



**EXPLORING GROUP IDENTITY OF PRO 2 RRI JEMBER
PRESENTERS THROUGH CODE SWITCHING AND CODE MIXING
PHENOMENON**

THESIS

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**ENGLISH DEPARTMENT
FACULTY OF LETTERS
UNIVERSITY OF JEMBER
2015**



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A thesis presented to English Department,
Faculty of Letters, University of Jember,
as one of the requirements to obtain
the Award of Sarjana Sastra Degree
In English Studies

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DEDICATION

I proudly dedicate this thesis to:

1. My beloved parents Imam Syafi'i and Tuma ningsih, for giving me your admirable love until I can finish my Sarjana Degree.
2. My dear brothers: Ari and Afandi, for the spirit, I cry for you.
3. My lovely fiancé, Dondy Haridyansah, for the love, prayer, support and affection.
4. All of my friends in the English Department, the Faculty of Letters Academic year of 2014, for their hospitality and friendship.
5. My friends in Syuga house, Ana, Umi, Amanda, Iim, Neny, Nike for their togetherness and supports.
6. All of my friends
7. My Almamater.

MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
فَإِنَّ مَعَ الْعُسْرِ يُسْرًا ﴿٦﴾ إِنَّ مَعَ الْعُسْرِ يُسْرًا ﴿٧﴾
فَإِذَا فَرَغْتَ فَانصَبْ وَإِلَىٰ رَبِّكَ فَارْغَب ﴿٨﴾

“For truly with hardship comes ease. Truly with hardship comes ease. So when you are finished, toil. And seek your Lord.”
(QS. Al-Insyirah,6-8)

DECLARATION

I hereby state that the thesis entitled **Exploring Group Identity of Pro 2 RRI Jember presenters through Code Switching and Code Mixing Phenomenon** is an original piece of writing. I certify that the analysis and the research described in this thesis have never been submitted for any other degree or any publications.

I certify to the best of my knowledge that all sources used and any help received in the preparation of this thesis have been acknowledged.

Jember, June 25th 2015

The Writer,

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Syafida Lutvia Ningsih

Exploring Group Identity of Pro 2 RRI Jember Presenters through Code switching and Code mixing Phenomenon

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ABSTRACT

Code switching is defined as the use of two languages in the same utterances. Besides, code mixing is defined as a mixing two codes or languages. The purpose of this study is to describe the phenomenon of code switching and code mixing used in Radio Republik Indonesia (RRI) Pro 2 Jember and it investigates the construction of group identity of six RRI presenters through this phenomenon. The analysis is conducted by using descriptive qualitative method. Descriptive analysis method involves description, analysis, and interpretation. The data are collected by using observation and interview that is done at Pro 2 RRI Jember. The result shows that the most frequent type of code switching occurs in the broadcasting is intra-sentential code switching. Besides, code mixing in single element is the most frequent type of code mixing occurred in radio RRI Pro 2 broadcasting. Furthermore, all of the six presenters' reason of code switching and code mixing is creating close and intimate interaction. Then, the reason of lack of vocabulary is presented by one presenter, and two presenters' reason is prestige. Besides, this study explores two identities shown through code switching and code mixing. These identities are identity as group of teenager radio and identity as smart person. Code-switching and code mixing in this study presents the way in which participants re-created their identity based on their network.

Keywords: code-switching, code mixing, identity.

