



ENTITLING TELEVISION PROGRAMS USING ENGLISH LOANWORDS IN SOME INDONESIAN TV STATIONS

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Abstract: Loan words or borrowing words have already dominated in almost all of our everyday lives. All aspects of lives have already been inserted by foreign languages due to increasing the frequency of our contact with other nations through language. One of the examples is English loanwords in entitling the TV program in some Indonesian TV stations. This paper investigates the English words, phrases, expressions borrowed by Indonesian to entitle TV programs in 5 TV stations. Besides investigating the borrowing words, the writer also investigates the word class and borrowing process classification. The result of the research ranges 40% – 94.12 % of those 5 TV stations used English loanwords or phrases in entitling the program. The dominant process of loanwords still adoption, it ranges 33,310% - 100%, the second rank is adaptation, it ranges 9.5% -27.8 %. And the last one is processes of loanword, adoption, adaptation, and translation that are mixed with Indonesian. It ranges from 9.5 % to 38.9 %. Translation and creation are not clearly detected. In conclusion, almost all National TV stations are unavoidable using English loanwords in entitling the programs even TVRI as official TV station of this country. significantly influenced by them

Keywords: *loanwords, borrowing words, borrowing process, adoption, adaptation, translation, creation*

INTRODUCTION

A television or TV is one of mass media that broadcasts and informs message and information through audio and video format. Because of this format, television is more interesting and attractive compared with other mass media such as newspaper

or other written media. Information, news and entertainment obtained from television freely without charge that's why people prefer TV to get all information and entertainment from their home privately and exclusively. The newest research done by Nielson in March 2020 shows that there is increasing rates of TV viewers during COVID-19

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and WFH around 13.8 % or 1 million increasing. Every single family at least has one television at home now. The rate of TV viewers allegedly decreased formerly before COVID-19 pandemic due to the fast internet access and digital gadgets that can replace the role of TV.(2020)

From the Nielson research finding above it can be interpreted that the number of people using TV as their media is quite significant and TV still covers all the people around the country even in remote area. Before COVID-19 pandemic, trend of watching TV is decreasing and the number of viewers is getting eroded due to the emerging of fast and relatively cheap internet access and digital gadget. Eventhough the number of viewers is declining, the business potency of TV broadcasting is still promising and prospective, because of profitable commercial ads budget contributed to the TV station by big national and multinational companies. These companies put their ads for sales promotion and public relation needs. Interesting, attractive, innovative, alive and creative program or shows also made by TV creative teams and crews to invite and attract much more viewers to join the programs, as consequence many viewers watch the the programs and ads at the same time they appeals viewers to use and buy the products they advertised.

Using TV as one of communication media, people, public figure, artists, practitioners, politicians, educators, experts, government, and businessman can communicate their messages massively to the millions viewers at the same and real time. Viewers also can get the news, information and entertainment easily as well. They can enjoy the program instantly by pressing the button of TV on, and varied TV programs or shows they like instantly come to their home . The competition among TV station is getting tough, it makes Indonesian TV stations air competitively the programs to conquer the loyal viewers or audiences among the local TV stations. Creative shows, live shows, and interactive shows made by TV crews. Many foreign TV programs aired by Indonesian TV station because these foreign TV stations can't broadcast directly in Indonesia. The Indonesian law on broadcasting strictly monitor them. Mostly foreign TV shows and programs are in English. Indonesian viewers can only watch foreign channels through rely. Those can't be avoided that the use of

English in the program and shows influence the viewers and even the local or Indonesian TV station. The writer is quite interested in investigating the Indonesian TV channels or group of TV station in entitling their programs or shows.

The writer also pays much attention to the English used by many TV stations. One of the major aims of this work is to investigate the use of English borrowing language in entitling the programs or shows in some Indonesian TV stations. Then the writer brings them into classification of English word class and loanwords process, after that comes to analysis and interpretation to draw the conclusions. Writer also hopes to increase understanding loanwords by classifying the process of English loanwords in media especially in TV programs. This paper will also give significant benefit to other researchers whose interest is linguistics emphasizing on borrowing languages or loanwords for their reference at least. From the English borrowing language investigated writer appreciates much to some TV stations which are still consistent using Indonesian in entitling the programs, because Indonesian is a national language for this country, and it is used either in formal or informal setting.

