

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

One of important tools in connection human beings is language. According to Walija (1996) in the definition of language, “Language is the most important thing in effective communication to convey ideas, messages, intentions, feelings, and opinions to other people as the interlocutor”. In linguistics field, this study known as sociolinguistics. Human as a social being can be characterized by their personality that always wants to interact and communicate with fellow countries and foreign countries. In the interaction and communication, language has an important role as the delivery of ideas in the community of fellow countries with foreign communities. Therefore, with the development of globalization era, one of which is the increase in society using two languages where a person can speak and understand two languages which is called Bilingualism. When speakers alternate two or more languages in the same conversation is a code switching.

Code switching is the term for different languages coming into combined with one another in a conversation. Based on Wikipedia, in linguistics, code switching occurs when a speaker alternates between two or more languages in the context of a single conversation. The topic of code switching is important to discussed in sociolinguistics because in this era, many people especially Indonesian, used various language variants, one of which is combining Indonesian-English in conversations or social media intentionally or unintentionally. Code switching is

chosen as a topic for this study because mostly people, especially Indonesian people, can speak more than one language, therefore combining languages are often done intentionally or unintentionally. Nowadays there are more and more young Indonesian people learn English and familiar with English words that are often used in daily life.

Code switching can be found on songs, television, novels, magazines, and also in YouTube. Videos on YouTube can be accessed on Hand Phone, laptop, tablet, and via PC. YouTube is free to used and can be a great place for young people to find things they love. YouTube itself can be used by the people all over the world including an actress, one of example is Bunga Citra Lestari.

Bunga Citra Lestari or better known as BCL is an Indonesian actress, singer, and model in Indonesia. She started her career as a model for the video clip of Jikustik's song "Seribu Tahun Lamanya" in 1999 and won "2013 Best Pop Female Solo Artist" on 2013 AMI Awards. Besides being active in public, she is also active in social media such as YouTube. She sometimes uses a variety of language in presenting her contents in YouTube channel, even mixing or changing languages from one to another. In her YouTube content, Bunga Citra Lestari usually talks to her guest stars, one of which is Daniel Mananta, in one content they usually talk using code switching. So the writer here has done a study under the title Code Switching Found in the Conversation Between Bunga Citra Lestari and Daniel Mananta On "IT'S ME BCL" Youtube Channel.

## 1.2 Problems of the Study

There are two questions as the problems to study. Those can be formulated as follows.

1. What types of code switching are used in conversation between Bunga Citra Lestari and Daniel Mananta on “IT’S ME BCL” YouTube channel?
2. Why code switching is used in the conversation between Bunga Citra Lestari and Daniel Mananta on “IT’S ME BCL” YouTube channel?

## 1.3 The Objectives of the Study

There are the objectives of the problems as sociated with this study, as follows.

1. To find out the types of code switching used in conversation between Bunga Citra Lestari and Daniel Mananta on “IT’S ME BCL” YouTube channel?
2. To analyze the reasons of code switching found in conversation between Bunga Citra Lestari and Daniel Mananta on “IT’S ME BCL” YouTube channel?

## 1.4 Limitation of the Study

To avoid wider discussion, this study is limited to analyzed code switching in terms of types and several reasons that are found in the conversation between Bunga Citra Lestari and Daniel Mananta in the YouTube videos. The type of code

switching is analyzed by the theory from Poplack (1980) as cited in Romaine (1989) and Hoffman (1991).

## **1.5 Significance of the Study**

There are two significances of the research, namely theoretical and practical significance . those two significances can be explained as follows.

### **1.5.1 Theoretical Significance**

Theoretically, this studied is expected to provide knowledge or significance of phenomenon about code switching, as well as knowing about the types and the reasons of code switching that used in conversation between Bunga Citra Lestari and Daniel Mananta on “IT’S ME BCL” YouTube channel.

### **1.5.2 Practical Significance**

Practically, the result of this study is expected to make the reader more understand about code switching and to help the reader know about how to analyze code switching. The researcher expects this studied could be interesting for the reader to learned more about code switching and also hopefully useful for the next researchers who are interested to make research in the same topic.

## CHAPTER II

### REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter are divided into three sub chapter, those are review of related literature, concepts, and theories. The review of related literature describes several similar research results that are used to compare the content of this research in the realm of similar research. The concepts refer to the title of the research. The theories used to be a guide in the processed of finding the data that formulated in the research problems.

