

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Language is a social movement that utilizes day-to-day existence to deliver what we think and to guarantee that we effectively convey the meaning. It is a main part of life since it tends to be utilized to speak with one another. Linguistics is a study about how people use language, which includes the analysis of every aspect of language and methods for learning and modeling it (Halliday, 2003).

Sociolinguistics is one of the branches of linguistics that concerns on the link between language and its environment. In other words, sociolinguistics study how the use of language in its environment depends on the context, participants, place of language use, grammar, changes in contact with two or more languages, and variations and times of users of various languages. Studying on how individuals use the language in various social settings. It can give understanding about how language functions in the public area; particularly as to social relations on small scale, and how individuals pass on and build parts of their social character according to the language they use (Holmes, 2017).

Nowadays people used their mother language and their second or third language to deliver the messages in daily communication. The use of more than one language happens due to the people's mobility, the development of internet, and modernization, people communicate with one another all over the world. As a

result, there will be a language exchange. When people are able to two in more than one language, they tend to switch their language and make language switching phenomena. In linguistics, when a speaker alternates between at least two language assortments, regarding to the discussion its known as code-switching. The people that speak more than one language are called multilingualism. Meyerhoff said that Code-switching is the application of more than one language according to the syntax and phonology of each variety (Meyerhoff,2006). According to Hoffman code-switching has three types such as: inter-sentential code-switching, intra-sentential code-switching and tag code-switching. (Hoffmen,1991)

The development of socio-digital media such as Facebook, Twitter, WhatsApp, and YouTube, makes it easy for people to get and exchange information, share their experiences, lifestyles, and stories with others. The development of communication media also affects the style that is used by people to speak. Creating informative capability in at least two dialects offers a singular chance to communicate their sentiments, likewise assisting them to fill their individual and social necessities in the various settings of the language utilized. The use of code-switching has since a long time ago fascinated researchers who have analyzed what triggers such events (Muysken,2000). code-switching happens in a communication process. Many people utilize at least two dialects in their communication in their day-to-day routines. In Indonesia, English turns into the third language, since Indonesian individuals typically utilize their mother language or local language to speak with their general public. Code-switching peculiarity turns into a way of talking in the public. This style is likewise examined in

sociolinguistics. This peculiarity influences the projects in Digital media, for instance:

“Apa hak lo *judge* gue? From the sentence that was utilized by one of the Indonesian actors Onadio Leonardo. He used code-switching as a speaking style in Deny Sumargo YouTube channel. In the example, there was one word in a foreign language found in a base language. It is intra sentential code-switching. This peculiarity leads the researcher to analyze the phenomenon Through a study entitled “Code-switching Used By Deny Sumargo In His Youtube Video *Curhat Bang* With Onadio Leonardo”. In this research, the writer analyzed the type of code-switching that were utilized by Deny Sumargo and Onadio Leonardo during the video and why they used code-switching in their communication way.

1.2. Problems of the Study

According to the background of the study above, the writer found that there are some problems that need to be discussed as follows:

1. Which type of code-switching that utilized by Deny Sumargo and Onadio Leonardo based on Hoffman’s theory?
2. What are the reasons Deny Sumargo and Onadio Leonardo utilized code-switching in their utterance?

1.3. Objectives Of Study

Overall, there are two reasons that need to be reached by the writer in this research, which are as follow:

1. To discover the type of code-switching utilized by Deni Sumargo in *Curhat Bang* on Deny Sumargo YouTube video.
2. To analyze the reason of use of code-switching by Deny Sumargo and his guest in *Curhat Bang* on Deny Sumargo YouTube video.

1.4. Limitation of The Study

For research, the discussions scope is important. To avoid a large scale of discussion and to achieve more specific problems that's related to the topic it is necessary to have a limitation on the study. The scope of this study is limited to discussing the types of code-switching that occurred in *CURHAT BANG* on Deny Sumargo YouTube Video and to discuss the reason why Deny Sumargo and Onadio Leonardo use code-switching in their utterance. Specifically, this research mainly focuses on code-switching between Indonesian and English.

1.5. Significance of The Study

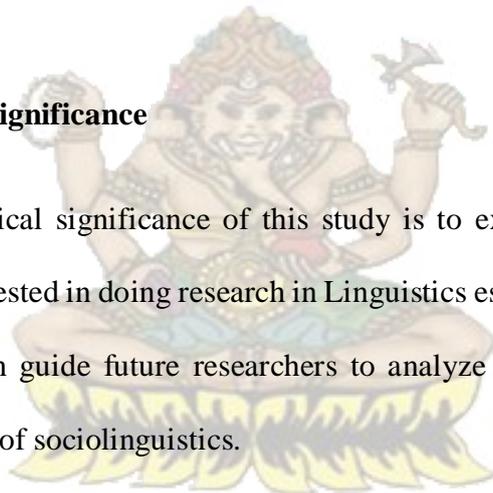
The focus of this study may be separated into two categories in relation to the description above. there are:

1.5.1 Theoretical Significance

The theoretical significance of this study is to provide readers who want to study code-switching as a part of sociolinguistics with the some knowledge and understanding of code-switching. This research is evidence that bilingualism is common in Indonesia. This proved that English is an important language to study in Indonesia. The increasing use of the English language can be called the success of the development of English in Indonesia reflected in the use of code-switching.