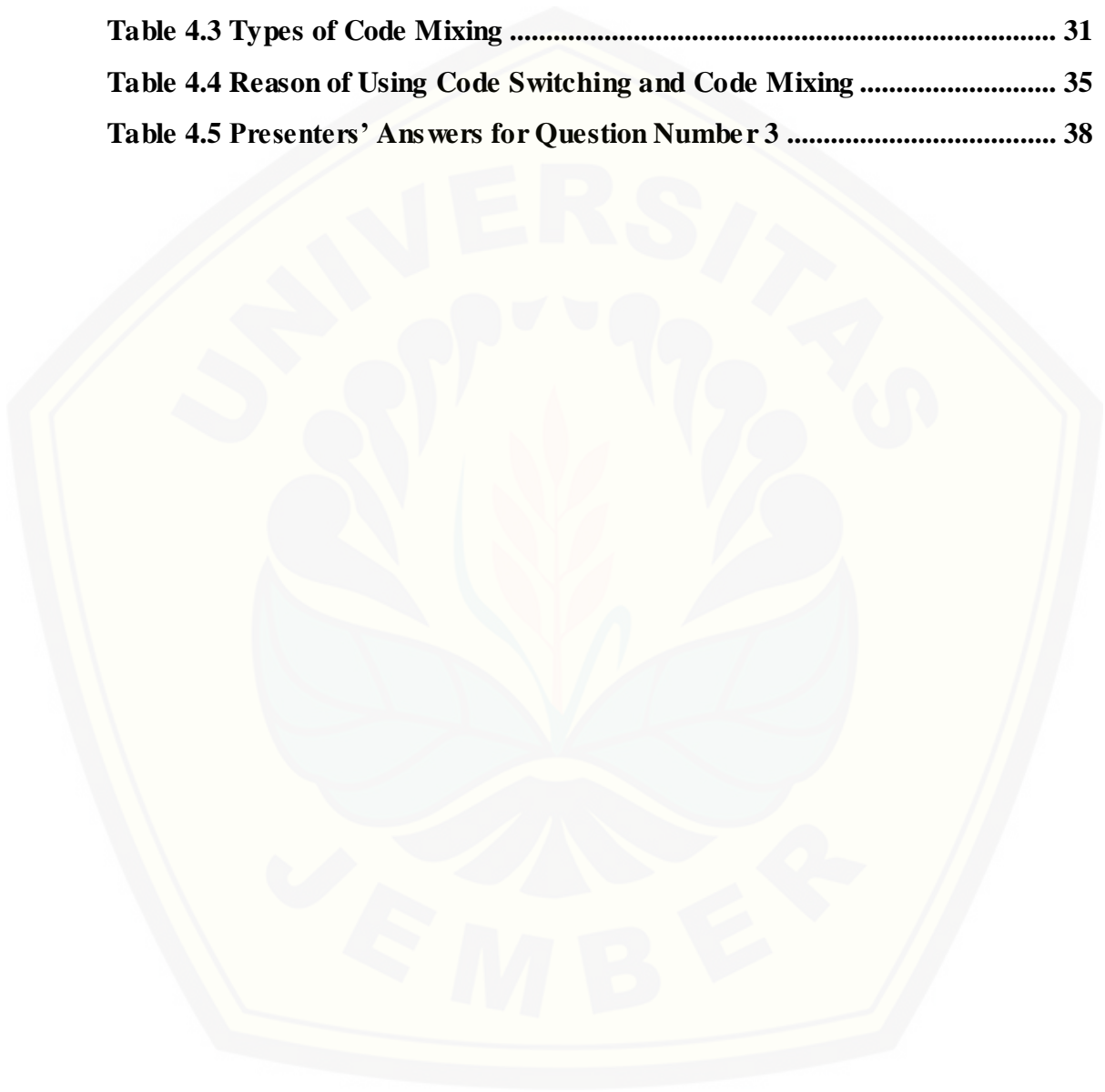
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CHAPTER I. INTRODUCTION

This following chapter presents the description of background of the study, the problems to discuss, the goal of the study, the scope of the study, the significant of the study and the organization of the study.

1.1 The Background of the Study

Language has important function for human being because language is used as communication tool in everyday life, without language human being cannot communicate to each other. In this world, there are various languages spoken, therefore every countries and places have different language spoken, one of the example is Indonesia. Indonesia has some languages spoken by the society such as Javenese, Madura, Batak, Minang, etc. Moreover, the society can master more than one language (*bilingual/multilingual*) therefore Indonesia is known as a multilingual or bilingual country whose societies master more than one language to communicate. In multilingual or bilingual setting, a phenomenon usually occurs where the speaker mix or combine their language.

In bilingual or multilingual societies, conversation can be used as media for interlocutors as language learning or cultural exchange. Commonly, bilingual or multilingual conversation is full of language strategies to make interlocutors communicate effectively. One of these strategies is the use of code-switching and code mixing. Code switching and code mixing is a linguistic phenomenon that commonly occurs in bilingual and multilingual speech communities. Mahootian (2006) defines that the term of code switching refers to the systematic use of two languages during oral or written discourse. Besides, Hoffman (1991:104) argues, “code switching is the changes over sentences that can occur during the same conversation, while code mixing is defined as the change of language within a sentence”.

