THE CHOICE OF CODES USED BY TWO ANNOUNCERS OF DJ FM AND SS FM RADIO STATIONS IN THEIR ADVERTISEMENTS

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ABSTRACT
This thesis is a study of the choice of codes used by the announcers of DJ FM and SS FM radios in their advertisements, consisting of twenty advertisements from both radios. I applied some theories of codes from Wardaugh (2006), Stockwell (2002), and Holmes (2001) as my main theories. Also, I used the theory of Age and Linguistic choice from Coulmas (2005), and Marketing and Language Choice from Victor (2007) as my supporting theories. The subjects are two announcers of DJ FM and SS FM radios which are in the phase of young adulthood. Furthermore, I found that the announcers from both radio stations used Standard Indonesia as their main code. The conclusion is the target audience of DJ FM and SS FM did not influence the way the announcers chose their codes.
Keywords: choice of codes, radio advertisements, young adulthood, utterance

In Surabaya, Devina Jelita (DJ) FM is known as a community radio focusing on young people as their target listener. It starts with the slogan "The Ultimate Youngsters Radio" (http://www.djfm.co.id/) and calls the listeners with *Para Muda*. Unlike DJ FM, Suara Surabaya (SS) FM is known as a community radio focusing on adults as their target listener. The target listeners are adults from middle to upper social classes. The interactive concept was developed in 1995 and the Gate Keeper appeared with the new slogan "News-Interaktif-Solutif" (http://www.suarasurabaya.net/ssmedia/index. html).

Based on Warner's explanation about radio advertisements (2009 in Johansen, 2010, p.31), there are several different categories of radio advertisements. The radio advertisements can be classified into the following categories: Jingles, Testimonials, Drama (including storytelling), Humor, and Straight Information. In here, I only focused on Straight Information because it is a commercial which lists up facts. This commercial is rarely used alone but it can sometimes occur after a commercial to mention legal aspects in other words the fine print used at the bottom in for instance a magazine or television advertisement. Furthermore, in the advertisement, it is important to identify which market segments can be served effectively. Thus, it will be more focused and you can plan the appropriate marketing strategies for the target market.

The target audience may influence the way the announcers in DJ FM an SS FM speak. Because the target listeners are youngsters, the announcers often use informal style for some programs. While the target listeners of SS FM are educated adults, the announcers often use formal style for some programs. Thus, SS FM may look like a professional news radio.

The choice of an appropriate code in a conversation plays an essential part in the success of communication. DJ FM and SS FM are different radio stations based on their target market. Usually, it can be seen from the target audience solidarity that determines the way the announcers speak. Thus, the target audience may affect the way the announcers use language varieties. The announcers often use code choices to speak.

Based on Holmes' description (2001) about when people are talking to others, there is a difference in communicating based on their profession or their particular kind of work. Usually, it can be seen from the target audience solidarity that determines the way the announcers speak. I have a hypothesis that target audiences affect the announcers' way of communicating especially in choosing the suitable codes as their main code. Hence, I am interested in this phenomenon and

write this topic for my research. I will use the announcers of both DJ FM and SS FM, only when they broadcast the advertisements to get more accurate data.

I want to know the codes used by the announcers of DJ FM and SS FM in the language of the chosen advertisements. Moreover, I want to compare the differences and the similarities of the codes used by the announcers in the advertisements.

In everyday interaction, people usually choose different language varieties in different situations. According to Wardaugh (2006, p.101), these language variations can be defined as code. A code is "the particular dialect or language that a person chooses to use on any occasion". Everyone may use a code when s/he wants to emphasize the uses of a language or language variety in certain situation.

While According to Stockwell (2002, p.9), a code means "an individual might choose to speak in a particular language, or dialect, or register, or accent, or style on different occasions and for different purposes". Many people have the collection of codes existing to them. They will switch it from informal to formal style (e.g. if someone employs a 'telephone voice'), or into different dialects (e.g. when moving from writing a message on a note on a fridge door to writing a letter to a bank), or into different accents (e.g. telling a story or joke). Thus, the choice of code is determined by the domain/situation and purposes.

