

# **CHAPTER I**

## **INTRODUCTION**

# CHAPTER 1

## I N T R O D U C T I O N

### 1.1. Background of the Study

The existence of English as a foreign language in Indonesia has become more obvious as proven by the fact that more and more people in Indonesia know and understand English and many of them are able to speak English very well. Because of that English is often used in communication by some people, especially by those who have English educational background. Eventhough English is often used in communication by some people, it doesn't change the position of Indonesian as the communication language among people in Indonesia. It can be seen in formal situation like a meeting, lectures, etc, the use of good Indonesian is stressed.

During the conversation among people in this country, especially who have English educational background, the borrowing of some English words often occurs. It can be seen from the conversation among people in some places and in some situation. For example is the conversation among young people in a plaza : *Tadi katanya mau beli blouse, sekarang kok malah beli t-shirt.* They use those words because those words are

familiar for them, and they never realize that those words are taken from English words. The other example is a conversation between a secretary and a manager: *Nanti jam 10.00 WIB ada meeting dengan customer service, pak.*

Based on those examples it can be concluded that some Indonesian people often borrow some English words during their conversation, in direct communication or in indirect communication. What she means by direct communication is that the speaker and the addressee are facing each other at the time of speaking. For example is the conversation between a teacher and students in a class or between a boss and a secretary in an office. The indirect conversation, on the other hand, means that the speaker and the addressee are not facing each other, like the announcers of a radio station or television when they are presenting some programmes.

Eventhough there is a regulation in broadcasting area that the language which is used in broadcasting areas should be formal and standard Indonesian, there are many announcers especially the announcers of FM Radio Station who borrow some English words. For example when they want to close a programme, they often say : good bye or see you. This borrowing of English words is done especially by the announcers of Fm Radio Stations.

In this study, the writer took the announcers of EBS Fm as the subjects. It is based on the writer's

observation toward the announcers during the presentation of entertainment programmes. In presenting the entertainment programmes the announcers of EBS Fm often borrow some English words.

The borrowing of some English words is stressed because the frequency of borrowing is very high among the announcers. In addition, the definition of borrowing in sociolinguistic according to Hudson is the mixing up of a variety of language to another variety (Hudson,1980:58). For example is the sentence *Let's have some boeuf bourguignon*, where the pattern of this sentence is English except the object, that is the name of French food.

In broadcasting area, the borrowing of some English words often occurs eventhough it is not in a good grammar. One of the examples is *Masih saya tunggu request kamu di 514249*. The word "request" is taken from English which means a phone call asking for a song. The word *request* isn't changed into Indonesian, because it is in accordance with the title of the programme that is *EBS Request Time*. Besides, the word *request* is more precise and exact than if it is said in Indonesian word "*teleponnya untuk minta lagu*", so the sentence, if it is not combined with an Indonesian word, becomes "*Saya tunggu teleponnya untuk minta lagu di 514249*" or in other Indonesian words. It is accordance with Hudson,

who said that borrowing is a process of mixing up between one variety of a language with another variety of language ( Hudson,1980:58)

The borrowing of some English words during the broadcasting could not be separated from the condition of the announcers who are bilingual. In one side, an announcer should use formal and standard Indonesian and in the other side, as the announcers of Fm Radio Station, they are demanded to use some English words in presenting the programmes, especially the Entertainment Programmes. The person who uses two languages in his life is called bilingual. This opinion is supported by Hornby who said that to be considered bilingual a person must have the ability to use two different languages (Hornby,1977:3).

This radio station becomes the object of this study because it has many attractive programmes;music information,entertainment information and entertainment programmes. Because most of the listeners are the youth, the language which is used follows the youth styles, for example borrowing the English words.

Due to the fact that borrowing some English words during the broadcast is almost done every time by the announcers and based on the writer's observation that there are only a few students who are interested in making sociolinguistic research concerning borrowing

making sociolinguistic research concerning borrowing some foreign words or regional words etc, the writer decided to do the research concerning borrowing some English words among the announcers and wrote a thesis entitled "Borrowing Some English Words by the Announcers of EBS Fm Radio Station in Surabaya".

