

The Readers' Attitude Towards the Realization of *Bahasa Indonesia* – English Code Switching in Looks Magazine

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ABSTRACT

This study investigates types and functions of code switching in “Mailbox” and “Readerstyle” columns of LOOKS magazine and the readers' attitude towards the code switching. Document analysis was occupied to classify types and functions of code switching in the magazine whereas questionnaires were distributed to find out the readers' attitude towards code switching in the magazine. Ten students from English Education Department are purposively chosen as the respondents. This study is framed within the theories of Poplack (1980), Koziol (2000) and Garret (2010). The findings reveal *intra-sentential switching* as the type which dominates the discourse in the magazine (62.50 %). Meanwhile, *emphasis* function is the most frequent function occurs in the magazine (45.39 %). Regarding the readers' attitude, the majority of the respondents seem to have a positive attitude towards code switching in the magazine.

Keywords: *Bilingual, LOOKS magazine, code switching types, code switching functions, readers' attitude*

INTRODUCTION

The phenomenon of code switching or the alteration of either several languages or dialects within the same discourse, conversation or sentence (Poplack, 1980; Gardner-Chloros, 2009) is likely to countless appear in bilingual communities or societies. Indonesia becomes one of many countries that cannot escape from the phenomenon of code switching. Indonesian speakers seem to use code switching in their daily life, for instances, in business conversation, in casual conversation even in written discourse such as the code switching used by the writers of certain novel or magazine.

This study focuses on types and functions of code switching used in “mailbox” and “readerstyle” columns of LOOKS magazine. This study investigates LOOKS magazine since this magazine presents the language style of many Indonesia people who tend to switch *Bahasa Indonesia* into English while contributing their ideas or opinions to the magazine. To add more, this study goes further to discuss the

readers' attitude towards code switching in LOOKS magazine. By revealing the readers' attitude towards code switching in LOOKS magazine, it is expected to show how the media of magazine contributes to the language style of the readers.

This study used document analysis to collect the data from the magazine (Alwasilah, 2011). This technique is employed to classify types and functions of code switching used in the magazine. Meanwhile, questionnaires were distributed to investigate the readers' attitude towards code switching in the magazine.

Poplack's theory (1980) was used to investigate code switching types in the magazine. She claims that there are 3 types of code switching, namely *tag switching* (the insertion of tags, sentence fillers or interjections), *inter-sentential switching* (the switch is in the form of clause or sentence) and *intra-sentential switching* (the switch is in the form of words or phrases).

Meanwhile, the theory proposed by Koziol (2000, as cited in Apriany 2006) was utilized to

investigate code switching functions used in the magazine. He suggests that there are 14 functions of code switching, i.e. *emphasis* (emphasizing the utterances), *personalization* (creating an intimacy with the addressee), *reiteration* (re-emphasizing), *designation* (designating the addressee), *substitution* (giving an equivalent identification of certain subject), *clarification* (specifying underlying message), *objectification* (resisting intimacy with the addressee), *untranslatability* (having no satisfactory equivalent), *mitigating message* (making the message more polite and less demanding),

interjection (getting the addressees' attention), *parenthesis* (giving extra information), *aggravating message* (emphasizing the demand), *quotation* (quoting someone's utterances) and *topic shift* (changing the topic).

Garret's theory (2010) regarding the attitude's structure was employed to find out the readers' attitude towards code switching in the magazine. Garret identifies that attitude consist of three aspects, namely cognition (the thoughts or beliefs), *affect* (someone's feeling of approval and disapproval or favor and disfavor), and behavior (the readiness of action).

Types of Code-switching Found in the Magazine

No.	Types of Code Switching	Frequency	Percentage (%)
1	Tag Switching	42	13.82
2	Inter-sentential Switching	72	23.68
3	Intra-sentential Switching	190	62.50
Total		304	100

The following example describes the occurrence of *tag switching* in the magazine.

[1.1] “Aku bisa ketemu sama modelnya langsung + dapet bonus sempet sedikit sedikit ngobrol sama mereka, well,

bukan ngobrol juga sih, Cuma sedikit basa basi gitu.”(March 2012 edition, p.42)

(I can directly meet and talk with the models; well we don't really talk actually just do the small-talk.)

Example [1.1] is categorized as *tag switching* since there is a sentence filler “*well*” which is inserted into an utterance in *Bahasa Indonesia*.

