

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Most human activities involve language, without it, people are unable to express their feelings, communicate their desires, offer suggestions and opinions, or even think about things like language. The use of language in communication is improved along with a person's level of linguistic expertise. Different people communicate their language in different ways; some like to talk out loud, while others prefer to write. Language indicates each of its nation, a parable once say so. If its meaning pondered deeper, may make us wiser in understanding and addressing all case that linked between language and attitude or behaviour of groups of speakers of the languages. ( Alwi, 2004:21 ).

People who are multilingual or bilingual and speak a number of languages or styles undoubtedly switch codes frequently. According to Hymes (in Chaer and Agustina, 2010:107), code switching has become a common term for alternate use of two or more languages, varieties of language, or even speech styles. In multilingual populations, code switching predominates. The ability to turn off one language while communicating is a trait shared by multilingual speakers. Code switching occurs in the communication process. The phenomenon of code switching develops into a societal trend or way of speaking. Code switching appears not only in daily conversation but also in talk shows; it is mostly used by famous people who perform on television or social media.

This phenomenon also appears on YouTube. One artist or famous person who often uses code-switching on their YouTube channel is Melaney Ricardo. This YouTube channel uses the word "hosting" in English in all communications. She addresses the audience in Indonesian and English as she makes her statement. Additionally, while being instructive, this channel is amusing. This program could, in theory, aid with English proficiency.

Agnes Melaney Siahaan or people who know her better as Melaney Ricardo is an actress who started her career as a radio announcer and presenter. She got engaged to and eventually married a man from Australia and has lived in Indonesia until now so that in her daily interactions, she will use English and Indonesian in her interactions. So it is possible to do code switching. Apart from these factors, code-switching is an interesting topic to discuss, because in addition to helping the use of English vocabulary in sentences, it can also be a reference for the public to be able to use appropriate language for good communication. In this study, the data were taken from one of the social media, namely Youtube. From Melaney Ricardo's Youtube channel, there are many translations that she uses in creating content on her channel. Thus providing an opportunity to discuss and analyze, in particular, the code switching that Melaney Ricardo uses in her Youtube videos. Code switching often appears during daily conversation between bilingual societies. Through this study, people will recognize this language phenomenon and use it wisely in their conversation. The code switching that is used in the chosen data source will also enrich the vocabulary of the English language for those who learn English as their second language.

## **1.2 Problems of the Study**

Based on the identification of the problem and discussion above, the researcher formulates the problem. The problems of this research were:

1. What are the types of code-switching used by Melaney Ricardo on her YouTube channel?
2. What are the reasons Melaney Ricardo used code-switching on her YouTube channel?

## **1.3 Objectives of the Study**

The goals of this study were based on the issue raised above:

1. To find out types of code-switching found on Melaney Ricardo's videos on her YouTube channel.
2. To analyze the reasons for code-switching found on Melaney Ricardo's videos on her YouTube channel.

## **1.4 Limitation of the Study**

The discussion in this study was limited to the types and reasons of code switching that can be seen on Melaney Ricardo's YouTube channel. The study was on transitioning between Indonesian and English. The theory proposed by Poplack (1980) as cited in Romaine (1989) was employed in this study to investigate each type of code switching discovered. Hoffmann's (1991) theory was used to analyze the reason for using code-switching.

## **1.5 Significance of the Study**

There are two significance provided in this study that could be divided into theoretical significance and practical significance. They are described as follow:

### **1.5.2 Theoretical Significance**

Theoretically, this research was expected to enrich and develop the academic understanding about sociolinguistics. Specifically, this study was expected to provide more understanding about code-switching found on Melaney Ricardo YouTube channel. The channel is based on a theory proposed by Hoffmann (1991) and Poplack (1980). Furthermore, additional information regarding how to use code-switching and language variety in daily conversations could be provided. This study can improve the ability to use bilingualism in conversation and create the appropriate language.

### **1.5.2 Practical Significance**

In practical terms, the significance of this study could be used to assist the reader in analysing the code switching used in Melaney Ricardo's YouTube channel. It also includes the provision of empirical sources for future researchers and, as a result, readers interested in sociolinguistic studies. This research will be carried out by those who are interested in the field of code switching.