Previous research made by Andreea Simon C. et.al. (2020) in their paper entitles *Modelling Loanword Success-a sociolinguistic Quantitative Study of Maori Loanwords in New Zealand English*. They reveal new studies which look at loans from a quantitatively more informed standpoint, modelling : success” by taking into account frequency of the counterpart available in the language adopting the loanwords. They also contribute benefit of Maori loanwords into (New Zealand) English.(Robbiah, 2017). In this paper Andreea compiles hundreds of Maori loanwords in New Zealand English. Commonly English lends its words into local language like in Indonesia, but the phenomena in this study is reversed. ILuh Putu L. on her newest paper “ Cross Gender Inovativeness of Using Code Switching in Indonesian TV Talk Show. (2020). She investigates some English code switching words, phrases, and expression spoken by guest speakers, TV hosts during their show on TV pragram named talk shows. The paper results that female host cpeaker and co-host speakers are more creative in using code swithing during their show.



[24] In this way speakers inserting English words, phrases, expression during speaking naturally in their own language Indonesian. Laksmi (2020) Iluh's primary data taken from TV shows but the discussion is code switching. We can learn from her paper that TV shows are still quite open for language research from different perspective of linguistics.

A Study of English-Indonesian Borrowing Words in Daily Products" is made by Etik Isna Kurnianingsih in her thesis (Etik, 2010). She mentioned some daily products borrowed from English such as the name of daily need products: soap and shampoo, cosmetics, and food. Name of food such as fried chicken, pizza, hamburger, hot dog, and etc. included inside. Iwan Fauzi in "English Borrowings in Indonesian Newspaper (Fauzi, 2014). There are three famous national newspapers had already been investigated for his article. 19,494 loan tokens of 3,538 loan types extracted from 3,671 text during his 3-month-investigation. GNU Aspell 0.50 Indonesian dictionary Package version 1.2-0. a special computer software used to run to elicit English borrowings, both established and non-established loans. Ilinawati (Yokie, 2018) in "English Borrowing Words In Indonesian Daily Conversation investigating English borrowing words in Indonesian daily conversation. She was so curious to know the English borrowing words when the students speak Indonesian not when they speak English in their English Club. Process of English borrowing, the forms, the meaning, and the reason discussed in her paper.

Rina Devianty. (2016) in "The Loan Words in Indonesian" reveals some foreign language vocabularies in Indonesian. She adds her discussion that the foreign language loanword needs adjusting with the Indonesian writing and pronunciation. Thesis written by Nabilah Alawy. (2007) in "English Borrowing in Indonesian Entertainment Terminology" suggests the important purpose of her research is to know the change of meaning that happened in the borrowing words from English into Indonesian in the terminology of entertainment. Sri Arfani et al (2020) in "Code Mixing In TV Show Entitled Hijab Traveling On Trans7". They obtain data of code mixing, especially delivered by the presenter in the Hijab Traveling in Trans7 television program. The results are 15 data found which the

writer has classified into linguistic elements include the insertion of words, phrases, clauses, repetition of words, and idioms. .

Two previous studies have already been made by Iluh Putu and Siti Arfani focus on TV programs or TV shows, the first study is on code mixing and the second study is on code switching. They both focus on the same objects, TV shows or program either on code switching or code mixing but not on borrowing or loanwords perspective. While Nabilah Alawy's is on borrowing, but the focus is on entertainment terminology not TV shows. Here the writer discusses TV programs or TV shows from different perspective of the linguistics, it is on borrowing language especially in entitling the TV programs.

LITERATURE REVIEW

Loanwords or Borrowings.

Oxford advanced Dictionary defines loanword as a word from another language used in its original form.[13] It is true the word is from another language but it is not always used in its original form. It can have adaptation or translation process. While Longman Dictionary of Language Teaching and Applied Linguistics defines borrowing word or loanword "as a word or phrase which has been taken from one language and used in another language. ". [25] Borrowing is a term used in comparative and historical linguistics to refer to linguistics form taken over by one language or dialect from another, a definition of borrowing from A Dictionary of Linguistics and Phonetics. Generally a language which borrows the words from other language has no word with equal meaning. It doesn't mean that original word or language is old fashion but, sometimes the new words are absolutely really new in the progress and development of knowledge, science, and technology. Language also keeps growing and in line with development of sciences, information, communication, technology (ICT) and the dynamics life of human beings.

