

# CHAPTER I

## INTRODUCTION

This chapter covers the research background, statement of problems, research objective, research significance, and definition of key terms.

### 1.1 Research Background

Language is a tool to communicate between individuals with individuals or individuals with groups. Therefore language is one of the important aspects of life. Humans are social creatures, and communicating is one of their characteristics. Communication conveys information, messages, feelings, and thoughts and can occur anywhere and anytime. Humans and language are inseparable. Through language, humans can get everything they want to convey. Language has a dynamic nature and always develops along with the times.

In this era of globalization, many people can communicate using more than one language. This phenomenon is referred to as bilingual, defined as a person's alternating use of more than one language (Malabar, 2015). In bilingualism, a linguistic phenomenon can be observed, namely code-switching. Code-switching, in general, is a phenomenon when a speaker switches from one language to another in an utterance. According to (Poplack, 1980), there are three forms of code-switching: tag switching, intra-sentential switching, and inter-sentential switching. Tag switching is a type of switching that occurs in exclamation words, tag, and inserts that have no special meaning in the transition. Holmes (2013) argues that switching in the form of interjections or linguistic tags with different languages is

called tag switching or emblematic switching. Meanwhile, Holmes (2013) argues that code-switching within one sentence is called intra-sentential switching, and code-switching between sentences is called inter-sentential switching.

Indonesia is a multilingual country because of the shape of the country's islands resulting in Indonesia having a wide variety of tribes, cultures, and languages. Therefore, code-switching is often found between Indonesian and local languages or with foreign languages. A foreign language is often heard in Indonesian people's daily conversations in English, especially in big cities like Jakarta. Nowadays, many international-based schools, from kindergarten to higher levels, usually conduct the learning process in English. Some international schools in Jakarta include High Scope Indonesia, British School Jakarta, Academic Colleges Group (ACG), Binus International School, Jakarta Intercultural School (JIS), and others. So it is unsurprising that Indonesian people use Indonesian and English in the same speech. Usually, the phenomenon of code-switching is often found in everyday life among society and public figures. It can be said that code-switching is commonplace and has become a style of speech.

Few young people now do code-switch into foreign languages to look cool and keep up with the times without learning more about the language. Hoffmann (1991) argues that code-switching has the potential to be a creative aspect of a bilingual. Malabar (2015) adds that in bilingual societies, the problem of language use in communication is interesting. Spoken language lives in social interactions characterized by the creative creation of language codes. While the opinion according to Spolsky (1998), a speaker does code-switching because a bilingual can

choose the language they will use in speaking. In other words, someone who code-switches must have a good understanding of the languages used. In addition, many people speaking do code-switching from one language to another consciously or unconsciously (Wijaya, 2019). Code-switching has become part of popular culture in the society. This phenomenon occurs in everyday life and is often found on social media.

Social media is a digital platform that allows users to communicate directly through audio or video or indirectly through writing or images (Syamsudin, 2023). Several social media platforms are known among the public, including Facebook, Twitter, Instagram, Tiktok, WhatsApp, YouTube, and others. Millennials are undoubtedly familiar with these platforms because most of them use them. One of the popular social media in the society is YouTube. According to Wijaya (2019), YouTube is a video-sharing platform where users can watch, like, share, comment on, and upload their videos. YouTube is an ideal space for users, and they can find things that they like. Content creator is the term for people who make videos to educate or entertain and upload them on a social media platform.

According to (Premana et al., 2021) a vlog can be a medium for learning English for students or society. The use of media in learning is beneficial and easy to understand. It increases motivation for passion in education because the media is very interactive, so the viewers is not quickly bored. Using English in vlogs can build confidence in learning English and become a reference to being more diligent. Learning through this vlog can be utilized by students or the community to improve English language skills or understanding in listening, speaking, and reading.

