CODE SWITCHING USED BY THE HOSTS “GAUL BARENG BULE” ON TRANS TV

(CODE SWITCH YANG DIGUNAKAN PEMANDU ACARA “GAUL BARENG BULE” DI TRANS TV)

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ABSTRACT

This study investigates the codes are switched and the reasons are used by the hosts of “Gaul Bareng Bule” on Trans TV when the hosts were talking to the foreigners and the audiences. This research used qualitative research because the researcher described it in analyzing the data. The data was collected by recording the program, transcribing and translating conversations, selecting the data, analyzing the data and concluding. The data was analyzed by using theories of code switching type from Hudson (in Nurlilawati, 2006:8) and second theory of reasons of code switching from Holmes (2001: 43). The result showed that the hosts in “Gaul Bareng Bule” used external code switching and six reasons of code switching could be found in hosts’ codes in order that foreigners and audiences felt they were respected by the hosts and express solidarity were often reasons used by the hosts in their dialogue.

Key words: code switching, the hosts, Trans TV

dihargai oleh pembawa acara dan mengekspresikan solidaritas merupakan alasan yang sering digunakan oleh pembawa acara dalam percakapan mereka.

Kata kunci: alih kode, pembawa acara, Trans TV

Introduction

Language is communication equipment to express the feeling, suggestion, idea, etc. to others. Wardhaugh (in Fandini, 2001. In Nurlilawati, 2006: 1) states language is a system of arbitrary verbal symbol which is used by member of speech community as a means of communication to interact and express their ideas, feelings, and thoughts.

Language and society cannot be separated. Language and society are studied in Sociolinguistics. Sociolinguistics is a branch of linguistics that studies the relationship between language and society. Sociolinguistics also studied about code choice. Code choice is divided into code switching and code mixing. According to Victoria and Rodman (1998), code switching is a term in linguistics referring to using more than one language or dialect in conversation. Code mixing occurs when conversants use both languages together to the extent that they change from one language to the other in the course of a single utterance (Wardhaugh, 1986: 103). Example of code switching and code mixing can be found like in Indonesian, because Indonesia has different culture and different language in different island and also Indonesia is place where the human can immigrant.

Code switching can happen not only in our daily activities but also in television program such as by host of “Gaul Bareng Bule” Trans TV. The hosts are Zaskia Sungkar and Shireen Sungkar. They are Indonesians. They switch their code when they translate and repeat what the guest tourist says to the audiences. So, they switch their language to native language, Indonesian.
Finding and Discussion

This analysis that was done based on related theories to clarify the finding. Here discussed the research questions, they are: 1) The switching codes used by the hosts of “Gaul Bareng Bule”, 2) The reasons of the switching code used by hosts of “Gaul Bareng Bule”.

1) The Switching Codes Used by the Hosts of “Gaul Bareng Bule”

According to Hudson (in Nurlilawati, 2006: 8), code switching can be divided into two, internal code switching and external code switching. Internal code switching is the switching happens from a national to regional language.

For example: (Nurlilawati, 2001: 9)
Buyer : Daster to iki? (Is it daster?)
Seller : Ya daster, ya rok. (It is daster and dress)
Buyer : Pinten niko? (How much is the cost?)
Seller : Niko sekawan setengah. (It is four thousand and five hundred)
Buyer : Kalau yang ini berapa? (How about this?)
Seller : Itu lima setengah. (It is five thousand and five hundred)

From the above example, we can see that the seller changed her code in Javanese when the buyer uses Javanese, and using Indonesia when the buyer uses Indonesian. Such as: when the buyer says pinten niko? And the seller answers niko sekawan setengah.

Whereas, external code switching is the switching happens from one language to the foreign language like in Indonesia from Indonesia to English. For example codes were used by the hosts in program “Gaul Bareng Bule”.

