CHAPTER I

INTRODUCTION

1.1   Background of the Study

Sociolinguistics is the study of the connection between language and society and the way people use language in different social situations. According to Janet Holmes (1990) Sociolinguists study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning. Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationships in a community, and the way people convey and construct aspects of their social identity through their language. Now so many people in society use one or more languages. For example, In Indonesian, many people are bilingual and master two or three languages, namely the regional language, Indonesian and English. Bilingual and multilingualism happened in Indonesia because of so many cultures and different mother languages.

People who are able to communicate in more than one language are called bilingual or multilingual people, this phenomenon is called code switching. According to Valdes Fallis (1978:6) code switching has been defined as alternating use of two or more languages on the word, phrase, clause, or sentence level.

Code switching can be found in various areas, such as education, entertainment, and politics. In entertainment, some very popular Indonesian entertainers do Indonesian-English code switching very often. One of them is

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Maudy Ayunda, in this writing the topic is focused on the Indonesian to English and sometime from English to Indonesian code-switching that can be found in Maudy Ayunda's utterances in her YouTube channel. In her YouTube channel, Maudy Ayunda's often switches from Indonesian to English many times. For example, when Maudy Ayunda's was talking about her thoughts on issues that are being widely discussed and tips about her school, the world of work and others. In her YouTube channel entitled "Thoughts on Adulting" she said:

"And just share my thoughts and may be in this program I will also be giving *tips tips yang memang udah sering di* request *sama teman-teman, kayak tips tips belajar sebagainya*, so i'm very very excited to start this program and our topic today will be *tahun baru dan apa saja sih pelajaran pelajaran yang aku dapatin dari tahun yang kemarin*".

(Thoughts on Adulting, 2023, 00:26-01:16)

The example stated above is named code switching, because Maudy Ayunda spook two languages in one utterance.

Beside on the description above, learning code switching use in Maudy Ayunda's YouTube channel is interest to study. Besides, several types of code-switching are found. It will be interested also to study the things that support the code-switching used in her speaking.

1.2 Problems of the Study

In this study analyzed some cases about code switching that are found in the Maudy Ayunda's YouTube channel. There are two questions as the problem of the study such are:

1. What are the types of code switching that are found in Maudy Ayunda's YouTube channel?

2. What are the reasons for the code switching that occur in Maudy Ayunda's YouTube channel?
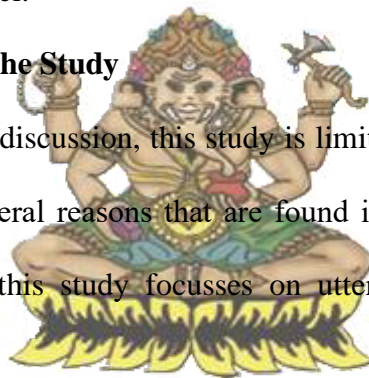
1.3 Objectives of the Study

By doing this analysis, the study wants to achieve some objectives that are related to the problems. The objectives are stated as follow:

1. To classify the types of code switching that are found in YouTube channel of Maudy Ayunda's.

2. To analyze the reasons of the code switching in occur Maudy Ayunda's YouTube channel.

1.4 Limitation of the Study

To avoid wider discussion, this study is limit to analyze code switching in terms of types and several reasons that are found in Maudy Ayunda's YouTube channel. Specifically, this study focusses on utterance by Maudy Ayunda, in Indonesian-English.

1.5 Significance of the study

In this study, it is expected to benefit as follow:

1. Theoretically, the result of this study are expected to give worthy contribution for all people who want study languages.

2. Practically, the study contributes to English students in their English studying process, and it gives additional knowledge to English students and the other readers.

CHAPTER II
REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1   Review of Related Literature

Literature review is required to know what has been done by the other researchers who have explored the related topic. There are two thesis and three articles reviewed for this study.

