, the existence of region language cannot be denied in

terms of communication in society. Beside the region language, Indonesian, as an official language has a crucial position in society as well. It is taught in school, used in formal occasion, media, public area and government offices. Therefore, in communicating with others, Indonesian people not only acquire their region language, but also acquire Indonesian as an official language perfectly. In daily life, they often use both languages with mixing them. Sometimes, they also speak Indonesian with various dialect based on their regions.

Many Indonesian people are able to speak foreign language as well. They can speak English, Arabic, Chinese, Japanese, Korean, and many more. As an International language, English surely becomes the foreign language which is acquired most by Indonesian people.

In interaction with their community, people tend to mix Indonesian or their local language with the foreign language that they mastered. For example, students in the English Department of Antasari State Institute for Islamic Studies who acquire Indonesian and Banjarese, and master English exactly, speak with mixing language with other student. People often hear "*Aku* worry *ih*", "Where we go *nih?",* "Teacher/Ma'am *nya yang madahi kaitu*", "*Eh, kita* lunch *bareng yuk*" "*Duh* very nervous *nah handak maju seminar",*etc.

In sociolinguistics, this phenomenon is called bilingualism, where someone can speak two or more languages. This condition allows people to use various language in their speaking. It also allows them to use certain language in certain condition. As humans have the capacity to use complex language, sociolinguistics also makes a term "language choice" or "code choice" to show the language that people choose to use the majority. Holmes (2008: 23) states that there are three important social factors influence in code choice – participants, setting and topic.

The form of language choice can be represented on code mixing or code switching, where someone mix their language with other language or variation when speaking. Holmes (2008: 35) states that code switching or code mixing may be related to a particular participant or adressee. Sometimes, the switch reflects a change

in the social situation and take a positive account of the presence of a new participant. It is motivated by the identity and relationship between participants and often expresses a move along the solidarity or social distance. For young people, it can be a signal of sophistication and identification with modernity. As Yule (2008: 209) stated, people can change their language when they perceived that the language has a better status or more positively value in the larger community.

This research also focuses on broadcasting field: radio and broadcasters. It is because the use of English in this field is significant nowadays. English has been forbidden to use in radio for the first time in Indonesia. The most language used at that time were Dutch and Indonesian. Time by time, as globalization era, English (which is the part of globalization and modernity) common to use there, because radio is the media for showing life style as well. It becomes a unique phenomenon since the purpose of english used is not only for communication, but for other particular reason.

The broadcasters frequently mix their language with English words when they are on air. On broadcasters' case, they use English not only for communication need like common people, but it is for supporting their job. They provide a different point of view about language choice factors. Hence, they are appropriate for being the subject in gaining the reason of doing code switching or mixing in terms of language choice phenomenon.

The use of English by broadcasters can be found on music programs which are the most popular program in the radio. These programs are mostly listened by teenagers and adults. It seems on people who request for the music, deliver greeting, and the genres of music that are played. Generally, these listeners also know and use English in their daily life or at least have basic English competence. This condition certainly supports the use of English (whether in the form of code switching or mixing), because the broadcasters' speaking can be understood by their listeners. In order to get success in doing communication, there is a set of knowledge or information that the speaker and listener share which is believed understandable by

both of them. This is known as "common ground". Clark (1996) as Kashima quoted said that common ground helps people coordinate their language use. Thus, the listeners and the broadcasters have the same common ground of English words. That is why they keep on mixing and switching their language with English until now. So, the broadcasters of music program are very suitable to be the subject in this research.

There must be certain reason why the broadcasters tend to mix or switch their language with English since as a broadcaster who presents a program, they have to aware of their listeners' taste. Meanwhile, these broadcasters are Indonesian. They acquire Indonesian for sure. In fact, they prefer to say "single" to "*lagu*", "bye bye" to "*sampai jumpa*", "stay tune" to "*tetap di sini*", "break" to "*rehat*", etc. although those words also have the equivalent in Indonesian. Therefore, this research was purposed to get the information about the reasons of using English which is done by four broadcasters of music programs in Banjarmasin.

Code

When communicating with people who know the same languages, bilinguals have to make a choice of which language to use. It is natural sometimes that they may use two or more languages at the same time to communicate. The languages that they share in sociolinguistics called as 'code'. *Oxford Dictionary* defines 'code' as a system of words, letters, figures, or symbols used to represent others, especially for the purposes of secrecy.

