

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Along with the development of an increasingly modern era and globalization, all aspects of human life are progressing and encouraging every society to always follow every change. Various aspects of social life include the development of science and technology, increasing living standards, socio-cultural, economic and other aspects. Language style is one of the effects of the rapid growth of the digital era. Language is the most important tool for conveying messages or intentions from one person to another, either directly or indirectly. People can share their thoughts, feelings, hopes, experiences, and desires with others. People can be linked together through communication. Every country has its own language that people use to communicate with one another. According to Holmes (1992), linguistics is the scientific study of language, and sociolinguistics is the branch of linguistics that focuses on the relation between language and society. Wardaugh (1998) mentions that sociolinguistics is concerned with analysing the connections between society and language. Based on those statements, sociolinguistics describes how an individual in an environment connects with one another using language, and language cannot be separated from society.

Individuals nowadays are more likely to learn and enhance their multilingual skills. Mastering two or more languages helps shape an individual's identity, boost confidence, and is important because nowadays people can communicate with one another all over the world. To facilitate the information

exchange, some people switch their first language to a second language, and it's called bilingual people. According to Spolsky (1998), bilinguals are individuals who are fluent in speaking in two tongues. Bilingualism is often employed by the people in both formal and informal circumstances. Bilinguals can cause the phenomenon of code switching, which occurs when people speak in one language and then switch to another. Nowadays, code switching is popular among the young generation, it has become a trend and people believe that changing from one language to another might look trendier. Moreover, it can be seen in advertising, songs, TV shows, marketing techniques, social media, novels, newspapers, and other media. Grosjean (1982: 145) defines code-switching as "the alternate use of two or more languages in the same utterance or conversation". In addition, Milroy & Muysken (1995: 7) stated code-switching phenomenon is "the alternative use by bilinguals of two or more languages in the same conversation". They also emphasize that switching sometimes can "occur between the turns of different speakers in the conversation, sometimes between utterances within a single turn, and sometimes even within a single utterance". Therefore, this phenomenon can be found in spoken and written texts in various literary works such as novels, comics, dramas, short stories and others.

Because people desire to communicate more broadly and enhance their ability to use and comprehend various languages, the phenomenon of code switching has grown more common in conversation. Most people use social media to get information, entertainment, and communicate via their smartphones, such as Instagram, Facebook, and YouTube. They may quickly convey their ideas and share

information in visual or audio formats by using social media. The evolution of social media has also significantly impacted on the phenomena of code-switching. YouTube has developed into one of the platforms or pages most frequently visited by internet users. Youtube is a social media platform that allows people to exchange information and enjoy themselves by uploading videos to their YouTube channel. It includes a wide range of content, including horror, travel, music, film, humour, daily life, and education. Indirectly, these various digital media will influence the culture of a multilingual society in a way consciously or unconsciously doing code switching or code mixing more frequently than before. Cinta Laura is one of many content creators who share videos in multiple languages on her Puella.id YouTube channel. Cinta Laura Kiehl is a German-Indonesian actress, singer, and model who stays in Indonesia. She began her career in 2007 and appeared in numerous blockbuster films and television shows. Her career success brought her to various national and international corporations. She has won various acting and singing awards throughout her career, including two from the Nickelodeon Kids Choice Awards. Cinta accomplished not only in her professional life, but also in her academic studies, completing an honours degree at Columbia University in New York in three years. Cinta leads the Soekarseno Peduli, a charitable organization that works to rebuild dilapidated schools in Bogor, Indonesia. In her YouTube content, she invited some actresses, actors, or inspirational people to be interviewed and two of them is Frederika Cull as Miss Universe Indonesia 2019 and Yuki Kato an Indonesian actress, model, and television presenter.



On this episode, Cinta Laura with her guest star, Frederika Cull and Yuki Kato talk in a combination of Indonesian language and English. This occurrence is called code switching, as explained above. Nowadays, code switching has become a trend because of the globalization era. Here are several cases of code switching that happened in this Youtube channel:

1. Finally, *akhirnya dapet satu*

(“Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu ...”, 02:35)

2. *Apa yang membuat kamu berani akhirnya mengikuti kontes yang bisa dibbilang ditonton jutaan orang.* What give you the idea to join and the courage to join?