#### 2.1 Review of Related Literature

There are three literatures that compared which consist of two theses and one journal article that related to this research regarding to the general understanding of this research.

The first is a thesis by Rahmaniah (2016) entitled “Code Switching Used by Kimmy Jayanti in “iLook” Program on Net TV”. The thesis was about finding the most dominant types and the reason of using code switching used by presenter Kimmy Jayanti in “iLook” program on Net TV. In this research, she used two theories based on the problem of the research. First, theory from Susanto (2008:47) to analyse the most dominant type and the types of code switching. Second, the theory from Hoffman (1992:116) to analyse the number of reasons for using code switching. This research used descriptive qualitative method in analysing the data. Based on the finding on her study, it was found 6 examples from 25 data with

percentage 41,93 % in inter-sentential switching she found 5 examples from 44 data with percentage was 62,90 % in intra-sentential switching, in tag switching she found 2 examples from 8 data with percentage was 16.12 %, and intra-sentential switching is the dominant types. For the reasons of do code switching, in talking about particular topic she found 46 data and it equals with percentage 71,92 %, in quoting somebody else only 1 data that she found with percentage 1,75 %, in showing empathy about something she found 2 data and it equals with percentage 3,50 %, in interjection it equals with percentage 8,77 % from 5 data, in repetition for clarification she found 2 data and it equals with percentage 3,50 %, she found 3 data and it equals with percentage 5,36 % in intention of clarifying the speech content for the interlocutor in expressing group identity and the most reason why Kimmy Jayanti used code switching was talking about particular topic.

The similarity between her thesis and this thesis is about the same topic which is about code especially code switching and has the same problem about the reason of using code switching. The differences is about the data source, she had taken the data source from television program and this thesis took the data from three episodes on YouTube application and especially in problem number one about the types of code switching used the different theory.

The second thesis was conducted by Anzaro (2018) entitled “An Analysis of Code-Switching in the Novel “*Critical Eleven*” by Ika Natassa”. The objective of the study were to analyze the kinds of code switching in novel "*Critical Eleven*" and to analyze the function of code switching in novel "*Critical Eleven*". The data source was taken from the dialogue on thirty-one chapters in the novel "*Critical*

Eleven" by Ika Natassa. The researcher used qualitative method to analyze the data. The theory by Poplack were used to analyze the kinds of code switching and theory by Appel and Muysken (2006) to analyze the function of code switching. The result of this study showed that kinds of code switching were found, there were quotation, addressee specification, interjection, reiteration, message qualification, personalization versus objectification. The researcher also classified into divided function of code-switching that found in the novel "Critical Eleven", was dominated (1) Inter-sentential switching, namely: quotation, message qualification, addressee specification, personalization versus objectification, interjection, reiteration. (2) Intra-sentential switching, namely: quotation, addressee specification, message qualification, interjection, reiteration, personalization versus objectification. And (3) for Extra-sentential switching (tag-switching), namely: quotation, interjection, addressee specification, message qualification, personalization versus objection, reiteration.

The similarity between Anzaro's research and this study are the topic. Both studies focused on code switching. There are some differences found as well. First, the dialogue on thirty-one chapters in the novel "Critical Eleven" her research used as the data source, while in this study, the conversation between Bunga Citra Lestari and Daniel Mananta on "IT'S ME BCL" YouTube channel were used as the data source. Second, the previous research focused on the types and function of code switching, while this study focused on the types and reasons of code switching.

The last review is the article by Sari at all (2007) entitled "Types and Functions of Code Switching in Zalea's *Crash into You*". This article discussed about types

and the function of code switching in Zalea's "*Crash Into You*" novel. In the article, two problems are arranged. First, what types of code switching found in the novel entitled "Crash into You" and second, what functions of code switching are used in the novel. Two theories were used in this research namely the theory proposed by Poplack (in Romaine 1995) to analyse the types of code switching, and the theory proposed by Appel and Muysken (1987) to analyse the functions of code switching. In analysing the data, this study used documentation method. Based on the finding on their study, 2 data were found for tag switching, 3 data for inter-sentential switching, and 4 data for intra-sentential switching. For the function of the code switching, 5 data identified as referential function, 6 data as metalinguistic function, 1 data as directive function and phatic function.

The similarity between the article and this thesis is about the same topic which is about code especially in code switching and has the same problem which is in problem number one about the types of using code switching. There are some differences found as well. First, the article took a novel and this thesis took the data source from three episodes on YouTube. Second, the previous research focused on the types and function of code switching, while this study focused on the types and reasons of code switching.