## CHAPTER II

### REVIEW RELATED LITERATURE, CONCEPTS AND THEORIES

#### 2.1 Review of Related Literature

Several references from earlier research were reviewed in this study to provide a better understanding of the topic. Problems, data, concepts, and theory are all knowledge gleaned from reviewing related literature. As a result, comparisons from the previous studies helped to strengthen the understanding of the topic and to obtain something new that differed this study from the previous ones. Among them are:

The first article was written by Liana et al. (2021) entitled “Types of Code Switching Found in the Twitter of The Indonesian KPOP Fans”. The purpose of this study is to find out the types of the code switching that appears on the tweets posted by Indonesian K-Pop fans on Twitter. The study used Poplack's (1980) theory to analyze data. The findings of this study indicate that only two forms of code switching, inter-sentential switching and intra-sentential switching were discovered from fifteen tweets.

The similarities of these studies between previous and current study are the use of theory and problems of the study. Both of these studies used the same theory which is the theory proposed by Poplack (1980) to analyse the type of the code switching that appears in the tweets that are posted from twitter by Indonesia K-Pop Fans. The difference between these studies is the use of data sources and

another problem of the study. The current study took the data source from YouTube channel but in the previous study took from Twitter and also for the current study will analyse the reasons for using code switching.

The second thesis was taken from Khairunnisa (2020) entitled “An Analysis of Code Switching Used by English Tutor in Video Teaching Tutorial (TEATU) Kampung Inggris Lc”. This study set out to identify the different kinds and purposes of code switching that took place in the Teaching Tutorial (TEATU) program's video of the English tutor. Four different types of code switching, including tag switching, intra-sentential switching, inter-sentential switching, and intra-word switching, were found in the English tutor's video for the Teaching Tutorial (TEATU) application. Topic switch, repetitious function, and affective function were the three code switching functions that were discovered. According to the findings, intra-sentential switching was more common than inter-sentential switching. The repeated tasks were the tutor's chosen role in the meantime.

To compare the previous study with this research, the difference is in the theory that is used. The previous study used Mc Arthur (1992) theory for types of code switching also Mattson and Burenhult (1999) theory to analyzed the function of code switching and the recent study used the theory from Poplack (1980) to analyse the type of code switching and Hoffmann (1991) to analyse the reason of code switching and also, the previous study analysed the types and function of code switching. On the other hand, recent study analyzed the types and the reason for code switching. For the similarities, both these studies used the data from YouTube channel.

The third review was taken from an article in a journal entitled “An Analysis of Code Switching Used by Reza Arap on Deddy Corbuzier’s YouTube Channel” by Sinaga & Hutahaean (2020). The aim of this study is to analyse types of code switching and the dominant type of code switching used by Reza on Deddy Corbuzier's YouTube channel. Wardhaugh’s (2006) theory was employed in this study to analyse types of code switching. Following their analysis of the data, the researchers gathered 25 data from Deddy's YouTube channel and divided them into two categories: situational and metaphorical, with situational data comprising 15 (or 60%) and metaphorical data 10 (or 40%), respectively.

Previous study and future studies are similar in that they both used the same data source from the YouTube channel and analyzed the type of code switching. While previous studies only focused on types and the dominant types of code switching with the Wardhaugh (2006) theory, the current study analyzed the type of code switching with the Poplack (1980) theory and analyzed the reasons for the usage of code switching with the Hoffmann (1992) theory.

The fourth review was taken from an article journal the title is “Analysis of Using Code Switching in Instagram” by Kamariah and Ambalegin (2019). The purpose of this study is to describe the forms and factors by using code switching both types and reason of code switching based on the social media exactly on Instagram and the researcher used some data from some comments, posts and interaction between the users of Instagram. Tag-switching, inter-sentential code switching, and intra-sentential code switching are the three types of form code switching that the researcher believes can be observed on Instagram accounts used



by Instagram users. The utilization of the theory in the current study differed from earlier research. In a previous study the theory proposed by Stockwell (2007) is used to analyze the type of code switching but in this current study used the theory of Poplack (1980) to analyse the type of code switching. In the previous study there are four factors that contribute to code switching; changing the topic, a lack of vocabulary, being bilingual or multilingual, prestige, and trend. Because it relates to the research's theme, sociolinguistic research is used in this study. For the similarities both of these study using qualitative research techniques. Studies of sociolinguistics and language use in particular are anticipated to be helpful in the process of acquiring a language.

The last review was taken from an article entitled, "Code Switching in Daily Interaction of A Rural Society in Bali" by Santika et. al. (2022). The purpose of this study is to find the reason for code switching in society. The analysis presented formally such as in table form for describing the findings and as informally by using ordinary sentence and word based in explaining the data. The qualitative method was used in this research. The data were taken from the daily conversation or interaction from villagers in Satra, Village, Klungkung, Bali. The result is code switching occurs when an individual is fluent in many languages. According to the study's findings, the residents of Satra Village in Klungkung, Bali, who speak Balinese as their mother tongue and Indonesian as a second language, frequently switch between the two languages in their speech. Despite the fact that they share a common language background exactly Balinese, they consciously speak Indonesian when conversing. In addition to the outcome of learning two languages, code



switching occurs in their daily conversations for a variety of reasons, including: balancing interlocutors' language proficiency, the presence of a third person, the status of a third person, changing speaking situations, and changing the topic of conversation.

