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CODE-MIXING ANALYSIS IN SPEECH ACT USED BY CLASSY FM RADIO ANNOUNCER

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Abstract

This study uses sociopragmatic theory, especially regarding code-mixing in speech acts at opening an event, greeting the listeners, and talking to interviewees. The purpose of writing is to determine the form of code-mixing and explain the meaning of the code-mixing used by the radio announcer, whether it is entered into locus, illocution, or perlocution. This paper is divided into three stages. The first stage is to provide data using the listening method by listening to radio broadcasts followed by the recording method. At the analysis stage, the data obtained were analyzed using related theories. At the last stage, it is making the conclusions and suggestions.

In this research, the average Classy FM radio announcers use code-mixing in their speech acts when broadcasting. Apart from being influenced by the names of the programs that is titled in English, it is also influenced by the standardization of the words used by Classy FM itself. For example, to invite the listeners to keep listening, the term "keep in tune" is used. The term of Classy FM listeners refers to the term "Classy People," and many other terms are used. Besides, it is also found that in one speech act, there are three types of actions that are included in it, namely the act of locus, illocution, and perlocution. Although there are also some data found only in the locus (speech acts to state something).

Keywords: Speech Act, Code-Mixing, Classy FM, Classier, Classy People

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I INTRODUCTION

Communication media (print media, radio, and television) is one of the media that is very broad in reaching our culture today. In this case, especially talking about audio media, it is radio. This media is one of the media used for various purposes, such as obtaining information, entertainment, and education through programs that are listened to in the listening room of the audience. Code-mixing is one of the languages often used by the public. This code-mixing is also frequently used by some radio announcers.

A radio announcer's speaking ability not only has reciprocity with listening but is also directly related to writing and reading skills. A good speaker generally requires written preparation. This preparation has several functions as follow:

1. Avoid mistakes, especially about accuracy. The script is a safety net. The script also prevents a broadcaster from being incomplete.

2. The script is a logical arrangement of a person's line of thought. So, the script will guide the flow of the guide.
3. With a high understanding of broadcast scripts and interpretations of how to present them, an announcer will be able to sharpen his style of speech.
4. Documentation, apart from being an archive, is also used as material for further broadcast development.

The speech on the radio can be divided into:

1. Introductory speech, commonly referred to as "call".

2. Speech of content, commonly known as "talk".

Introductory speeches are usually broadcast live (*ad-lib*). Simultaneously, those containing specific contents can be delivered directly, but they are often packaged in recorded form to achieve the expected quality of communication.

1. An introductory speech (Call) can consist of:

- a. Greeting, the elements consist of:

- greeting words
 - announcer name
 - designation for the listener
 - program name
 - name and frequency (radio station)
 - time (time and date)
 - sequences (episodes, editions, sessions)
 - content of the event (topics, issues, guest stars)
- b. Call on Time, the announcer talks about the time

- c. Call on Song, a story about music, its elements:

- song title
- singer (pay attention to the predictions)
- the composer or lyricist
- arranger
- announcer
- year and place of recording / publication
- other related info (music style, uniqueness)
- the musician
- duration

- d. Call on Agenda, narrative plan, its elements:

- today's weather
- today's community activity agenda
- matters related to community services, such as PLN, PDAM, PMI, Police, Hospitals, PEMDA.

2. For the content (Talk), as stated above, the broadcaster can speak directly but often packaged in advance. speech is not always in the form of news. Some radio program packages call for specific writing efforts. For example, for feminine programs, kids, or ethics tips.

The difference between code-switching and code-mixing is that code-switching leads to the translation and equivalent of code-switching terms, while code-mixing is the translation and equivalent of the term code-mixing in English. Second, in code-switching, some conditions require speakers to switch codes, which becomes the speaker's awareness, whereas code-mixing occurs without any conditions requiring mixing of the code. And third, in code-switching, speakers use two variants in the same language and different languages. In code-mixing, that occurs is not code-switching but the mixing of elements of a code into the code used by speakers. From the explanation above, the writer is interested in taking this code-mixed analysis in speech acts performed by announcers.