As said by Goldstein (2008, p.357), language is a system of communication using sounds or symbols that facilitates us to show our feeling, thought, ideas, and experiences. In this part, I will explain about some codes that I use in my research:

As stated by Wiryanti (1993, p.13), Indonesian code is the official language of the Republic of Indonesia and the national language of Indonesia. Standard Indonesian itself is a code which has been designed as an instruction to communicate in a formal situation. She also says that Indonesian language is the language that is admitted, used, and kept as a language that connects and unites the Indonesian people (1993, p.6). Thus, Indonesian language is usually a standard language that can be used to speak in any topics.

Non-standard Indonesian is a language that is used by people in their daily conversation. It is usually used when the relationship between two or more persons is pretty close (Pateda, 1990, p.55). According to Kridalaksana (1993, p.146), Non-Standard Language form is language varieties which are out of "track" and out of the standard rules in pronunciation, structure, or vocabulary. In other words, it does not follow the standard regulation of language.

Referring to the Non-standard Indonesian, it can be called as the colloquial (informal) Indonesian. It is a variety of language which does not follow the standard procedures of language. In other words, colloquial Indonesian is not a very strict Indonesian language. The examples are *berkata* becoming *bilang, buat* becoming *bikin, memakai* becoming *pake*. Then, there are some types of Non-standard Indonesian:

Suffix –in   : *usahain, jagain, pikirin*
Prefix n- / m-   :*nendang, nambah, mbuang*
Deletion of letter 'e' in the middle   : *skarang, kliru, trus*
Substitution of letter 'a' with letter 'e': *tetep, lemes, malem, males*

In this research, Suroboyoan dialect and Betawi dialect are categorized in the Non-Standard Indonesian.

According to Koentjoroningrat (1985, p.27), Suroboyoan dialect is a Javanese language variety. It is spoken by native people who live in Surabaya and its nearby regions that have different words and pronunciation from standard Javanese dialect which are from Solo-Jogjakarta dialect. The difference of the dialects is in terms of pronunciation in which Suroboyoan dialect uses more [o] and [e] sounds. There are some features that become the characteristics of Suroboyoan dialect, such as:

Suffix -o/-no: *makano, dengerno, ngerjano* and Suffix -e/-ne: *lembute, niate, intine, kuene*

As said by Roosman (2003), Betawi dialect is the dialect of the central part of the city (Jakarta) because it is used by a similar ethnic group. Actually, Betawi dialect is the combination of ethnic languages and it is influenced by elements of the foreign language such as Arabic, Dutch, Portuguese, English, and Chinese. She also mentions that Betawi dialect differs from Standard

Indonesian in various aspects. Some Betawi dialect words are *enteng* [ɛntɛn] 'light, of little weight', *nggak* [ŋgaʔ] or *kage* [kagɛ] 'no, not'. Other examples are Betawi dialect *kaye* [kayɛ] (Standard Indonesia: *seperti*) 'like', Betawi dialect *ame* (Standard Indonesia: *dengan, oleh*) 'with, through', and Betawi dialect personal pronouns *gue* [guɛ] or *saye* [sayɛ] (Standard Indonesia: *saya*) 'I', and Betawi dialect *lu* [lu] (Standard Indonesia: *engkau/kamu*) 'you'. Thus, these words do not exist or are totally different from Standard Indonesian.

The Javanese Language is a language that is used by Javanese people from central and the other parts of Java Island in Indonesia. Based on Sasangka's description about Javanese language (2004), it has three different varieties: Ngoko (low Javanese), Madya and Krama (High Javanese).

