

A SOCIOLINGUISTIC ANALYSIS OF CODE SWITCHING IN *MARIO TEGUH GOLDEN WAYS 2015*

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Abstract

This study aims to find out the types of code switching used by Mario Teguh as the speaker in the TV Program ‘*Mario Teguh Golden Ways 2015*’. It also finds out the functions of code switching used in the program. This study employed a descriptive qualitative method with the use of the researcher and a data sheet as the research instruments. The data of this study were in the form of words, phrases, clauses, and sentences uttered by the speaker of *Mario Teguh Golden Ways 2015* TV Program. This research applied triangulation technique to check and establish validity. The results of this research show that there are three types of code switching used by Mario Teguh as the speaker in the TV Program ‘*Mario Teguh Golden Ways 2015*’. There are intrasentential code switching (63%), tag switching (26%) and intersentential code switching (11%). Intrasentential is the most appearing type in this TV program because it is considered to be the easiest type which does not need to consider the grammatical rule of the switched language. The most frequent occurrence of code switching function is reiteration (40%) and the least frequent is quotation (3%). Reiteration is the most appearing function in this TV program because the speaker uses code switching when he wants to emphasize the idea of his utterances so the audience can get the idea easier.

Keywords: sociolinguistics, code switching, Mario Teguh Golden Ways

INTRODUCTION

Language is very important in our daily life. It cannot be separated from our daily life. It is used as an instrument to communicate and deliver message. People use language as a system to show their ideas, their attitudes, and their thoughts. According to Palmer, if language is regarded as an information system, or more strictly as a communication system, it will associate the main message with a set of signs that means the sound of language of the symbol of the written text (1997).

Nowadays, most people produce more than one language in communicating for some

considerations, such as to whom they speak to, choice of topic, situation etc. When two or more people communicate to each other, they produce some utterances. In the utterances used by people, there is a system of communication called code. According to Wardaugh, “code is a system used for communication between two or more parties” (2006). They use code whenever they want to speak and they may decide to change from one language to another language. This phenomenon is regarded as a language feature called code switching. Code switching involves two languages or linguistic varieties

in the same utterance or conversation (Hoffman, 1991).

Code switching is a part of sociolinguistics. Sociolinguistics is one of the linguistics branches as defines by Aitchison (2003). Sociolinguistics is the study of language and society (Aitchison, 2003). Through sociolinguistics, people can have some understandings about the social factors of the language variety.

This research is about code switching. Code switching exists in some fields, for example, in social media, mass media and journals. It exists as well in television programs like talk show, reality show, soap opera, etc. Although code switching occurs in many fields, the researcher will only focus in talk show because nowadays code switching appears more often in conversational or spoken occasions than the other occasions. Talk show is a part of television or radio show which is hosted by one person and the speaker can be more than one person. According to Morissan, talk show is a program that shows some persons to discuss about a certain topic and the program is guided by a host (2008).

In this study, the researcher chooses *Mario Teguh Golden Ways (MTGW)* as the source of code switching data. The researcher selects *Mario Teguh Golden Ways* because the speaker, Mario Teguh, is one of the famous motivator in Indonesia and he is multilingual. He can speak Indonesian, English, Javanese and so on. It makes sehim

sometimes change or mix the languages on purposes.

The phenomenon challenges the researcher to conduct a research entitled: 'A Sociolinguistic Analysis of Code Switching Used in *Mario Teguh Golden Ways*'. The researcher focuses on what types of code switching are employed, and the functions of code switching in show.

To find out the types of code switching, this research uses the theory classified by Stockwell in 2002. He concludes that there are three types of code switching. He divides the types of into code switching three that are tag switching, intrasentential switching, and intersentential.

The last problem is the functions of the code switching. There are six functions of code switching suggested by Gumperz (1982). They are quotation, addressee, interjection, reiteration, message qualification, and personalization vs. objectification.