1.5.2 Practical Significance

The practical significance of this study is to explain code-switching to readers who interested in doing research in Linguistics especially sociolinguistics. This research can guide future researchers to analyze the application of code-switching as part of sociolinguistics.



UNMAS DENPASAR

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter's discussion focuses more on a review of relevant topics, literature, and theoretical frameworks. They are sociolinguistics, bilingualism, code-switching, types, and the reason to use code-switching.

2.1 Review of Related Literature

To have a good understanding of the topic of the research, various studies that discussed code-switching are reviewed. The researchers analysed in various subjects different kinds of situations. There are three studies have been reviewed. Here the writer mentioned relevant literature works from other researcher to have a deep understanding of this research, as follows:

Here the writer found the first research analysis of code-switching in 2015 by Rifany, a student of English Department Faculty of Social Sciences and Humanities of Buddhi Dharma University in Tangerang. On her research with the title “An Analysis of Code Switching Used in an Interview by Sacha Stevenson on Binus TV Program “Sosok”. The material that was used in this research was an interview with the form of a video on YouTube. She applied the theory by Hoffman (1991) to classify the type and the reason for the use of code-switching. This study uses qualitative methods for the analysis. In her study, the writer identified that speakers use code-switching for four reasons, and she classified three different forms of

switching as types of code-switching. Her research identified there are three types of code-switching: intra-sentential, inter-sentential, and tag switching. The writer also finds the reasons why speakers use code-switching, including interjection, quoting, and talking about certain topics.

The second study was conducted by Atria and is titled "The Role of Code-Switching Phenomena in a YouTube by Sacha Stevenson" (2018). In this research, the writer used a qualitative approach. For the research, the author applied the Myers-Scotton theory. The researcher focused on what types that used by the speakers and why she uses code-switching in her utterance. The highest number found by the research is intra sentential case towards the video. The reasons that the researcher got in the video were expression, to emphasize messages and to replace some words that do not exist in English.

The third is the article by Kamariah which has the title, "Analysis Of Using Code-Switching In Instagram," (KAMARIAH, 2019). The writer aims to describe the elements and structure of code-switching used on Instagram. A qualitative research approach was used by the researcher. According to Stockwell's theory, which was applied to this study, the author found that there are three ways the use of code-switching used by users on an Instagram account. The final result of this study found that there are three code-switching types: tag code-switching, inter-sentential code-switching, and intra-sentential code-switching. The analysis is based on the types. The writer finds that there are some excuses to use code-switching such as: changing the topic, deficiency of vocabulary, bilingualism, Prestige, and trend. The writer has found that the research has similarities and

differences between the previous studies above. The similarities are the analysis of what types of code-switching, and why people used code-switching based on theory from Hoffman (1991), and second similarities are the research method that used on previous and this study are qualitative method. The differences between the previous study above with the writer are the subject of the research. The writer and the three previous researchers observed, transcribed, and created a transcript of the dialogue from the video and Instagram page to examine code-switching. The writer and the first researcher are using the same theories. The differences between the previous study above with the writer are the subject of the research. In the first research the research collect the data from Binus tv program "sosok" with the Sacha Stevenson, in the second research the data source taken from YouTube Sacha Stevenson and in the third research the data source are taken from Instagram. The theory that are used as a base in the research were also different, on the second research the writer used theory from Myers-Scotton as based on her research and the third research used theory from Stockwell.

2.2 Concepts

There are some terms which are used in the context to avoid misunderstanding. There are some theories which are used to give definition of some key terms.