1.   Ngoko: It can be used by those who know each other and by those who are in higher social status than the interlocutor. The affixes which appear in Ngoko are *di-, -e*, and *-ake*. Ngoko has two varieties such as Ngoko Lugu and Ngoko Alus.
    a. Ngoko Lugu
        For example: *Akeh wit aren kang **ditegor** seperlu dijupuk pathin.* [There are many Enau trees cut down to get its juice.]
    b. Ngoko Alus
        For example: *Dhuwite mau wis**diasta** apa durung, Mas?* [Have you already brought the money, brother?]
2.   Krama : It can be used by those who do not know each other and by those who are in lower social status than the interlocutor. The affixes which appear in Krama are *dipun-, -ipun*, and *-aken*. Krama itself has two varieties such as Krama Lugu and Krama Alus. (2004, p.104).
    a. Krama Lugu
        Affixes which appearin here are the affixes of Ngoko*di-, -e*, and *-ne* rather than the affixes *dipun-, -ipun*, and *-aken.*
        For example: *Mbak, njenengan wau **dipadosi** bapak.* [Sister, father was looking for you.]
    b. Krama Alus
        A variety of Krama which consists of high levels of fineness and it is used to respect the interlocutor. (2004, p.111)
        For example: *Sapunika ngaten kemawon Mbak, Dhik Handoko punika **dipunsuwuni** bantuan pinten?* [Sister, how if we ask brother Handoko about the amount of money they ask for?]

Holmes (2001, p.77) says that English is "a useful variety for communication, not only within Britain but also in countries where British has had a colonial influence (e.g.: Malaysia, Singapore, India, and many African countries; as well as in New Zealand, Australia, Canada, and the U.S.)". In other words, English is the language of the people of England the United States and several areas now or previously under British control.

For the linguistic choice, Coulmas (2005, p55-63) divides the lifetime into four age groups namely infancy, adolescence, adulthood, and old age. However, I only focus on the young adulthood since the announcers are 30 and 39 years old from both radio stations. This is because, in DJ FM radio station, the announcers are in the range of age from 17 to 30 years old while the announcers of SS FM radio station are in the range of age from 30 to 50 years old.

Within a period of social strength, young adulthood and middle adulthood form the dominant age group in most of the communities in which they inculcate behavior including their language with the norm-setting potential. It is because adult language is the norm, because it is not selected for all age groups. Thus, the way people talk becomes less dialectal and converges toward the standard. Between the ages of 25 and 60, people usually choose standard as opposed to dialectal forms.
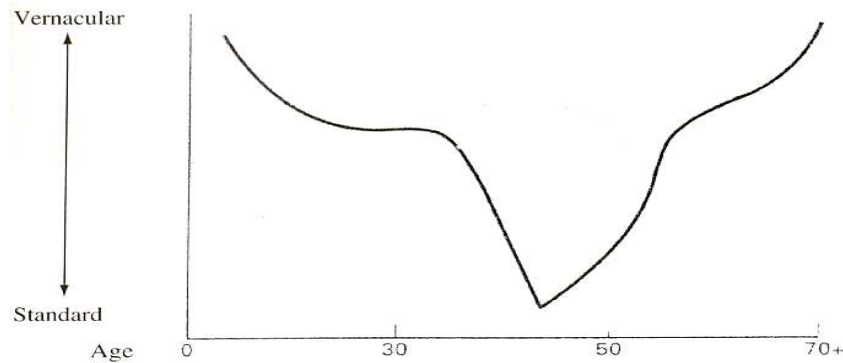
Figure 2.1.2 Age and standard speech (adapted from Downes 1984:191) in Coulmas, 2005, p.61

Victor (2007, p.2) says the choice of language is a matter of strategic choice. In a multinational corporation, it is usual that people have different mother-tongues. It is also usual that people not only speak a variety of languages but also speak more than one language. This is because it is evenly commonplace that many people in the multinational organization speak one another's language. As organizations become more globally incorporated, the mix of languages among people increases. As a result, the language the organization chooses is not (or at least ought not to be) a set. Instead, as Luo and Shenkar (2006, p.321, in Victor, 2007, p.2) examine, we should view "the Multinational Company as a multilingual community in which language, while socially evolving, is also deliberately selected and structured as part of an international strategy, design, and organization". In other words, in a linguistically varied global organization, language choice is not a predetermined factor but a strategic decision. According to Myers-Scotton (2002 in Krishna and Ahluwalia, 2008), for local companies, they are not only the local language expected in communications but also mixed language. The mixed format is considered to be the language choice for locals who have received a western education.

METHOD

This research is descriptive qualitative research. Moleong (2005, p.4) defines methodology as a qualitative research procedure that produces descriptive data in the form of words written or spoken of the people and behaviors that can be observed.