Identification of this research problem is code-mixing, which is often used in speech acts of radio announcers, especially Classy FM radio announcers when greeting listeners or when talking to resource persons who are filling in the on the radio program. Based on the above background, the writer takes the problem formulation about the forms of code-mixing and the meanings used by announcers in speaking. The announcer speaks the actions from the three types of actions that a person manifests. speaker (locus, illocution, perlocution). The researcher's purpose in taking this discussion is to know that when announcers use code-mixing in their speech, it has a specific purpose. From that purpose, it can be seen which type of action is included in the classification of actions in the speech act, which are of the three types. Besides, by looking at the code-mixing that announcers often use, it is also possible to identify the characteristics used by radio announcers, both the characteristics of the radio itself and the characteristics of the announcers themselves.

When studying code-mixing, the scope is extensive because many things can be used as objects. Therefore, the researchers limit the problem to only mixing code in speech acts used by radio announcers only, exceptionally Classy FM radio, Padang. The writer knows more

closely about the object being observed, and of course, the writer also listens to it often.

Speech acts can be classified into acts in which the speaker says something based on his interests and acts in which he states his role on behalf of a group of people, Ibrahim (1993: 129). Speech acts (Kridalaksana term '*pertuturan*' / speech act, speech event): Discourses that highlight a series of events in a specific time together with participants and unavoidable circumstances (Kridalaksana, 2008: 248). Speech act: an utterance as a functional unit in communication (Richards et al., 1989: 265). Searle, in his book *Speech Acts: An Essay in the Philosophy of Language* (1969, 23-24) in Wijana (1996: 17), suggests that pragmatically there are at least three types of actions that can be manifested by a speaker, namely locutionary act, illocutionary act, and perlocutionary act.

Locutionary act is a speech act to express something (a) identification of acts, (b) identification of variety and (c) desire to explain and interpret. The act of saying something is intended to influence the interlocutor are called perlocution acts. This act is called 'The Act of Affecting Someone.'

The more distinctive the language of a radio broadcast is, the stronger its identity will be easily remembered by listeners, and in turn, will

generate interest. Code-mixing is one of the languages often used by the public. Code-mixing is an event of mixing two or more languages or various languages in a speech event. The symptom of code-mixing is that the elements of the language or their variations that are inserted in other languages no longer have their distinctions. These elements have been integrated with the language they have inserted and, as a whole only support one function. In maximum condition, code-mixing is a linguistic convergence whose elements come from several languages, each of which has abandoned its function and supports the language function it inserts.

According to Suwito (1991: 90-91), there are two reasons for the occurrence of code-mixing, namely code-mixing that is outward and inward. Causes of outward code-mixing include (a) identification of acts, (b) identification of variety and (c) desire to explain and interpret. Variety identification is determined by the language in which a speaker mixes codes that will place him in the hierarchy of his social status. The desire to explain and interpret appears due to code-mixing also marks the attitudes and relationships towards others and the attitudes and relationships of others towards them. Code-mixing is the use of two or more languages by inserting elements of one language into another.

II RESEARCH METHODS

This research is descriptive qualitative research. According to Fatimah Djajasudarma (2006: 9): "Qualitative methodology is a procedure that produces descriptive data in the form of written or oral data in the community. Descriptive research methods tend to be used in qualitative research, especially in collecting data and describing data scientifically. Various study methods can be used depending on the theoretical approach to describe the data accurately, and linguistically produce linguistic rules". The researcher chooses the qualitative method. Walliman (2006: 37) says qualitative data cannot be accurately measured and counted and generally expressed in words rather than numbers.