Culture Loanword, and Intimate Loanword

The trends foreign language nowadays is Korean. It is favored by youngsters. Soon there will be Korean loanwords in Indonesian. Besides foreign languages, Indonesian also borrows regional language such as Javanese, Sundanese, and many others. Imran's prosiding in Elizabeth (2000) argued that Indonesian loan word from other languages can be expressed in high precision and it has many synonyms. . In the terms of contact history among the users, Indonesian loan word could be classified into a culture loanword and intimate loanword. Culture loanwords are words that are originally coming from Sanskrit, Arabic, Portuguese, and English. These foreign languages become Indonesian through commerce , trade, religion, education, science and technology contacts. Intimate loanwords came to Indonesian through immigration, colonialism, and war contacts, they are Chinese and Dutch. It would be different classification of loanwords by Fredrich W. Field. He classified the loanwords into loanword, loan blend, and loan shift. Loanword is totally absorption from other languages such as ; fried chicken >>> fried chicken. Loan blend is half absorption such as kampus >>> campus, loan shift is absorption because of shifting the spelling and pronunciation process such as gradasi >>> graduation. .

Model and Donor

As mentioned before, in communication there will be interaction and contact . The contact happens not only among the speakers but also among culture. (Tatu Siti Robiah et al, 2017). The contact Effect of language can be direct and direct. A language that receives contact from other language called Model, a language that influences other language called Donor. Then we call the process of donor influence model as borrowing.

Adoption, Adaptation, Translation, and Creation

The four well-known process of loanwords in Indonesian are adoption, adaptation, translation, and

creation. Indonesian words are enriched by many foreign languages like Arabic, English, Dutch, German, Korean, Chinese, Japanese and traditional language through process of absorption above. Detail explanation as follows

- Adoption ; for example; fried chicken, super mall, supermarket, super star, plaza, mall, hamburger, hot dog, pizza etc. Adoption takes place when the language user takes form and meaning of the foreign language in total.

- Adaptation ; for example ; adaptasi from adoption, adaptasi from adaptation, transaksi from transaction. Adaptation takes place when the user of language takes only the meaning of the original language, the spelling and the writing system adapted with Indonesian.

- Translation ; for examples ; proyek rintisan from pilot project, and uji coba from try out, tumpang tindih from overlap, percepatan from acceleration. Translation takes place when the user takes concept contains of foreign language words then the translated in Indonesian.

- Creation; for example; pelayanan purna jual from sales after service, suku cadang from spare parts, berhasil guna from effective, keterampilan hidup from life skill etc. Creation takes place when the user of language only takes the basic concept of its original language then tries to look for the equivalent words in Indonesian. It is similar with translation, the difference is not forcing the similarity in translating. Two or three- word of original language can be created into only one-word of Indonesian word or vice versa. (Fauzi, 2014)

METHOD

Writer uses Qualitative Descriptive Analysis Method in investigating English loanwords in some Indonesia TV stations . Qualitative Descriptive Analysis defined as a method of research by collecting, selecting, structuring, analysing, and interpreting the data at the end. Consisting of two kinds of source of data, primary and secondary.



Primary data obtained from online observation and Watching the TV programs, articles, online news, and other source related such as certain sites related owned by those TV station, while online Journals, online dictionary, google translate, Indonesian Terminology Dictionary, Kamus Besar bahasa Indonesia (KBBI- Indonesian Big Dictionary), wikipedia, social media , websites, journals and books are taken as secondary data.