(“Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu ...”, 05:57)

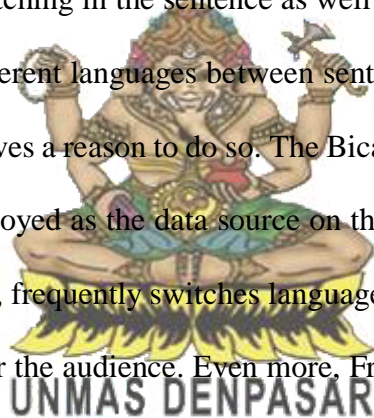
3. *Satu* find solution *atau kedua cari kegiatan baru supaya kalian enggak diem aja dan* overthinking.

(Yuki Kato, Hidupku Gak Seperti yang Kalian Pikir, 26:41)

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In the example number 1 can be classified into Tag Switching, the word “finally” is a relief or satisfied expression about something, followed by “akhirnya dapat satu”, in which the word “akhirnya” and “finally” is a same meaning, thus can be categorized as Repetition used for clarification. In case number 2 can be identified as Inter sentential switching because the language change occurs after the sentence boundary. The reason for the code switching in the sentence above is Talking about particular topic, since the speaker feel more comfortable to switch their language to talk about a particular topic or easier to express what they feel or want to say. Meanwhile for the example number 3 may be indicated as Intra Sentential

Switching due to the words "find solution" and "overthinking" occur in the same sentence. The reason for code switching in the sentence above is Being emphatic about something because the speaker switched the code from English into Indonesian languages in the context which showed an empathy for something or a situation. Since the ability of people to master more than one language, it is one of the reasons why the phenomenon of code switching is often found, especially on social media along with the development of technology, they tend to use those in their daily conversation. Therefore, this study was conducted to analyse the occurrence of code switching in the sentence as well as the reason of using it, why the choice of using different languages between sentences, in the part of sentence, or in the sentence involves a reason to do so. The Bicara Cinta Episode on Puella.id YouTube channel employed as the data source on this study because Cinta Laura, the host of that channel, frequently switches language when she speaks to deliver a better understanding for the audience. Even more, Frederika Alexis Cull and Yuki Kato, who also bilingual people, was invited to the channel by Cinta Laura, so the possibility of code-switching will be more common. Besides that, with the interesting topics discussed in the video, namely the rampant body shaming and the Quarter life crisis situation that is currently booming in society, making this channel interesting to research and of course also interesting and inspiring to many viewers.



1.2 Problems of the Study

Based on the background above, the problems of the study can be formulated as follow:

1. What types of code-switching are used in *Bicara Cinta* Episode on Puella.Id YouTube Channel?
2. What are the reasons for code-switching used in *Bicara Cinta* Episode on Puella.Id YouTube Channel?

1.3 Objectives of the Study

This study discussed about code-switching used in *Bicara Cinta* Episode on Puella.Id YouTube Channel with two selected videos entitled “Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu” and “Yuki Kato, Hidupku Gak Seperti yang Kalian Pikir”. Based on the problem above, there are also two objectives of this study, as follows:

1. To identify the types of code-switching are used in *Bicara Cinta Episode in Puella.id YouTube Channel*
2. To analyse the reasons of code-switching used in *Bicara Cinta Episode in Puella.id YouTube Channel*

1.4 Limitation of the study

To focus on the research problem that have been formulated, this study focused on identifying the types of code-switching and the reasons of code-switching found in *Bicara Cinta* episodes entitled “Cinta Laura Kaget Ternyata

Kehidupan Puteri Indonesia Itu” and “Yuki Kato, Hidupku Gak Seperti yang Kalian Pikir”. This study limited the research on both Indonesian-English utterances used by Cinta Laura and her guest star Frederika Alexis Cull and Yuki Kato. The types of code-switching were analysed by using the theory from Poplack (1980), and the reasons for code-switching were explained by using theory from Hoffmann (1991).

1.5 Significance of the Study

The significance of this study is divided into theoretical and practical significance. Those can be described as follows.

1.5.1 Theoretical Significance

Based on the analyses and theories used, this study is expected to be used as a reference for future research and to provide more important information. Improve the reader's understanding of code switching in communication.

1.5.2 Practical Significance

This study may be employed to help the reader in writing the further study of code-switching especially that occurs in the YouTube channel. It is also expected that the reader will be able to differentiate between the types of code switching and reason of code switching and their application in communicating.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is one of the most important and impactful parts of the researcher's study because it presents previous studies that are linked to this study.

2.1 Review of Related Literature

There have been various earlier studies that discuss code switching related to this topic. These previous studies provide an overview of the researcher's concern and the theories they apply.

