CHAPTER I

INTRODUCTION

1.1 Background and Problem.

In Indonesia the need to master English is also considered very important. This language has a prestigious position rather than the bahasa Indonesia and other local languages. Especially in the global era, the use of International language (English language) is the basic need of the people in business, communication, education and even in broadcasting. Broadcasting as the pioneer in giving information should have a strong basic skill in the language. Particularly English as the international language. Mass media is one of various needs in this modern world. From the media we can get the information and entertainment such as in newspaper, magazines, bulletins, radio, TV, and the newest one is internet. Radio as an advertising media, in the process of advertising something whether it was product or massage actually is given two choices. The first one, radio is entrusted by advertiser to make draft of advertisement based on outline given by this advertiser. Code switching in fact, can be found both in the first and second choices.

The use of English in the broadcasting area makes a kind of phenomenon. The phenomenon is the occurrence of bilingualism. The bilingualism itself also encourages the use of code switching among broadcasters. Code switching becomes a habit in the broadcasting area even it also happens in many fields of this modern world, for example in Radio Citra Darma Bali Satya (CDBS) 94.5 FM. In this station the announcers used code switching from the bahasa Indonesia to English.

The occurrence of code switching in radio advertisements is actually triggered by some factors, for example the limitation of radio broadcasting media can only use oral form,

compared with picture and written forms used by other mass media like television and print mass media. That is why in advertising something radio will use language which can attract listeners attention. In order to create this kind of language, radio usually inserted popular words or expressions, mix several languages or switch from one language to another. Other factors which trigger the occurrence of code switching in radio advertisement are social and economic factors as well as artistic factor. As mentioned before, English is considered as the prestigious language, so the use of this language in Radio advertisements is expected to give prestige to the advertisements the product offered in these advertisements and at once in the same time the number of radio listeners is increasing to follow or do what have been suggested in these advertisements, for instance to buy the product offered. As for artistic factor, code switching creates beauty and variation to the language flow, avoids boredom, and makes a comfortable form of advertisement both for those who announce it and for those who listen to the radio.

Due to the facts, the phenomenon of code switching is very interesting to be studied. Field research on broadcasting encourages the development of language as the communication and the broadcasting encourages the development of language as the communication and the broadcasting as the part of every body in this globalization world. (Rajend Mesthrie, Joan Swann, Andrea Deumert and William L. Leap.200:152).

1.2 Problem

From the phenomenon of code switching in radio station by the announcers there is a problem that can be formulated, it is:

- What are the functions of code switching used by the announcers of CDBS 94.5 FM.

1.3 Aims of Study

- to analyze the functions of code switching used by the announcers of CDBS 94.5 FM.

1.4 Scope of Discussion.

This study discuss about code switching that especially happen in the radio station. In this discussion the focus is only in the bahasa Indonesia code switching that is often used by the announcers in the CDBS 94.5 FM radio station and the study limited on the following selected points It is : the functions of code switching used by the announcers of CDBS 94.5 FM

1.5 Theoretical Framework.

Saville and Troike in "The Ethnography of Communication" (1982;70-71) said that a code switching may have a variety of functions within a speech communication : group identification, solidarity, distancing, redefinition of situation, for humorous effect, to make an ideological statement, a real lexical need, to exclude, as an avoidance strategy, as a repair strategy, and to the verbal strategies. Those functions are simplified by Appel and Muysken into six functions. These functions are for classifying code switching used by the announcers in the radio station.

1.6 Research Method

Method is the way or procedure of doing something. Here, research method refers to the ways that is done in a research, in order to solve the problems related with this study. This section on research method covers three points of discussion: data source, data collection and data analysis.

1.6.1 Data Source

The data for this research was taken from CDBS 94.5 FM and course 7 days. It was the language of the announcers while reading out the information or announcements related to the newly related movies or films. More specifically the data for the research was taken from a one hour program, entitled Movie Freak. One program which is announced by one announcers and when the research time the announcers is Renita Ruslan. The program gives the listeners of CDBS 94.5 FM information about the newest movie from Hollywood.

