CHAPTER I

INTRODUCTION

In this chapter the writer presents the background of the study, problems of the study, objective of the study, research significance and others.

1.1 Background of the Study

Language is a tool used by humans to communicate. Because this communication requires the selection and processing of symbols to make meaning easier for others to understand, this has resulted in humans constantly changing and simplifying the language they use in communication, even some styles of language have become trends and are widely used by certain people, such as using two languages. in a conversation or Code Switching which is often used by bilinguals.

Due to technology that makes it easy to communicate, Code Switching is increasingly being used by the public, most code switching occurs between English and other languages in various countries, such as Indian - English, Spain - English, Chinese - English, and Indonesian - English. However, of all the code switching, there are several languages where code switching rarely occurs due to the small number of bilingual people in the country and the culture that hinders the growth of bilinguals, one of which is Japan. The Japanese people highly value their culture and language, so code switching is rare among Japanese people, and the code switching that is most likely to occur in Japanese is English, because English is an international language.

Due to the infrequent use of code switching, research related to code switching

in Japanese is still relatively rare. That is why the author intends to research Code Switching which is in English-Japanese, namely "*CODE SWITCHING USED BY MAX IN MAX D. CAPO YOUTUBE CHANNEL*".

Indeed, research on Code Switching in Japanese-English is still rarely found, but many studies have been conducted on Code Switching in other languages, including the following: 1).Agustina (2018), in her study entitled "*THE USE OF CODE-SWITCHING AND CODE-MIXING BY ENGLISH TEACHER AT MAN KOTA PALANGKA RAYA*" found that the most frequently used form of Code Switching was Intra Sentential Code Switching, while the most commonly used form of Code Mixing was Alternation Appear. The reasons for employing Code Switching and Code Mixing that frequently occurred were expressing group identity, emphasizing something, and discussing a specific topic. 2).Morishima (1999), in his study entitled "*Conversational Code-switching among Japanese-English Bilinguals who have Japanese Background*" concluded that different topics could influence the quantity or frequency of Code Switching usage. Additionally, age was found to impact the quantity or frequency of Code Switching, with younger individuals tending to use it more frequently. However, the research results regarding the influence of gender on the frequency of Code Switching usage indicated that gender did not have an effect on its frequency. 3). In his article entitled "*CODE SWITCHING AND CODE MIXING IN TOURISM INDUSTRY TOWARD MULTILINGUAL*" Samsi (2016) found that the use of Code Switching and Code Mixing was influenced by social environment,

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culture, and individual factors. 4). Novedo and Linuwih (2018), in their paper entitled "*CODE SWITCHING AND CODE MIXING USED BY SARAH SECHAN AND CINTA LAURA IN SARAH SECHAN TALK SHOW*" identified that there were four frequently used types of Code Switching, with Intra Sentential Code Switching being the most dominant. For Code Mixing, Sentential Mixing was found to be the most dominant. The most prevalent reason for using Code Switching and Code Mixing was interjection. 5). Dewi (2013) with the research title "*Code Switching in Indonesian Idol 2012 Program: A Case Study of the Judges' Comments and the Viewers' Attitude*" examines the types, functions, and attitudes of viewers towards code switching in several videos with research subjects 10 students at one of the universities. It was found that all types of code switching were found and ten functions were identified. 6). Indra with the research title "*CODE-SWITCHING TO ENGLISH CURSE WORDES IN INDONESIA YOUNG ADULT CONSERVATIONS: A SOCIOPRAGMATIC STUDY*" examines code switching in the context of condemnation using sociopragmatic studies with young adult Indonesia as the object of study.

That's why this research will analyze the type of Code Switching used by Max on Max D. Capo's YouTube Channel and the reasons why he uses Code Switching. And what distinguishes this research from others is that this research has a different title, namely "*CODE SWITCHING USED BY MAX IN MAX D. CAPO YOUTUBE CHANNEL*", besides that this research also has a different object of study, namely a

YouTube video content with different research questions, namely the reason someone uses code switching along with the types. And this research focuses on the part of the code switching between English and Japanese.

1.2 Problems of the Study

Based on the phenomena and problems described above, the problems to be discussed in this study are:

1. What are the types of Code Switching used by Max on Max D. Capo's YouTube Channel?

2. What are the reasons Max uses Code Switching on Max D. Capo's YouTube channel?

1.3 Objective of the Study

Based on the formulation of the Problems above, the researcher is intended:

1. To find out what types of Code Switching are used by Max in his YouTube channel Max D. Capo.

2. To investigate the reasons why Max uses Code Switching on Max D. Capo's YouTube channel.

1.4 Research Significance

It is hoped that this research will be benefit to society in general and students or researchers who wish to conduct research on phenomena in Japanese-English, bearing in mind that there is still little research on language phenomena in Japanese- English.

1. Theoretically, this research should enrich the knowledge of language pairs, especially in the area of Code Switching in Japanese-English.

2. Practically this research can be useful for:

   a) Teachers or educators who discuss Japanese and English. This study can be used as their reference and knowledge about Bilingualism and the language phenomenon of Code Switching, especially in Japanese-English.

   b) Students, can use this research to increase their knowledge of Sociolinguistics, especially in the field of Code Switching in Japanese-English.

   c) Other researchers, this research can be a reference and additional source of information regarding Code Switching which is not limited to bilingual conversations in one community, but the use of Code Mixing and Code Switching in discourse aimed at a general audience or many people in two contexts Japanese-English.

1.5 Limitation of the Study

This research focuses on the Code Switching used by Max and his interlocutors on Max D. Capo's YouTube Channel, from the YouTube Channel the researcher chose videos with Half x Half content titled "*I'm Half Japanese and Living in JAPAN PART 1 | Domi, Izumi Blasians | BIRACIAL EXPERIENCE*", "*Life as a Half Black Half Japanese College Girl JAPAN PART 2 | Sophia University, TOKYO*

Experience", and "*Life as a Half Japanese Person Part 3 | Blasian Athletes (Naomi Osaka) | DUAL CITIZENSHIP*"

1.6 Definition of Key Terms

1.6.1 Code Switching

According to Hoffmann (1991) in his book "*Introduction to Bilingualism*" Code Switching can be defined as the alternating use of two languages or linguistic varieties within the same utterance or conversation. In other words, Code Switching occurs when someone engages in a conversation and switches the code or language used within it.

1.6.2 Max

The word Max in this study is a nickname for a YouTuber with his YouTube channel *MAX D. CAPO*. He is a Japanese mixed man who was born in 1990 and grew up in North Carolina then returned to Tokyo for College (Callmart: 2019).

1.6.3 Max D. Capo

Max D. Capo is a YouTube Channel that contains content related to Japan such as anime, games, culture, and lifestyle. What is better known from this YouTube channel is its content with the theme Half x Half or Talk Show which specifically contains group chats with people who are half Japanese or mixed Japanese and tell their life story as a half Japanese or mix Japanese (Callmart: 2019).