An extract of *inter-sentential switching* found in the magazine can be seen below.

[1.2] “Aku bisa mendapatkannya dimana saja. *Sometimes the inspiration just pops out in my mind.*” (November 2011 edition, p.44) (I can get it everywhere. the inspiration just pops out in my mind.)

The first sentence in utterance [1.2] is in *Bahasa Indonesia* while

the second sentence is in English. As there is a switch comes up at sentence boundary, the code switching is classified into *inter-sentential switching*.

The following is an extract of *intra-sentential switching* used in the magazine.

[1.3] “Juga sempat ketemu sama *famous male model* Willy Cartier.” (March 2012, p.42) (I also briefly meet the famous male model Willy Cartier.)

Example [1.3] is categorized as *intra-sentential switching* because the switch occurs in the form of phrase.

Functions of Code Switching Found in the Magazine

No	Functions of Code Switching	Frequency	Percentage (%)
1	Personalization	87	28.62
2	Reiteration	5	1.64
3	Designation	3	0.99
4	Substitution	4	1.32
5	Emphasis	138	45.39
6	Clarification	17	5.59
7	Objectification	-	-
8	Untranslatability	25	8.22
9	Mitigating Message	6	1.97

10	Interjection	12	3.95
11	Parenthesis	1	0.33
12	Aggravating Message	3	0.99
13	Quotation	-	-
14	Topic Shift	3	0.99
Total (n)		304	100

The following extract illustrates *personalization* function.

[2.1] “*LOOKS Juli edisinya bagus, senang karena LOOKS majalah satu-satunya yang bikin aku gak berpaling... **love July Edition***” (August 2011 edition, p.3)

(July edition of LOOKS is great, I’m happy since LOOKS has become the one and only magazine that I always read..love july Edition.)

In [2.1], the speaker used the code switched item “*love july Edition*” to include the listener to the message being uttered. This function is intended to establish an intimacy with the addressee, LOOKS magazine.

Example [2.2] describes *reiteration* function.

[2.2] “***I was pretty insecure about my blog back then.** Aku ngga berasa sreg sama*

blog ku sendiri.” (September 2011 edition, p.52)

(I was pretty insecure about my blog back then. I was not confident of my own blog.)

In [2.2], the speaker repeats the word “*insecure*” through the word in *Bahasa Indonesia* “*ga sreg*”. This reiteration is used to reemphasize the speaker’s utterance.

The following extract exemplifies *designation* function.

[2.3] “***Dear** LOOKS, aku minta dong cover nya Amanda Seyfried yaaa.*” (August 2011 edition, p.3)

(Dear LOOKS, I want to request Amanda Seyfried as the cover of the magazine.)

Example [2.3] shows the speaker who is designating LOOKS magazine by using an English endearment “*dear*”.

Example [2.4] illustrates *substitution* function.

[2.4] “*Karena ini Haute Couture dan lokasinya di Paris yang terkenal sebagai one of the biggest fashion capital in the world.*” (March 2012 edition, p.42)

(As it is Haute Couture and its location is in Paris which is well-known as one of the biggest fashion capital in the world.)

Example [2.4] describes the speaker who switches the code to give more information about Paris.

The example of this function is presented as follow.

[2.5] “*Dan ternyata aku shock pas liat cover kamu itu Zoey.*” (February 2012 edition, p.3)

(I was shocked while seeing Zoey on the cover.)

Example [2.5] reveals the speaker who switches to English “**shock**” to emphasize the feeling of surprise towards the cover of the magazine.

Example [2.6] describes *clarification* function.

[2.6] “*Kalau kata keluarga aku sejak kecil sekali, since I*

was 5 or 6, dari kecil aku sudah memilih sendiri pakaian yang mau aku pakai.” (April 2012 edition, p.42)

(My family said that since I was a child, since I was 5 or 6, I have chosen the clothes I wore by myself.)

In [2.6], the speaker switches to English to specify the underlying message of *Bahasa Indonesia* utterance. The speaker attempts to tell the readers at what age exactly she has chosen his clothes by herself.

The following example shows the occurrence of *untranslatability* function in the magazine.

[2.7] “*W.O.W Begitu liat timeline Twitter langsung menjerit karena ada Flynn's parents on LOOKS' cover!*” (March 2012 edition, p.3)

(W.O.W I suddenly screamed while seeing timeline Twitter that there was Flynn's parents on LOOKS' cover!)