1.6.2 Data Collection

The data was collected through the recording of Movie Freak program in the CDBS 94.5 radio station because code switching often happen on that program. There are three processes when collected the data, first it was recorded, second it was transcribed to the written form and if the data was not clear, the recorded data will be played again to make it clearer than before. Third the data was classified whether code switching happens or not in the collected data. Some questionnaires also were given to the announcers of CDBS 94.5 FM Radio Station. It is very useful in order to know the reason why the announcers of CDBS 94.5 FM used code switch and their background (knowledge, their hobby using English, etc). From the questionnaires given we know relationship between the announcers of CDBS 94.5 FM background and the used of code switching.

1.6.3 Data Analysis

The collected data which had been classified was qualitatively and descriptively analyzed based on the theory of Saville and Troike in "The Ethnography of Communication" (1982;70-71). The analysis is focused on the function of code switching

CHAPTER II

UNDERSTANDING OF CODE SWITCHING

2.1 Introduction

In this chapter there are some theories to support the analysis of this study. They are, Concept of Bilingualism, Concept of Code, Code switching, Types of Code Switching, Factors of Code switching, and Functions of Code Switching.

2.2 Concept of Bilingualism

According to Haugen (cited in Romaine 1995 :11) bilingualism occurs when the speaker of one language can produce complete meaningful utterances in the other language. Diebold (in Romaine 1995:11) also says that incipient bilingualism to characterize the initial stages of contact between two languages.

Trudgill (1992:13) suggests that Bilingualism is the ability of an individual to speak two or more languages. Sociolinguists agree that bilingualism is so widespread in the world that there are probably more people in the world who are bilingual, at least in the second sense of term then there are monolinguals,. Many sociolinguists use the term "bilingualism" to refer to individuals, even if they are trilingual, qudrilingual etc. and reserve the term multilingualism for nation or societies, even if only two languages are involved.

Wardhaugh (1986:86) states that when you open your mouth, you must choose a particular language, dialect, style, register, or variety that is a particular code. So, in this case the language choice in bilingual society is a common issue and we avoid making choice.

In fact, there is no widely accepted definition of the concept of bilingualism. The term has often been paired with such modifiers as "early" and "late", "receptive" and "productive", "fluent" and "non fluent" , "balanced", "function" and so on.

The extent of bilingualism itself may offer May fascinating and varied set of pattern. Economic and commercial factors may lead many people to use two languages on a regular basic (Mackey in Life with two languages, Grosjean, 1982:2). It is also presented in a specific area of some countries where linguistic minorities are concentrated. Thus in Brittany most speakers of Breton (a Celtic language) also speak French. Bilingualism is also common in certain occupation. For example, most of the workers in Switzerland, are immigrant workers from Italy and speak either French or Swiss German, depending on the area of Switzerland, in addition to their native language. Bilingualism may also very according to social class. Both age and sex also take in forming bilingualism in society.

In this study the term of bilingualism as the alternate use of two languages may cause the occurrence of code switching of the bilinguals from one code to another in the daily interaction between announcers and the audience. The bilinguals are productive in using both languages, Indonesian and English. Particularly in spoken form, appropriated to this study in a certain occupation in the radio broadcasting.

Carol Myers-Scotton (cited in Rajend Mesthrie, Joan Swann, Andrea Deumert and William L.Leap:2000,164)) comments that, until fairly recently, while it was known that bilingual speakers made choices between different languages-they used one language on certain occasions and another language on others-code switching was not recognized as an object of serious study, and may even have been ignored by observers.

2.3 The Concept of Code

According to Wardaugh (1986;3) a code is a system of communication that people employ when two or more communicate with each other in speech. He adds cases that code will be something we may want to call a language.

In many parts of the world it is just a normal requirement in daily life that people speak several languages: perhaps one or more at home, another in the village, still another for purposes of trade, and yet another for contact with the outside world or wider social or political organization. These various languages are usually acquired and unselfconsciously, and the shifts from one to another are made without hesitation (Wardaugh: 1986:95)

Romaine (1995:122) suggests that the term of "code" not only to different languages, but to varieties of the same language as well as styles within a language. This means that at the pragmatic level, a linguistic choice can be seen as indexical of a variety of social relations, rights and obligations that exist and are created between participants in a conversation. Meanwhile Holmes (1992;34) mentioned in code as a variety of participants, solidarity and status.