RESEARCH METHOD

This research used a descriptive qualitative method which produced descriptive data. Vanderstoep and Johnson (2009:167) say that a qualitative method focuses on cultural, social, personal identity and its goal is more descriptive than predictive. However, to interpret the data and to support the findings, the research also used quantitative method. It was used to present the number of data found in this research.

The primary data of this study were the utterances performed by the speaker in the *Mario teguh Golden Ways 2015*. The data were in form of words, phrases, or sentences uttered by them. The context of the data was the dialogues or conversation taken from the videos. The source of the data was 3 videos of Mario Teguh Golden Ways (*Rating Pribadi, Salah Fokus, and Ctrl Alt Del*). The researcher collected the data by watching the videos, transcribing, and selecting the data.

In qualitative approach, the researcher becomes the main instrument (Moleong, 2001). In this research, the researcher considered himself as a primary instrument. The researcher was the planner, data collector, data analyzer, and data reporter. In addition, this research used secondary instruments such as data sheet and computer. The data sheet was functioned to write down the classified data. The data sheet was in the form of a table for presenting two objectives which became the focus of the study.

FINDINGS AND DISCUSSION

From all the analyzed utterances, the total data collected in this research are 62 data. There are three types of code switching found in the *Mario Teguh golden Ways 2015*. Those types are tag switching, intrasentential, and intersentential switching.

From the research, there are just four functions found in *Mario Teguh Golden Ways 2015*. From

those six functions, the highest frequency of functions of code switching is reiteration which appears 24 times. Interjection is in the second position with 19 occurrences. The third position is message qualification with 17 occurrences. The last position is quotation which only occurs twice.

Reiteration is the most function of code switching that occurs in *Mario Teguh Golden Ways 2015*. The researcher assumes that reiteration is the most frequent function because the speaker of the show, Mario Teguh, wants to make the audience get the point of the utterance easily. In order to make the audience get the point easily, the speaker uses code switching. He switches his language to repeat or to emphasize of the idea.

There are 2 functions of code switching not found in *Mario Teguh Golden Ways 2015*. They are Addressee and Personalization vs. Objectification. The object of the research is a talk show TV program and the audience of the show is general people. Because of that, the speaker does not speak something specific or speak to specific person. He always speaks in general in the show.

1. Types of Code Switching in *Mario teguh Golden Ways 2015*

a. Intrasentential switching

RP/00:52:30	<i>Hidup itu harus dinikmati bukan disquander, bukan diboros-boroskan karena selera.</i>
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The main idea of the utterance above is that Mario Teguh tells to the audience that life must be enjoyable, not squandered. Mario gives an advice to the audience that many people feel sad but they are not aware of their sadness. Because of people's awareness of their sadness, people leave their sadness behind and they try to find something to cover their sadness. They follow their desire that they think can give them happiness. They are not aware of the happiness that they feel is just a temporary happiness. After the temporary happiness is gone, they will face the bigger sadness that they leave behind.

Mario Teguh produces the sentence used Indonesian and he inserts the English word "squander" within the sentence in his Indonesia utterance. It is categorized as intrasentential switching. The switch occurs as a single word. The switch "squander" is categorized into intrasentential switch because it occurs as a single word within the sentence. The utterance "*Hidup itu harus dinikmati bukan disquander, bukan diboros-boroskan.*" shows that Mario Teguh inserts English word into his Indonesian sentence.

b. Tag Switching

RP/00:23.20	Okay, 30 detik pertama Ibu temukan apa yang akan Ibu lakukan.
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The utterance is a part of conversation between Mario Teguh and one of the audience invited to the stage. In that situation, Mario Teguh

tells the woman who he was invited if she found a man. In the first 30 seconds, she needs to think about her next move. The woman should think before she moves to make the action more memorable.

