

CHAPTER II

LITERATURE REVIEW

The writer finds related theories to support this study. These theories will be underlied requirement to solve the research question. Therefore, the writer will apply the following theories such as : bilingualism and multilingualism, code switching and code mixing, and Gogirl! magazine.

2.1 Code Switching and Code Mixing

2.1.1 Types of Code Switching

Code-switching can be described as a common, language-contact based phenomenon among bilinguals. More often than not, bilinguals will find themselves switching between languages that they are familiar with regularly while engaging in a conversation daily. In wide world communities code switching is viewed as a result of the complexity of many bilingual cases when they talk to other bilinguals who have the same linguistic background and while they talk, they are changing one language to another in conversation (Li Wei, 2000).

Spolsky (1998) defines code switching as changing from one language to another in the middle of utterance. Code switching can occur between or within sentences involved in phrases, words, or part of words. Spolsky`s idea of code

switching above is not enough if regarding communication not only occurs in spoken discourse, but also in written discourse.

Blom and Gumperz (as cited in Li Wei, 2000) identify two types of code-switching : situational and metaphorical. Situational code switching is influenced by situation change in a conversation or discourse such as the change in participant, topic or setting. Metaphorical or conversational code-switching, on the other hand, works as a conversational strategy to assist conversational acts such as an apology, request, complaint or refusal.

From another perspective, Poplack`s theory (as cited in Hamers and Blanc, 2000:259) have three types of code switching as follow :

1. Tag-switching

Tag-switching involves inserting a tag or short phrase in one language into an utterance that is otherwise entirely in another language. This type of code-switching occurs the most easily for the reason being that tags typically contain minimal syntactic restrictions thus not violating syntactic rules when being inserted into monolingual sentences. Common English tags such as *I mean*, *you know* and *I wish* are some of the examples that fit into the category.

2. Inter-sential code switching or switch at clause or sentence boundary, one clause being in one language, the other clause in the other. An example of this type can be seen in the following sentence between two languages, those are English and Indonesian : *Kamu jangan menyerah. You can do it.*

3. Intra-sentential code switching, where switches of different types occur within the clause or sentence boundary including within the word boundary. An example of this type can be seen in the following sentence between two languages, those are English and Indonesian : *I feel so crazy*, soal ini sangat susah sekali dijawab.

2.1.2 Types of Code Mixing

Code- mixing is a phenomenon that commonly occurs in a bilingual and multilingual society. Muysken (2000:1) stated that code mixing refers to all cases where lexical items and grammatical features from two languages appear in one sentence. This statement is added by Arlene Clachar that the term code mixing refers to the transfer of linguistic units from one language to another and the units involved may be morphemes, words, phrases, clauses or sentences.

The term code-mixing must be distinguished from code switching. Thelander (1976:103) says that if there are switch from one clause of language to other clause different language, it is called code switching, while if the clauses and phrases used, consist of hybrid clauses and hybrid phrases, each phrase and clauses is not support each function, this is called code mixing. From this theory, the writer can infer that the term code mixing emphasizes hybridization, and the term code-switching emphasizes movement from one language to another. On the other words, code

mixing is mixed between two languages within one sentence but code switching is occurred in different sentence.

According to Kachru (1982:39), there are some types that are involved in code-mixing. They are :

1. Unit insertion

This refers to the introduction of grammatical unit, such as word, phrase and clause in a sentence for from another language, for example : “ Jangan membuat masalah ini semakin *terrible*.”. In the example, the speaker mixes the bahasa Indonesia code and the English. The English codes are in the noun level and the sentence uses the Bahasa Indonesia codes.

2. Unit hybridization

This refers to the use of code-mixing within a unit (e.g. a noun phrase, a verb, phrase, or a compound verb). Unit hibridization differs from the unit insertion in the linguistics level. The code-mixing is said to be the unit insertion if the mix occurs in the phrase or compound verb, it means that the mix will become the part of the phrase. It is sometimes called as the morphological adaption, for example : “ bagaimana *shownya*?pasti sukseskan?aku pasti percaya pasti berhasil kamu.” In the example, the use of Indonesian suffix-nya is combined with the English word ` show`.

3. Sentence insertion

This refers to the process of inserting a sentence of a language different from that of the discourse, for example, “ *Let me guess*, kamu suka sama dia?”. In the example, the code mixing happens between Bahasa Indonesia and English.