First study is a thesis by Andani (2021) entitled "An Analysis of Code Switching Found in the Conversation of Daniel Mananta and Raline Shah on Daniel Tentang Kamu YouTube Channel ". This thesis aimed to find out what types of the code switching used in the conversation of Daniel Mananta and Raline Shah on *Daniel Tentang Kamu* YouTube Channel and what the reason of code switching is used. As the theory, this research used the theory of code switching from Poplack (1980) and the theory proposed by Apple and Muysken (1987) is applied to analyse the function of code switching. This thesis found that the Intra-sentential switching as the highest occurrence of code switching in Daniel Mananta and Raline Shah utterances and got 70 data (51.05 %), there were also found 36 (26,19%) data of Inter-sentential switching, meanwhile Tag switching only 30 (21,85%) data. There are six functions of code switching found in this thesis, those are referential function, directive function, expressive function, phatic function, metalinguistic function and poetic function. The highest occurrence is Metalinguistic function

because the speaker spoke English language in the rest of the speech to impress the audience that they could speak English fluently. This study uses a qualitative method to analyse the data which collected from five videos and to provide a clear description of the data.

The similarity between Andani's thesis and this study is that both studies use concept of Poplack (1980) in discussing type of code switching. There are some differences found between Andani's thesis and this study, the second objective of her study is about the function of code switching, while this study analysed the reason of code switching and also the data source that used in both studies, in this study used *Bicara Cinta* Episode on *Puella.Id* YouTube Channel meanwhile in Andani's thesis used *Daniel Tentang Kamu* YouTube Channel with 5 different videos.

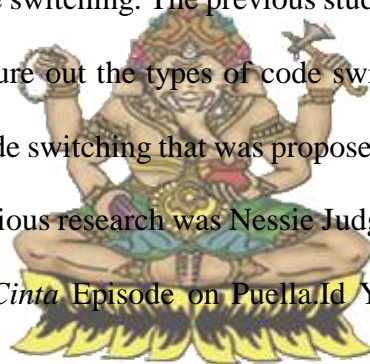
The second thesis was conducted by Largama (2022) entitled "Code-Switching Used by Deny Sumargo in His YouTube Video *Curhat Bang* with Onadio Leonardo". This study aims to identify the types and the reasons of code-switching that were expressed by Deny Sumargo and his guest Onadio Leonardo. The data sources of the study were taken from 1 selected video utterances in *Curhat Bang* YouTube Channel. The descriptive qualitative method is the method that has been applied in the analysis of the data by describing the utterances that contain the code based on theory from Hoffman (1991) to classify the types of code-switching and identify the reason for code switching. The results of this study indicate that there are three types of code switching found with 71 total data, it was found that Intra-sentential code-switching as the dominant data with 36 (50,7%) data.

Meanwhile for the reason of code switching the researcher found seven reasons of code switching, there were Talking About Particular Topic, Quoting Somebody Else, Showing Empathy About Something, Interjection (Inserting Sentence Filler or Sentence Connector), Repetition Used for Clarification, Intention of Clarification the Speech Content for the Interlocutor, Expressing Group Identity. Talking About Particular Topic dominated the finding by 24 data from 71 total of the data.

Compared to his study, there are similarities found between Largama's research and this study. Both studies use the same theory from Hoffman (1991) to analyse the reasons for code-switching. There are two differences between Largama's research and this study, first his study used theory from Hoffman (1991) to analyse the types of Code Switching meanwhile this study will use the theory of Code Switching that was proposed by Poplack (1980). Second the data source that he used is *Curhat Bang* YouTube Channel, meanwhile this study used *Bicara Cinta* Episode on Puella.Id YouTube Channel as the data source.

The third study is derived from a thesis conducted by Safitri (2022) entitled "The Study of Code Switching Found in Nessie Judge's YouTube Videos". The aims of this study are to figure out the types of code switching that are found in Nessie Judge's YouTube Videos and to analyse the reason that influence the code switching found in Nessie Judge's YouTube Videos with 3 different videos. The theories applied are from Apple and Muysken (1987) to analyse the types of code switching and theory by Hoffman (1991) to analyse the reason of code switching, this study used descriptive qualitative method to present the result of her study. The finding of this research show that the total number of code switching was 60 data

and Intra sentential as the dominant types with 29 data result. Furthermore, for the reason of code switching, the researcher found that Intention Clarifying the Speech as the most dominant data with 19 data occurrences from 60 total data with 7 different types of reason of code switching. Similar to previous research, this study used the same topic, namely to find out the types of code switching and the reason for code switching found in YouTube videos. This study also used the same theory that was proposed by Hoffman (1991) to analysed the reason for code switching. The differences between the previous study and this study will be on the theory to analyse the type of code switching. The previous study used theory from Apple and Muysken (1987) to figure out the types of code switching. Meanwhile this study used theory types of code switching that was proposed by Poplack (1980). The data source used by the previous research was Nessie Judge YouTube Videos while this research used *Bicara Cinta* Episode on Puella.Id YouTube Channel as the data source.