In RP/00:23.20, the switching language exists on the beginning part of the sentence. The word "okay" is a tag switching because it occurs as a tag and its occurrence will not change the meaning of the sentence. It can be seen from "**Okay,** 30 detik pertama Ibu temukan apa yang akan Ibu lakukan." In this utterance, the main point of sentence is about what the woman will do in the first 30 second when she is meeting a new man. When the word "Okay" is omitted, it will be "30 detik pertama Ibu temukan apa yang akan Ibu lakukan". Therefore, the main point of sentence is still the same. The word does not changed the main point of the sentence because it occurs as a tag.

c. Intersentential Switching

RP/00:11.00	<i>Kita semua itu peniru, tiru yang terbaik. We copy, copy from the best.</i>
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The idea of the datum above is about Mario Teguh who tells to the audience that we are an imitator. The first Indonesian sentence idea is to tell the audience that we are an imitator and we need to imitate the best to be a good imitator. In the second sentence, Mario Teguh repeats his Indonesian sentence using English to emphasize the idea of his first sentence.

Based on RP/00:11.00, the switch “We copy, copy from the best” is categorized into intersentential switch because it occurs after pause employment. It is shown from, “*Kita semua itu peniru, tiru yang terbaik* (pause) **We copy, copy from the best.**” The pause occurs to indicate the boundary of the sentences. In this case, it indicates the boundary between the two sentences “*Kita semua itu peniru, tiru yang terbaik.*” and the switch “We copy, copy from the best”.

2. Functions of Code Switching in Mario teguh Golden Ways 2015

a. Reiteration

RP/00.11.00	<i>Kita semua itu peniru, tiru yang terbaik.</i> We copy, copy from the best.
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The main message of the sentences above is about Mario Teguh who tells to the audience that we are an imitator. The first Indonesia sentence idea is Mario Teguh who tells the audience that we are an imitator and we need to imitate from the best to be a good imitator. The second sentence Mario Teguh repeats his Indonesian sentence uses English to emphasize the idea of his utterance.

In RP/00.11.00, there is intersentential switching found in the utterance. The switch happens between the sentences. The sentence “We copy, copy from the best” is as reiteration: “*Kita semua itu peniru, tiru yang terbaik.* **We copy, copy from the best.**” The sentence “We copy, copy from the best” in this case

has the same meaning with the first sentence. In this case, Mario Teguh reiterates his statement by switching to English in order to emphasize what he wants to state. The switch here is to emphasize the main meaning of the statement.

b. Interjection

RP/00:23:20	Okay, 30 detik pertama Ibu temukan apa yang akan Ibu lakukan.
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The main idea of the sentence above is about Mario Teguh who gives an advice to the woman what she should do when she meets a man for the first time. From this utterance, Mario wants to tell the audience that the first 30 second of introduction is important. The first 30 second of introduction can impress the person.

In this case, there is a tag switching found in the utterance and its occurrence will not change the main point of the sentence. “Okay” is regarded as interjection because it serves to mark sentence filler. In this case, the switch occurs in the beginning of the sentence which is the actual main point of the utterance above. The switch “Okay” is to fill the time when Mario Teguh thinks about the main point that he wants to say.

c. Message Qualification

SF/00:07:20	<i>Bersabar itu meredakan sakitnya hati. Sakitnya hati itu butuh waktu. Jadi, bersabar itu giving yourself time.</i>
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The utterance above is Mario Teguh's advice about broken heart. Broken heart is an emotional pain that someone feels when she/he loses something or someone precious. The advice is given by Mario Teguh to the audience of *Mario Teguh Golden Ways*. He gives the advice about broken heart because he thinks that there are so many youngsters who suffer from broken heart and they do not have patience. They do not know that patience has ability to cure their hurt. They do not know that broken heart needs time to cure. Because of that, Mario Teguh tries to give the advice about broken heart to help the audience, especially youngsters, that broken heart needs time to cure and they need to be patient.

The main idea of the utterance above is about Mario Teguh who tells the audience about patience. The first sentence's idea is about Mario Teguh who tells the audience that patience has the ability to be the cure of broken heart. The second sentence's idea is telling that broken heart needs times. The third sentence's idea is telling that patience is giving yourself time. In the utterance above, Mario Teguh delivers his idea uses Indonesian but in the third sentence he inserts English phrase "giving yourself time".