TV programs of some station are watched and observed for several times from January to June 2020. After selecting 5 TV stations as objects of the research, writer also browses official website of those stations. Obtained complete schedule of those five TV stations enclosed in glossary, then writer records the English loanwords down in entitling the TV programs. After recording the the programs, selecting the data is done. Then writer analyzes and interprets the result. English loanwords then defined into the word class and borrowing process classification. The writer consults the meaning in Indonesian using online English Indonesian

Dictionary and Online Kamus Besar Bahasa Indonesia (KBBI) to find out and to make sure whether those loanwords have the Indonesian synonyms or translation or not. At the end writer provides summary classification of the loan words of the 5 TV stations then proceeded into into table to ease writer analyzing and interpreting the data as result of research. Ultimately writer draws the conclusion from the findings.

RESULTS AND DISCUSSIONS

The data of English borrowing words taken from 5 national TV programs. They are CNN Indonesia, NET TV, TRANS TV, METRO TV, and TVRI. The writer randomly choosed the five TV stations as primary data. The title of TV programs are already listed in the table based on the TV station. Only TV program with English loanwords are taken from each station then classified into word class word and into four process of loanwords classification. The schedule of 5 stations taken from the link of useetv retrieved on 23 July 2020 and the data as follows:

Table1: CNN Indonesia

CNN Indonesia TV programs with total title of programs in a week : 17 , 16 programs with English loanwords .

No,	Name of TV Programs English Loanwords	Program Category	Word Class	Borrowing Process	Note
1.	CNN Indonesia News Room	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
2.	CNN Indonesia News Desk	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
3.	CNN Indonesia News Report	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
4.	CNN Indonesia Tech News	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
5.	The World Toninght	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
6.	After 10	News	Adverb	Adoption	Totally adoption
7.	Good Morning	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
8.	Inside Indonesia	Talk Show	Adverb >> adverb phrase	Adoption	Totally adoption
9.	CNN Indonesia Heroes	Variety &Talk Show	noun >>phrase (noun phrase)	Adoption	Totally adoption

10.	Insight With Desi Anwar	Talk Show , Reality Show	Adverb>> adverb phrase	Adoption	Totally adoption
11.	CNN Indonesia Prime News	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
12.	CNN Indonesia Connected	News and Dialogue	Noun, Adjective >>Noun Phrase	Adoption	Totally adoption
13.	CNN Indonesia News Hour	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
14.	CNN Indonesia New Day	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
15.	CCN Indonesia News Cast	News	noun >>phrase (noun phrase)	Adoption	Totally adoption
16.	CNN Indonesia News Update	News News	Adjective>> adjective phrase	Adoption	Totally adoption

Some programs adapoted by the TV station group member Transmedia entitle as follows : CNN Indonesia Business, CNN Indonesia Today, Show Biz News, CNN Business Traveller, CNN Indonesia Breaking News

Table 2 : NET TV

NET TV Programs with total title of programs in a week : 31 , 21 programs with English loanwords

No,	Name of TV Programs English Loanwords	Program Category	Word Class	Borrowing Process	Note
1.	NET. Update (<i>Breaking News</i>)	News	noun >> (noun phrase)	Adoption	Totally adoption
2.	Hot News	Infotaintment	noun >> (noun phrase)	Adoption	Totally adoption
3.	Selebriti Update	Infotaintment	noun >> (noun phrase)	Selebriti>> adaptation Update Adoption	Mixed adaptation with adoption
4.	Muslim Travelers	Documantary	Noun>> Noun Phrase	Adoption	Totally adoption
5.	Ini Talkshow	Talkshow	Det , noun	Adoption : Talkshow	Adoption Mixed with Indonesian
6.	Tonight Show	Talkshow	noun >> (noun phrase)	Adoption	Totally adoption
7.	IPOP : Informasi Populer	Magazine News	noun >> (noun phrase)	Adaptation Both: informasi and populer	
8.	Like It	Magazine News	Verb and noun, phrase	Adoption	Totally adoption
9.	The Comment	Variety Show	noun >> (noun phrase)	Adoption	Totally adoption
10.	Diary Bahagia	Reality Show	Noun, jective >>Adjective phrase	Adoption : diary	Mixed with Indonesian : bahagia
11.	Indonesia's Next Top Model	Reality Show	noun >> (noun phrase)	Adoption	Totally adoption
12.	The Return of Superman	Korean Drama	noun >> (noun phrase)	Adoption	Totally adoption
13.	Padi Reborn	Music	noun >>	Adoption	Totally adoption