2.4 Concept of Code Switching

Code switching often occurs in bilingual community as an alternative way in using more than one language. Code switching is the most important thing in the bilingual community because code switching is a part of bilingual itself. Some bilingualism has definition in the term of "code switching". Such as, Di Pietro (1982: 127) defines code switching as the use of more than one language by communication in a speech act. Valdes Fallis (Cited in Grosjen:1982;145) also mentioned it as the alternation of two languages. Meanwhile Scotton

and Ury (cited in Grosjean, 1982; 145) propose code switching as the use of two or more linguistics varieties in the same conversation or interaction,

Grosjean (1982:145)" also emphasizes that we cannot avoid the phenomenon of code Switching in a society, since bilingualism occurs in every occasion and at anytime. Code switching itself is produced when communicating with others; we are constantly changing the variety of the language we use.

Grosjean suggests code switching as 'the alternate use of two or more languages in the same conversation and he also gave three examples as below:

1. A French – English bilingual speaking French and Switching to English: e.g. Va chercher Marc (go fetch Marc) and bribe him evee un chocolate chaud (with a hot chocolate) with cream on top.

2. A Tanzanian speaking Swahili and switching to English (from Mkilifi,1978): e.g. IIe (the) accident lli tokea alipolose (occurred when he lost) control Na (and) akaoverturn and landed in a ditch.

3. A Mexican American speaking Spanish and switching to English (from Valdes Fallis,1976) e.g. No me fije hasta Que ya no me dijo (I didn't notice until he told me): Oh I didn't think he'd be there.

From those three examples, he explaines that code switching may occur as a word (occurs in example 2), a phrase (and bribe him in example 1), or a sentence (oh, I didn't think he'd be there, occurs in example 3)

Penelope Gardner-Chloros (Sociolinguistics. A reader and Coursebook, 1998; 361) writes that code switching (CS) can be defined as the use of two or more languages in the same conversation or utterance. This is a common occurrence in many parts of the world in situation of native bi- or multilinguistic (e.g. Africa, India), immigration (European, the United States), and regional minorities. As millions of people use more than one language in

the daily lives, it is no surprise to find that CS is a far homogeneous phenomenon and that the actual behaviour involved varies depending on the sociolinguistic circumstances as well as the language combination concerned.

Within sociolinguistics, many attempts have been made to identify the main sub-categories of CS. One of the earliest was Gumperz's (1982; 60-61) distinction between situation and conversation CS. Situation CS could be regarded as changes in language choice rather than CS proper; it refers to language switches which coincide with a change of interlocutor, setting or topic. Conversational CS, which many authors would now regard as CS proper, does not necessarily coincide with any such changes but is motivated by factors within the conversation itself. A subdivision of conversational CS which Gumperz described and which is sometimes confused with conversation CS itself is metaphorical CS, where a switch carries a particular evocative purpose, for example, speaking about a place in the variety which is used there.

A considerable practical problem in distinguishing different types of CS is that they tend to occur in same context and often involve the same speakers. For example, in Alsace a conversation involving two middle-aged, one adolescent and one older participant might well involve interlocutor-related switching, the adolescent being addressed in French and speaking mainly French, the older person giving and receiving almost exclusive Alsatian, and two middle-generation speakers code-switching at a conversation/metaphorical level, and being fully understood by the younger and the older participants.

At a linguistic level, a frequently proposed distinction is between CS, in which the two varieties involved are held to preserve their monolingual character, and instances of contact where various forms of convergence occur. The latter are called by other terms such as code mixing or interference Hamers and Black (cited in Penelope Gardner-Chloros:1998,361). The idea that CS was a type of rule-governed juxtaposition of two

distinct systems gave rise to a copious literature on the grammar of CS. For the greater part, these studies apply exiting models to CS.

Myers-Scotton (cited in Nikolas Coupland and Adam Jaworski: 1997,362) describes a set of rules which are held specifically to govern CS. Her proposals rely on the assumption that there is always a matrix language which determines the fundamental form of a code switching utterance, while the other language, known as the embedded language, contributes specific elements.

Janet Holmes (1992,34)) writes the code switching concept with some examples ;

Example 1.

(The Maori is in italics, the translation is in small capitals)

Sarah: I think everyone's here except Mere.

John : She said she might be a bit late but actually I think that's her arriving now.