Data collection was carried out in Padang because Classy FM is one of the best radios in

Padang and can be heard clearly by listeners because it has pretty good hearing quality. The next step was the writer used the listening method, and the listening proficiently listening method as well as the Involved Conversation Observation technique (SLC) and the Uninvolved Conversation Observation technique (SBLC), Sudaryanto (1993: 133) the note-taking technique was also used as a continuation of the recording technique. This statement means that the data that has been recorded will be recorded so that the researcher can get detailed and precise data.

Data analysis consists of several stages, namely sorting data, identifying data, and answering problems. This analysis is done so that no data appears or is recorded over and over again. The last one is presenting the results of the

analysis in narrative form. Presentation in narrative form is divided into two types, namely formal and informal methods (Sudaryanto, 1993:

145). The presentation of this analysis uses an informal method, namely the presentation of the analysis using ordinary words.

III RESULTS AND DISCUSSION

In the discussion in this paper, the researcher takes the analysis of code-mixing in speech acts used by Classy FM announcers. The data taken by the researcher comes from Classy FM radio, so that based on the theory stated above, the data can be analyzed. In the following, the researchers present data such as what forms and meanings of code-mixing used by Classy FM announcers and which types of speech acts the announcers say, so that later the results of the analysis can be known. Words in bold are words that are used in a foreign language (English language).

Data 1:

"103.4 Classy FM, **inspiring radio**, memberi inspirasi membangun nagari".

"103.4 Classy FM, **inspiring radio**, giving the inspiration to build the nation".

From the data above, it can be seen that this Classy FM announcer uses code-mixing when opening the program. **Inspiring radio** is an **ID call** station from Classy radio, in this case, including the type of action locus or in the form of stating something. **Inspiring radio** gives the inspiration to build this nation is also the motto of Classy FM, which changes every year.

Data 2:

"**Classy people**, jumpa lagi kita di program **coffee break** kali ini bersama Maya Nindita dan Aliv verdhyan".

"**Classy people**, see you again in the program **coffee break**, this time with Maya Nindita and Aliv Verdhyan".

From the 2nd data, it can be seen that the programs in Classy itself also use English on average, so that it influences the announcers to speak in a mixed language between English and Indonesian. As in the data above, the name of the program **Coffee Break**, apart from that, the call to Classy's listeners is also in English, namely **classy people**. This data belongs to the same type

of action as that in data 1, namely the action of locus.

Data 3:

"Kiprah berikut akan menutup jumpa kita di program **Classy Latenight show**, untuk malam ini. Besok Classy mengudara kembali pukul 5.00 WIB, akhirnya saya Dhanny Yudiska undur diri dan **see you**."

"The following activities will close our meeting in the program **Classy Latenight Show**, for tonight. Tomorrow Classy will air again at 5.00 WIB. Finally, I Dhanny Yudiska resigned and **see you**."

From the data above, the announcer closes the program using mixed code in a foreign language, namely, **see you**. After being observed by the researcher, it turns out that this is the hallmark of this one announcer when he closes the event he is presenting. He always pronounced this word when he was about to close an event. In this case, the speech uttered by the announcer includes acts of the locus (stating something), acts of illocution (informing something), meaning the announcer tells what time Classy will return to the air the next day and acts of perlocution (has the power to influence those who listen to it). So that with the illocutionary act, the listener could listen to Classy earlier at 5.00 WIB the next day, which was the effect generated in the statement spoken by the announcer. So in this data 3, the three types of speech acts are included.

Data 4:

"**Good afternoon Classy people**, ketemu lagi di program kontes DJ kali ini bersama **classier** Shiraa dan peserta DJ kita, Zarisman".

"**Good afternoon, classy people**, meet again at the DJ contest program, this time together **classier** Shiraa and our DJ participant, Zarisman".

On data 4, it can be seen can see that the announcer uses an English greeting “**good afternoon**” in his opening greeting. This greeting is intended so that classy listeners (classy People) can be more enthusiastic and hopefully interested in the events presented by the **classier** (the term for classy announcer). In this data, the type of action included in the act of locating (stating something).