According to SF/00:07:20, there is intrasentential switching found in the datum above. The speaker, Mario Teguh, inserts an English phrase into his Indonesian sentence. The main message of the utterance is in Indonesia and at this part, the switch

"giving yourself time" is considered to be message qualification which means that the switch functions to convey the main message of the first sentence. At this point, this can be said that the main message is patience, giving yourself time, can have the ability to cure a broken heart.

d. Quotation

CAD/00:32:0 0	<i>Kenapa sekarang saya bisa bicara lancar seperti ini. Saat Saya muda, gagal, dihina, Saya punya kebiasaan untuk mengatakan ini "I will remember this".</i>
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In the situation of the utterance above, Mario Teguh tells about his past. It is the past about him when he was insulted by others. It is the past that can make him a motivator. He tells about it because there are so many audiences who surrender their dream because people around them insult their dream. They do not have strength to show them that their dream can be true. They do not know that the mock is a great source of asset. Because the audiences do not know that, Mario Taguh tells them that it can give them strength. The strength of great eagerness which can show the people who insulted them that they are wrong and their dream can be true.

According to CAD/00:32:00, the main idea of the first sentence is why Mario Teguh has the ability to be a motivator and speak very fluently.

The idea of the second sentence is what Mario Teguh said when he was a young and people insulted him. In the past, he always says, "I will remember this" when he is insulted by people. Mario wants to tell the audience when someone gets insulted by others, he just needs to remember it and revenge it with his success. It is okay if sometimes people get insulted by others. It is not a bad thing because, a person who gets insulted by others will has a strong eagerness to develop himself. Success is the best revenge.

In this case, the researcher focuses on the switch which is functioned as quotation. According to this datum, the switch "I will remember this" is considered to be quotation. The switch has the function to clarify a reported speech. It can be seen from the sentence; "*Saat Saya muda, Saya punya kebiasaan untuk mengatakan ini "I will remember this".*"

The occurrence of the switch is to show Mario Teguh' speech when he was a young. In this sentence, there is change of the subject as the characteristic of reported speech. The change can be seen from the phrase *saat saya masih muda* (when I was young). In this switch, the pronoun "I" refers to Mario Teguh when he was a young. Mario Teguh switches his language into English by reporting the speech from his past.

CONCLUSION

To summarize the findings and discussion, it can be concluded that there are three types of code

switching used by the Mario Teguh at *Mario Teguh Golden Ways 2015*. They are tag switching, intrasentential switching, and intersentential switching. The highest frequency of the types of code switching is intrasentential switching. Intrasentential switching appears 39 times out of 62 total data (63%). The lowest frequency is obtained by intersentential switching with 7 data (11%).

Intrasentential switching and tag switching are more frequently found in *Mario Teguh Golden Ways* than intersentential switching. The 2 types of code switching are the dominant types because they are easily to appear in conversation. Intrasentential and tag switching happen in the level of word or phrase which makes them easily appear in conversation because the speaker does not need to think about the grammatical rule of the switched language.

In terms of the functions of code switching, there are four functions that appear in the Mario Teguh Golden Ways: quotation, reiteration, interjection, and message qualification. The highest frequency of the functions of code switching is reiteration. Reiteration appears 25 times out of 62 total data (40%). The lowest frequency is obtained by quotation with 2 data (3%). There are 2 functions of code switching that do not appear in the data. There are addressee and personalization vs. objectification.

Reiteration is the most function of code switching that

occurs in *Mario Teguh Golden Ways 2015*. The researcher assumes that reiteration is the most frequent function because the speaker of the show, Mario Teguh, wants to make the audience get the point of the utterance easily. In order to make the audience get the point easily, the speaker uses code switching. He switches his language to repeat or to emphasize of the idea.

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