UNMAS DENPASAR

The fourth study is an article entitled “The Analysis of Code Switching Found in *Padang Bulan* Novel by Andrea Hirata” written by Inten, Ariyaningsih & Jendra (2020). The objectives of the study were to find out the types of code switching and the reasons of code switching in the novel. The researcher applied theory by Apple and Muysken (1987) to find out the types of code switching and theory from Hoffman (1991) to describe the reasons of code switching. Meanwhile, a descriptive qualitative method was used to analyse the data. The finding showed that there were 37 data that belongs to the types of code switching in the novel. The highest frequency was Intra sentential switching with 26 data found, the second one

is Inter sentential switching with 9 data and the lowest is Tag switching with 2 data. Meanwhile for the reasons of code switching only 4 applied in this study, the most frequent reasons is Talking about a particular topic. The similarity of Inten's article and this study is to discuss the same problem, that is the reasons for code-switching using theory that was proposed by Hoffmann (1991). The difference is where the previous research discusses the types of code switching that used in "*Padang Bulan* Novel Written by Andrea" with theory from Apple and Muysken (1987). Meanwhile this study used *Bicara Cinta* Episode on Puella.Id YouTube Channel as the data source using theory from Poplack (1980).

The last study entitled "Code Switching Used by Anna and Kate Characters in the Melodylan Film" is an article written by Maulana, Hadi & Hastuti (2022). This study is conducted to analyse the types and reason of code switching that is used by Anna and Kate Characters in the Melodylan Film using a qualitative descriptive method. The researcher uses the theory of code switching that was proposed by Hoffman (1991) to analyse the types and reasons of code switching by those characters. This study found 32 total data, with the most dominant type of code switching is intra-sentential switching with 11 data, meanwhile the most dominant reason of code switching is Interjection with 11 data occurrences.

The similarities between Maulana's study and this study were in the problem of the study, those are to analysed the types and reasons of code switching. The differences were in the theory used and the data source. The previous study used Hoffman (1991) and this study used theory types of Code Switching from

Poplack (1980). The data source of the previous study is Melodylan Film meanwhile this study used *Bicara Cinta* Episode.

2.2 Concepts

Concept has a closed relation to some materials that are relevant to the topic. Concept is applied to correlate the aspect that would be analysed. There are three concepts used in this study, there are Code switching, YouTube, and Cinta Laura.

2.2.1 Code Switching

Poplack (1980) stated that code switching as the alternation of two languages within a single discourse, sentence or constituent, while Bokamba (1989) defines code-switching as mixing words, phrases and sentences from two different grammatical systems and subsystems within the same utterance. Along with the opinion of MacSwan in Mouton, eds, (2016: 1) that “code-switching is a speech style in which fluent bilingual speakers switch languages between or within sentences”. From all the views of experts it can be concluded that Code switching is using two language varieties that are implemented between utterances or within a single utterance. The language can be a switch from English to Indonesian or from Indonesian to English.

2.2.2 YouTube

YouTube is a social networking and internet video sharing platform based in San Bruno, California. Since its takeover by Google, YouTube has extended

beyond its core website to include mobile apps, network television, and the ability to connect with other platforms. Music videos, video clips, news, short films, films, documentaries, audio recordings, movie trailers, teasers, live streams, vlogs, and more video categories are available on YouTube. Individuals create the majority of the material, including collaborations between YouTubers and business sponsors.

2.2.3 *Bicara Cinta* Episode on Puella.Id Youtube Channel

Cinta Laura Kiehl is a singer, actress, and model. She was born in Germany on August 17th 1993 and now based in Indonesia. She was recently appointed ambassador of anti-violence against women and children by the Indonesian Ministry of Women Empowerment and Child Protection. In expanding her career in entertainment industry, she becomes a content creator in YouTube and owns two channels, Cinta Laura Kiehl and Puella.id. Puella.id channel was created on February 13th, 2021, as a YouTube channel that provides education to the public episode *Bicara Cinta*, Cinta Laura invites a line of well-known Indonesian artists who inspire and with chat topics that are very educative and useful, especially for millennials.