In the case of code switching or code mixing, bilinguals can access two linguistic codes, and each of codes provides possibilities of identity construction. According to Gumperz (1982) those two codes are code in majority language such as in formal situation, less personal, out of group relation, while the other is code in majority language such as in informal situation associated with group.

Besides, bilingual or multilingual people in Indonesia often use code switching or code mixing in their daily life, for example in public space like malls, cafes, school, etc. But nowadays they often switch or mix their language with English. Since English became International Language, the need to master English in Indonesia is also considered very important. English is considered as prestigious language because English is used worldwide. As a result, many people switch or mix their language to English and English becomes the basic need of the people in business, communication, education, and especially in broadcasting. Broadcasting as the pioneer in giving information should have a strong basic skill in the language. Therefore, code mixing or code switching is often used in broadcasting area such as in television, magazine, newspaper editor, and particularly in radio broadcasting.

On radio broadcasting, code switching and code mixing phenomenon becomes such a common thing. As bilingual people, radio presenters also switch or mix their language because the presenters have to conduct interactive communication with the listeners. In this case, bilingual presenters may switch or mix their language to represent their group identity, because in bilingual or multilingual conversation there will be possibility to create a new identity. As Grosjean (1982:309) argues “one of the reasons why bilingual switch or mix their language is emphasizing group identity or solidarity. This construction of identity is not unified and static, but it is constructed dynamically”. This is the same as the construction identity of our language use. Our language use can represent a particular identity at the same time when we use the language. Therefore, this phenomenon of code switching or code mixing in radio presenters becomes interesting to discuss, especially in Jember.

Although research on code switching or code mixing in Radio has been done in the previous study but the study only focused their attention on reason and type of code switching and code mixing. This study focuses on exploring group identity of Indonesia-English radio presenters in Pro 2 RRI Jember. Considering this phenomenon, the code switching and code mixing of Indonesia with English by the presenters in the broadcasting has strong connections with their construction of group identity.

In this study, an analysis is conducted to analyze what actually happens to the bilingual or multilingual person as radio presenters in Pro 2 RRI Jember, and the reason of switching and mixing use English rather than their local language in their broadcasting. In the case of code switching and code mixing in this radio, it can show what presenters want to display such as group identity that are closely related to the language use in their broadcasting. Zentella (2008:pp. 3-10) mentions that, “bilingual displays their gender, class, racial, ethnic, group and other identities by following the social and linguistic rules for the ways of speaking that reflect those identities in their homes and primary networks”.

1.2 The Problems to Discuss

The use of code switching and code mixing in broadcasting particularly in radio is very often. Moreover, the announcers may have several reasons why they switch their language from one language to another. Surely, through the use of code switching and code mixing in the broadcasting the presenters want to express their identity such group identity as radio presenters. Therefore, how actually the presenters express their group identity in the broadcasting.

1.3 The Research Questions

Considering the problems above, this study is conducted to answer the following research problems:

1. What types of code switching and code mixing do occur in the radio broadcasting?
2. What types of code switching and code mixing are dominantly used?
3. Why do radio presenters switch and mix their language in the broadcasting?
4. How is radio presenters' group identity shown through code switching or code mixing in the broadcasting?

1.3 The Goals of the Study

Considering the problems above, this study is conducted to find out the answer of the problems. The goals of this study are:

1. To find out the types of code switching and code mixing that occur in the radio broadcasting.
2. To find out the types of code switching and code mixing that dominantly used in the broadcasting.
3. To find out the probable reason for the presenters switching and mixing their language in the broadcasting.
4. To explore the presenters' group identities through code switching and code mixing.

1.4 The Scope of the Study

This study tries to analyze the function that code switching or code mixing has in conversation and its relation to identity. It investigates the presenters of RRI Jember. This study chooses RRI Jember because this radio is one of Local Radio of Jember that the presenters mostly use code switching or code mixing in their broadcasting.

In this study, the writer makes a limitation to obtain a clear and detail picture of the matter that is being analyzed. The writer focuses this study to the use of code switching and code mixing by Pro 2 RRI presenters. Besides, the writer also wants to

explore the group identity that is constructed by radio presenters through the use of code switching and code mixing.

1.5 The Significance of the Study

Based on the goal of the study above, the finding of this study can be useful for:

1. It can be useful for the English Department students especially those who are majoring linguistics. It can help them to understand further about phenomenon of code switching or code mixing relating to the radio presenters in National Radio Jember and to understand more about two aspects of Bilingualism.
2. It can be useful for other researchers. This research can give valuable references for other researcher to conduct further research about code mixing or code switching using other media.
3. It can be useful for other readers. This research can be used by other readers to get more information and increase knowledge about code switching or code mixing and its application in learning a language related to the society.