### 1.2. Statement of the Problem

Based on the background of the study, the questions investigated are formulated as follows :

1. What words are mainly borrowed from English during the broadcast ?
2. What causes the announcers to borrow some English words during the broadcast ?

### 1.3. The Objectives of this Study

This study is intended to answer the above formulated questions. As such, the objectives are formulated as follows :

1. To find out the words which are borrowed by the announcers during the broadcast.
2. To describe the reasons of the existence of borrowing i.e : the factors that motivated the subject to borrow some words from English.

#### **1.4. The Significance of the Study**

The findings of this study are most likely to enrich the varieties of sociolinguistic studies, because this borrowing study can be a good input for the students of Widya Mandala University in learning Sociolinguistics. Besides, this study is most likely to be taken as input in the field of second language teaching learning environment, particularly English at the English Department of Widya Mandala Catholic University.

#### **1.5. Limitation of the Study**

Realizing how broad the discussion of borrowings, this study is limited in several ways :

1. The subject under study is limited to the announcers of EBS Fm Radio Station who often borrow some English words.
2. The area of analysis is focused on the Entertainment programmes only, because in presenting these programmes the announcers often borrow some English words.

#### **1.6. Theoretical Framework**

This study is based on the theories of Sociolinguistics which covers : Sociolinguistic Theories: Borrowing, and Bilingualism.

R.A. Hudson states that borrowing is a process of mixing up between one variety of a language with another variety of a language (Hudson,1980:58). The example is the name French dish like *boeuf bourguignon* is borrowed for use as an English term, so that the sentence become *Let's have some beouf bourguignon*.

According to Elaine Chaika, Sociolinguistics is a part of the study of language. It deals with language and society. Sociolinguistics is the study of ways people use language in social interaction (Chaika,1982: 2). Sociolinguistics occupies some language aspects, such as : Style of speech, Kinesics, Discourse Routine, and Dialect.

As for bilingualism, Peter A. Hornby states that it is the ability of a person to use two different languages. It is an individual characteristic that may exist to degrees varying from minimal competency to complete mastery of more than one language (Hornby,1977:3).

#### 1.7. Definition of Key Terms.

To avoid misunderstanding, it is necessary to explain briefly the following key terms used in this study namely : Borrowing, Announcers, Entertainment Programmes, and EBS Fm Radio Station.

### 1. Borrowing

Borrowing is a process of mixing up between one variety of language with another variety of language (Hudson, 1980:58).

### 2. Announcer

Announcer is a person who announces a program in a radio station or in a television broadcast (Hornby, 1980:25).

### 3. Entertainment Programme

Entertainment Programme is a major programme in EBS Fm which contain programmes, like music, artist's gossip, public opinion, etc (Mr. Hari Wahyono's statement, 1995).

### 4. EBS Fm Radio Station

EBS is the abbreviation of Era Bimaskti Selaras. This radio station was founded on August 24, 1988 and officially inaugurated by Mr. Wahono, the Governor of East Java (Jurnal EBS, 1988:2.)

## 1.8. Organization of the Thesis

This thesis consists of five chapters. The first chapter is the introduction. It gives the readers some explanations about the background, statement of the problems, the objectives of this study, the significance of the study, the limitations of the study, theoretical frameworks and definition of key terms.

The second chapter reviews some literature related to the study under report. It discusses the theories used in this study, namely : sociolinguistic theories which consist of style of speech, Discourse Routine, borrowing, and bilingualism.

The third chapter is about the research methodology. It discusses the nature and design of the study, the population (sample), instruments and procedures of collecting and the analysis of the data.

The fourth chapter is about the data analysis, the findings and the discussion.

The last chapter of this study presents the conclusion and some suggestions concerning the topic under study.