I chose radio advertisements because radio advertising is one of the promotional media that can be used by companies to spread information about their products/services. Then, the data of this research was the codes. The form of my data was utterance since I analyzed the choices of codes that produced by the announcers.

The subjects of this research are the announcers of DJ FM and SS FM radios in the range of age from 30 to 40 years old (Young Adulthood). There were two male announcers (30 years old) from DJ FM radio station and two male announcers (39 years old) from SS FM radio station. I recorded five advertisements from each of them so in total there were twenty advertisements that I analyzed.

I did some steps in collecting the data. First of all, I searched the schedule of those announcers on their websites. Then, I listened to SS FM radio station to get the data. Second, I recorded the data using voice notes recorder in my mobile phone only when the announcers read the advertisements. Third, I transcribed the data from spoken data into written data. Next, I classified the data into the utterance based on the theories. I did the same steps in collecting the data as SS FM radio for DJ FM radio. After I got all the data from both radios, I began to analyze the data.

In analyzing the data, I classified those utterances which are spoken by the announcers into the choice of codes. The aim of classification is to make a comparison between DJ FM and SS FM radios. I used KBBI, Suroboyoan-Indonesian dictionaries, Betawi-Indonesia dictionaries, Javanese-English dictionaries and English dictionaries (Oxford dictionary) to make sure the words that I classified. If there was a word that I could not listen clearly, I would write mumbling/unclear in

that utterance. Also, if it is a Non-Standard Indonesian, Javanese language or other languages, I changed those words into Standard Indonesian and wrote the English version.

FINDING AND DISCUSSION

From the data, I found five codes that the DJ FM announcers used. Those are Standard Indonesian, Non-Standard Indonesian, Javanese language, English and other languages. In this case, the other languages found is only one, i.e. Arabic language. Here are the examples of the way the announcers speak in promoting the advertisements.

- *Bagi para muda yang suka tantangan, mental baja, dan punya jiwa* **teamwork** *berarti sekarang waktunya kamu buat gabung dengan Mercury Media Group.*
  [For those who like challenges and have the spirit of teamwork, and also who are mentally strong, it's the time for you to join Mercury Media Group.]

This is one of the examples of the way the first announcer speaks in promoting the advertisements from the first utterance of the fourth advertisement. As we can see, the dominant code of that utterance is Standard Indonesia. However, there is still another code that appeared in this advertisement. That code is English such as **teamwork**.

- *Nah, sayangnya belum semua orang melek internet. Ini yang jadi misi kamu untuk bikin mereka sadar bahwa internet itu berguna untuk e usaha mereka.* **Gimana** *caranya? Kartu As membekali kamu dengan #modalasik. Yang perlu kamu lakukan tinggal* **inget-inget** *semua langganan kamu yang kamu anggap oke banget jasa atau jualannya. Misalnya, kamu mempromosikan e tukang tahu tek nih favorit kamu atau mungkin kamu mem e memfavoritkan tukang sol sepatu karena (mumbling/unclear)* **spatu** *kamu* <u>mangap</u> *setelah disol ama dia sepatu kamu langsung* <u>mingkem</u>. *Itu kelebihan mereka dibandingkan saingan-saingannya dengan #modalasik. Misalnya, pak_micky eh pak @micky, tukang bakso langganan saya ini dashyat banget.*
  [Well, unfortunately not all people are using internet. It can be your mission to make them realize that internet is useful for their business. How to do it? AS sim card provides you with #modalasik. You need to remember all your subscribers that you think they are good at the service or product. For instance, you promote your favorite the seller of tahu tek or your favorite cobbler because (mumbling/unclear) after your shoe broke, he mended and it became useful again. That is their advantage compared to their rivals with #modalasik. Another example, pak_micky ugh mister @micky, the seller of meatball, my favorite meatball seller is really great.]

This advertisement is from the second announcer that describes about AS sim card that provides an advantage for buyers and sellers when they are using internet especially on twitter. In this advertisement, the announcer used Standard Indonesian as the primary code and Non-Standard Indonesian. For Non-Standard words the announcer used "**inget-inget**", "**gimana**", and "**spatu**" which do not exist in Indonesian Dictionaries. "**Inget**" shoud be "**ingat**" and "**gimana**" should be "**bagaimana**" and "**spatu**" should be "**sepatu**". Besides, there are two words which come from Javanese language such as "<u>mingkem</u>" [close] and "<u>mangap</u>" [open]. The Indonesian languages for those words are *tertutup* for *mingkem* and *terbuka* for *mangap*.