1.6 The Organization of the Study

To make the thesis systematic and easy to read, the interrelated logical division is needed. The thesis, therefore, comprises five chapters. The introduction is presented in the first chapter. Chapter two informs the general review of theoretical review, especially about code mixing and code switching that the writer observed. Chapter three deals with research methodology that will enable the research to be more logical and scientific. Chapter four presents the analysis of the data and the main discussion, and the last chapter, chapter five is the conclusion.

CHAPTER II. THEORETICAL REVIEW

The following chapter provides background information about the references relevant to the research topic. This background information gives better understanding about several concepts related to the main topic.

2.1 Previous Research

Research on code switching and code mixing relate to identity has been done in some decades. There are many researches that are nearly the same as this thesis. The first study is drawn from the research project that was done by Maria Cecilia Velasquez (2010) in University of Toronto. The research project investigates the reason why and how code switching was presented during the conversation of Spanish-English speakers in Canada. The research project also intends to study how code switching and code mixing is related to processes of identities construction. Besides, Velasquez uses narratives analysis to facilitate the analysis of what is said and how each interlocutor presents. Narrative analysis means participants tell their own stories when interacting with others. Thus, the narrative analysis is used for analyzing the utterances of both, interviewers and interviewee.

The second study was done by Dias Astuti Cakrawarti (2011) in University of Diponegoro. In this study, the writer analyzes code switching and code mixing in the Teenlit novel. The analysis focused on the types and the reason for using code switching and code mixing in the novel. The result of the study shows that there are 6 types of code switching and code mixing in the novel, they are intra-sentential code switching, inter-sentential code switching, emblematic switching, intra-lexical code switching, establishing continuity with the previous speaker, and involving a change of pronunciation. In this novel, the most dominant code switching and code mixing is the use of intra-sentential code switching because in the novel Teenlit Canting Cantiq there are some utterances that is switch with English. While, the most dominant for

reason of using code switching and code mixing is expressing group identity. This is caused by most of the characters are young that shows modern community. Therefore, they often switch and mix their language with English in their daily life.

The next study was done by Emmy K Sinulunga in (2009) University of North Sumatera, Medan. This study focuses on the analysis of code switching and code mixing that is used by presenters and caller on conversation in Smart Radio 101.8 FM. The purposes of this study is to find out the types of code switching and code mixing, and the reason of using code switching and code mixing in the conversation. The result of this study shows that there are 13 types of code switching, they are 2 types of situational code switching and 11 types of metaphorical code switching. Besides, there are 14 codes refers to code mixing. The reasons that are found in the conversation are, talking about particular topic, quoting somebody else, show solidarity, interjection, repetition for clarification, intension of clarifying the speech content for interlocutor, expressing identity, to soften or strengthen request of command, and because of the real lexical need.

The analyses of code switching and code mixing in the previous studies have some differences from this study. The previous studies show that, the analyses are taken from interviewers' explanation, novel, and radio conversation. Besides, this study focused on the presenters' broadcasting and exploring group identity of the presenters. This study intends to demonstrate code switching and code mixing phenomenon as a language strategy to represent identity that are closely linked to language use. Therefore this study is originally analyzed based on the phenomenon that happens in Pro 2 RRI Jember.

Although this thesis has some differences in the result, but this thesis has similar analysis that is to find out the types and the reason of code switching. From the previous studies, these can help the writer to analyze the types and the reasons relate to code switching and code mixing used in the broadcasting.

2.2 Bilingualism

Bilingualism is the term of using more than one language. Actually, there have been many definitions about bilingualism. One of them is Weinreich (in Rene 1985) who states that bilingualism is practice of alternately using two language and the persons involved bilinguals. Another definition is given by Scotton (2006). She states that bilingualism is the ability to use two or more languages sufficiently to carry on a limited casual conversation. From the definitions, it can be concluded that bilingualism refers to speaker's ability to use more than one language in the conversation, and then the one who speaks more than one language is defined as bilingual.