4. Idiom and collocation insertion

Code mixing is related to idioms or collocation. Idiom is multi word units which the meaning is not the sum of its part, such as “put off, get on, start up and deal with”. Collocation is the way that two or more words are associated, such as “ bread and butter, get away with murder, salt and pepper”. The example of code mixing that involved is “ *Alex get off* dari kereta sekitar pukul 1.” The English idiom `get off` is inserted into Bahasa Indonesia sentence.

5. Reduplication

The process of reduplication is the process of repeating the same meaning in two codes. This is applied to a language that has no such system. The example is “ Itu artinya *picture* alias foto, tau!”. The reduplication process can be seen in the example above. The English word `picture` has the same meaning with the Indonesian word `foto`.

2.1.3 Functions of Code Switching and Code Mixing

Code switching and code mixing are not isolated phenomena, i.e : they do not occur in utterance without an apparent reason. They also serve as communication strategies by which a speaker can relate himself more comfortably to the listener. Based on the concept of functional specialization by Jakobson and Halliday et al. , Appel and Muysken (2005 : 118) listed six main functions of code-switching and code mixing :

1. Referential function

Often one language lacks the facility or knowledge to discuss a certain subject or one particular concept may be more fit to be expressed in the language. In the case of Indonesian language, this function can be quickly seen particularly in the field of science, technology, and fashion since the development in those fields are mostly transferred in English to Indonesian public.

2. Directive function

People use code switching when the conversation is directed to hearer only. There are many ways in which the switch can be performed : a certain person present in the group is excluded from part of conversation, or by including him or her by using the language he or she understands.

3. Expressive function

This function is used when speaker switches between the two languages to emphasise a mixed identity. This notion is proposed by Poplack (1980) by giving an

example of Spanish-English code-switching commonly occur in Puerto Rican community. For fluent bilingual Puerto Ricans in New York, conversation full of code switching is a mode of speech by itself and individual switches no longer have a discourse function.

4. Phatic function

This function is used to show a change in tone and emphasize parts of a conversation that are of importance. Musyken give an example of a stand-up comedian who tells the whole joke in a standard variety, but brings the punch line in a vernacular type of speech, e.g : an urban dialect. These switched parts could be meant to be especially funny or ironic.

5. Metalinguistic function

This function is used “to comment directly or indirectly on languages involved”. One example is when a speaker code-switch to show his or her linguistic skills to impress the hearers. Myers-Scotton (1979) asserted that speakers sometimes switch code in order to comment on another language.

6. Poetic function

Words, puns and jokes in one language are switched to another language for the purpose of amusement or entertainment.

2.1.4 Reasons of code switching and code mixing

According to Hoffman (1991:116), there are number of reasons for bilingual or multilingual person to switch or mix their languages. Those are :

1. Talking about a particular topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his or her emotional feelings in a language.

2. Quoting somebody else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said.

3. Being emphatic about something (express solidarity)

As usual, when someone is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally will switch from his second language to his first language.

4. Expressing group identity

Code switching and code mixing can also be used to show group identity. The way of communication of academic people in their disciplinary groupings are obviously different from the other groups.

Saville-Troike (1986:69) also gives some additional reasons for bilingual and multilingual person to switch or mix their languages, these are :

5. To soften or strengthen request or command

For Indonesian people, 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.

6. Because of real lexical need

The most common reason for bilingual or multilingual person to switch or mix their languages is due to the lack of equivalent lexicon in the languages

2.2 Sociolinguistic

To study about correlation between language and society is learn in sociolinguistics. Holmes (2001:1) states that sociolinguistics is a study of language in society. Wardhaugh (2002:12) adds that sociolinguistics concerns with investigating the relationship between language and society, with the goal of being a better understanding of the structure of language and how language functions in the communication. The writer conclude from those theories that sociolinguistics is the studying and discussing language societal aspect which is included in the language, related with social factor. Most the people can speak more than one language in speech community, other than mother tongue.

In addition, Holmes (2001:1) says that sociolinguistics is concerned with the relationship between language and the context in which it is used. Examining the way people use language in different social contexts provides a wealth information about the way language works, as well as about the social relationships in a community, and the way people signal aspects of their social identity through the language. Sociolinguistics actually does not discuss a structure of a language, but it focuses on how a language is used, so it could play its function well. From this statement, we can get a description that people also face language conflicts before sociolinguistics appears. So it is clear now that the role of sociolinguistics is to manage a language as its functions in society, or in other words sociolinguistics deals with a language as means of communication.