The first, writing is taken from thesis by Inganatun (2013) entitled "An Analysis of Code Switching in the Novel Miss Pesimis by Alia Zalea". She used the theory by Hoffman (1991) to classify the types of code switching and the theory by Hoffman (1991) for the reason of code switching. This research design of this study was library study with qualitative approach. It is because all the data are in the form of words. There was only one of kinds of sources of the data this research, that was, the dialogue spoken by the character in the Novel Miss pesimis by Alia Zalea. The data collection method was used documentation. The result of this research shows the types of code switching in the Novel Miss Pesimis are Intra-sentential switching, Inter-sentential switching, emblematic, establishing continuity with the previous speaker and the last type, Involving a change pronunciation. The reason why the character does of code switching in their dialogue found in the novel Miss Pesimis are characters switch their dialogues because of expressing their group identity, the characters being emphatic about something, Interjection code switching, the characters used code switching because of talking about particular topic, repetition use for clarifications, and the last the characters use code switching because of their intention of clarifying the speech content for interlocutor. In spite

of taking the same topic for the study, there is some differences between her and this study. First, the theory for analyzing the type of code switching is difference since the theory Hoffman (1991) was used in her study, while this research used the theory proposed by Poplack (1995). Second, her study design was library study with qualitative method. It is because all the data are in the form of word from the dialogue that are spoken by the characters in the Novel *Miss pesimis* by Alia Zalea. While this study used English word, phrases and sentences in Maudy Ayunda is utterances in YouTube channel as data source.

The second, writing is taken from thesis by Rahmaniah (2016) entitled "Code Switching Used by Kimmy Jayanti in Look Program on Net Tv". This thesis analyzed the code-switching use in those programs on Net Tv. The data are collected from the utterances of Kimmy Jayanti in "I Look" program on Net Tv which are analyzed by using Romaine in Susanto (2008) and Hoffman (1992) theory on code switching. The objectives of this study are to find out the most dominant type of code switching and the reasons for Kimmy Jayanti code switching her language in "I look" program on Net Tv. In spite of taking the same topic for the study, there are some differences between her study and this study. First, her study used the data from the utterances of Kimi Jayanti in "I Look" program on Net Tv, while this study used English words, phrases and sentences in Maudy Ayunda utterances in YouTube channel as data source. Second, in her study, the theory for analyzing the type of code switching is difference since the theory Romain in Susanto (2008) was used, while this study used the theory proposed by Poplack (1995).

The third, writing article by Adi (2018) entitled "Code Switching in Critical Eleven Novel". It used the theory by Poplack in Schmidt (2014:24) and by Hoffman in Pardede and Kisno (2012:13). This research used descriptive qualitative as the technique for the data analysis. It means that it describes clearly about the fact of code switching whether the form and the reasons base on the data that gained through reading the whole contain of the novel. This research analyses are focused on the three types of code switching (inter-sentential switching, intra-sentential switching and tag switching). In spite of taking the same topic for the study, there are some differences between her study and this study. First, her study focused on the three types of code switching (inter-sentential switching, intra-sentential switching and tag switching), while the differences is this study focus on the three types of code switching and reasons of code switching. Second, the data of the previous study gained through reading the whole contain of the novel as the data source of her study, while this study used English words, phrases and sentences in Maudy Ayunda's utterances in YouTube channel as data source.

The fourth, writing article by Ameliza (2020) entitled "Code Switching Analysis in English Literature WhatsApp Group". This study analyzed the WhatsApp Group chatting of Putra Batam of university. In data collection, the research applied observational method non-participatory technique. This study applied the text in WhatsApp as the data, it was found 15 texts contain code switching. From the 15 text, intra-sentential switching is the most frequent type of code switching because WhatsApp group members often change language from Indonesian to English in only a few sentences a that appear at the beginning, in the

middle, and at the and of the sentence. To analysis the reason of code switching, she found ten reasons of code-switching based on theory from Grosjean (1981). In spite of taking the same topic for the study, there is some differences between her study and this study. First, in collecting the data, the research applied observational method non-participatory technique, while this study used qualitative techniques. Second, to analysis the reason of code switching, this study used ten reasons of code-switching theory by Grosjean (1981), while this study used seven reasons of code-switching theory by Hoffman (1991)

The fifth, writing article by Cahayany (2019) entitled "English Code Switching in Indonesian Magazine Article". This study analyzed of code-switching in Indonesian magazine article. This study used data by reading *Gadis* magazine and underline the English code switching that happened in the writing of the article. This study used the data by reading *Gadis* magazine and underline the English code switching that happened in the writing of the article. This study just used one theory proposed by Parlock (2000) to classify the types of code switching. In spite of taking the same topic for the study, there is some differences between her study and this study. First, the data of her study was from *Gadis* magazine, while this study, the data used English words, phrases and sentences in Maudy Ayunda's utterances in her YouTube channel as data source. Second, to analysis of code switching, her study focused analyzed the types of code-switching by Parlock (2000) theory, while this study focusses in two analyses, such are types of code-switching by Poplack (1995) theory and the reasons of code- switching by Hoffman (1991) theory.