Furthermore, Hoffman (1991) mentions that there are three reasons why people become bilingual. Those reasons are membership, education, and administration. The example of membership reason is the use of Java language to show the membership of Javanese. Then, the example of education and administration is shown by the use of English language in Indonesia in discussing about technology, business, academics, etc. Besides, in some countries or communities, there is no reason for someone to be bilingual. Hoffman (1991) also states that bilingualism is a normal requirement for daily communication and not a sign of any particular reason.

In this thesis, the term of bilingualism is defined as the use of two languages, Indonesia-English, in the broadcasting. In this case, Radio presenters in RRI are also accepted as bilingual speakers who switch and mix their language into English in the broadcasting even though they do not master Englishwell. As Wardaugh(1986) states in his book, he says that people who are bilingual or multilingual do not necessarily have exactly the same abilities in the languages or varieties. In some cases, since bilingual presenters can use more than one language in their broadcasting, surely they have to be able to set a condition where they can communicate effectively by using the language. Usually, this condition can make bilingual presenters to do code

switching and code mixing. Therefore, this term is used in this thesis because in the radio broadcasting, the term bilingualism causes the occurrence of code switching and code mixing. These codes are used from one code to another code in the radio broadcasting as daily interaction between announcers and the audience when they are broadcasting.

2.3 Code Switching and Code Mixing

It is important to distinguish code mixing and code switching because code mixing is often confused with code switching. In some cases, the difference of code switching or code mixing depends on the formality of the situation. Code mixing is used in the less formal situations while code switching is possibly done in a formal one. Besides, Wardaugh says (1986) that code mixing can be called as code switching where these strategies can occur in conversation between speaker's turns or within a single turn. Thus, code mixing is a part of code switching.

Generally, code switching is defined as the use of two languages in the same utterances or the same conversation. Wardaugh (1986) says that people may switch from one code to another code or mix codes even within sometimes very short utterances and thereby create a new code in process known as code switching. Hoffman (1991) classifies code switching based on grammatical classification. Grammatical classification is classification of code switching based on where code switching appears in the utterance or sentence. This classification divides code switching into three types, those are tag-code switching, inter-sentential code switching, and intra-sentential code switching. Each of this type will be described as follows:

2.3.1 Tag Code Switching

Tag code switching or emblematic code switching happens when bilingual inserts short expression (tag), exclamation, and certain set phrases from different language in his/her utterances. According to Hoffman (1991) Tag code switching is simply an interjection, exclamation, a tag, or sentence filler in another language.

In this example bilingual switches language from Finnish into English

- A : Mutta en ma viittinity, *no way!*
(Jendra 2010)

In the next example bilingual switches language from Spanish into Catalan

- A : “Hay cuatrosillasrotas y’ *prou!*”
(There are four broken chairs and’, that’s enough!)
(Hoffman, 1991)

In those examples bilinguals illustrate tag code switching, where in the sentences they consist of items such as tag *prou! and no way!*.

2.3.2 Inter-sentential Code Switching

Inter-sentential code switching happens when there is a complete sentence in one language uttered between two sentences in another language. This level may serve to emphasize a point made in another language, signal a switch in the conversation participants. This code provides a direct quote from another conversation.

For example:

- *Se porque.* I never used it.
(Jendra 2010)

The example above shows a bilingual switch from Spanish into English

- *So, don’t go anywhere.* Tetep bersama Riza di 97.5 FM

The example above shows a bilingual switch from English into Indonesia

In the example above, the sentence *se porque* is uttered into English sentence, while the sentence *so, don't go anywhere* is uttered into Indonesian. Therefore those sentences are included in inter-sentential code switching.

2.3.3 Intra-sentential Code Switching

Intra-sentential code switching is found when a word, a phrase, or a clause from one language is inserted into sentence in another language.

For example:

- The hotel, if *est grad*, is really huge and unbelievably majestic.
(Jendra 2010)

The example above shows a bilingual switch from English into French

- Bentar ada penelpon masuk.. Hallo, *stay cool and lovely* dengan siapa nih?
The example above shows a bilingual switch from English into Indonesia

In the example above, phrase *est grad* is inserted into English sentence, while the *stay cool and lovely* is inserted into Indonesia. Therefore those sentences are included in intra-sentential code switching.

In addition, code mixing is defined as a mixing of two codes or languages. Code mixing often occurs in the level of syntactic structure level within a sentence. Thus, within one sentence, from one element is spoken in language A and the rest in Language B. According to Park and Redliger (In Holmes 1992) code mixing refers to the combining of elements from two languages in single utterance. Besides, Gumperz (1997) argues that in code mixing, pieces of one language are used while a speaker is basically using another language. (In Jendra, 2010: 78-79).