2.2.1 YouTube

The development of technology and digital media such YouTube, made people easy to get their entertainment and information in easiest way. The development of digital media provides anything that they want and they need such music, social media apps or web, and video or movie. YouTube is a video-sharing service where users can watch, like, share, comment, and upload their own videos. The video service can be accessed on PCs, laptops, tablets, and via mobile phones. Millions of users around the world have created accounts on the site that allow them to upload videos that anyone can watch. Every minute of every day, more than 35 hours of video are uploaded to YouTube. Video files can be very large and are often too big to send to someone else by email. By posting a video on YouTube, you can share a video simply by sending the other person a URL 'link' – that is, the 'address' of the relevant internet page. When YouTube was created in 2005, it was intended for people to post and share original video content. But since then, it's also become both an archive for storing favorite clips, songs, and jokes, as well as a marketing site for companies to promote their products. Nowadays the term 'viral video' is common. This refers to a video clip that people have liked so much that they've shared its link by email with millions of others around the globe – in effect, it's spread like a virus. Companies have realized that they can harness this ability to reach potential customers and have created their own YouTube accounts for posting advertisements and other marketing videos. Film and television companies maintain tight control over their own content and block illegal sharing of their programs. However, several now use YouTube to allow fans to see high-quality trailers or repeats of recently aired shows. YouTube also give many impacts to every aspect in life, especially the education sectors. Student can get the information or learn something by watching the video on YouTube, also for those students who want learn

and analysis about social issue or specific thing or phenomena that they found in YouTube video.

2.2.2 Bilingualism

Bilingualism is a typical style of use of Language for daily communication at this time. The multi-faceted phenomenon is the most remarkable element of bilingualism. It is open to a variety of descriptions, interpretations, and definitions. Weinreich stated in his book *Languages in Contact* (1986:1) that the use of two languages would be called bilingualism and the individuals that have these abilities are known as bilinguals. The ability to use more than one code is known as bilingualism, according to Wardhaugh in his book *An Introduction to Sociolinguistics* 2006. Mackey in his article titled "The Description of Bilingualism" (1970:555), stated that studying the bilingual phenomena, we consider it as being totally relative. Not only the use of two languages or code but any number of languages. Therefore, we consider that bilingualism as the alternative use of two or more languages by the same individual in a communication way. From those definitions above, it can be concluded that bilingualism is people who had the ability to use two languages in their communication.

2.2.3 Code-switching

According to Hoffmann in his well-known book *An Introduction to Bilingualism* (1991:110) stated the general description of the alternate use of two languages or linguistics varieties within the same utterance is called code-switching. Brown and Attardo in a book of *Understanding language structure*,

interaction, and variation: An introduction to applied linguistics and sociolinguistics for non-specialists. (2000) said code-switching can occur between different languages, styles within one sentence.

2.3 Theories

Theories are used to formulate, explain and understand a phenomenon, in many cases, the theory is used to verify and extend the existing knowledge. The theoretical framework can organize or support a theory of a research study. The theoretical framework describes the theory that explains and answers why there is a research problem in this research. In this study, the writer applied the theory from Hoffmann (1991) because in this case, the theory from Hoffmann (1991) is related to specific issues or phenomena discussed by the writer. Thus, the theory above will support the analysis of the research.

2.3.1 Types of Code-switching

Some scholars have categorized code-switching in numerous ways. According to Hoffmann in his well-known book *An Introduction to Bilingualism* (1991) categorizes code-switching into some types as follows:

1. Intra-sentential code-switching

The code switch happens inside a sentence bound, where each clause or sentence is in one language or other. Intra-sentential switching covers the uses of two languages in a different clause, phrase or sentence which occurs at sentence boundaries in one conversation. This kind of switches is shown by the example below:

“I was speak ando with stave the oder day”. the speaker utilized Spanish advancing morpheme “ando” instead of English “ing”. The linguistic limits for this example are comparative in English and Spanish so the code switching “works”. (ML Girsang, 2015, 2)

2. Inter-sentential code-switching

The second type of code-switching happen between clauses or sentences bounds where each clause or sentence is in one language or the other as shown by the example below:

“Last week aku shopping dengan sisterku. That’s why aku gak dirumah. (ML Girsang, 2015,3)

In this Intra-sentential code-switching, the shift is done in a sentence, without any interferences, faltering, or stops demonstrating a shift.

3. Tag switching

The third types are Tag switching. Tag switching contains tags, exclamations and certain set phrases in one language are inserted into an utterance otherwise in another. Example of tags switching:

“I am a good friend, ya? Where the Indonesian particle “ya” (right) is added to give a testing tone to the sentence. (Umu, 2015. 23)

2.3.2 Reasons of Using Code-switching

Some researchers have also studied code-switching from another point of view, trying to examine the reason from code-switching. Hoffmann in his well-known book *An Introduction to Bilingualism* (1991) said that the reason for code-switching is: contextual, situational and personal kind. Further, Hoffman (1991) states there are seven reasons why bilingualism uses code-switching, as follow:

1. Talking about particular topic

Code-switching happens because lack of facility in the relevant register or because specific things trigger off different implications which are connected to encounters in a specific language. People propose to talk about a particular topic in one language than another language. They feel more comfortable and enjoy expressing their meaning. This example is from Rifany (2015:13):

Conversation between two students of Buddhi Dharma English Faculty.