- *Menurut* <u>ente</u>*, cewek yang waktu itu* **gimana** *coba hayo.*
  [What do you think about that woman last time?]

This advertisement is part of medicine advertisement from the third utterance in the first advertisement in Appendix 2 on page 42. In promoting the advertisement here, the announcer is still using Standard Indonesian for the dominant language, Non-standard language, and other languages such as the word <u>ente</u>. Ente is a loanword from Arabic language which means 'you' in English. This word is commonly used by Betawi people in daily conversation. Meanwhile, the word "**gimana**" is Non-Standard Indonesian; it should be "**bagaimana**" in Standard Indonesian.

Moreover, based on the data, there are three codes which are used by SS FM announcers while they announced the advertisements. Both announcers used Standard Indonesian, English, and Non-Standard Indonesian.

The same as DJ FM announcers, SS FM announcers also used Standard Indonesian to announce the advertisements as their main code. I found out that Standard Indonesian is dominating the way the announcers speak in the advertisements. In other words, this code is still the main language of the advertisements. The examples of the utterances that I got from the data:

- *Kawan, apakah anda ingin beramal sambil nonton konser artis top atau anda mau **liat** para dokter keren bermain musik? Silahkan anda datang dan ramaikan acara charity night untuk penggalangan dana bakti sosial dari Fakultas Kedokteran. Nah, charity night ini digelar hari Jumat 27 September di Le Ballroom Mal Pakuwon City mulai pukul setengah 7 sampai dengan setengah 10 malam. Anda akan dihibur penampilan dari AG, JJ, Ivan dan **special** **guest** Tompi and the professor. Seluruh keuntungan akan disumbangkan untuk bakti sosial akbar peringatan satu abad pendidikan dokter di Surabaya. Acara meliputi untuk kegiatan amal ini kawan, ada operasi bibir sumbing dan juga ada operasi katarak. Jadi segera saja daftar kawan **karna** Pakde Karwo itu dijadwalkan akan datang dan turut berpartisipasi. Sekali lagi acaranya hari Jumat 27 September. Informasi lebih lanjut anda bisa hubungi Daya 081xxxxxxx atau Vicky 0857xxxxxxxx.*

[Friends, do you want to watch a charity concert including several top artists? Or do you want to see the cool doctors playing music? Join us and participate in the charity night from Faculty of Medicine. Well, this charity night event will be held on Friday, September 27, 2013 at Le Ballroom Pakuwon City Mall starting from 06.30 p.m. to 09.30 p.m. You will be entertained with the performance of AG, JJ, Ivan and the special guest, Tompi and the professor. All profits will be donated for the charity program to celebrate one century of medical education in Surabaya. This event involves cleft lip surgery and cataract surgery. So, register yourself immediately, friends, because our governor Pakde Karwo is scheduled to come and participate in this event. Once again, this event will be held on Friday, September 27, 2013. For further information, you can contact Daya 081xxxxxxx or Vicky 0857xxxxxxxx.]

The advertisement above is about charity event for social service. The second announcer chose three codes such as Standard Indonesian, Non-Standard Indonesian and English to clarify this advertisement. For Non-Standard Indonesian, he used "**liat**" and "**karna**". The word "**liat**" should be "**lihat**" and "**karna**" should be "**karena**". The words "**liat**" and "**karna**" do not appear in Indonesian dictionaries. For English, he used the words **special** and **guest**. Usually, these words are used for an event.