According to Hoffman (1993) code mixing is divided into two kinds, they are the insertion of single element and a partial or entire phrase. These types will be explained below:

2.3.4 Code Mixing in Single Element

In this type, the language mix is inserted in the level of a single word.

For example:

- Buat Umi di Ambulu yang lagi ulang tahun semoga *happy* selalu.
- Nggak pede rasanya kalo pakek baju nggak *matching* gini.

In those examples, the speaker uses English language in form of single word.

Therefore this type of code belongs to code mixing in the level of single element.

2.3.5 Code Mixing in a Partial or Entire Phrase

In this level, the language mixing is inserted in the form of phrase either partial or entire phrase.

For example:

- *One information* lagi, buat kawan muda.

From the example, it shows that the language mixes in form of entire phrase, therefore it is called as code mixing in a partial or entire phrase.

The above classification of code switching and code mixing is an important way to analyze the language use of radio presenters.

Besides, the definition of code switching and code mixing are important part of this thesis because for this thesis code switching and code mixing is considered not only as language elements that are used by bilingual presenters but also has connection to presenters' identity. As Wardaugh (1986) states in his book, he says that code switching can arise from individual choice or be used as a major identity marker for a group of speaker who must deal with more than one language in their common pursuits.

2.4 Reason for Switching or Mixing Code

In the use of code switching or code mixing, the motivation or reasons of the speaker is an important consideration in the process. Reasons of code switching and

code mixing are used in this analysis to find the relation of code switching and code mixing to presenters' group identity. According to Hoffman (1991) there are a number of reasons for bilingual or multilingual to switch and mix their language. They are:

1. Talking about particular topic.
2. Quoting somebody else.
3. Being emphatic about something (Express solidarity).
4. Interjection (Inserting sentence fillers or sentence connectors).
5. Repetition used for clarification.
6. Intention of clarifying the speech content for interlocutor.
7. Expressing group identity.
8. Creating a close and intimate interaction.
9. Prestige.
10. Lack of vocabularies.
11. Social distance.

2.5 Identity

Identity is the distinction of someone from others by marking themselves symbolically. Everyone has an identity or set of identities. Identity is represented in many ways, some people represent themselves by using jewels, accessories, dresses, language, name etc. This identity is constructed from interaction with others as the result of our socialization and our experiences with outside world. Consequently, there are many factors that might affect the construction of identity, those are: race, ethnicity, gender, religion, occupation, physical location, social class, kinship, leisure activities, etc. Joseph (2000) also argues that,

There are two basic aspects to a person's identity: their name, which serves first of all to single them out from other people, and then that deeper, intangible something that constitutes who one really is, and for which we do not have a precise word. (2000)

Besides, Wardaugh states that (2006) there are two kinds of identity namely individual identity or group identity. Individual identity refers to identity that person constructs for himself or herself such as the use of name, while group identity refers to person or individual who defines himself or herself in term of group membership such as sect.

Identity has close relation to language. Language is not only used to deliver or share information but it is also used to determine someone's identity. Edward (1985) mentions that the relationship between language and identity have been touched upon within a number of disciplines (history, sociology, psychology, linguistic, education and others) (*in Holmes 1999, pp.193-192*).

