CHAPTER I

INTRODUCTION

1.1   Background of the Study

The phenomenon of code switching nowadays become a part of daily conversation. In the dialogue people often select codes and switch back and forth, from one code to another code either consciously and subconsciously. Armawan (2018: 1) says that code switching also brings contributions from a wide variety of sociolinguistics setting in which the phenomenon is observed. From number of code switching researchers suggest that code switching is used as an additional resource to achieve particular interactional goals with other speakers.

Additionally, code switching often reflects the social or cultural identities of the speakers (Foley, 1997). The switch to a particular language in bilingual discourse can be used to signal ethnic identity (Kroskrity, 1993). The indexical link between language choice and ethnicity is especially prevalent among language minority children sometimes identify themselves by their ethnic background in the community, even when they adopt the lifestyle and values of the target language group (Schumann, 1986).

Grosjean (1982:112) proposed that switch from one into another code can involve words, phrases, and sentences, and even can involve several sentences as well. Romain (1992:110) also stated that code switching is the use of more than one language, variety, or style by a speaker withing an utterance or discourse, or between different interlocutors or situations. Code switching refers to the use of two languages or dialects within a sentences or discourse. Switching language may

1

serve in order to soften or strengthen request or command, and saying something twice in different language to intensify or eliminate ambiguity. The members of bilingual community vary in the capacity of mastering the languages used in the community. They have to be able to set a condition where they can communicate effectively. They may choose a particular code or variety since it makes them easier to discuss a particular topic, regardless where they are speaking. Most of them usually occupy more than one code and require a selected code whenever they choose to speak with others. It is needed more than one language to do code switching as well. Recently, people in bilingual community, for instance in Indonesia commonly alternate their languages.

Rosalina (2014:1) says that bilingualism inevitably becomes the prominent factor for triggering people to do code switching easily. Interestingly, this communicative behavior does not only occur in general domain or situation but also in specific one such as for the entertainment to make the program more interesting and interact the audience and one of the entertainment that we can see in YouTube is Grace Tahir Isolate Show program on @gt.bodyshot YouTube channel. In this YouTube channel Grace Tahir as a host. Grace Tahir is one of Indonesian actress who has been across the world of entertainment. Not only as a YouTuber she has also starred and worked in another place and has some business. She is a Chinese-Indonesian entrepreneur and as a director of Mayapada Hospital.

This YouTube channel contains a lot of combination English and Indonesian language. In the host and his Interlocutors "Valencia Tanoesoedibjo" dialogue she

often switches Indonesian language into English or vice versa. It is interesting to analyze code switching found in this YouTube channel.

1.2   Problems of the Study

From the background of the study above, this research has two problems can be even formulated as follow:

1. What types of code switching are found in the video of Grace Tahir on @gt.bodyshot YouTube channel ?

2. What are the function of code switching found in the video of Grace Tahir on @gt.bodyshot YouTube channel?

1.3   Objectives of the Study

In general, the objective of this study is to describe the code switching found in the video of Grace Tahir on @gt.bodyshot YouTube channel. The objectives of this study are:

1. To identify the types of code switching found in the video of Grace Tahir on @gt.bodyshot YouTube channel.

2. To analyze the function of code switching found in the video of Grace Tahir on @gt.bodyshot YouTube channel.

1.4   Limitation of the Study

This research tries to analyze the types of code switching in the YouTube channel accessed on June 17th 2022. Besides that, this research analyzed the function of code switching found in the video of Grace Tahir on @gt.bodyshot YouTube channel. This research used the theory of sociolinguistics by Appel and

Muysken (1987) as the main theory to answer the types of code switching and the function of code switching.

1.5 Significance of the Study

The significance of the study consists of two significance, they are theoretical significance and practical significance.

1.5.1 Theoretical Significance

The theoretical significance of this study are as below.

1. This study would give support to the theory of code switching.

2. This study could help the development of sociolinguistics, especially on the studies and theories of language contact.

1.5.2 Practical Significance

The practical significance of this study are as below.

1. The writer hopes this paper is especially useful to the viewer in general as reference in understanding the use of language on the YouTube channel.