2.3 Theories

Theories applied to develop, explain and understand a phenomenon, in many situations, the theory is used to validate and extend the current knowledge. The theoretical framework can arrange or strengthen a theory of a study. The theoretical framework provides the theory that explains and answers the research

problem. The theories in this study explained the types of code switching and the reason for code switching. The theory of Poplack in Romaine (1989) used to determine the types of Code Switching in *Bicara Cinta Episode on Puella.id YouTube Channel*. Furthermore, the theory by Hoffman (1991) is applied to analyse the reason for Code Switching.

2.3.1 Types of Code Switching

According to Poplack (1980) as cited in Romaine (1989) there are 3 types of code switching which consist of tag switching, inter-sentential switching and intra-sentential switching. Each point will be presented as follows.

1) Tag switching

It means inserting a tag from one language into an entire sentence in the other language, for example: Don't you, no way, right? This insertion will not affect syntactic form of the sentence since tags have unique syntactic character which makes them can be inserted in various orders within a sentence. Because there is a small possibility of grammatical rule violations, this sort of code switching is quite straightforward. An example of tag switching can be seen below:

"Mutta en mava it ti nyt, no way!"
(But I'm not bothered, no way!)

(Romaine, 1989: 122)

2) Intra Sentential switching

Intra Sentential switching is switching that occurs within the exact phrase or sentence and contains components from both languages. This type of switching appears to include particular principles dictating how the syntax and morphology of both languages interact. An example of Intra Sentential switching can be seen below:

“What’s so funny? Come be good. Otherwise yu bai go long kot.”
 (What’s so funny? Come be good. Otherwise, you will go to the court)

(Romaine, 1989: 123)

3) Inter Sentential switching

It means switching takes place between a sentence or involves a changing clause or sentence boundary. It takes a good mastery in both languages to perform this type of switch. An example of Inter Sentential switching can be seen below:

“Sometimes I’ll start a sentence in English *y termino in espanol*”
 (Sometimes I’ll start a sentence in English and finish it in Spanish)

(Romaine, 1980: 123)

2.3.2 Reasons of Code Switching

Hoffman (1991) mentioned there are seven reasons of code switching, namely talking about a particular topic, quoting someone’s word, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, expressing group identity

1) Talking about a particular topic

Hoffman (1991) stated that “people sometimes prefer to talk about a particular topic in one language rather than in another”. On occasions, someone gains more confidence and comfort expressing emotion, anger, or even joy, when speaking in a foreign language. Discussing certain topic can help them hide their feelings regarding specific matter. If an undesired individual approaches, the speaker attempts to change or switch to another language that the person does not understand. Furthermore, the code switching was driven by a linguistics impairment, which meant that the speaker could not locate a possible interpretation in the first language. An example of talking about particular topic:

“*Va chercher Marc* (go and fetch Marc) and bribe him *avec un chocolat chaud* (with a hot chocolate) with cream on to”.

(Hoffman, 1991: 111)

This example shows that talking about a particular topic can lead to language switching, either because of the lack of facilities in the relevant register, or because certain items evoke different connotations linked to experience in a particular language.

2) Quoting someone's word

A speaker switches codes to mention a well-known figure's popular aphorism, proverb, or saying. Eventually, some trending utterances will be caught on many daily conversations of Indonesian people, since now they are better at speaking and understanding English. Hoffman (1991) proposed that “people sometimes like to

quote a famous expression or saying of some well-known figures”. An example of

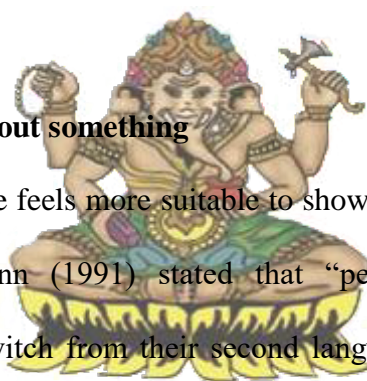
Quoting Someone's words can be seen below:

“...y si dices “perdon” en castellano, se te vuelve la mujer y te dice:”
(.. and if you say “sorry” in Castilian Spanish, the lady turns to you and says)

“*En catala*”
(In Catalan!)

(Hoffman, 1991: 112)

The example above switches the language from Spanish to Catalan. The word 'perdon' means 'sorry' in English, it is a popular word and is used by the speaker in conversation with someone.