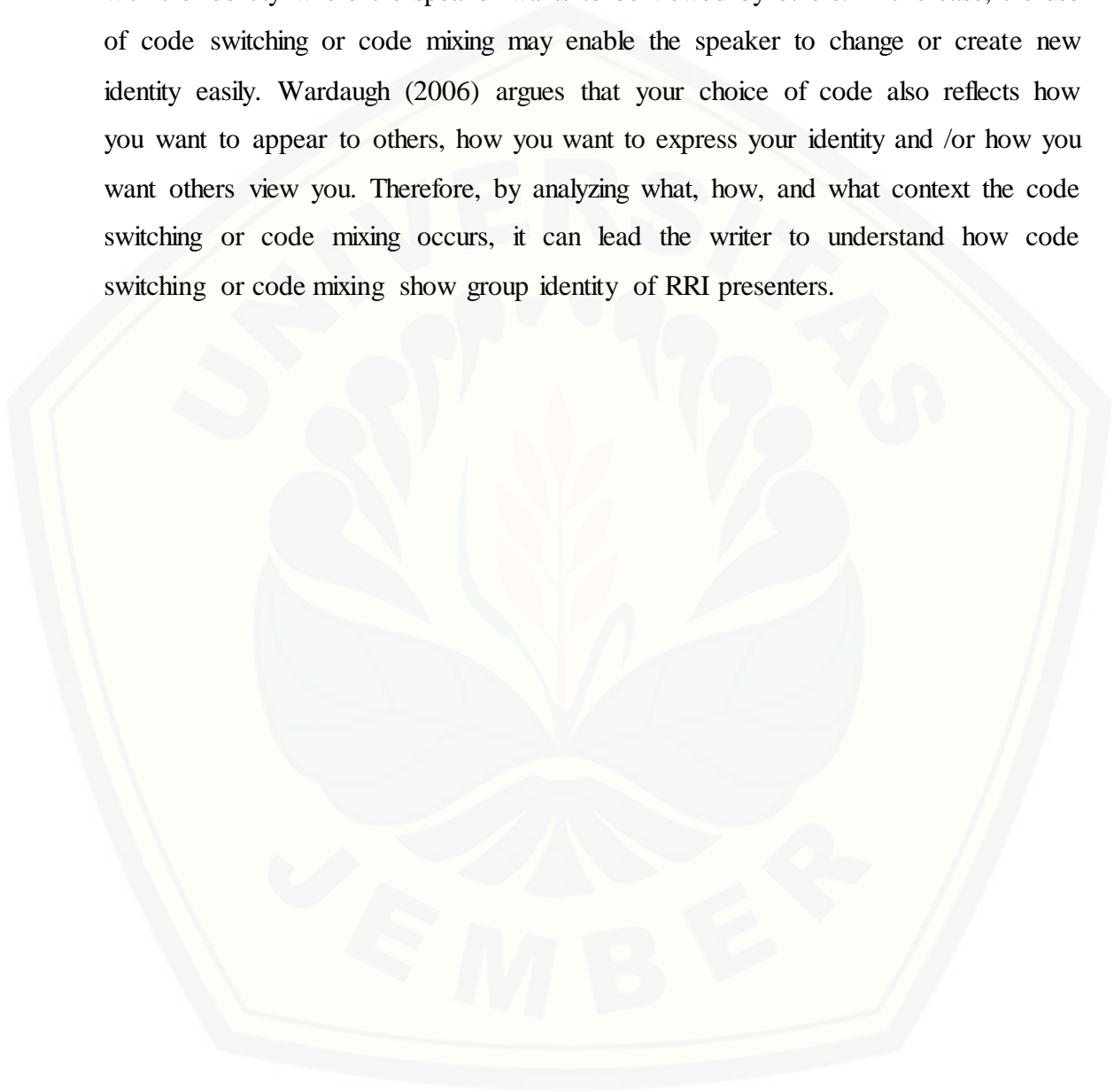
Language has important role in determining identity because identity has direct relation with space and time. By means when somebody was born in a specific country, automatically that person would identify himself as belonging to that space, and the cultural practices associated with that location. Spolsky assumes that,

“Language is a central feature of human identity. When we hear someone speak, we immediately make guesses about gender, education level, age, profession, and place of origin. Beyond this individual matter, a language is a powerful symbol of national and ethnic identity.” (1999: 181)

Therefore, when radio presenters decide to switch and mix their language by using English language in their broadcasting, it is possible that their identity is actually exposed.

In some cases, identity is constructed through different marking that commonly the form of it is the use of different language. This difference is considered as evidence of the speaker existence or which group they belong to. Gumperz (1982) claims that language differences serve primarily to mark social identity and it is compatible to the norms and tradition of the speaker.

Furthermore, the code choice or selection of language by radio presenters during broadcasting, commonly is not only associated with topic and place but also with the identity where the speaker wants to be viewed by others. In this case, the use of code switching or code mixing may enable the speaker to change or create new identity easily. Wardaugh (2006) argues that your choice of code also reflects how you want to appear to others, how you want to express your identity and /or how you want others view you. Therefore, by analyzing what, how, and what context the code switching or code mixing occurs, it can lead the writer to understand how code switching or code mixing show group identity of RRI presenters.