2.2 Concepts

The concepts explain the variables from the title of this research. They are code switching and YouTube channel.

2.2.1 Code Switching

Code switching the way uttering the stateman that involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation (Hoffman,1993). Code switching is also defined as the alternating use of two language in the same stretch of discourse by a bilingual speaker and ability on the part bilingual to alternate effortlessly between two languages.

2.2.2 YouTube Channel

A channel on YouTube is the home page for a personal account, and a channel is required to upload videos, add comments or make playlists (Karch, 2017). A personal YouTube channel is available to everyone who joins YouTube as a member.

2.3 Theory

The theories in this study explain the type of code switching and reason for code switching. The theory is proposed by Poplack (1980) to classify the types of code switching and Hoffman (1991) for the reason of code switching.
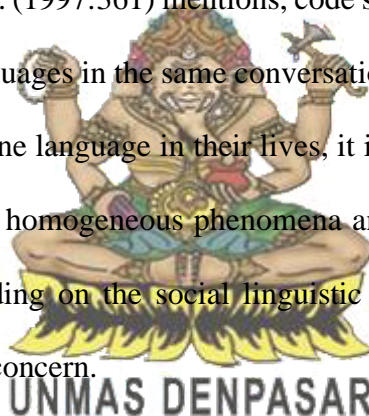
2.3.1 Code Switching

Gumperz (1982: 59) has defined code switching as the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems. In code-switched discourse, the items in question form part of the same speech act. They are tied together prosodically as

well as by semantic and syntactic relations equivalent to those that join passages in a single speech act.

This definitation similar with whats Poplack (1980: 583) mentions, code switching is the alternation of two languages within a single discourse sentence or constituent. In report on an earlier study of a balanced bilingual speakers, code switching was categorized according to the degree of integration of item from one language (L_1) to the phonological, morphological and syntactic patterns of the other language patterns, Poplack (1987).

Gardner. Chloros, P. (1997:361) mentions, code switching can be defined as the use of two or more languages in the same conversation or utterance. As millions of people use more than one language in their lives, it is no surprise to find that code switching is a far from homogeneous phenomena and that the actually behaviour involved varies depending on the social linguistic circumstances as well as the language combination concern.

2.3.2 Types of Code Switching

The types of code switching as proposed by Poplack (1980:230) can be divided into three, namely: Tag Switching, Inter-Sentential Switching and Intra-Sentential Switching.

2.3.2.1 Tag Switching

According to Poplack (1980:214), the insertion of a tag to un utterance has virtually no ramifications for the rest of the sentences. This is because tags have no syntactic constraints, they can be moved freely, and they can be inserted almost

anywhere in a discourse. An example of tag switching English and Spanish can see below:

"Dios mio oh my god
(Oh, my god)"

Poplack (1980:596)

These are segments which are less intimately linked with the reminder of the utterances, insofar as they may occur freely at any point in the sentences.

2.3.2.2 Inter-Sentential Switching

According to Poplack in Romaine (1995:122-123) inter-switching involves a switch between a clause or sentence boundary, where each clause is in one language or another. An example inter-sentential switching English and Spanish can see below:

"Sometime I'll start a sentence in English Spanish *y teremino in in espanol*
(Sometime I'll start a sentence in English and finish it in Spanish)"

Poplack (1980:219)

Inter sentential switching can be thought of as requiring greater fluency in both language than tag switching major portions of utterances must conforms to the rules of both languages.
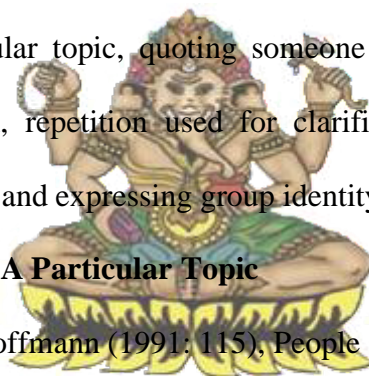
2.3.2.3 Intra-Sentential Switching

In intra code switching, code switching occurs within a clause or sentences boundary. This type requires a lot of integration and usually associated with the most fluent bilinguals, Poplack (1980:215). Hoffman (1991:104) switching occurring at the lexical level within a sentence intra sentencial switching are referd to as 'code mixes' and 'code mixing'. An example intra-sentential switching English and Spanish can see below:

"Why make *carol sentarse atras pa que* (sit and the back so) everybody has two move *pa que se salga* (for her to get out)?
(We make Carol sit and the back so everybody has two moves for her to get out)"

<div align="right">Poplack (1980:589)</div>

As a document Poplack (1978), a single individual may demonstrate more than configuration or type of code switching. One type involves a high proportion of inter-sentential switching.