Fanny : “Loe ntar malam mau kemana?”

Nita : “I will go out with my boyfriend.”

Fanny : “Oh gua inget, he already promised you to have a candlelight dinner on your anniversary, right?”

Nita : Yup, exactly right.”

In the example above the two students altered of a Indonesian-English language in their conversation about the secret, that Nita’s boyfriend is preparing a candlelight dinner for Nita on their anniversary day. They are switching the language to English so nobody knows about what they are talking to. Basically,

when people talk about something secret, they like to switch the language to a language that is not really known by people in their environment.

2. Quoting somebody else

During conversation, people used code-switching to quote the statement from other people, a famous expression, or proverb just because those expressions have been well known in their original language. The switch only involves the words that the speaker quoted someone utterance. In Indonesia, because many Indonesians today are good at English, the famous expressions or sayings can be quoted in their native language. The example is:

Jessica and Bertha are talking during their working our when their boss enters their room.

Jessica : Kemarin gue nonton sama dia.

[I watched movie with him yesterday.]

Bertha : Nonton apa? Dimana?

[What movie? Where?]

Boss : Hei hei, waktunya kerja. Time is money.

[Hei hei, it's working time. Time is money.] (Ella Yanti, 2015:12)

In the example, the code-switching happens from Indonesian to English the boss stops Jessica and Bertha's conversation. He said "time is money", which is quoting somebody else. It is a common sentence that is famous and commonly used.

3. Interjection

A bilingual sometimes insert sentence connectors during the conversation. Inserting sentence connectors is expressions to deliver the hard emotion, or gain more attention. An interjection is an exclamation that has no grammatical value, but the speaker uses them quite often. An example of interjection such as: Hi! Bye! Well! Cheers! Okay! Sorry! Wow! Shit! etc.

1. Tasku ketinggalan di taksi! Shit!

2. Wow! Kamu cantik sekali. (Channy Wijaya, 2019:23)

The interjection in the example is to express the speakers' feeling of anger. Because her bag is left in the taxi and it makes her annoyed. The feeling can be known from the word "shit". In another example, the speaker expresses his admiration for his girlfriend. The word "wow" expresses it.

4. Being emphatic about something

Some people feel more suitable to show their empathy by alternate the language.

The example is:

Conversation between two Indonesia people.

Debby : "Duh, gue males banget deh ketemu si Deo jelek itu."

Fanny : "Why? What happened to both of you?"

Debby : "Deo tuh lupa kalo hari ini tuh hari anni kita yang ke 4 tahun"

Fanny : "Oh gitu. yaudahlah yang sabar aja Deb. Mungkin dia lagi banyak pikiran jadi dia lupa. (Rifany, 2015:13)

The example above shows that Fanny is doing code-switching from English to Indonesia language because she feels emphatic of her friend Debby who feels sad.

5. Repetition used for clarification

To make sure the listener understands, a bilingual tend to clarify their utterances by doing repetition, they can use both languages to deliver the message and also to strengthen or emphasize message. Example:

Father calling his son while he walking through a train compartment, Father:
Keep straight? Sidhajao. (Gumperz, 1982:78)

In the example, “keep straight?” is repeated in another code “Sidhajao” to promote understanding. The first code is in English, “keep straight?” then the repetition is said in Hindi “Sidhajao”. Besides to clarify or emphasize, sometimes the repetition is used to avoid mishearing of the listener.

6. Intention of clarifying the speech content for the interlocutor

To ensure the meaning of speech run smoothly and can be understood by the listener, bilingual speakers tend to clarify their utterances. A point in one language is repeated in another language. The example is:

Ervin : Ya gue pikir ada tiket buat nonton jazz di Hardrock, About this date for rent. Gue pikir dari pada pergi sama orang lain lebih baik pergi sama elo (Iganatun Nafi’ah, 2013:61)

The character (Ervin) invites to her friend (Adri) to watch jazz music. He switches from Bahasa Indonesia by inserting ‘date for rent’ to clarify the before the sentence ‘dari pada mengajak orang lain’.

7. Expressing identity of group

The way of communication of academic people in their discipline groups is different from other groups. To express the same group identity, code-switching might occur. The example from Ella Yanti (2015:15):

Sarah : I think everyone's here except Mere.

John : She said she might be a bit late but actually I think that's her arriving now.

Sarah : You're right. Kia ora Mere. Haere mui. Kei te pehea koe?

(Hi mere. Come in. How are you?)

Mere : Kia ora e hoa. Kei te pai. Have you started yet?

(Hello my friend. I'm fine)

According to the example above, Mere is Māori and although the rest of the meeting will be conducted in English. Like in the example above, Sarah alternates to Māori to greet her, to show the expression of solidarity. So, code-switching may be related to a particular participant.