CHAPTER III. RESEARCH METHODOLOGY

This chapter is an important part of this thesis because it discusses research method that is used in conducting this thesis. Research method deals with tool, procedure, and technique in conducting this research. This chapter concerns with type of research, source of data, technique of collecting data, type of data, and technique of data analysis.

3.1 The Type of the Research

The type of research in this thesis is a qualitative research. Denscombe (2007) argues that qualitative research tends to be associated with description in form of words or image as the units of analysis. Thus, the data of this research is in form of word, or image rather than number. This research is conducted by qualitative research because the results of the data analyzed are in descriptive phenomenon such as words, sentence, and utterances.

This is a field research involving participants. According to Burges (2005) field research involves direct interaction between the researcher and the subject of the study. This means that field research needs direct interaction, survey, or investigation to get valid data. However, direct interaction, investigation, and survey in this research are done by conducting interview and observation.

This research tries to describe the phenomenon of code switching or code mixing that is used in Radio Republik Indonesia (RRI) Pro 2 Jember. Moreover, through this phenomenon, it is analyzed the construction of RRI presenters' identity.

3.2 The Source of the Data

The source of the data is one of the important things in analysis, because source of the data can determine the subject which is taken from. Therefore, the data is taken from respondents. The respondents in this research are seven presenters from Radio Republik Indonesia (RRI) Pro 2 Jember. This radio is selected because this radio is one of national radios in Jember that all of the programs are presented for teenager listeners. Therefore, code switching or code mixing often occur when the radio broadcasters present their programs.

The data are transcribed from the recording that is taken when the presenters are broadcasting in the radio and from the interview. These data are important data because these data are used to identify the type of code switching or code mixing and the identity of radio presenters.

3.3 The Method of Collecting the Data

There are two instruments used by the researcher to collect the data from the radio, those are:

1.3.1 Observation

The method of collecting data by observation involves audio recording as data for research. This is also supported by Blexter, Hughes, and Tight (1997) that assume the observation method involves the researcher in watching, recording and analyzing events of interest. This research uses direct observation to get closer data with the informants. Direct observation is applied by recording the presentation of the presenters in Radio Republik Indonesia (RRI) Pro 2 Jember. The observation is done for a weeks in the radio station. The result of this recording will be formulated in a form of transcript. As a result, the transcript will be used as the data to analyze the type of code switching and code mixing and to find out the probable reason of using code switching and code mixing relating to their construction of identity.

1.3.2 Interview

The method of collecting data in this thesis is interview. According to Morgan (In Bedges, 2003) an interview is a purposeful conversation, usually between two people but sometimes involving more, that is directed to get information from the others. As purposeful conversation, interview is focused on particular topic refers to the research that is guided by some general questions.

In this research, the researcher uses semi-structured interview. Semi-structured interview is an interview in which the researcher gives list of questions to be answered and let the interviewees develop ideas and speak widely about the topic (Descombe, 2007). The interview is done at RRI Pro 2 Jember. The interview is conducted for about a week starting from the 12th May 2014 until 18th of May. The writer interviews seven presenters of RRI Pro 2 Jember in different time for about an hour in each interview. The data from interview is recorded using tape recorder or mobile phone. This method is used by the researcher to identify the identities of seven presenters in the radio.

3.4 The Type of the Data

In conducting this research, the type of the data is qualitative data. It is called qualitative data since the collected data are in form of words, sentence or utterances. The data collected from interview and observation show this qualitative one. It will be shown from the transcript of the record and interview.

3.5 The Data Processing

The data that have been collected from observation and interview are analyzed by using three steps. The first step is classifying and analyzing the types and the dominant types of code switching and code mixing from the transcript of observation. The second step is describing about the reason of the six presenters in using code switching and code mixing in the broadcasting. The last step of analysis is

interpreting data from the observation and interview to find out the group identity of six presenters through code switching and code mixing.

3.6 The Technique of Data Analysis

The method of analyzing the data in this thesis is descriptive analysis. The descriptive analysis tends to give detail description about information from recording and interview. This technique involves describing, analyzing, and interpreting the data that has been taken from observation and interview. Blaxter (2006) also explains that descriptive method gives an illustration in words, it involves description, analysis and interpretation.

In this thesis, the results of data collection are in form of transcript from recording. Moreover, analysis, description and interpretation of data are used to describe the types of code switching and code mixing occurs in the broadcasting frequently, and the reasons of using code switching and code mixing in the broadcasting. This is the way to analyze how code switching and code mixing relates to the presenters' group identity.