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Table 1 Code Switching

<table>
<thead>
<tr>
<th>No.</th>
<th>Lists of code switching</th>
<th>Code as seen sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Who is the winner? Pemenangnya adalah Ruben.</td>
<td>25th March 2012</td>
</tr>
<tr>
<td>2.</td>
<td>Sekarang saya di backstage sama Julia, kita lagi di make up trus so you don’t make up? What do you feel? This is first time you wear and show with traditional clothes.</td>
<td>1st April 2012</td>
</tr>
</tbody>
</table>

From the above example, we can see that Shireen switched her code. Shireen used Indonesian when Shireen talked to Indonesian audience. Such as: *Ya pemirsa Gaul Bareng Bule. Sekarang saya di backstage sama Julia. Kita lagi di make up trus.* Shireen used English when Shireen talked to foreigner. Such as: *so you don’t make up? What do you feel? This is first time for you then walk with traditional clothes.*

Above table which was quarter of real table showed that the hosts, Zaskia and Shireen, of “Gaul Bareng Bule” on Trans TV include external code switching. The code was external code switching because the hosts, Zaskia and Shireen talked to foreigners who used English. Thus, the hosts, Zaskia and Shireen had to switch their code from one language (Indonesian) to foreign language (English) conversely. When the hosts, Zaskia and Shireen translated the statements of foreigners, the hosts, Zaskia and Shireen switched their code from the foreign language (English) to national language (Indonesian).

2) The Reasons of Codes Switching Used by the Hosts “Gaul Bareng Bule”

According to Janet Holmes’ point of view (2001: 43) to classify the reasons of code switching, they are: setting, participant feature, address specification, ethnic identity marker, express solidarity, express social distance, assert social status, topic, quoting someone, proverb, add emphasis, add authority, and express feelings.
After collecting the data, not all reasons of code switching were used in conversation “Gaul Bareng Bule” especially by the hosts but just six reasons of code switching used by the hosts in their conversation. They are: setting, express solidarity, topic, quoting someone, add emphasis, and express feeling. On six reasons of code switching had not same frequencies that showed below table.

Table 2. Reasons for Code Switching

<table>
<thead>
<tr>
<th>No.</th>
<th>Reasons</th>
<th>Frequencies</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Setting</td>
<td>1</td>
<td>3%</td>
</tr>
<tr>
<td>2.</td>
<td>Express solidarity</td>
<td>15</td>
<td>41%</td>
</tr>
<tr>
<td>3.</td>
<td>Topic</td>
<td>5</td>
<td>17%</td>
</tr>
<tr>
<td>4.</td>
<td>Quoting someone</td>
<td>4</td>
<td>13%</td>
</tr>
<tr>
<td>5.</td>
<td>Add emphasis</td>
<td>4</td>
<td>13%</td>
</tr>
<tr>
<td>6.</td>
<td>Express feeling</td>
<td>4</td>
<td>13%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>30</td>
<td>100%</td>
</tr>
</tbody>
</table>

On table 2, setting had lowest frequencies. However, setting where shooting was happening for “Gaul Bareng Bule” always changes and move for shooting and the next episode. In that moving place the hosts could entice the foreigners for sharing their culture, food, sport, and other thing that famous and fabulous in their country, so that the audiences and the hosts knew the foreigner’s habit and any thing which occurred in foreigner’s country. Not only the foreigners shared their culture, food, sport, etc but also the hosts could share to the foreigner about Indonesian’s culture, food, sport, etc. But that was not affected on code switching used by the hosts.

Express solidarity has high frequency. That showed the hosts wanted to respect to the foreigners. So, that made intimacy each other in funny and relaxes condition. In order the
foreigners could enjoy in shooting and the audiences could know the habit which were showed by the foreigners naturally.

Topic was an important thing in conversation. That showed in changing setting where was shooting, the hosts could ask many topic to talk. So the audiences could understand what culture and habit of the foreigners, but that did not make the hosts switched their code when they talked some topics.

Quoting someone mostly occurred in the dialogue, but the hosts did quoting someone to make correction in wrong sentence especially the Indonesian artist or actor made wrong spelling or speaking in English. Thus, the hosts made correction on that directly in order the foreigners and the audiences understood what the Indonesian artist or actor’s mean. If somebody did that, but the hosts seldom did their conversation.

Add emphasis and express feeling also occur in the hosts’ conversation, but the hosts did both of them on specific condition where the hosts really need it.

The hosts mostly used express solidarity to be main reasons they switched their code because the hosts wanted to respect to the foreigners and audiences when they did not understand.

**Conclusion**

The hosts, Zaskia and Shireen switched their code during shown “Gaul Bareng Bule”. Zaskia and Shireen include external code switching. There are six reasons of code switching used by the hosts, Zaskia and Shireen, “Gaul Bareng Bule” on Trans TV, they are setting, express solidarity, topic, quoting someone, add emphasis, and express feelings. The hosts, Zaskia and Shireen Sungkar, mostly used in expressing solidarity because the hosts wanted to intimacy between the hosts, the foreigners, and audiences.
References


