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ABSTRACT

This study entitled “The Analysis of Code Switching in “CosmoGIRL! Indonesia Magazine”. The Problem of this study were the types and functions of code switching found in “CosmoGIRL! Indonesia Magazine”. Aims of this study was to analyze those problem and as well as it application in the society. The source of the data in this study is “CosmoGIRL! Indonesia Magazine” which is collected qualitatively. Firstly the data are categorized based on the types, which are analyzed simultaneously according to the functions of code switching.

In this paper applied some theories for the types and the functions of code switching. The theories were proposed by Poplack for the types of code switching, and for the functions of code switching were proposed by Appel & Muysken. Based on those theories applied in this study found three types of code switching; such as Tag switching, Inter sentential switching, and Intra sentential switching which found dominantly. Based on the functions of code switching which were applied there are only five functions of code switching found in the magazine, which were Metalinguistic function, Referential function, Expressive function, Phatic function and directive function.
CHAPTER I

INTRODUCTION

1.1 Background of study

Nowadays, several Indonesian magazines have been created in variety ways. Then that makes the magazines look more interesting and colorful. Inside them we can see code switching phenomena, code switching is can possibly be found in some conversations and code switching itself can be seen in this example such as: conversation between two close friends when they meet each other who come from different countries, they will exchange their words and that can be called as code switching. That fact shows how important code switching in communicative events. Code switching is not only found in spoken language, but it can also be found in written text or literary work such as magazine, newspaper, short stories and poems.

For certain functions, language plays an important role in mass media. Mass-media is the media from which we can get any kind information. The mass-media are usually in the forms of printed media and electronic media. This study focuses on the printing media especially a magazine. In a magazine the use of language certainly has an important role to make the readers interested in reading it. The writer of the magazine sometimes mixes languages in the magazine for particular purposes. In the COSMOGIRL! Indonesia Magazine that there are many switching from English into Bahasa Indonesia.
This phenomenon or trend occurs in many articles of this magazine. This phenomenon is called code switching.

Code switching is a term in linguistics referring to the alternative language between two or more languages, dialects, or language registers in a single conversation, stretch of discourse, or utterance between people who have more than one language in common.

According to the phenomenon above there are some problems raised in this study such as the functions of code switching used in the magazine and the types of code switching used in the magazine analyzed in this study. It is interesting to analyze the phenomenon because the code switching often occurs in society.

Based on the fact above the phenomenon of code switching is a very interesting subject to study. There are some theories applied in this study and they are the theories proposed by Poplack (in Romaine 1995) about the types of code switching, and the theory of the code switching function by Appel & Muysken (1978).

The aim of this study is to discover variety of language specifically words called code switching, and this phenomena usually appears in magazines, newspaper, speeches and etc. This study focuses on analyzing code switching that appears in COSMOGIRL! Indonesia magazine.
1.2 Problem of the Study

Based on the background stated above, this study is concerned with the following problems:

1. What are the types of code switching used in the COSMOGIRL! Indonesia magazine?

2. What are the functions of code switching used in the COSMOGIRL! Indonesia magazine?

1.3 Aims of the Study

The aims of this study are:

1. To analyze the types of code switching used in the COSMOGIRL! Indonesia magazine.

2. To explain the functions of code switching used in the COSMOGIRL! Indonesia magazine.

1.4 Scope of Discussion

This study is concerned with:

1. The analyzing the types of code switching used in COSMOGIRL! Indonesia magazine.

2. The Explaining the functions of code switching used in COSMOGIRL! Indonesia magazine.
1.5 Research Method

1.5.1 Data Source

The data of this study was taken from the COSMOGIRL! Indonesia magazine edition May, 2014. This magazine was published in May, 2014, printed by PT Media Rahayu Citra and the address of office at Jl. MH Thamrin No 53, Jakarta 10350. This magazine contains interesting articles of our daily life such as fashion, entertainment, and food. This magazine was chosen as the data source because there are many code switching, so it is easier to collect the data about code switching. The data are displayed in the form of sentences.

1.5.2 Method and Technique of collecting Data

The method used to collect the data is the documentation method.

The steps of collecting the data are as follows:

1. Reading the magazine carefully.

2. The sentences which is containing code switching were marked.

3. The data already marked were separated from the source.
1.5.3 Method and Technique of Analyzing Data

The data were analyzed qualitatively, meaning that the characteristics of the data are explained according to the theory adopted in this study. The data were classified into several categories and were analyzed using the theories adopted in order to solve and answer the problems of the study.