To compare the previous study with this research, the difference is in theory that is used for analysing the data. The analysis is conducted using the five-factor code switching action theory proposed by Chaer and Agustina (2004) to analyze the reason for code switching but the current study used Hoffman's (1991) to analyse the reason for code switching. For the similarity both of these study used qualitative method to collect the data.

## **2.2 Concepts**

To avoid a wide variety of discussion and misunderstanding regarding this study, and to direct the reader's mind about Code Switching, Melaney Ricardo and YouTube Channel, the author explains them as follows.

### **2.1.1 Code Switching**

Code-switching or using two languages/codes alternately within a constituent, sentence, or discourse ( Poplack, 1980). Yuan (1997) defined code switching as the employment of multiple languages in a single communication. These bilinguals just engage in code switching as part of everyday language use; it is not always used to switch between social identities (Mushin, 2010). Hoffman (1991) claimed that code switching can happen quite frequently in casual

conversations between people who are familiar with one another and who have similar educational, cultural, and socioeconomic backgrounds. It is avoided in formal speaking situations among people, particularly those who have few things in common with one another in terms of social rank, language affiliation, or formality.

### **2.1.2 Melaney Ricardo**

Agnes Melaney Siahaan or known as Melaney Ricardo is an actress who started her career as a radio announcer and presenter. She started her career in entertainment as a radio announcer for Hard Rock FM, then Trax FM. From radio she tried the world of television in order to become an artist (Viva, 2008). After a long career, she has successfully become a famous host who fills various shows on television and she married an Australian citizen. Along with technology, Melaney also started to create a YouTube account and it has as many as 2.09 million subscribers. In her YouTube channel *Melaney Ricardo* she uploaded many videos such as daily life with family, vacation videos, talk shows and many more (Kompas, 2020 ).

### **2.1.3 YouTube Channel**

YouTube is a social media website that was created in February 2005 to let users share videos (Media, 2009). Users can access music videos, news, vlogs, short films, video clips, documentaries, and more on YouTube. Users may watch, like, share, comment, and subscribe to channels that interest them. Users may browse

this site using their smartphone, PC, laptop, tablet, or even a smart TV, or any other device that can connect to the internet. People nowadays enjoy watching vloggers or video bloggers from a famous person in the entertainment field or the person can inspire them with specific things (Wikipedia, 2022).

## **2.3 Theories**

There were two theories explained in this study. The different code switching techniques and their reasons. Hoffman's (1991) theory and Poplack's (1980) theory are particularly useful for analyzing the type of code switching and the reason behind it.

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

This study were tag switching, inter-sentential switching, and intra-sentential switching, according to Poplack (1980) as cited in Romaine ( 1989 ), which are three different types of code switching.

#### **2.3.1.1 Tag Switching**

Tag switching involves the insertion of tag in one language into sentence or utterance in another language ( Poplack, 1980: 589 ). According to Apple and Muysken (1987:118), in certain languages, tag switching may include an exclamation, a tag, or parentheses in addition to the whole phrase. Basically, the use of tag in one language in a completely other sentence. For instance, the English tags are: I do, right? isn't, you know, and I mean. Some instances of English exclamation are: Oh! Look out! and Wow !

The example (in Finnish/English code switching) as bellow:

*a.* “Mutta en ma vittiny, *no way!*”

*b.* (But I’m not bothered, *no way!*)

(Poplack, 1980: 117)

### 2.3.1.2 Intra-sentential Code Switching

Intra-sentential switching happens when a switch occurs in the middle of a sentence or inside the same clause or phrase, resulting in a sentence that combines components from both languages. The high possibility of violation of syntactic norms, as well as the demand for extensive knowledge of both grammar and how they map onto one other, explain the complexity of this type.

