

ABSTRACT

Desti Laela Setiawati (207500222): Code Switching in Citra Bahana Limbangan 91.7 Fm Bandung Radio's Facebook.

The paper entitled "Code Switching in Citra Bahana Limbangan 91.7 Fm Bandung Radio's Facebook" aims to describe styles and sentence grammatical structural of code switching in CBL Radio's Facebook page. This research is formulated into two questions, they are: (1) What types of code switching are used in CBL Radio's Facebook page?, (2) What grammatical models to code switching are used in CBL Radio Facebook page?.

The theoretical approach uses code switching theory which focus on types based on the theory of Savile-Troike (2003) who depart code switching into three types: (1) Situational, (2) Metaphorical, and (3) Discourse contextualization switching (Intersentential, intrasentential, and intrasentential style shifting code switching). And grammatical models based on theory from Gardener-Chloros (2009) who depart grammatical models of code switching into three types, they are; (1). The variationis Approach (The clitic, free morpheme, and equivalent constraint) (2). Generativist Approach (Government and "Null" theories models), and (3) Production Approach (The matrix language frame (MLF)).

Qualitative method is used in this research, which based on the theory of Clissett (1998) that qualitative research explore or describe about human experience, perceptions, motivations, and behaviors. This method uses three major components, they are; data, procedures and analytic process (Straus and Corbin (1998)).

On the analysis, the data is classified into types and grammatical models of code switching based on theory are used, it yield 5 types of code switching and 5 grammatical models of code switching are used in CBL Radio Facebook page. Each data which found in CBL Radio's Facebook page is analyzed with descriptive analytical process, based on Mcleod theory "Qualitative research uses method with describe, analyze, and interpret the constructive aspect of the social world".

Finally, based on the analysis, it can be concluded that code switching phenomena is often used in CBL Radio's Facebook page in their communication when makes status and gives comment. First, 108 phenomena includes into types of code switching and second, 66 phenomena includes into grammatical models of code switching,