			(noun phrase		
14.	NET. Soccer	Sport	noun >> (noun phrase	Adoption	Totally adoption
15.	ONE Championship	Sport	noun >> (noun phrase	Adoption	Totally adoption
16.	Net Family	Cartoon Movie	noun >> (noun phrase	Adoption	Totally adoption
17.	Net Mania	Cartoon Movie	noun >> (noun phrase	Adoption	Totally adoption
18.	Net Mania Zelly Go	Cartoon Movie	Clause or Sentence	Adoption	Totally adoption
19.	Kelas Internasional	Comedy	noun >> (noun phrase	Adaptation: both kelas and Internasional	Totally adaptation
20.	The Return of Superman	Korean Drama	noun >> (noun phrase	Adoption	Totally adoption
21.	Net Mania: Super Bean Animation	Cartoon Movie	noun >> (noun phrase	Adoption	Totally adoption

Table 3 : TRANS TV

TRANS TV Programs with total title of programs in a week : 30 , 17 programs with English loanwords .

No.	Name of TV Programs English Loanwords	Program Category	Word Class	Borrowing Process	Note
1.	CNN Indonesia Tech News	News	noun >> noun phrase	Adoption	Totally adoption
2.	Left Handed Wife	Drama	Noun >> noun phrase	Adoption	Totally adoption
3.	Persons Who give Happiness	Drama	Complete sentence	Adoption	Totally adoption
4.	CNN Indonesia Tech News	News	Noun >> noun phrase	Adoption	Totally adoption
5.	CNN Indonesia Night News	News	Noun >> noun phrase	Adoption	Totally adoption
6.	Insert Pagi	Infotainment	Noun >> noun phrase	Adoption	Adoption mixed with Indonesian
7.	Insert	Infotainment	Noun	Adoption	Totally adoption
8.	Rumpi No Secret	Infotainment plus gossip	Noun >> noun phrase	Adoption	Adoption mixed with Indonesian
9.	Insert Today	Infotainment	Noun >> noun phrase	Adoption	Totally adoption
10.	Diary the Onsu	Reality show	Noun >> noun phrase	Adoption	Totally adoption
11.	CNN Indonesia Prime News	News	Noun >> noun phrase	Adoption	Totally adoption
12.	CNN Indonesia News Up Date	News	Noun >> noun phrase	Adoption	Totally adoption
13.	Safana	Reality Show	Noun >> noun phrase	Adoption	Totally adoption

14.	Celebrity on Vacation	Reality and Variety Show	Noun >> noun phrase	Adoption	Totally adoption
15.	Sinema Spesial Weekend	Movie	Noun >> noun phrase	Adaptation :sinema , spesial Adoption: weekend	Mixed adoption and adaptation
16.	Raffi Billy And Friends	Reality or Variety Show	Noun>> noun phrase	Adoption	Totally adoption
17.	My Trip My Adventure	Reality and Variety Show	Noun>> noun phrase	Adoption	Totally adoption

Table 4: METRO TV

Metro TV programs with total title of programs in a week : 34 programs, 21 programs with English loanwords .

No,	Name of TV Programs English Loanwords	Program Category	Word Class	Borrowing Process	Note
1.	Primetime News	News	Noun >> Noun phrase	Adoption	Totally adoption
2.	Presidents Corner	Special News of President or Goverment activity	Noun >> Noun phrase	Adoption	Totally adoption
3.	Top News	News	Noun >> Noun phrase	Adoption	Totally adoption
4.	Metro This Week	News coverd in a week period	Noun >> Noun phrase	Adoption	Totally adoption
5.	Metro Sport	Sport News	Noun >> Noun phrase	Adoption	Totally adoption
6.	Metro Pagi Primetime	News	Noun >> Noun phrase	Adoption	Adoption mixed with Indonesian
7.	Editorial Media Indonesia	News Journal	Noun >> Noun phrase	Adoption	Totally adoption
8.	Newsline	News	Noun >> Noun phrase	Adoption	Totally adoption
9.	Go Healthy	Talk Show and Health Dialogue	Adj >> adj phrase	Adoption	Totally adoption
10.	Prime Talk with Rory	Live talkshow and dialogue	Noun>> noun phrase	Adoption	Totally adoption
11.	Economic Challenges	News, and Dialogue	Noun >>> noun phrase	Adoption	Totally adoption
12.	15 Minutes	News and dialogue	adverb	Adoption	Totally adoption
13.	Journey	Travel & Life style	Noun	Adoption	Totally adoption
14.	Do It	Talk Show		Adoption	Totally adoption
15.	Newsline On The Weekend	News	Noun >> Noun phrase	Adoption	Totally adoption
16.	Start	News and Dialogue	Verb, Noun	Adoption	Totally adoption