The examples of Intra-sentential switching taken from Tok Pisin English as bellow:

*a.* “What’s so funny? Come be good. Otherwise, *yu bai go long kot*”

*b.* (What’s so funny? Come be good. Otherwise, *you will go to the court*)

(Poplack, 1980:117)

### 2.3.1.3 Inter-sentential Code Switching

Inter-sentential switching occurs when a phrase or clause is delivered in one language and the next sentence changes to a different language. Since the majority of an utterance must follow the laws of both languages, inter-sentential switching requires more fluency in both languages than tag switching. The following are some examples of inter-sentential switching from Puerto Rican 14 multilingual Spanish-English speech:

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

(Poplack, 1980: 117)

### 2.3.2 The Reason for Code Switching

People should have some reason to change the code during their utterances. The author applied Hoffman's (1991) theory, which stated that there are seven reasons for people to change the code. They are: talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity.

#### 2.3.2.1 Talking about Particular Topic

Language preference when talking about a particular topic is essential. Some topics will be more interesting to be discussed in a certain language. According to Hoffman (1991:15), discussing a certain topic may provoke a transition, either because different objects elicit various meanings associated to experiences in a specific language or to compensate for a lack of competence in the appropriate register. People also feel comfortable to utter their opinion and ideas in language that is suitable for the topic being discussed. For example:

A French-English bilingual:

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

(Hoffman, 1991: 111)

### 2.3.2.2 Quoting Somebody Else

A quote from someone famous is usually used in our daily speaking. When a quotation is quoted in its original language, it appears more natural. Famous people's quotes are primarily in English or have been translated into English. Not only to quote someone famous, but code switching also happens to quote someone who speaks in another language. In addition, a switch particularly happens when the speaker is quoting somebody else (Hoffman, 1991:116). English is widely spoken in many countries, including Indonesia. As a result, while quoting someone else, Indonesians tend to switch to English. The example can be seen as follows.

An adult Spanish-Catalan bilingual:

„... *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)

### 2.3.2.3 Being Emphatic about Something

People can be assertive and express their feelings through words. When a speaker is speaking in one language and needs to express himself/herself emphatically, he/she may abruptly transition to another language that he/she has mastered. Some people prefer to express themselves emphatically in their mother tongue rather than their second language, whereas others do the opposite. As a result, displaying forceful feelings may cause a code switch to occur. Code switching in being emphatic about something can be seen below:

"**Hay cuatro sillas rotas y**" ("There are four broken chairs and")

**Prou!** I ("That's enough!")"

(Hoffman, 1991: 112)

### 2.3.2.4 Interjection

A code switch may occur as a result of the usage of an interjection (as a sentence filler) and a sentence connector. People who are bilingual or multilingual are quite familiar with interjections in various languages, both intentionally and unintentionally. The following is an example of code switching in the expression of interjection:

An adult Spanish-American English speaker:

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

(Hoffman, 1991: 112)

### 2.3.2.5 Repetition used for clarification

People must be careful not to miscommunicate when communicating. As a result, individuals may seek explanation. People prefer to repeat themselves while clarifying and reinforcing a point in an utterance. People who are fluent in more than one language have the ability to repeat the same message in a different language. In this case, code switching with reason to repetition happens for clarity.

This is the example:

An adult Spanish-English bilingual:

“*Tenia zapatos blancos, un poco*, they were off-white, you know.’

Hoffman (1991 :112)



### **2.3.2.6 Intention of clarifying the speech content for interlocutor**

When bilingual or multilingual people converse, there is a strong likelihood that code switching will occur. This happens to ensure that the addressee or listener completely comprehends the communication. The speaker will use language or terms that the addressee or listener is acquainted with. Children conduct code switching according to McClure and Hoffman (1991:116), because they want to explain the speech content for their interlocutor.

### **2.3.2.7 Expressing group identity**

As a group identity identifier, code switching may occur. Each group has its own code or style, which can be seen in their everyday communication. This one-of-a-kindness will represent their group identity. People who are not part of their group will, of course, speak differently. According to Hoffman (1991:116), various specialists, including Oksaar, Poplack, Calsamiglia, and Tuson, have claimed that code flipping is a form of expression used to demonstrate group identification and solidarity. For example, young whites in London may switch the language into Jamaican Creole in order to be accepted by particular or specific groups (Hoffman, 1991: 116).

## CHAPTER III

### RESEARCH METHOD

The research method refers to how analysis is carried out in order to solve the problem. This chapter focuses on how the author discusses the data source from which it was collected. This chapter mentions several topics, including data source, data collection, data analysis, and finding the presentation.