In terms of code, there are many opinion appear. Some of the linguists divide code into two: code switching and code mixing. But the others do not. Generally, 'Code-switching' refers to the situation where people switch between different languages within the same communication activity. It can be done by using a different language in a different sentence or different part of the communication activity. It can also be done by using two languages within the same sentence. The latter is sometimes referred as 'code-mixing'.

In *The Ethnography of Communication*, Saville-Troike (2003:48) define 'codes' as different languages, or quite different varieties of the same language (comparable to classical versus colloquial Arabic, or Katharevousa versus Demotike Greek). Based on Gumperz (1976) as their cited, there is also term 'code alternation' which means changing in language according to domain, or at other major communication boundaries. Besides, 'code switching' means changing in languages within single speech event. 'Style shifting' will refer to change in language varieties which involves changing only the 'code-markers'; these are variable features which are associated with such social and cultural dimensions as age, sex, social class, and relationship between speakers. In this case, the changing can be *intersentential switching* (change which occurs between sentences or speech acts) or *intrasentential switching* (change which occurs within a single sentence).

Some sociolinguists refer to the latter type as 'code mixing', but Saville-Troike avoid to use it because of the pejorative connotation it carries that intrasentential switching involves a random or unprincipled combination of languages. Saville and Troike divided code switching into 'situational' and 'metaphorical'. People use 'situational switching' when a language change accompanies a change of topics or participants or any time the communicative situation is redefined. Furthermore, 'metaphorical switching' occurs within a single situation but adds meaning to such components as the role-relationships which are being expressed. It is used as a verbal strategy.

According to Holmes (2008:43) code mixing suggests the speaker in mixing up codes indiscriminately or perhaps because of incompetence, whereas the switches are very well motivated in relation to the symbolic or social meanings of the two codes. Thus, Holmes prefers to use a term 'metaphorical switching' for referring to the term 'code mixing'. In terms of dividing code switching, Holmes uses 'situational' and 'metaphorical' as well. Based on him, 'situational switching' is when people switch from one code to another for reasons which can be identified. Whereas, 'metaphorical switching' (that he uses for 'code mixing') where each of the

codes represents or symbolizes a set of social meanings, and the speaker draws in the association of each, just a people use metaphors to represent complex meaning. It is used for affective functions.

Wardhaugh (2015:96) precisely uses 'multilingual discourse' in mentioning 'code switching'. Multilingual discourse is used for covering term for a number of different linguistic patterns. Its focus is in models for language choice, especially on the social aspect of multilingual discourse. But, he still uses 'code switching' in certain topic. As Holmes, Wardaugh also defines 'metaphorical' and 'situational switching'. He states that 'situational switching' is when the language used changed according to the situations in which the speakers find themselves. 'Metaphorical Switching' actually has an affective dimension to it. The choice of code carries symbolic meaning, that is, the language fits the message.

However, Bhatia & Ritchie (2006:337) give the clear distinction between 'code switching' and 'code mixing'. "Code Switching" refers to the use of various linguistic units (words, phrases, clauses, and sentences) primarily from two participating grammatical systems across sentence boundaries within a speech event. In other word, 'code switching' is *intersentential* and may be subject to discourse principles. It is motivated by social and psychological factors. Moreover, 'code mixing' refers to the mixing of various linguistic units (morphemes, words, modifiers, phrases, clauses, and sentences) primarily from two participating grammatical system within a sentences. Thus, 'code mixing' is *intrasentential* and is constrained by grammatical principles and may also be motivated by social-psychological factors. Finally, they use 'language mixing/switching' as a cover term for both code mixing and code switching.

As a conclusion, Wardaugh and Saville-Troike do not distinguish the term 'code switching' and 'code mixing'. They prefer 'code switching' for covering both. They also divided 'code switching' into 'situational and metaphorical'. Whereas, Holmes differentiates it, but decide to saying 'code mixing' as 'metaphorical switching'. Holmes also highlighted 'incompetence' as the factor of code mixing. As

Holmes, Bhatia and Ritchie differentiate it as well, they have a clear definition for 'code switching' and 'code mixing'. But at the end, they state that they use the term 'language mixing/switching' as a cover term for both.