Sarah : You're right. Kia ora Mere. Haere mai. Kei te Pehea Koe

2.5 Functions of Code Switching

Appel and Muysken (1987) gave explanations why people switch between languages through function model of code switching. He states six functions, there are:

- Referential function.

    It occurs because it often involves lack of knowledge of one

language or lack in that language on a certain subject. One example of this is radio or television new broadcasts for immigrants group. Usually, the immigrant language is used, but at many points words from the majority language are introduced into the broadcast to refer to

concepts specific to the society of the country of migration. Scotton(1979) gives an example

from a university student in Kenya, who switches between Kikuyu and English:

e.g. "Atiriri ANGLR niati HAD ina DEGREE EIGHT; nayo THIS ONE ina miringo itatu.

Kuguori, II" THE TOTAL SUM OF A TRIANGLE ni ONE-EIGHTY

 ri IT MEANS the REMAINING ANGLR ina ndirigirii mirong mugwanya"

- Directive function.

The switching involves the hearer directly. Being directed to the hearer, it can take

many forms. One is excluded certain persons present from a portion of the conversation. The

opposite is to include a person more by using his or her language. A very simple example was

also given by Appel and Muysken. Many parents try to speak a foreign language when they

do not want their children to understand what is being said.

- Expressive function.

It shows the speakers who are emphasized as mixedidentity of the speaker

through the use of two languages in the same discourse. An examples is Spanish-English

code switching in the PuertoRican 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. This function may not be present in all code

switching communities.

- Phatic function

It indicates a change in tone of the conversation. This type is also called metaphorical

switching. A stand-up comedian usually does this while he tells the whole joke in standard

variety, but brings the punch line in vernacular types of speech.

For example an English 'meta-comment' interrupts a stretch of basically Jamaican discourse: e.g. "m;an….Leonie 'eve party…..WHEN…..DON'T remember WHEN IT WAS bot shi did tel aa o dem no fi (T) se notin….kaaz shi no waan tu moch Catford gyal di de…..an, wan tu…. Neva se notin'.

Here the fact that the speaker forgotten the date of the party is mentioned as a side comment, but in another language.

- Metalinguistic function.

This function comes into play when it is used to comment directly or indirectly on the language involved. One example is when speakers switch between different codes to impress the other participant with a show of linguistic skills Scotton, (in Appel and Muysken 1978:20) many examples of this can be found in the public domain: performers, circus, directors, and market salespeople.

- Poetic function

The switching serves bilingual language usage involving switched puns, jokes, etc. An example is quoted from Ezra Pound's Canto XIII:

Yu-chan to pay syeamores

Of this wood are lutes made
Ringing stones from sey choui river

And grass that is called Tsing-mo'or

Chun to the spirit Chang Ti of heaven

Moving the sun and stars

Que vos vers experiment vos intentions

Et que la musique conforme

Pound works with complex internal rhymes across languages:

Chinese Gods, Rivers, Emperors, and mountains are matched with elements from Homerik Greek and French, Italian, or Provencal verse. The result is at once an erudite evocation of all human civilizations and Panolpy of sounds.

CHAPTER III

THE ANALYSIS OF INDONESIAN ENGLISH
CODE SWITCHING FUNCTIONS BY THE ANNOUNCERS
(STUDY CASE IN RADIO CDBS 94.5 FM)

3.1. Introduction

In this chapter the types of code switching that often occur in Radio CDBS 94.5 FM Bali will be discussed in detail. The discussion will cover the analysis about each type, the factors of code switching and also the function of code switching.

Radio CDBS 94.5 FM is one of the radio stations in Bali that has Indonesian-English program. Radio CDBS was found since 1989 and this radio station always play easy listening music, some talk shows, and some news. Most of the listeners are females with the average age of 15-30 years old. Radio CDBS is the most favorite radio station for the teenager in Bali and from 9 am until 11 am is the favorite time for the CDBS listeners with music as they the favorite programme. (Riset ACNielsen Indonesia 1 juni 2004)

Radio CDBS has a special program for high school students (junior high school and senior high school) with the name Kupel 3 in 1. Kupel 3 in 1 is like a quiz for students and it is about their lesson in school. Radio CDBS is located at brig. Jenderal I Gusti Ngurah Rai street number 123 Sanur , Denpasar Bali, phone (0361) 287237, 283602, 293603 – fax (0361) 287626. Website; www.cdbs.com- e-mail: info@cdbsfm.com. CDBS has crews, staffs,

announcers and security guards with the total of 30 employees. A part from a special program radio CDBS also has many other programs. The programs are divided into daily, weekly, and special programs.

