CHAPTER I

INTRODUCTION

This chapter presents the general description. It consists of research background, research problems, research objective, research significance, definition of key terms.

1.1 Research Background

Sociolinguistics consists of two words, namely sociology and linguistics. Sociology are the objective and scientific study of people in society, about the institutions and social processes that exist in society. Sociology seeks to find out how society occurs, takes place, and still there. While linguistics is a field of science that studies language, or language a field of science that takes language as its object of study. According to Hymes, D. (1972). On Communicative Competence. In J. B. Pride, & A. Holmes (Eds.) "..... *the study of language as part of culture and society*" namely the study of language as part of culture and society. So according to them language is part of culture (language in culture), not something that stands alone (language and culture). Sociolinguistics is the science that deals with aspects of language society, particularly concerning differences or variations in language and other societal factors. The understanding of sociolinguistics conveyed by experts, in the end always relates between language and activities or aspects in society. Sociolinguistics as a branch of linguistics views and places the position of language to language users in society, because in social life humans are no longer said to be individuals, but as social communities. Therefore, everything that humans do in speaking will always be influenced by the surrounding situation and conditions. Language and its use are not observed individually but viewed socially. In general, sociolinguistics is known as a field of science that studies language concerning its use in society. In speech society, it is inseparable from communication and language, because in essence language is one of the communication tools owned by humans. In Indonesia itself, there are very diverse languages and cultures that make each individual able to master at least two languages, including his mother language, Indonesian, and a second language, namely regional languages or languages obtained or learned from the environment.

Bilingualism is one of the topics studied in sociolinguistics with linguistic phenomena that exist in society. Bilingualism is the result of language contact between groups of people who speak minority languages. Bloomfield (in Chaer, 1994:65) explains that bilingualism is a person's ability to master two languages equally well. The term bilingualism is a person's

ability to master two languages equally well. Bilingualism is also concerned with the use of two languages or two language codes. To be able to use these two languages, of course, one must master both languages well, the first is the mother language (B1) and the second is another language which is the second language (B2). People who can use both languages are called bilingual. In general, people in the world today have bilingualism to communicate and that is phenomenal among all generations. Therefore, its position is very important, making language inseparable from human life. In Indonesia itself, bilingualism is very widespread due to environmental, genetic, and so on factors that make this bilingualism continue to appear in all regions because Indonesia has a wide variety of languages including regional languages which are B2 and B1, namely Indonesian itself.

The communication used in this conversation is casual or informal, with the reason that it is more often used in daily activities and has the aim of creating a friendly atmosphere with the other person. This raises the level of bilingualism that arises due to the use of two or more languages. The language that is often used in casual communication by the surrounding environment is used interchangeably when having intimate or casual conversations. According Weinreich (in Tarigan, 1988: 8), the level of bilingualism is classified into three types, namely the level of subordinate bilingualism, the level of coordinating bilingualism, and the level of compound bilingualism. As well as the factors that make a person bilingual, the first is biological factors, second is social environmental factors, third is intelligence factors, and four is motivational factors.

The phenomenon of bilingualism that often occurs in the surrounding environment when interacting causes the meaning and purpose of speech that are not fulfilled perfectly. In interacting, bilingualism has an important effect on the speaker's intention to be conveyed to the other person. Bilingual is the mastery of languages ranging from the range of B1 levels plus knowing a little about foreign languages B2, followed by mastery of B2 so as well as mastery of B1, of course for any function and situation. Although bilingual who can master B1 and B2 equally well is very rarely found (Abdul Chaer and Leonie Agustina, 2010: 22)

Factor of bilingualism according to Abdul Chaer and Leonie Agustina, usually when someone speaks two languages equally well, only in certain domains or domains and weak in other domains. In learning languages, especially the language used in the process Learning to teach both Indonesian and other language that there is several factors can influence. These factors are: factors biological, social environmental factors, intelligence factors, motivational

factors. This ability of bilingualism is not only bilingual, but also has educational, social, economic, and cultural consequences. Based on the nature of signs in language contact, Weinreich (in Tarigan, 1988: 8) categorizes as follows Compound Bilingualism, Coordinative Bilingualism, Subordinative Bilingualism. Thats happens in the podcast of Deddy Corbuzier.

A podcast is an interesting media development technology because it is universal which can expressing oneself, shareing. Quoting from New York Magazine, podcasts come in various types. There are podcasts about political conversations, sports, comedy, to podcast series that present fictional material on an ongoing basis. In Indonesia itself, based on 2018, shows that from a sample of 2018 around 67.97% of people are familiar with podcasts. This data is quoted based on a survey conducted by Dailysocial.id (Eka, 2018 p. 2 and 5). It makes the author interested in the bilingual object contained in several video podcasts of Deddy Corbuzier.

Deddy Corbuzier, who is recently known as a Podcast Youtuber with the tagline (54321, close the door) has skyrocketed since the beginning of the pandemic where everyone stays at home making his YouTube name so famous with guest stars and meaningful and educative chats. Apart from that, the author is interested in researching this video because every video always uses two languages or is called bilingualism and complicated with research questions the author is a bilingualism factor and level bilingualism do in that video with Renatta Moeloek, based on the observations I made on the YouTube channel video of Deddy Corbuzier and Renatta Moeloek as a guest star, it shows that in the videos they often use two languages interchangeably, between regional languages and Indonesian or Indonesian and English. This is following the opinion of Pranowo (2014:103), which reveals that Indonesian society, in general, is a bilingual society. They master the first language (B1) local language or language obtained from around whatever language and the second (B2) Indonesian. In this regard, people often communicate using (B2) and (B1) in their daily communication processes.