In this research, the writer will use Saville-Troike theory that use the term 'code switching' (CS) for covering the both term. The writer agrees with their reason for avoiding the pejorative connotation if using 'code mixing' as well.

Reason for Code Swithcing

There are many reasons why someone switches their language into another language when they speak. That probably because the influence of their partner in speaking, the topic that they talk about, or the situation when they speak.

Many experts reveal the motivation of doing code switching. According to Holmes (2008:35-40) several reasons of code switching are:

a. To distance a speaker from those they are talking to.

b. To serve ethnic identity marker by using interjection or a linguistic tag in the other language.

c. To signal their sophistication and identification with modernity.

d. To show status relations between people or the formality of their interaction.

e. To quote a proverb or a well-known saying in other language.

f. To talk about the certain topic for affective function.

Bhatia and Ritchie (2006:339) state on the basis of a number factors such as *with whom* (participant and their backgrounds and relationship), *about what* (topic, content) and *when and where* a speech act occurs, make bilinguals choose their language to speak. There are several factors which contribute to the tendency in switching the language:

a. Participant Roles and Relationship

Participant roles and relationships play a very critical role in bilinguals' unconscious agreement and disagreement on language choice. That is whether bilinguals code-mix or not, depends on whom they talk to.

b. Situational Factors

Some language are viewed as more suited to particular participant / social groups, settings or topics to other. They also postulate that social variables such as class, religion, gender, and age can influence the pattern of language mixing and switching both qualitatively and quantitatively.

c. Message-Intrinsic factors

There are some factors which generate code-switching and code-mixing such as :

Quotations

Direct quotations usually make a bilingual mix or switch their language. In Indonesia, most of quote come from a well-known figures from some English-speaking countries. So, they usually switch their language when they have to say a quotation.

Reiteration

When a bilingual wants to clarify her speech to someone, he tries to find another word that has a same meaning through switch or mix his language and make the listener understand it.

Topic-comment / Relative clauses

Sometimes, people can start a conversation with a language then comment on it or end it through another language.

Hedging

When bilinguals do not want their speech is understood by other, they usually mix or switch their language.

Interjections

Inserting sentence fillers or sentence connectors. People can sometimes mark an interjection or sentence connectors. It may happen unintentionally or intentionally.

Idioms and deep-rooted cultural wisdom

It has same function with direct quotations, but it is about idioms, a very common words or wisdom words.

According to Hoffman (1991:116) as Soeprayogi and Damanhuri cited there are a number of reasons for bilingual persons to mix their language. These reasons can be classified as follows:

a. Talking about Particular topic.

Sometimes we often change the code when we are in talks with someone. A speaker feels free and more comfortable to express his/her emotional feelings in a language that is not his/her everyday language.

b. Being emphatic something (express solidarity).

As usual ,when someone who is talking using a language that is not his native language suddenly wants to emphatic about something, He either intentionally or unintentionally , will switch from his second language to his first language. On the other hand, He switches from his second language to his first language because he feels more covenants to be emphatic in his second language rather that his first language.

c. Interjection (inserting sentence, fillers or sentence connectors).

Interjection is words or expression, which are inserted a sentences to convey surprise, Strong emotion, or to gain attention. Language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector.

d. Repetition used for clarification.

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by listener, he can sometimes use of both

of the language (codes) that he masters to say the same message. Frequently, a message in one code is separated in the other code literally.

e. Expressing group identity**.**

Code switching and code mixing can also be used to express group identity. The way of communication of academic people in their disclinary groupings, are obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community.

f. Intention of clarifying the speech content for interlocutor.

When bilingual or multilingual person talks to another bilingual / multilingual, there will be lot of code switching and code mixing occurs. It means to make the content of his speech runs smoothly and can be understood by the listener.

g. Because of real lexical need.