3.2. The Analysis of Indonesian English Code Switching Functions by the Announcers (Study Case in in Radio CDBS 94.5 FM)

The analysis in this study is focused on functions of code switching. The analysis will be presented one by one according to each type and supported with the example taken from the utterance of the announcers at Radio CDBS 94.5 FM.

Examples:

1. **Hey**……. Bali youngster ketemu lagi di *movie freak* minggu ini.

This exclamation is used by the announcer to impress and take the attention of the audience. We can see that the announcer at the beginning wants to include a certain audience in the program and to communicate directly with the audiences of this radio. The announcer also tries to attract the audiences with greeting. So, in this case the function of this kind of code switching is directive function. Directive function is the switching involves the hearer directly. Beside that, we can also find the referential function when she said *movie freak* because it is the title of the radio CDBS 94.5 FM program and it can not be translated into Indonesian.

2. Ninety forth point five FM CDBS Radio Action, **Well**, rileks itu
   penting apalagi kalau weekend begini dipakai untuk
   ke salon misalnya.

"**Well**" in this utterance occurs when the announcer wants to start the conversation with another topic of discussion when she is announcing. So, the utterance occurs in the middle of announcing. In this case "**well**" is an exclamation that the announcer wants to amplify and emphasize the condition that she wants to move to another topic and to get the attention from the audiences to what she wants to say next. The use of "**well**" can be identified as the directive function that she wants to include the certain audiences who love this program. Phatic function also occurs in this utterance.

3. CDBS Radio Action the station of Bali Youngsters. **Well**, semua info
    resensi film, box office sampai soundtrack sudah Renita kasi buat
    kamu, berarti tugas Renita juga udah kelar.

"**Well**" in this utterance is the same as the previous case. "**Well**" occurs when the announcer wants to start the conversation with another topic of discussion when she is announcing. So, the utterance occurs in the middle of announcing. In this case "**well**" is an exclamation that the announcer wants to amplify and emphasize the condition that she wants to move to another topic and to get the attention from the audiences to what she wants to say next. The use of "**well**" can be identified as the directive function that she wants to include the certain audiences who love this program.

4. Apalagi buat yang selama ini ngakunya gila film barengan Renita ruslan
    yang masih dibackingin Ardy The master of rock mix sampai kelarnya
    nanti, **Just stick around.**

It can be identified as metalinguistic function. Metalinguistic function occurs when speakers switch between different code to impress the other participants with a show off linguistic skills (Scotton, 1979 in Appel and Muysken 1987:120)

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Beside the metalinguistic function, this utterance also has the directive function. The announcer wants to include the audiences of the radio especially who love the program. The referential function also occurs when she said the master of rock mix because it is like Ardy nick name so it can not be translated into Indonesian.

5. Travolta berencana syuting film di Inggris dan dia juga akan
    bernyanyi untuk *Theme song* nya. **Well good luck** John…..

Metalinguistic function occurs when speakers switch between different code to impress the other participants with a show off linguistic skill and directive function also. The announcer wants to include the audiences of the radio especially who love the program. This utterance is also used by the announcer to emphasize the message, particularly the previous message of "*theme song*".

6. Dan di posisi pertama yang emang benar-benar patut diancungi
    jempol, yaitu ada suatu film yang bandrolnya *the hitchhiker's guide to
    the galaxy* yang berhasil mengumpulkan dua puluh satu koma tujuh juta
    dollar, **congratulation**.

It can be identified as metalinguistic function. Metalinguistic function occurs when speakers switch between different codes to impress the other participants with a show off linguistic skills.

7. Renita cabut tidak lupa ngasih ucap nikmati weekend kamu, **keep on
    grooving Bali youngsters and keep on grooving everybody.**

Announcer tries to explain that the listener of radio CDBS 94.5 FM is a groovy people with her utterance "**keep on grooving Bali youngsters and keep on grooving everybody**". So there are two functions: directive function and metalinguistic function. Metalinguistic

function occurs because the announcers want the listener of CDBS radio action be like what she said "*keep on grooving Bali youngsters and keep on grooving everybody*".