English learning with vlog media can be through vlogs of foreigners or Indonesian citizens living abroad. In addition to being a role model in learning a language, and will get plus points by adding insight into certain countries. For example, on Leonardo Edwin's YouTube Channel, the account owner is an Indonesian content creator often called Leo or Lele. He studied in America and completed his education at the University of Washington in 2022. Mainly he uploads content on his YouTube about his daily life as a student in America so that viewers will see what life or culture is like in America, starting from life as a boarding student, a self-service shopping system, public storage, and other.

In addition, a few people wrote comments thanking Leo for helping in learning English. As reported by the owner of the account, Pida Furanti, "Aahhh cool, there are subtitles now, it counts as grammar practice... Thanks, Lee..." There are also other comments written by the owner of the V ~channeL account "While learning English, cool there are subtitles Lee" and others. He also inspires people to pursue their dreams, as written by the account owner AjaVannisa "It's exciting to see Ko Lele studying abroad, the experience. Hopefully one day I can go abroad. Aamiin" and others. Through his vlogs, people not only make a platform to learn English, but he also inspires many young Indonesians to pursue their dreams.

Leo is getting better known by many people in Indonesia because of educational institutions or seminar activities that invite him as a resource person or speaker, such as at the event Talkshow Pendidikan Nasional 2021 (Airlangga University), International Space Up Emerging Forum (ISEF) 2023, Talkshow Puncak Student Edufest 2023, iSPARK Leader Academy (Sampoerna University),

International Webinar (The Underestimated Power Of Social Media Influence) and others.

Several previous studies have been made by researchers on analyzing code-switching. The first study by Khairita & Panobiyasari (2022), the theory used in the study to identify the types of code-switching is Poplack. In addition, the theory used to determine the functions of code-switching is the theory of Appel and Muysken. This study found three types of code-switching: tag switching, inter-sentential switching, and intra-sentential switching. In addition, several functions were discovered, namely expressive function, phatic, metalinguistic, and the last is poetic function.

The second study by Laksono & Novita (2020), this study aims to explain the types of code-switching, factors that influence code-switching, and its functions in Boy William's Vlog. The theory used to identify the types of code-switching is Romaine. In addition, the theory used to determine the functions of code-switching is Hoffmann's theory. The results of this study found three types of code-switching, namely Intra-Sentential, Inter-Sentential, and Tag Switching. 4 factors influence code-switching, namely solidarity, participant, status, and topic, and the functions found six, namely talking about particular issues, to do interjection, express solidarity, to clarify the speech content for Interlocutors, to explain and express group identification.

The third study by Putra et al., (2021), this study aims to analyze the code-switching used by Cinta Laura in the "Cinta Laura Kiehl" YouTube channel video.

The types of code-switching in the videos are discussed and analyzed using Poplack's theory while analyzing the functions of code-switching using Appel & Muysken's theory. This study obtained the following analysis results of the types of code-switching found as many as three types, namely tag switching, inter-sentential switching, and intra-sentential switching, and there are six functions found, namely referential function, directive function, expressive function, fatigue function, metalinguistic function, poetic function.

The fourth study by Wirandari et al., (2022), this study investigates the types of code-switching contained in Fathia Izzati's Vlog, using Romaine's theory, namely intra-sentential switching, inter-sentential switching, and tag switching. Meanwhile, the theory of Hoffmann is used to analyze the reasons for code-switching found in Fathia Izzati's Vlog. The final results of this study, as follows, consist of 25 data included in the category of inter-sentential switching, 38 data included in the type of intra-sentential switching, and 2 data included in the category of tag switching. In addition, there are seven reasons for code-switching found in Fathia Izzati's Vlogs, and the most dominant is talking about a particular topic.

From several previous studies, this research has similar problems to prior studies which identify the types and functions of code-switching. Another similarity is the use of theory to examine the data. This research used Poplack's (1980) theory to analyze the type of code-switching and the function of code-switching using Hoffmann's (1991) theory. In addition, this research also has differences from previous studies, namely the object of research. This research used a video blog (vlog) on Leonardo Edwin's YouTube channel as the object of research. Leo is a

bilingual because can use several languages, so the potential for code-switching is very high. In addition, through his vlogs, people not only make a platform to learn English, but he also inspires many young Indonesians to pursue their dreams.