17.	Impossible	Talk Show	adjective	Adoption	Totally adoption
18.	Dakwah on The Spot	Religious Program	Noun >> Noun phrase	Adoption	Adoption mixed with Indonesian
19.	Tasty Healthy	Life Style in chinese	Adj >> adj phrase	Adoption	Totally adoption
20.	Metro I care	Nature and Environment care	Coocomplete sentence (S,V, Adj)	Adoption	Totally adoption
21.	Kick Andy	Talk Show and Reality Show	Noun >> Noun phrase	Adoption	Totally adoption

Table 5: TVRI

TVRI Programs with total title of programs in a week : 45 programs, 18 programs with English loanwords.

No,	Name of TV Programs English Loanwords	Program Category	Word Class	Borrowing Process	Note
1.	Sign Off	No program: Program off with music background	Noun >> Noun phrase)	Adoption	Totally adoption
2.	Info Covid 19 Terkini	News	Noun >> Noun phrase	Adaptation	Adaptation Mixed with Indonesian
3.	Inspirasi Indonesia	Education	Noun >> Noun phrase	Adaptation or Translation	Totally both
4.	Kartun Animasi Anak	Cartoon Movie	Noun >> Noun phrase	Adaptation/Translation :Kartun Animasi	Adaptation/Translation Mixed with Indonesian (anak)
5.	Replay Olahraga	Sport News	Noun >> Noun phrase	Adaptation	Adaptation Mixed with Indonesian
6.	Jurnal Ekonomi	Economy News	Noun >> Noun phrase	Adaptation or Translation,	
7.	Inovator	News and Edutainment	Noun	Adoption	Totally adoption
8.	Inspirasi Tani	Science	Noun >> Noun phrase	Adaptation	Adaptation Mixed with Indonesian
9.	Musik Indonesia	Music	Noun >> Noun phrase	Adaptation	
10.	Serial Animasi	Cartoon Movie	Noun >> Noun phrase	Adaptation	
11.	Podbox	Education	Noun	Adoption	Totally adoption
12.	Rubrik Psikolog	Dialogue	Noun >> Noun phrase	Adaptation	
13.	Laporan Internasional	News	Noun >> Noun phrase	Translation	Translation Mixed with Indonesian
14.	Jelajah Kopi	Journey and Travel	Noun >> Noun phrase	Adaptation	Adaptation Mixed with Indonesian
15.	Arena 123	Edutainment	Noun >> Noun phrase	Adoption	Totally adoption

16.	Voa Border Crossing	Foreign News from Voice of America	Noun >> Noun phrase	Adoption	Totally adoption
17.	Storynesia	Documentary	Noun	Adoption	Totally adoption
18.	Dangdut in Amerika	Music	Noun >> Noun phrase	Adaptation	Adaptation Mixed with Indonesian

Table 6: TV Programs Frequency of 5 TVstations in a week

Retrieved in 23 July 2020.