#### 3.1. Data Source

The data source for this research were from 5 videos on Melaney Ricardo YouTube Channel and the videos entitled “*Boy Gagal Nikah Lagi!*”, “*Cinta Ga Harus Dikontrak Selembat Kertas!*”, Vidi Aldiano “*Menikah dan Perjuangan Sehat dari Kanker!*”, Interogasi Asyraf Jamal “*Bener Ga Al Ghazali Sudah Menikah Siri?*”, Pinkan Mambo “*Netijen Bilang Aku Aneh, Ini Udah Aku Rem-Rem Loh!*”, Millen “*Saat Meninggal Gue Mau Kembali Sebagai Laki-Laki*”. The duration of these videos are from the first video is 11 minutes 50 seconds, second video is 17 minutes 36 second, third video is 23 minutes 41 second, fourth video is 26 minutes 2 second, last video is 24 minutes 28 second. In these videos, Melaney Ricardo as a host or presenter delivers and tells all the things are there on the video. The videos mostly talked about the journey and activity of Melaney Ricardo and family, interviewing some artist or public figure based on the case happening in that time. The data are Melaney Ricardo utterances while discussing and sharing her experiences in the video. She is famous artist in Indonesia and use code

switching as part of her daily life. Those videos were chosen because Melaney Ricardo is a famous Indonesian artist and presenter and also actress which married with Tyson James Lynch who is from Australia. It makes Melaney has the ability speaks in two languages and sometimes she has to follow her husband to live abroad. The language used in this video is Indonesian as the main language and English as the second language. Therefore, this video contains the phenomenon of code switching and it could be influenced especially for the viewers about the language style that Melaney Ricardo used in her utterances.

### 3.2 Data Collection

According to Arikunto ( 2002 ) observation is a technique of collecting data that done with conducting conscientious research, and systematically recording. The observation was implemented first. The data comes from Melaney Ricardo YouTube Channel and the 5 videos were taken from her YouTube channel. Meanwhile, the data were collected by using several steps, those are:

1. Downloading the videos from Melaney Ricardo YouTube channel, the part of videos which entitled, *“Boy Gagal Nikah Lagi! “Cinta Ga Harus Dikontrak Selembar Kertas!, Vidi Aldiano “Menikah dan Perjuangan Sehat dari Kanker!”*, *Interogasi Asyraf Jamal “Bener Ga Al Ghazali Sudah Menikah Siri?, Pinkan Mambo “Netijen Bilang Aku Aneh, Ini Udah Aku Rem-Rem Loh!, Millen “Saat Meninggal Gue Mau Kembali Sebagai Laki-Laki”*.

2. Watching and listening carefully of the video to find out the use of code switching.
3. Making the transcriptions of the conversation on the videos and the explanation of Melaney.
4. Making some notes and screenshots of the videos that show code switching and analyse it by using the theories that will be applied.
5. Classifying the data based on the problems of the study and analyse it as well by using two theories which are the theory proposed by Poplack (1980) and Hoffman's (1991).

### **3.3 Data Analysis**

In this study, the method that was used in analysing the data is the descriptive-qualitative method. According to Neuman (2014:38), descriptive research is the research in which the primary purpose is to “paint a picture” using words or numbers and to present a profile, a classification of types, or an outline of steps to answer questions such as who, when, where, and how. The data were described factually, systematically, and scientifically in accordance with the first problem and were analysed by theory of Poplack (1980). Meanwhile the second problem was analyzed by theory of Hoffmann's (1991). In order to analyse the data, there are some procedures are following;

1. First, the data from YouTube's Channel of Melaney Ricardo YouTube Channel and 5 videos that have been downloaded were analyzed based on the types and reasons of code switching.

2. Second, analysed code switching occurred by providing an explanation of the different types of code switching and will make use of Poplack's (1980) theory as well as Hoffman's (1991) theory to explain why code switching occurred.

### 3.4 Finding Presentation

The finding presentation in this research was both the formal and informal methods, formal method means that when the researchers are presenting the result of analysis they use the symbol, table, diagram, number. While informal method means presenting the result of the analysis by using words and sentences and it purposes to give the explanation to make the readers understand easily. (Sudaryanto, 1993: 114) In a formal way, the table was used to show the percentage of the code switching found in Melaney Ricardo YouTube Channel and the videos entitled "*Boy Gagal Nikah Lagi!*" "*Cinta Ga Harus Dikontrak Selembar Kertas!*", Vidi Aldiano "*Menikah dan Perjuangan Sehat dari Kanker!*", Interogasi Asyraf Jamal "*Bener Ga Al Ghazali Sudah Menikah Siri?*", Pinkan Mambo "*Netijen Bilang Aku Aneh, Ini Udah Aku Rem-Rem Loh!*", Millen "*Saat Meninggal Gue Mau Kembali Sebagai Laki-Laki*". On the other hand, the informal method was used to present the analysis descriptively by using words and sentence was used to present the analysis descriptively by using words and sentence.