2.3 Bilingualism

In code switching and code mixing are commonly situated within the concern of bilingualism. There are a number definitions of bilingualism proposed by experts. A general statement comes from Yule (1996 : 231) who asserts that bilingualism arises when people are well known with two different languages. For example, a family lives in Jakarta. Both mother and father come from different ethnic group, the mother is Javanese and the father is Sundanese. Certainly, they speak Indonesian in their daily life that also make them to insert their language each other. Additionally,

their child learns two languages from them. So, the child might be called as bilingual speaker because the child well known to the different languages.

In many countries and communities, bilingualism is a normal requirement for daily communication and not a sign of any particular reason (Hoffman, 1991 : 3). In other words, since the members of a bilingual community vary in the capacity of mastering the languages used in the community, they have to be able to set a condition where they can communicate effectively. This condition leads them to do code switching and code mixing. The writer infers that the reason of bilinguals switch and mix their languages are not because they lack language skills but because they try to make their utterance more easily understandable and meaningful.

2.4 Gogirl! Magazine

Mass media as the means of communication is important in connecting people in terms of sharing ideas, information, knowledge, entertainment, or even gossip. There are many kinds of mass media in the society, like : newspaper, television, radio, and magazine. The magazine is one of a mass media in written form and the writer focuses the study only in teen magazine. In Indonesia, there are some teen magazines which are published like Aneka, Hai, Gadis, Gogirl! , etc. But, this study limits only one labels of teen magazine, it is Gogirl! magazine.

Gogirl! is Indonesia's leading teen magazine that was established in 2005. Compared to other nationally published teen magazine, Gogirl! has the widest circulation that reaches 120.000 copies per month (<http://www.gogirlmagz.com/about.html>). Gogirl! Magazine also have visions and missions. In visions, Gogirl! believes in feminism, means that every women have great potential which must be shared to others. Gogirl! also believes in good morality dan self motivation where the kindness is always started by ownself. Just like Mahatma Gandhi said "You must be the change you want to see in the world". And in missions, Gogirl! want to be the magazine that shows teens their true potential, to show teens that it is important to be smart, pick the right choices in life, and also knows how to present themselves through comfortable, wearable and stylish fashion.

In every issue, Gogirl! features sophisticated fashion pages and articles related to teen- lifestyles such as motivational writings, music, movies, celebrities profile and hobbies. All of the articles are mostly written using combination of Indonesian-English and sometimes popular regional language. Code switching and code mixing can be one of the the author`s techniques in communicative strategy to get the reader`s attention. It can explain ideas in specific and entertaining ways (Bautista, 1999). Regarding this, the author can use code switching and code mixing as creative communicative strategies in delivering messages because it can explain in a precise way and entertain the readers .

2.5 Review of Related Study

The writer used one study from previous researcher in the same field as her study. The previous study was conducted by Vibri Aditya S (2012).

2.5.1 Code Mixing and Code Switching In English Speaking Classes

Vibri`s study aimed to find out the types of code mixing and code switching in interaction speaking classes between lecturer and students and to know the most of dominant types are. In order to answer his research question, Vibri used Code switching theory proposed by Mysken (2000) and Code mixing theory proposed by Hoffman (1991).

Based on his analysis of data, there are three types of code switching (intersentential, intrasentential, emblematic) and three types code mixing (intersentential switching, intra lexical code mixing and involving change pronunciation) that happen in English speaking class. And the most dominant code switching case is the intersentential type (52,08 %) , while in code mixing case is intra lexical code mixing (60%).

2.6 Theoretical framework

The writer focuses this study to the types of code switching and code mixing in 12 our cover articles of Gogirl! magazine. This study conducted by using Poplack`s theory as cited in Hamers and Blanc (2000; p.259) distinguishes theory of

code switching types as : Tag Switching, Intersential Switching, Intrasential Switching. Then, in analyzing code mixing, the writer will uses Kachru`s theory (1978) as : Unit Insertion, Unit hybridization, Sentence Insertion, Idioms and Collocation, and Reduplication.