CHAPTER I
INTRODUCTION

This chapter explains the section of introduction of this research. This elaborates the background of the research, statement of the problem, the objective of the research, significance of the research, scope of the research and operational definition.

1.1 Background of the Research

Nowadays, there are many people who use one or two languages to interact with other, express opinion about something and establish the relationship between one person to anothers. It calls bilingual phenomenon. Bilingualism is someone who know and use two languages (Hereunto, 2011). In new modern era, some speakers even has the ability to speak more than two languages. It can be three or more languages. That phenomenon calls multilingualism. So, each individual already has the ability to use some languages for communicating. If the individual has the ability to speak by using more than one languges and then switch that languages because of the presence of other individuals with the aim to understand each others, it means that they use code switching.

Code switching is a change of one language to another which is done by someone naturally in one time of speaking. Khnert, Yim, Nett, Kan, and Duran (2005) state that code-switching is an effective communication mode available to proficient bilingual speakers for interactions with other individuals who share both languages. Therefore, code switching occurs in the country where there are quite a lot of bilingual speakers, one of example is Indonesia.

Most of Indonesian people use code switching as a way to communicate with each others in daily lives. So the use of code switching is very easy to find. They are able to switch their mother tongue with other languages like international language, English. The use of code switching is also affected by the entertainment programs in television. Therefore, code switching highly occurs on television. There is one of famous program television that the researcher' chooses as the object of research. That famous program is The Voice Kids Indonesia Season 3.

The Voice Kids Indonesia Season 3 is one of singing contest which held to find kids' singing talents on Global TV channel. By watching this event, the viewers will get an object for learning about English such as increasing knowledge, vocabularies and pronouncation while listening the coaches give comments by using English. The comment of the coaches and the answer of participants make the researcher curious to analyze about code switching which was used by the coaches and participants of The Voice Kids Indonesia Season 3 events.

This research uses Hoffman's theory to analyze the types of code switching used by coaches and participants. The researcher chooses that theory because it is not only categorized as intra-sentential code switching and inter-sentential code switching, but it is wider rather than other theories. And for analyzing functions of code switching, the researcher uses theory from Holmes. Holmes's theory is suitable theory to analyze the functions of code switching used by coaches and participants. In addition, that theory is also match with this research.

1.2 Statement of the Problem

This research has some problems that are going to answer. Therefore, the writer would like to limit the problem statements as follows:

1. What are the types of Code switching produced by coaches and participants in "The Voice Kids Indonesia" Season 3 in singing contest?
2. What are the functions of code switching used by coaches and participants in "The Voice Kids Indonesia" Season 3 in singing contest?

1.3 Objective of the Research

Based on statement of the problem, this research is conducted to answer those research questions:

1. To find out the types of code switching produced by coaches and participants in "The Voice Kids Indonesia" Season 3 in singing contest.
2. To find out the functions of code switching used by coaches and participants in "The Voice Kids Indonesia" Season 3 in singing contest.

1.4 Significance of the Research

The researcher hopes this research can be as materials for teaching by the teacher. The researcher hopes this research will give more knowledge for the

students. This research also can be additional reference in explaining about sociolinguistics especially the study of code switching. And for the future researchers, this research can be as reference to make a better and useful research.

1.5 Scope of the Research

To limit the scope of study, the researcher analyzed the types and the functions of code switching used by coaches and participants in The Voice Kids Indonesia season 3 which held on GTV and collaborated with Talpa Media Production. This event is quite famous, so it made children aged around 7-15 years come to show out their singing talents.

The researcher analyzed the types of code switching into five types. Those are intra-sentential code switching, inter-sentential code switching, emblematic or tag-switching, involving a change of pronunciation and establishing continuity toward previous speaker. The researcher uses three function to analyze the functions of code switching. Those are participant's solidarity and status, topic switch, and affective function. The affective function consist of five parts: increasing prestige to be viewed as an educated person, covering inability in speaking in certain language, reducing or avoiding face, making amusing situations by using humor, and expressing disapproval and anger. The researcher downloads and chooses the video from youtube. So, the researcher limit this research in analyzing code switching produced by participants consisting of Alesha, Moses Bradley, Keva, Sekar and Kiara and coaches consisting of Agnes Mo, Kaka Slank and Marcel Siahaan.

1.6 Operational Definition

The researcher defines the key term used in this study:

1. Code Switching

    Code switching which happen in the voice kids Indonesia season 3 is a change from Indonesian language to English which is done by coaches and participants naturally while doing conversation.

2. The Voice Kids Indonesia Season 3

    The voice kids Indonesia is an event which held to find out kids singing talents starting from 7-15 years old. It became the biggest singer talent search event in Indonesia.