The most common reason for bilingual / multilingual person switch or mixing their language is due to the lack of equivalent lexicon in the languages. When an English- Indonesian bilingual has a word that is lacking in English, he will find it easier to say it in Indonesian.

h. Quoting somebody else

A speaker switches and mix the code to quote a famous expression, proverb, or saying of somewell-known figures. The switch and mix involves just the words that the speaker is claiming the quoted person said. The switch like a set of quotation marks.Those famous expressions or sayings can be quoted intact in their original language.

i. To soften or strengthen request or command

Mixing and switching Indonesian into English can also function as a request because English is not their native tongue, so it does not sound as direct as Indonesian. However, code mixing and code switching can also

strengthen a command since the speaker can feel more powerful than the listener because he can use a language that everybody can not.

j. To exclude other people when a comment is intended for only a limited audience

Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or interference objected to their communication by people, they may try to exclude those people by using the language that no everybody knows.

Those are some experts' theory about the reason of doing code switching. Mostly, it is because the topic which are talking about and the participants who involve. Moreover, quoting something and expressing solidarity also become the reason for those experts. Therefore, code switching motivations are vary and broad.

METHOD

This research used qualitative-descriptive method. Qualitative research aims to gather an in-depth understanding of human behavior and the reason that govern such as a behavior. The qualitative method investigates the why and how. This research is called as qualitative research because the writer conduct the research based on the analysis of the transcript and interview of the broadcasters. Then, the writer will report it descriptively based on the findings and relate it to the theories.

In gaining the data, the writer investigated four broadcasters of music programs in Banjarmasin.

The data which is needed are audio recording and transcript of broadcaster's voice when they are on air to find out the English utterances.

Related to the techniques of data collection, the writer used recording for getting the English utterances, interview for answering the reason of English used, and documentary for completing the data.

FINDINGS AND DISCUSSIONS

Reason of English Used

Based on the interview to four broadcasters, the writer got eight reasons. Generally, it is because their good perception of English as a fashionable and stylish language. They also tried to adjust their presentation with the program and the listeners. Some of them just imitate their senior or other presenter in presenting the program. Sometimes, their switch their language because they forgot the equivalent in Indonesian. They also want to make the variation in their broadcast.

When the writer asked whether they do it intentional or unintentional, they gave different answers. Some of them said that they do it intentionally because they just read the script, or because they have planned their speaking while the song is played. The other said the contrast. They did it unintentionally because they have been accustomed to use it. Thus, when saying "single", "request", "stay tune", "title", "booming", "greeting", "mention", etc. they did it spontaneously.

The words above are the familiar terms in radio, therefore the broadcasters totally sure that their listeners will understand the meaning. They believe on the common ground as Clark (1996) said. They said those words in English without doubt. They also more comfortable when said that words in English than in Indonesian. As Hoffman (1991:116) and Holmes (2006:38) said, people can switch their language to another in talking about certain topic because they feel free and comfortable to say it in that language; the broadcasters also have the same reason. They also feel free to make a variation and special characteristic for themselves if they switch their language into English. In other word, this theory is fit with the findings.

When asking about why they switch their language into English, all of the broadcasters have same answer: they feel fashionable and stylish, sophisticated and more confidence when using English. One of them also said that "*Bahasa Inggris itu adalah bahasa yang laku di mana aja*". Related to this fact, Holmes (2006: 36) reveals that code switching is a signal for the sophistication and identification with modernity. In this case, they believe that by using English, they have showed their

sophistication and modernity, because English nowadays is not only an International Language, but also "prestige" language.

As it is used everywhere, in the television, social media, instructions of medicines or electronic stuff, in branding, etc, English becomes language which *sells like hot cake*. This is what Bhatia and Ritchie (2006:519) stated:

> According to the British Council website, English is the main language of books, newspapers, airports and air-traffic control, international business and academic conferences, science, technology, diplomacy, sport, international competitions, pop music, and advertising. Over two-thirds of the world's scientists read in English, three-quarters of the world's mail is written in English, 80 percent of the world's electronically stored information is in English. Of the estimated forty million users of the internet, some eighty percent communicate in English....

The massive spread of English turns it into the most popular language in the world. It is perceived to have a higher social status than other language. As a result, it makes everything that is spoken or written in English seems fashionable, stylish and precious. English can change the status of stuff. It can raise someone's level and make something become "expensive". It is also the language that is used by people of 'high status' like *American Idol* presenter. In broadcaster case, surely English can raise their level and make their program become fashionable and stylish.