3) Being emphatic about something

Sometimes someone feels more suitable to show their emphasis by alternating language. As Hoffmann (1991) stated that “people either intentionally or unintentionally, will switch from their second languages to their first language” because they want to express their feeling by switching to the first language. An

example of Being Emphatic about Something can be seen below:

“*Hay cuatro sillas rotas y...*” (There are four broken chair and...)
“*Prou!*” (that’s enough!)

(Hoffman, 1991: 112)

The factor causing the code-switching in the example above is being emphatic about something because after the sentence “*Hay cuatro sillas rotas y...*”, the speaker continues the utterance with the word “*Prou!*” which in English means *that’s enough!*, so it can be identified that the speaker wants to emphasize his speech on something.

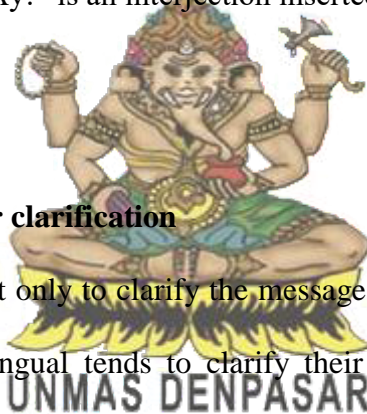
4) Interjection (inserting sentence fillers or sentence connectors)

According to Hoffmann (1991) “language switching and mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector.” Interjections are used to issue commands or express anger. It is possible to make the instruction clearer and more conscious of their feelings by employing interjection in code-switching. Here's an example of an interjection:

“...*Oh! Ay!* It was embarrassing! It was very nice, though, but I was embarrassed”

(Hoffman, 1991: 112)

The word “Oh! Ay!” is an interjection inserted to convey strong emotion about something.



5) Repetition used for clarification

The repetition is not only to clarify the message and to make sure the listener understands, but a bilingual tends to clarify their utterances to emphasize the message so it can minimize miscommunication. “When a bilingual wants to clarify their speech so that it will be understood more by the listener, they can sometimes use both of the languages that he or she mastered by saying the same utterance (the utterance is said repeatedly)” Hoffman (1991). An example of Repetition Used for Clarification can be seen below:

An adult Spanish – American English speaker:

“*Tenzia zapatos blancos, un poco*, they were off-white, you know”.

A bilingual adult Spanish – American English:

“I have white shoes, a little bit, they were off-white, you know”.

(Hoffman, 1991: 112)

From the example, the speaker used two language varieties to emphasize the point of the utterance. The sentence started in Spanish than repeated in English which has a same meaning to tell the listener and clarify what the speaker wants to say.

6) Intention of clarifying the speech content for interlocutor

When a bilingual or multilingual person interacts with another bilingual or multilingual, as Hoffman (1991) suggests, “it was mentioned that there will be lots of code switching and code mixing occurs”. It ensures that the audience understands the topic and the message’s meaning. The example of Intention can be seen above:

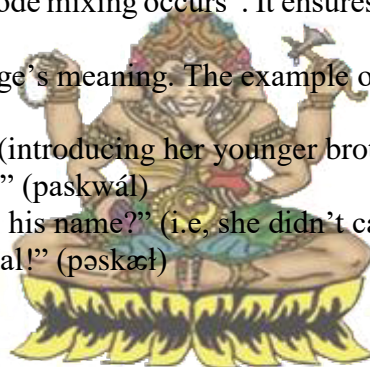
Christian (4:0): (introducing her younger brother to a new friend of hers)

“This is Pascual” (paskwál)

Friend: “What’s his name?” (i.e. she didn’t catch it)

Cristian: “Pascual!” (paskæł)

Friend: “Oh...”



(Hoffman, 1991: 112)

The example of code-switching above used for emphasis or in order to focus on particular topic, it’s consisted of changes in the vowel sounds from [a] to “schwa” or [ə] and, in the consonants from initial unaspirated to aspirated [p] and from non-velarized to velarized [ɭ] to follow a more English pattern.

7) Expressing group identity

According to Hoffman (1991) “code switching and code mixing can also be used to express group identity”. Code switching can also be used to define the identity of an organization.

In other words, how one community interacts differs from how people from outside the community communicate. Along with his book, if the cause is belonging to the bilingual community, such as “Estonians in Sweden or Puerto Ricans in the USA and solidarity of each group. Code switching seems to be quite frequent among teenagers in immigrant communities”.

(Hoffman, 1991: 112)