Here the author uses Dell Hymes theory and through the approach of Mey (in Rahardi 2005:15) and Weinreich (in Tarigan, 1988: 8) social context is a linguistic context that arises as a result of the emergence of communication and interaction between community members with very certain socio-cultural backgrounds. Social context can be interpreted as a context that gives rise to communication by emphasizing speech or conversations made by someone

to form a picture in the social context. Social context is useful for the background of a speech or conversation that occurs. This will help the author to understand a conversation or speech that is happening. Bilingualism which studies the mastery of two languages that are equally good obtained from the environment or education at school, or carrying out social activities in the community that makes the person bilingual, Sociolinguistics teaches language knowledge that is obtained by the community when carrying out social activities themselves.

The author was greatly helped by the previous study as a reference for conducting this research. Here the author chooses several previous studies related to bilingualism but different from the object and data, the following previous studies found :

First research is from Zella Sekar Arum Putri (2019) "Kajian sosiolinguistik tingkat kedwibahasaan mahasiswa PBSI angkatan 2015, FKIP Universitas Sanata Dharma Yogyakarta diluar pembelajran". Explaining the bilingual level mastered by PBSI students by using Dell Hymes theory which focuses on the level mastered by these students. Here, it includes 3 research questions, the first is how the level of subordinative bilingualism is, the second is how the level of coordinating bilingualism is, the last is what is the level of multiple bilingualism. Here, the author found that some people belonged to the coordinating level group, some to the subordinate category, and some to the multiple groups, because the limited data used meant that only a few people could be researched and get the results above.

Second research is from Hatari Harwina Siagian (2019) "Analisis Bilingualism Mahasiswa Perantau Mandailing di Universitas Muhammadiyah Sumatra Utara Medan : Teori Dell Hymes". Here it explains bilingualism but emphasizes the Dell Hymes theory which has the acronym SPEAKING, which is different from the first, which is more specific about the situation when the speaker and the interlocutor are talking. The problems of research how analyzing bilingualism at Muhammadiyah Sumatera Utara Medan University the result of this problems is a all of student is a bilinguals which Indonesian language as a (B1) and Foreign language as a (B2). Different from the first one, here the author focuses on the acronym SPEAKING by examining Muhammadiyah students. The results studied here are that most Muhammadiyah students are bilingual, here the author focuses more on bilingualism, in contrast to the first which focuses on the level of bilingualism owned by PBSI students.

Third research is from Muh Rizal (2020) "Penggunaan Bilingualisme Pada Tuturan Siswa SMP Muhammadiyah 1 Makassar". Almost the same as the first one looking for

bilingualism by categorizing junior high school students but using a quantitative method by showing the percentage results at the end.

Four researchis from Mª del Carmen Ruiz Pérez (2019) "The Practice of Bilingualism in Andalusia, Spain". A journal discussing bilingual education programs in Spanish junior secondary schools. In contrast to previous research, here we discuss more the main points of bilingualism programs implemented in several countries such as the United States, Niger, Mozambique, India, and Spain. The effects of bilingualism have been received positively in some of these countries, such as from an economic, cultural, and environmental perspective. The students there learn to be bilingual with their second language being English and their third language being French. With the aim of research to analyze the implementation of the bilingual project in the school.

From the four previous studies above, here the author takes several references to make this thesis. Among them is the level of bilingualism, for bilingualism factor section here it is purely the result of the author's thinking to be developed in this thesis.

1.2 Statement of Problem

Based on the background of the problem above, the formulation of the main problem is formulated, namely the level of bilingualism of Deddy and Renatta, and the factors that make them bilingual. Therefore, based on the formulation of the main problem above, the sub-problems are arranged into two points:

1. What level of bilingualism that Deddy Corbuzier and Renatta Moeloek do in their podcasts?
2. What are the factors that make Deddy Corbuzier and Renatta Moeloek bilinguals?

1.3 Research Objectives

This research is aimed to figure out the communication strategies and what kind of statement that used by the presenter when presenting the program. So the author focused on two point:

1. To find out the level of bilinguals by Deddy Corbuzier and Renatta Moeloek.
2. To analyze the factors that Deddy Corbuzier and Renatta Moeloek bilinguals.

1.4 Research Significance

Based on the research objectives above, the benefits of research from the results of this study are as follows:

a. Theoretically

Theoretically, the results of this study can be used as a reference for other author who want to research the same area. This research is expected to be a guide for other author who study bilingualism with different research methods, sources, or different data. This author can be useful to add wealth to sociolinguistic studies, especially in the field of bilingualism.

b. Practically

Practically, the results of this research are expected to become new insights to conduct further in-depth research, especially in the field of bilingualism. This research is expected to be input for students in the use of bilingualism to support good communication, and obtain results from the use of bilingualism in sociolinguistic studies.

1.5 Definition of Key Terms

1. Mother language : According to the KBBI, what is meant by mother language is a language spoken by its users from birth in the social environment of the same language in their lives. Therefore, the mother language is caused by the habit of using one's language. So if someone from birth uses Indonesian as their daily language of communication, then what is included in their mother tongue is Indonesian.

2. Second Language : According to Savile Troike (2006:2) that the additional language after a person acquires his mother tongue as a child is called a second language.

3. Bilingual : is about the use or use of two languages themselves, for example, Indonesia and English.

4. Bilingualism : is the use of two or more languages by speakers.