No	Data Description	Tv Station					Note (6)
		Cnn Indonesia (1)	Net Tv (2)	Trans Tv (3)	Metro Tv (4)	Tvri (5)	
1.	Total Title Programs (TTP) in a week	17	31	30	34	45	TTP: Total Title Programs
2.	TTP Percentage	100%	100%	100%	100%	100%	
3.	Total Programs with English Loan words (TPEL)	16	21	17	21	18	TPEL: Total Programs with English Loanword
4.	Percentage of TPEL from TTP	94,12 %	67.74%	56.67%	61.76%	40%	
5.	Total Adoption Process	16 or 100% from TPEL	16 or 76.2% from TPEL	14 or 82.4% from TPEL	19 or 90.5% from TPEL	6 or 33.3% from TPEL	
6.	Total Adaptation Process	0	2 or 9.5% from TPEL	0	0	5 or 27.8% from TPEL	
7.	Total Translation Process	0	0	0	0	0	
8.	Total Creation Process	0	0	0	0	0	
9.	Total adoption, Adaptation, Translation, Creation with Indonesian, (Code Mixing)	0	3 or 14.3% from TPEL	3 or 17.6% from TPEL	2 or 9.5% from TPEL	7 or 38.9% from TPEL	

10.	Dominant Program	News, local & International	Entertainment with Korean Drakor	Entertainment with English Movies	News and upto date businesspolitics	News and Education
11.	Characteristic of each Station or Channel	Colaboration with CNN America Modern, up to date station Fulfilled with an energetic , young anchor and host	Modern, upto date station Fulfilled by creative , innovative & young anchor & hosts	Modern, upto date station Fulfilled with entertainment & infotainment program	Modern, upto date station Fulfilled with senior anchor and host	Owned by government, modern, upto date , more varied

The total title programs (TTP) in a week is small, it caused by repeating the same programs every day in a week. From Table 6 , the writer concludes that almost all TV stations observed use English loanwords. The table shows the range from 40% – 94.12 % . CNN Indonesia in first rank in entitling its TV programs in English 94.12%, The second is NET TV: 67.74 %, the third is METRO TV: 61.76 %, the fourth TRANS TV 56.67 %, the last one is TVRI 40 %. The percentage is quite significant. It shows that those 5 TV stations use dominant English in entitling the programs. It is surprising that TVRI as official TV station in this country has significant number in it. In the country where Indonesian is as National language and TVRI as an official TV station, TVRI unavoidably uses English loanwords in entitling the programs. The percentage of loanword process is dominated by adoption category. It ranges from 33.3% - 100%.

CONCLUSION

From Table 6 above, CNN Indonesia gets the first rank on entitling the program with English loanwords. It has 100 % on adoption process. It can be concluded that firstly CNN as foreign TV station which has partner business with local TV station become CNN Indonesia dominantly in entitling the programs. Almost all CNN Indonesia programs entitle in English, but it is delivered total in Indonesian. Secondly, it is obviously unavoidable phenomena that almost all TV stations observed use English loanwords. The prominent findings on entitling the program is combination of three

process of loanword, adoption, adaptation, and translation mixed with Indonesian, code mixing. It ranges ranges from 9.5 % to 38.9 %. The biggest percentage obtained by TVRI station. It means that TVRI was previously as funnel of the regim and recognized as natioanal and official television station now has been in transition or transformation into modern and up to date TV station. TVRI is improving the programs since the viewers are not loyal any more as previous decade. In New Order regim only TVRI , RRI, and some private RRI stations with full control from the government are permitted to air the programs in this country, and no other TV choices for the viewers.

The writer investigated only 5 TV stations due to the limitation from all aspects. We hope another follow up study made in investigating all Indonesian TV stations. It is not only study from phonological and morphological prespectives, but also from semantical ones. It could be study of linguistics in connection with non linguistics study such as ethic code of broadcasting or others.

At last, on commemorating the 75th independence of this country, August 2020, writer suggests to be wise and to be careful on using the foreign language in certain terminology. We should still appreciate Indonesian as language of Unity in this country. We should be proud of using Indonesian besides regional and foreign languages. And foreign language is not only used for prestige but also for better communication and relationship with other people around the word on improving the quality of our lives. Remember this slogan in a

poster enclosed in glossary for our reminder”
Utamakan Bahasa Indonesia, Pelihara Bahasa Daerah, Kuasai Bahasa Asing or Prioritize Indonesian, Maintain Regional Language, Master Foreign Language. Happy 75th anniversary of Indonesia, your language Indonesian is an International language to be. This spirit has already been stated in Presidential Decree No.63 , 2019 on using Indonesian in any official and formal occasion either in national or international events.

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