8. Yang mana selama 1 jam ke depan bakal dibahas habis-habisan

    mengenai informasi, resensi film, box office dan juga single-single
    soundtrack yang dijamin patut kamu konsenin.

This word actually can be translated into the bahasa Indonesia, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

9. Yang namanya **weekend** emang paling terasa kalau dihabiskan
    bareng orang tersayang dengan melakukan kegiatan yang sifatnya
    menghibur.

This word actually can be translated into Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

10. Yuri sungguh beruntung disaat menginjakan kakinya di Amerika
    bisnis perdagangan senjata gelap sedang ramai-ramainya, bersama
    sang adik yang diperankan oleh Jared Letto, ia pun mulai masuk dalam
    system perdagangan itu dan meraup keuntungan besar dari
    transaksi-transaksi yang dilakukannya di berbagai penjuru dunia.

The function of this code switching same with previous function that the word can actually be translated into Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

11. Itu baru kesukaan Renita, misalnya seperti SAW, WILD THINGS yang

ending filmnya bisa di luar perkiraan yang dibayangkan oleh yang menyaksikan film tersebut. Mao coba?

She (the Announcer) uses "**Ending**" to explain the mood of the song because she wants to impress the audiences by her linguistic skill. Here, the metalinguistic function occured. The use of code switching here is also to make the listeners interested in the film story until the end.

12. Dia harus menghadapi rekan saingan bisnisnya, Simon Weisz yang diperankan oleh Ian Holm yang berpandangan **conservative**, bahwa bisnis harus di lakukan dengan orang-orang yang punya reputasi baik

This word can actually be translated in Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

13. Jadilah ia seorang **dictator** asal Liberia, Afrika bernama Andrew Baptiste yang diperankan oleh Eamon Walker dan anaknya yang juga seorang maniak yang diperankan oleh Sammy Rotibi.

In this word has same fuction as previous. This word can actually be translated in Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So it says there are two of the function of this utterance is occured, which are directive function and metalinguistic function.

....

14. Memang dari semua kisah yang diangkat menjadi film beraneka ragam jenisnya tapi untuk sebuah film yang paling asyik ditonton buat seseorang yang suka tantangan adalah jenis film **horror thriller** yang bisa mengajak berfikir untuk menebak jalan ceritanya sampai akhir.

In this case the announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

15. Tapi tentunya sesuaikan juga dengan duit gaji bulanan dan juga **budget** salon.

This word can actually be translated in Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

16. Wah, **weekend** baru terasa lengkap kalau dompet sedang tebal.

This word actually can be translated into Indonesian, but the announcer use English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

17. Di posisi 4 di mana film **horror** masih berjaya ada *The Amityville horror*.

The function in this code is to emphasize the message to show her linguistic skill to the audiences. So, there are two functions in this utterance: metalinguistic function, directive function and referential function because when she said "*The Amityville horror*" and it can not be translated into Indonesian language because "***The Amityville horror***" is a title of the movie.

18. Film yang berkisah tentang seorang mantan **gangsters** yang ingin memperbaiki diri itu akan mulai melakukan syuting pada musim musim panas tahun ini dengan lokasi utama Hong-Kong dan China daratan.

This word can actually be translated in Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

19. Berarti tugas Renita yang uda kelar waktunya Renita yang di

    backingin Ardy **the master of rock mix** undur pamit, **thank you**

    banget atas konsennya sampai ketemu lagi minggu depan di jam

    yang sama dan waktu yang sama pula, kalo tetap masih tugas

    Renita.

    These words actually can be translated into Indonesian, but the announcer used English word to impress the audiences and raise a status. The announcer also used this word to include the audience. So the function of this utterance is directive function and metalinguistic function.

CHAPTER IV

CONCLUSION

Based on the foregoing analysis and discussion, the following points can be drawn as conclusion that from the analysis of functions in this radio station used the theory of Apple and Muysken is found that not all six functions are available. From the six functions: metalinguistic function, directive function, phatic function, referential function, expressive function and poetic function, they are only four functions are applicable in radio CDBS 94.5 FM. There are metalinguistic function, directive function, phatic function and referential function. Those of functions are occur when the announcers want to emphasize or amplify the message, to raise status and to show the linguistic skill to mark and emphasize group identify.

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