

Chapter I

Introduction

1.1 Background of The Study

In this era globalization, radio becomes one of the communication media for the people. Media is important thing for communication. Communication is very helpful for searching information or talking to people. Information in the radio has uniqueness because it has the aim to attract the people.

Radio becomes one of tools which still exist until now. It is divided, based on the age, into two categories such as old category and young category. It is also divided, based on content, into entertainment and information. Language in the radio is varied as it has been explained. For example, radio for the youth uses language of nowadays.

Radio for youth usually uses slang language which is mixed of Indonesian Language and English Language. This mixed language actually happens because of youth interest in learning English. Therefore, to apply English Language that they have learned, they often use mixed Language. Another cause also happens because to people who speak with the mixed language look more educated or attractive.

There are several samples that are usually used by youth Indonesian for example: which is, prefer, even, at least etc. Those words are always mixed with Indonesian language when the youth speak in front people or talk to someone. The words that are often talked by them are “At least, “*masih ada*

harapan buat lulus” “*aku lebih suka martabak*” which is di dalamnya ada coklatnya, “even “*udah capek-capek ngerjain tugas tapi tetep aja masih dapat nilai E*”. Those are the words that are usually used by announcer of radio. The writer has interest to analyze that language syntactically and semantically because the structure of that language is mixed between Indonesian and English which that structure will influence the meaning of the sentence of the mixed language.

In this globalization era, advertising is one type of kind communication media. advertising is a persuasive communication medium designed in such a way as to generate responses and help achieve objectivity or marketing objectives.

There are some kind of advertisement: That is advertisement that were created and installed using printing techniques, which can be letterpress, photolithography, screen printing, inkjet, laser. And then electronic Advertisement it is ads that used electronic device-based media. The latter especially about radio advertising like the title of this proposal radio ads can only be heard through audio (voice) only. Radio ads consist of several types, namely:

1. Ad lib - Spoken by the announcer in the form of a word broadcast only.
2. Spot - Delivered with previous recording techniques, requiring a script first.

As we know the influence of English in advertising very quickly can affect electronic media especially radio. every radio has English ads for example radio promoting advertising a product. this can also be one of the positive things because as we know English is the important language in this era of globalization.

The writer has been an apprentice in radio play99ers radio company. Then doing research in the used of English language in advertising or promotion. the head of the play99ers radio company Mr. Guruh explained the used of English was used like the motto play99ers radio "lets play99ers" which means to educate the listeners by using the English language. As we know people around the world used English language to communication.

In this research, the writer tries to analyze the influence of English in radio advertising play99ers possibility by interviewing some resources related to this research. And the writer will collect the data from some audience. The audience is an announcer and teenager. This research is journalistic in accordance with the field of authors.

1.2 Identification of Problems

The problem mainly discussed is language style. Every people has own their style language also the announcer of radio has own their style. The announcer is mixing the languages, their mother language and another language. Moreover, the language style of radio announcer makes the listener

curios about the uses of their language style, especially the writer who fell same about it. Therefore, the writer interested to know the language style of the announcer of radio.

1.3 Limitation of The Study

This study is limited to know the language style of announcer radio. This study limited in used of socio-linguistic, code mix as the theory. The writer will not analyze using another theory.

1.4 Research Question

According to the background of the study, identification of problem and limitation of the study. The writer concluded the problem as a follow:

1. What are language style spoken by announcer of Play99ers Radio?

1.5 Objective of The Study

The objectives of The Study are:

1. To know language style that spoken by announcer of Play99ers radio.

1.6 Significances of The Study

The significance of this research are:

1. For the writer this paper can improve the acknowledgment about linguistic, especially socio-linguistic.
2. For the university this paper can be references for another researcher.
3. For the reader this paper can be acknowledgment to know more about language style.