Based on the matters mentioned above, the author is interested in analyzing the types and functions of code-switching that occur in vlogs on Leonardo Edwin's YouTube Channel. Indonesian is the dominant language used by the speaker in his vlog. This research is titled "*Code-switching in the Vlog of Leonardo Edwin's YouTube Channel.*"

## **1.2 Statement of Problems**

Code-switching is switching from one language to another in an utterance. In Indonesia, code-switching is often found between Indonesian and local languages or foreign languages. This research will focus on code-switching between Indonesian and English. Studying the research background above, the author designed the analysis to answer the following questions:

1. What types of code-switching are found in the vlog of Leonardo Edwin's YouTube channel?
2. What functions of code-switching are found in the vlog of Leonardo Edwin's YouTube channel?

### **1.3 Research Objective**

Based on the problems of the study, this research is intended:

1. To identify the types of code-switching in the vlog of Leonardo Edwin's YouTube channel.
2. To classify the functions of code-switching in the vlog of Leonardo Edwin's YouTube channel.

### **1.4 Research Significance**

As a linguistic phenomenon in sociolinguistics, code-switching is a fascinating subject that needs more study. The author hopes this research can be helpful for theoretical and practical purposes.

#### **a. Theoretical Significance**

Hopefully, this research will contribute to developing linguistic studies in sociolinguistics, especially about code-switching, help readers understand and add insight into code-switching, and use as reference material for students majoring in English Literature who will research code-switching.

#### **b. Practical Significance**

This research hopefully will make it easier for readers to understand the use of code-switching in conversations. In addition, this research will hopefully make readers aware of the phenomena around them and speak suitable in the right environment for good communication.



## **1.5 Definition of Key Terms**

This section briefly describes some materials related to this research including sociolinguistics, code, bilingualism and code switching.

### **1.5.1 Sociolinguistics**

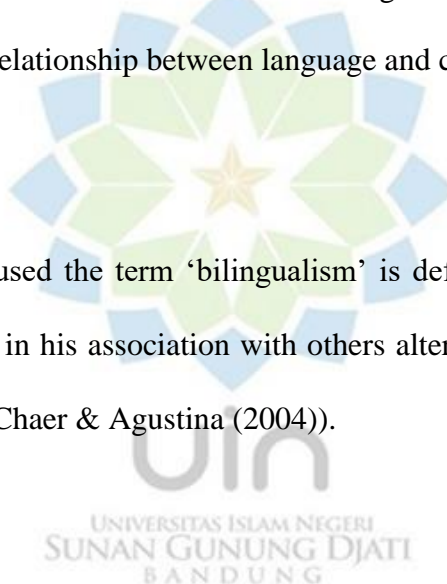
The term ‘sociolinguistics’ used in this research is defined as studies of language and society (Holmes, 2013). In other words, sociolinguistics studies language associated with social conditions. Sociolinguistics studies language by paying attention to the relationship between language and culture.

### **1.5.2 Bilingualism**

This research used the term ‘bilingualism’ is defined as the use of two languages by a speaker in his association with others alternately (Mackey (1962) and Fishman (1975) in Chaer & Agustina (2004)).

### **1.5.3 Code**

‘Code’ is a term used in this research defined as a linguistic form of language variants used by speakers in interaction with speech partners to create a smooth speech event. In addition, code can refer to any system used by two or more people to communicate (Wardhaugh, 2010).



#### **1.5.4 Code-switching**

The definition of the term ‘code-switching’ used in this research is a switch in the use of one language code to another language code in one conversation, sentence, or constituent. Code-switching is a linguistic phenomenon that often appears in everyday life (Poplack, 1980).