Their tendency to switch their language into English can be explained with Yule's theory (2008:209) of prestige. He stated that when a change is in the direction of a form that is more frequent in the speech of those perceived to have higher social status, it is called as **overt prestige** or status that is generally recognized as 'better' or more positively valued in the larger community. In other word, in broadcasting field, this phenomenon is considered as overt prestige.

Moreover, the situational factor as Bhatia and Ritchie (2006:339) said, and expressing group identity like Hoffman (1991:116) said also fit the result of the

interview. The broadcasters reveal that they try to adjust their presenting (including their language) to the program and the listener (like DBS which play 70% western song and the listeners mostly teenagers and young, so their intensity to use English is raise). In this answer, the writer saw that the broadcasters switch their language to English because of the situational factor where their participants are young and the topic / content of the programs are western. Hence, the broadcasters use English to adjust with the listener and the content of program. Besides, English is a fashionable and stylish language (like the writer said above). Teenager or young considered as a fashionable, stylish and sophisticated society. Therefore, English and young have the close relation and it becomes an identity. The English words that used by the broadcasters also shows young identity like "guys", "man", "coz", "*nge*-dance", "*nge*-date", "*ber*-title-*kan*", "*men*-translate-*kan*" etc. It carries information that this program is consumed by the young generation with informal situation.

The last reason is they forgot the Indonesian words and lazy to translate the script (which written in English) to Indonesian. Hoffman (1991:116) inserts the real lexical needed as one of the code switching factors. This theory can explain the forget factor. According to Hoffman, the most common reason for bilingual person switch their language is due to the lack of equivalent lexicon in the language. Thus, when someone lacks in one language, they will use other language to express the message. It obviously happened to the broadcasters. Sometimes they forgot the words in Indonesian. Because they are bilingual, they are able to speak in English as well; then, they try to find the equivalent words in English and speak it out. It is also same with their reason of laziness to translate. Laziness to translate can be because of lack equivalent lexicon (vocabularies). As a result, they prefer to read the script just the way they are. When they know the equivalent words and able to translate it, they will. But if they do not, they just read without translate it.

In addition, the English used is not only influenced by their educational background, but also with the content and the image of radio itself. As the writer said above, only the male broadcaster of RRI Pro 2 who have graduated from English

Department and the female broadcaster of DBS FM who took English course. But, the male broadcaster of DBS FM (who learned English autodidact) seemed more using English. His utterances also more complicated than the male broadcaster from RRI Pro 2. For the female broadcaster of DBS FM, she also used more complicated English compared with the female broadcaster of RRI Pro 2 who just learned English autodidactly. Therefore, the broadcasters in DBS FM which is percieved as the sophisticated radio station and explore more about western songs used english more compared with the broadcasters in RRI Pro 2. In other word, the image and content of the radio contributes to their english used.

Finally, most of the findings can be explained by the theories from Bhatia and Ritchie (2006:339), Hoffman (1991: 116) and Holmes (2008:35-40). Sometimes, their theories are same even conveyed in different words. Their theories also can complete each other. However, both Bhatia and Ritche (2006: 339) and Hoffman (1991:116) didn't present the theory of signal for sophistication like Holmes (2008: 36). Hence, in explaining the broadcasters' perception of English as the fashionable, stylish and sophisticated language, the writer just used theory from Holmes. Furthermore, among these theories, only Hoffman (119:116) stated about lack of equivalent lexicon. Whereas, it is the important and significant reason in doing code switching. Therefore, the writer only used Hoffman's theory for explaining the forget and laziness factor from the broadcasters.

CONCLUSIONS AND SUGGESTION
Conclusions

Based on the research which was conducted in four broadcasters, the writer found several reasons (which was gained by interview). For the reason of doing code switching, it is mostly because their perception of English itself, which is not only as the International language but also the language which *sells like hot cakes.* They feel more comfortable, sophisticated and stylish when using English. It also because the lack of lexical needed that they have, for making variation on their broadcast, etc.

The use of English is not only influenced by the English Educational Background, but also by the content of the program and the image radio itself.

Finally, all of the reason of code switching theories which presented here can be proved by the findings. The reasons of code switching are because of situational factors, message-intrinsic factors, interjection, showing status relationship, talking about particular topic, signal for the sophistication and identification with modernity, expressing group identity, and real lexical needed.

Suggestion

Further research should be done in term of factors influencing the tendency in doing code switching.

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