2.3.3   The Reason of Code Switching

In this research, the reasons for code switching according to Hoffmann (1991:15). Hoffmann (1991:15) proposed seven reasons of code switching, they are talking about a particular topic, quoting someone else, being emphactic about something, interjection, repetition used for clarification, clarifying the speech content for interlocutor and expressing group identity.

2.3.3.1 Talking About A Particular Topic

According to Hoffmann (1991: 115), People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speakerfeels free and more comfortable to express their emotion, excitement, or even anger in a language that is not their everyday language. An example of talking about particular topic French and English can be seen below:

"*Va chercher March* (go and *fetch Marc*) and bribe him *avec un chocolate chaud* (with a hot chocolate) with cream on top"

<div align="right">(Grosjean 1982)</div>

2.3.3.2 Quoting Somebody Else

Hoffmann (1991:116) suggested that people sometimes like to quote a famous expression or saying of some well-known figures." People tend to quote
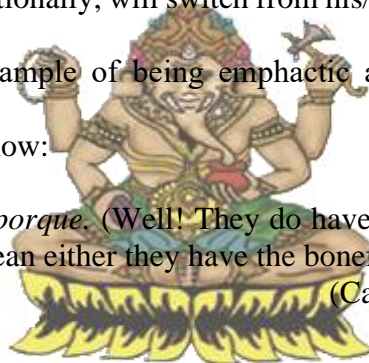
someone's words because they think that those kinds of words are worth showing off and can open the people's mind. An example of repetition used for clarification English and Spanish can be seen below:

"…*y si dices "paradon" en castellano, se te vuelve la mujer ye te dice"* ('…and if you say "sorry" Castilian Spanish, the lady turns to you says')

(Calsamigla and Tuson 1984:115)

2.3.3.3 Being Emphactic About Something

Someone who talks not using the native language sometimes wants to be emphatic about something. As Hoffmann (1991:116) stated that "he/she, either intentionally or unintentionally, will switch from his/her second language to his/her first language". An example of being emphactic about something English and Spanish can be seen below:

"*Bueno! Si que tienen porque.* (Well! They do have areason) *o sigui, o l encenen amb nosaltres o…* (I mean either they have the bonefire with us or…)

(Calsamigla and Tuson 1984:115)

2.3.3.4 Interjection

Code switching can strengthen a command since the speaker can feel more powerful than the listener because he or she can use a language that is not language switching and language among bilingual or multilingual people can sometimes mark an interjection to give the command or show their anger. By using interjection in code-switching, it can make the instruction clearer and more aware of their feeling. An example of interjection Spanish and American English can be seen below:

"… Oh! *Ay*! It was embarrassing! It was very nice, though, but I was embarrassing."

(Silva corvalan 1989:181)

2.3.3.5 Repetition Used for Clarification

Hoffmann (1991:116) said that "when a bilingual wants to clarify his/her speech, so that it will be understood more by the listener, he/she can sometimes us both of the languages that he masters saying the same the same utterances (the utterances is said repeatedly). An example of repetition used for clarification Englih and Spanish can be seen below:

"*Tenia zapatozs blancos, un poco*, they were off white, you know."

<div align="right">(Silva corvalan 1989:181)</div>

2.3.3.6 Clarifying the Speech Content for Interlocutor

Hoffmann (1991:116) said that "when a bilingual wants to clarify his/her speech, so that it will be understood more by the listener, he/she can sometimes use both of the languages that he masters saying the same the same utterances (the utterances is said repeatedly). One of the speakers should code-switch his/her language so the addressee can understand what he/she is talking about. Furthermore, it can minimize miscommunication. An example clarifying the speech content for interlocutor can be seen below:

> Introduction her young brother to new a friend of her
> This is Pascual (Paskwal)
> Friend: what is his name? (i.e.she didn't catsch it)
> Cristina: 'Paccual! (paskwael)
> Friend: 'oh…'

<div align="right">(Hoffman 1980:112)</div>

2.3.3.7 An Expressing Group Identity.

Hoffmann (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 is obviously different from another group. An example of

expressing group identity can be seen below:

"Belonging to abilingual community, like *Estonians* in *swedan puer* to *Ricans* in
the USE and solidarity with such a group."

<div align="right">(Calsamigla and Tuson 1984:115)</div>

UNMAS DENPASAR