## **2.2 Concepts**

Concept has closed relation to some materials that are relevant with the topic. Concept is applied to correlate the aspect that would be analyzed. There are three concepts used in this study there are bilingualism, code switching, and YouTube Channel.



### **2.2.1 Bilingualism**

Bilingualism is the people who are able to speak and understanding of two or more languages by the same individual. Bloomfield (1993) as cited in Chaer & Agustina (2014: 87) defined bilingualism, which is a speaker's ability to use two languages equally well and also Robert Lado (1964: 214) says that bilingualism is the ability to use language by person equally well or almost as well, which technically refers to the knowledge of two languages regardless of their level. In other words, based on the theory above, bilingualism is the person who speaks one language equally well (because of his/her own mother tongue) and also speak in another language (foreign language) equally well like his/her mother tongue.

### **2.2.2 Code Switching**

Code switching is a phenomenon that there is a transfer processed of a code or language usage from one language to another language in a speech situation or an utterance by the bilinguals. One aspect of language dependency in a bilingual society is the meaning of code switching. The speaker already dependent on a language, it is difficult for a speaker to absolutely use only one language in a bilingual society. Poplack (1980:208) state that code switching is the alternation of two languages within a single discourse, sentence or constituent, also Gumperz (1982: 59) has defined it, as “the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical system or sub system.”

### **2.2.3 YouTube**

YouTube is a website designed for sharing videos. Accessible videos on Hand Phone, laptop, tablet, and via PC. YouTube is free to use and can be a great

place for young people to find things they love. People also use video sharing services to follow their favorite vloggers (video bloggers), subscribe to other YouTubers, and celebrities they are interested in. One of Indonesian YouTuber is Bunga Citra Lestari, she usually talks to her guest stars, one of which is Daniel Mananta, They delivers their utterance to the viewers using two languages they are Indonesian and English.

## **2.3 Theories**

The theories in this study explained the types and the reasons of code switching. The theory proposed by Poplack (1980) as cited in Romaine (1989) is used to help in classifying the types of code switching and the theory by Hoffman (1991) is applied to analyze the reasons for using code switching.

### **2.3.1 The Types of Code Switching**

Part of sociolinguistics which discusses the transition of one language to another language namely code switching. Code switching is also used depending on the surrounding conditions or who the interlocutor is. Therefore, there are various types of code switching. Poplack (1980) as cited in Romaine (1989) divided into three types of code switching, there are tag switching, inter-sentential switching, intra-sentential switching.

#### **2.3.1.1 Tag Switching**

Tag switching involves the insertion of a tag or exclamation in one language into an utterance, e.g. you know, I mean, etc. This phenomenon occurs when the

people want to emphasize a word or clause in a sentence. This is a simple types of code switching because the speaker can add word in a sentence without any grammar rule. An example is taken from Finnish/English

*Mutta enmavavittinyt, no way!*

(But I'm not bothered, no way!)

(Romaine 1989: 112)

### 2.3.1.2 Inter-sentential Switching

Inter-sentential occurs between sentences. In other words, inter-sentential switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another. This phenomenon occurs when the speaker replaces of each his/her sentences with a different language that he/she is good at it (Romaine 1989: 112). An example is taken from Spanish-English bilingual.

*Tenia zapatos blancos, un poco. They were off-white, you know.*

(Hoffman 1991: 112).

### 2.3.1.3 Intra-sentential Switching

It is the transfer act in which the speaker substituted the code in the sentence. The speakers switch the code his/her code in the form of sentence, word, phrase, or clause. The switch depends on the speaker needs. Switching of this type of complexity is explained by a high probability of violating syntactic rules, good knowledge and requirements about both grammars and how they map into each other. An example of intra-sentential can be seen below:

Now it's really time to *leve-toi*

(Now it's really time to get up)

(Grosjen, 1982 :114)

### 2.3.2 The Reasons of Code Switching

The second theory is the theory from Hoffman (1991: 115-116) in the book entitled *An Introduction to Bilingualism* about seven reasons of code switching, there are: talking about a particular topic, quoting somebody else, being empathic about something, interjection (inserting fillers or sentence connectors), repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity.