- *Kalau anda ingin punya **tablet** Samsung Galaxy Tab terbaru kawan dengan layar terlebar **plus** **processor** yang kencang ditambah **promo** heboh simak yang berikut ini. Anda bisa langsung beli Samsung galaxy Tab 3 10 inch **with** **Intel** **inside**, buka di plaza.co.id, globalteleshop.com, atau oke.com untuk mendapatkan harga khusus dari Samsung. Hanya Rp. 4.999.000 bisa langsung bawa pulang Samsung Galaxy Tab 3 10 inch **with** **Intel** **inside**. Generasi ketiga kawan, terbaru dilengkapi layar terlebar 10 inch dengan **Wifi** dan **3G**, juga hadir gratis internet sampai 6 bulan dan 6 bulan asuransi dari Samsung. Dapatkan **cash** **back** sampe Rp. 350.000, cicilan 0% sampai 12 bulan bagi pengguna kartu kredit Danamon. Saatnya kawan, menjadi yang pertama mencoba kehandalan **processor** kelas dunia di **tablet** Samsung anda. Hanya Samsung Galaxy Tab 3 10 inch yang ada **Intel** **inside**.*

[If you want to have the newest tablet Samsung Galaxy with the widest screen plus a faster processor plus great promotion friends, listen. You can buy Samsung Galaxy Tab 3 10 inch with Intel Inside directly, visit plaza.co.id, globalteleshop.com, or oke.com to get the special price from Samsung. Just 4.999.000 rupiahs you can get Samsung Galaxy tab 3 10 inch with Intel Inside. The third generations, friends, the latest with the widest screen 10 inch with Wifi and 3G, also comes free internet up to 6 months and 6 months for the insurance from Samsung. Get cash back until 350.000 rupiahs, 0% installment up to 12 months for credit card users of Danamon Bank. It is the .time friends, be the first to try the

reliability of world-class processor in your Samsung tablet. Only Samsung Galaxy tab 3 10 inch which has Intel Inside.]

This advertisement explains about the latest Smart phone from Samsung. Here, the second announcer used Standard Indonesian, Non-Standard Indonesian, and English as the codes. For the Non-Standard Indonesian, he used the word "**promo**"; it should be "**promosi**" in Indonesina Dictionaries. Also, the announcer used the word **tablet**, **plus**, **processor**, **with**, **Intel, inside**, **Wifi**, **3G**, and **cash back** for English code. People will use these words if they talk about IT products and they have already known these words in English rather than in Indonesian language.

In this part, I tried to compare the result from the data of DJ FM and SS FM advertisements. According to the data, there are some differences and similarities between the announcers from both radio stations. The differences are DJ FM radio announcers used more Non-Standard Indonesian and Javanese language compared to SS FM radio announcers; while SS FM radio announcers used more English code rather than DJ FM radio announcers. Also, DJ FM radio announcers used other languages in one advertisement while SS FM radio announcers were not using other languages.

There are three similarities from the announcers of DJ FM and SS FM. First, both radio stations used Standard Indonesian as their main code. In my research, I found that the announcers from both radio stations used Standard Indonesian as their dominant code. It means the theory about linguistic choice in ages between 25 and 60 is still applicable. According to Coulmas (2005), it is because people tend to use Standard Indonesian in workplace in young adulthood phase. Second, the announcers of DJ FM and SS FM used not only Indonesian language but also English and other languages to promote the advertisements. As said by Myers-Scotton (2002 in Krishna and Ahluwalia, 2008), local companies do not only use the local language in communications but also mixed language. The last, DJ FM and SS FM have their own special name for the listeners. For DJ FM, the announcers used "*Para Muda*" [guys] to call the listeners which are their target audience, while in SS FM, the announcers used "*Kawan*" [friends]. Those words are still Standard Indonesian because "*Para Muda*" and "*Kawan*" are formal style in communication.

CONCLUSION

Based on the data, the announcers of DJ FM chose some codes as their choice of codes. They are Standard Indonesian, Non-Standard Indonesian, Javanese language, English, and other languages. In this case, other languages that they used is Arabic language. Then, the announcers of SS FM chose Standard Indonesian, Non-Standard Indonesian, and English as their codes.

Hence, my hypothesis previously was target audiences affect the announcers' way of communicating especially in choosing the suitable code as their main code. After I got the data and analyzed the data, I found that the announcers from both radio stations used Standard Indonesian as their main code. It means that my hypothesis is not suitable with the finding. In here, I can conclude that the target audience of DJ FM and SS FM do not influence the way the announcers choose the suitable code as their dominant code.

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