In [2.7], the speaker switches to English since there is no

satisfactory equivalent for the phrase “*timeline Twitter*” in *Bahasa Indonesia*.

Example [2.8] demonstrates this function.

[2.8] “Umm I might say jangan terlalu mudah terpengaruh dengan trend. Wear anything you are comfortable with cos I think once ure comfortable with yourself will grow some confidence, and somehow everything will look better on you.” (June 2011 edition, p.42)

“Umm I might say not to be influenced by trend. Wear anything you are comfortable with because I think once you are comfortable with yourself, it will grow some confidence, and somehow everything will look better on you.”

Example [2.8] reveals that the speaker switches her utterances to English to make the message concerning the fashion tips given to the readers sound more polite and less demanding.

Example [2.9] illustrates one of interjections occurs in LOOKS magazine.

[2.9] “*Seneng rasanya bisa share sekaligus biar orang lain tau LOOKS. KEEP ROCKIN'!!*” (May 2012 edition, p.3)

(I am happy to share and make people know LOOKS magazine. Keep rocking!)

In [2.9], the speaker inserts English interjection in *Bahasa Indonesia* utterance to express her excitement and to get the addressee’s attention.

The example of *parenthesis* function is presented below.

[2.10] “Hai LOOKS -- the out of box magazine! *Aku suka banget sama suguhan yang LOOKS kasih di setiap edisi.*” (August 2011 edition, p.3)

(Hai LOOKS—the out of box magazine! I do really love the content you offer in each edition.)

Example [2.10] describes that the speaker is trying to give extra information to the readers that

LOOKS magazine is an extraordinary magazine.

Example [2.11] shows *aggravating message* function applied in the magazine.

[2.11] “LOOKS MAN!!!
PLEASE!!! *Suka banget sama*
LOOKS Man *yang kemarin*
more about guys' style.”
(November 2011 edition, p.3)

(LOOKS MAN!!! PLEASE!!! I really love the previous edition of LOOKS Man which discusses more about guys' style.)

In [2.11], it is seen that the speaker clearly emphasizes his demand by switching the language to English. She asks the magazine to discuss more LOOKS man by using the code switched item “***PLEASE***”.

Example [2.12] exemplifies code switching applied as a tool to shift certain topic in a discourse.

[2.12] “*Dan jangan lupa nanti liput style para cast Harry Potter untuk film terakhirnya. ***Btw*** halaman 30 kok kepotong gitu, kayak tempelan, coba lebih diperhatikan ya.*” (August 2011 edition, p.3)

(And don't forget to cover the style of Harry Potter's casts later. By the way, please check page 30, there was such page which was cut.)

In [2.12], the speaker is trying to change the topic of the discussion by using the code switched item “***by the way***”.

The Readers' Attitude towards Code Switching in the Magazine

Regarding the readers' attitude, the respondents tend to show their positive attitude towards both the magazine as the media where code switching take places and the people who use code switching in the magazine. In addition, the majority of the respondents also positively show their response towards code switching relating to their ability of both languages. Hence, most of respondents tend to keep reading LOOKS magazine. They believe that the occurrence of code switching in the magazine makes them comfortable in reading the magazine.

From the findings of the study, types of code switching used in the magazine used to measure the speakers' competence towards both *Bahasa Indonesia* and English (Poplack, 1980; Romaine, 1995). The use of *intra-sentential switching* and *inter-sentential switching* in the magazine tend to show the speakers' ability to conform to the rules of both languages. Meanwhile, the occurrence of *emphasis* function as the most frequent function of code switching used in the magazine reflects that this function tends to have more crucial role than the other code switching functions which have low percentage (Koziol, 2000 cited in Apriani, 2006). The speakers in the magazine mostly switch the code to emphasize their excitement while talking about the content of the magazine. Regarding the respondents' attitude, they tend to have positive attitude towards code switching occurs in the magazine. The respondents believe that code switching in the magazine is likely to give them certain advantageous.

CONCLUSION

From 3 types of code switching found in the magazine, *intra-sentential switching* becomes the most common code switching type appears in the magazine. Meanwhile, from 12 functions of code switching occurs in the magazine, *emphasis* function tend to be the most frequent code switching function used in the magazine. Regarding the readers' attitude, they tend to have positive attitude towards code switching in the magazine.

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