#### 2.3.2.1 Talking About a Particular Topic

The reason they do code switching is that they lack facility in one language when talking about particular topic. Particular topic consists of talking about some specific topic, specific terms and also showing the feelings of the speaker. In some cases, they cannot find an appropriate word or expression or when the language being used does not have the items or appropriate translations for the vocabulary needed. In other words, they are more comfortable using other language rather than their native language. Taken from Indonesian-English bilingual an example:

*“Bicara tentang fashion item wanita, gak akan ada habisnya. Especially this one bag”*

(Rahmaniah, 2016 : 20)

### 2.3.2.2 Quoting Somebody Else

Regarding this reason, Hoffman (1991) suggested that people sometimes like to quote a famous expression of saying of some well-known figures. A bilingual sometimes switches code or language to quote famous expressions, proverbs, or sayings of some famous figure, character or people in the world. The switch only involves to the words that the speaker quoted from person who said the famous expressions, proverbs, or utterances before. In Indonesia many people are fluent in English nowadays, therefore their expressions can be quoted as a whole in the original language. The following example is in Indonesian-English bilingual:

“Yes of course, Audrey Hepburn *pernah mengatakan sebuah* quote "My look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses.”

(Yes of course, Audrey Hepburn once said a quote "My look is a teena ble, woman can look like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses".)

(Rahmaniah, 2016: 23)

### 2.3.2.3 Being Empathic About Something

When a person suddenly wants to be emphatic and talking about something with amplify or emphasize message intentionally or unintentionally. In some cases, the people feel more convenient to be emphatic in their second language rather than in their first language. An example is taken from a Spanish-Catalan bilingual

*Hay cuatro sillas rotas y, prou!*

(There are four broken chairs and, that's enough!)

(Hoffman 1991: 116).

#### 2.3.2.4 Interjection (Inserting Sentence Fillers or Sentence Connectors)

Word or expression that is inserted into a sentence used as a filler or connector used frequently by people namely interjection, such as "Actually", "Basically", "By the way", "Anyway", etc., and also it used to express surprise, exclamation or to gain attention, such as "Hey!", "Oh my God!", "Look!", and others. They have no grammatical value and usually used it more in speaking than in writing. An example of interjection can be seen below:

“Mereka memang biasa bertemu disana.*but*, mereka bertemunya sembunyi-sembunyi.”

(They can indeed meet there. *but*, they meet secretly)

(Rahmaniah 2016 : 25)

#### 2.3.2.5 Repetition Used for Clarification

When the bilinguals wants to clarify their utterance, sentence, or their speech to be understood better by the listener, sometimes they use both of the languages or codes that they masters to say the same meaning. Literally, a message or meaning in one language or code is often repeated in another language or code. A repetition is not only served to clarify what is said, but also to amplify or emphasize the meaning. The following example is in Indonesian-English bilingual:

“*Kedua adalah* plaid shirt. Yes, plaid shirt *tidak hanya menjadi tren fashion di tahun 2014 tapi juga pada* era Audrey Hepburn.”

(The second is the plaid shirt. Yes, plaid shirts not only became a fashion trend in 2014 but also in the Audrey Hepburn era.)

(Rahmaniah 2016 :24)

### 2.3.2.6 Intention of Clarifying the Speech Content for Interlocutor

Hoffman (1991 : 116) suggested when the bilingual person talks to another bilingual “there will be lots of code switching and code mixing that occur was mentioned. “it means making the content of his/her speech runs smoothly and can be understood by the listeners. The persons chooses the term which are more familiar to listener. An example of clarifying the speech content for interlocutor can be seen below :

“*Dan gue out of topic sebentar ya dan ini akan nyambung.*

(And I am out of topic for a while and it will be connected)

(Adnyani. 2018 : 79)

### 2.3.2.7 Expressing Group Identity

Hoffman (1991: 116) stated that “code switching can be also used to express group identity.” The way of communication of academic people in their disciplinary groupings, are obviously different from another group. An example of expressing group identity which taken from Indonesian – English code switching can be seen below :

“Bukan hanya musiknya, tapi juga *style fashion* para *rock stars* juga menjadi tren. Seperti Rihanna and Pink yang selalu *walking the rock star’s look*. Cukup mudah untuk mendapatkan *look* ini. *Leather jacket, black outfit, boot, and accessories* adalah ciri dari *rocker style*.”

(Not only have the music, but also the fashion styles of the rockstars also become a trend. Like Rihanna and Pink who are always walking the

rockstar's look. It's easy enough to get this look. Leather jackets, black suits, boots, and accessories are the hallmarks of the rocker style.)

(Rahmaniah, 2016: 26)