Data 5:

“Tetap **keep in tune Classy people**, karena setelah ini kita akan masuk pada kuis di program **Cinema of this week**”.

"Always **keep in tune classy people**, because after this we will enter the quiz in the program **Cinema of This Week**".

From this data, it can be seen that the purpose of mixing the code here is to invite the listener to keep listening to the event because there will be a quiz soon. Usually, our society will be very easily attracted to programs that smell like prizes like the quizzes in this program. In this case, the types of action included in it are acts of locus, illocution, and perlocution. The action of the location is in the form of the statement, the action of the focus is in the form of information that there will soon be a quiz, and the action is focused (effect) so that **classy people** can participate in the quiz program.

Data 6:

“Selamat siang bagi anda yang baru saja mendengarkan Classy FM, kali ini kita berada di program **Classy Nice and Easy**, dan kita telah masuk pada **interval** ke-2, jadi silahkan buat anda yang masih ingin **request**, kita tunggu seperti biasa ke nomor Classy”.

"Good afternoon for those of you who have just listened to Classy FM. This time we are on the program **Classy Nice and Easy**, and we're on **interval** 2nd, so please, for those of you who still want **request**, we wait as usual for Classy numbers”.

From this data 6, the classy announcer uses code-word mix **interval**. That is, for every distance per 60 minutes (per 1 hour), this word interval is used. This interval is because usually,

the programs in Classy FM are around 3 hours at the longest, but some are 2 hours long. The type of action in this one data belongs to the act of locus, which is in the form of a statement from the announcer himself, an illocutionary act, namely in the form of information conveyed by the announcer that the program has been running for 1 hour and will enter the next round and then the perlocution act is in the form of an effect so that Classy people want to ask for a song (request) by sending a request to the Classy number.

Data 7:

“Dari bumi karang putih Indarung padang, **103.4** Classy FM, **this is the actual radio**”.

"From the white coral earth of Indarung Padang, **103.4** Classy FM, **this is the actual radio**".

At this, the announcer mentioned 103.4 with the pronunciation “**one o three point four**” Classy FM, here we can see the code-mixing it uses, it's not like other radio announcers who only call it B. Indonesia, but in this case, the radio frequency itself is also mentioned in English. In this case, the type of action is included in the local act, namely the speech act to express something.

Data 8:

“Anda mau request kiprah apa dan salam **specialnya** buat siapa? Atau juga bisa kirim SMS di **line SMS** kami di nomor 0812660xxxx”

“What do you want to request, and the **special** greeting is for whom? Or you can also send an SMS at **line SMS** we are at number 0812660xxxx.”

From this last data, it can be seen that the announcer always does not forget to tell his listeners the particular greeting words that are always mentioned with a **special** greeting. Apart from this, said **line SMS** also often spoken to invite listeners to send SMS to Classy number. The types of action in this one data are the locus of action (statement) and illocutionary act (informing Classy number), and perlocution (the effect of inviting listeners to send SMS).

IV CONCLUSION

The data above shows that, on average, Classy FM announcers use code-mixing in their speech acts when broadcasting. Apart from being influenced by the names of the programs presented in English, this data is also influenced by the standardization of the words used by Classy FM itself.

For example, the word “**keep in tune**” invites you to listen. Then for Classy listeners, the term “**Classy People**” is used, and there are many other terms that can be seen in the data above. In the data above, it is also found that in one speech act, there are three types of actions included in it, namely the act of locus, illocution, and perlocution.

Although there are also some data found only local acts (speech acts to state something).

So that from the theories described above, the writer agrees with the classification put forward by Searle that in speech acts, there are three types of action as seen and discussed according to the data in the discussion section of the previous page.

The researcher hopes that this research can be a reference for knowledge for readers that sometimes radio announcers deliberately use code-mixing in each of their tutors so that listeners can find out the quality of the radio both in terms of its human resources and in terms of the quality of the programs that are delivered. Sometimes the use of code-mixing can become the prestige of someone who says this term.

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