2. The writer hopes this paper can be also useful to the development of the ability and English linguistic skill of all students who learn linguistics.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter reviews several related literatures, concepts, and theories from some linguistics in order to have a good understanding about this study.

2.1   Review of Related Literature

This research is not the first research which uses code switching case as the topic. Previously, there were many researchers who have observed and analysed code switching. In this part, the writer has summarized some previous research regarding code switching that will be compared to this research.

The first thesis was written by Nafi'ah (2013) under the title "An Analysis of Code Switching In The Novel Miss Pesimis By Alia Zalea". There were two purposes of the research in this thesis. Such as to find out the types of code switching used by the characters in the dialogues in the Novel Miss Pesimis, and to find out the reasons why the characters in the Novel Miss Pesimis switch from Indonesia into English or the other way around. The similarity with this study is the first problem of the study, which discusses about the types of code switching. The research design of her thesis was library study with qualitative approach. In finding, she found five types of code switching and six reasons of code switching. Nafi'ah thesis has some differences with this study. Such as first, she had taken the data source from the novel, and this study were taken the data source from the YouTube video, second, Nafi'ah thesis data collection method was documentation method, while this study used the observation method in collecting the data, third, Nafi'ah

second problem was analyzed about the reasons why the character in the novel do code switching in their dialogue, while this study second problem was find out the function of code switching in the YouTube video, and fourth, she was use the theory from (Hoffman 1991:112), while this study used the theory from Apple and Muysken (1987).

The second thesis for review was written by Lestari (2022) under the title "Code Switching in Nofitah Official's Instagram". The analysis was mainly aimed, such as to classify the types of code switching used in the Nofitah Official's Instagram and to analyze the reasons. Her study used the theory proposed by Appel and Muysken (1987) to classify the types of code switching, it is similar theory with this study, and she applied the theory by Hoffman (1991) in analyzing the reasons of code switching. The three types of code switching were found, namely tag switching, intra-sentential switching, and inter-sentential switching. Then five reasons of code switching were found, namely talking about a particular topic, being empatic about something, interjection, repetition, and intention. The most dominant reasons was intention. The data source of her thesis was different with this study, she had taken the data source from the Instagram, while this study were taken the data source from YouTube video.

The third article was written by Retnawati (2015) under the title "Code Switching Used in Conversation by An American Student of the Darmasiswa Program". The analysis was mainly about code switching used in conversations by an American student of the Darmasiswa Program, addressing four objectives to find out the types and the functions of code switching. The approach of her study is

qualitative. The research applies mixed techniques to obtain the data; recording the conversations in natural setting and interview. Retnawati's study found there were three types of code switching in the conversations; inter-sentential code switching, intra-sentential code switching, and tag/emblematic switching. They are used for various function due to several reasons. The data source of Retnawati's study was different with this study, she had taken the data source from the conversations by an American student, and this study were taken the data source from the YouTube video. Then, her theory also different with this study, she used the theory from Hoffman and Saville-Troike (1991), while this study used Appel and Muysken (1987) theory.

The fourth article was review is written by Cahyani (2022) under the title "The Use of Code Switching Found in Podcast Ruang Sandi By Sandiaga And Cinta Laura". Her study aimed to investigate code switching types and reasons in the podcast. Her first aim is similar with this study because this study analyzed about the types of code switching. While, her second aim is different with this study, because this study analyzed the functions of code switching. Cahyani study were applying descriptive qualitative method in analyzing the data based on the theory from Hoffman (1991) in solving the types of code switching, and theory from Grosjean (1982) to solve the problem about the reason of code switching, that supported by the theory of Gumperz (1982) regarding speech function. It's different with this study that used quantitative and qualitative method in analyzing the data based on the theory from Apple and Muysken (1987).

The fifth article was written by Irawan (2021) under the title "The Reasons of Code Switching Found in Pamungkas'Speech During Podcast Talks/Interviews". The analysis was mainly aimed at finding out the reasons and classify the most and least types of the code switching by Pamungkas. Quantitative and qualitative method were used in his study, it is similar method with this study, because the writer of this study applied quantitative and qualitative method in analyzing the data. Pamungkas used the theory proposed by Hofman (1991) about seven reasons of code switching, it is will be different with this study that used the theory from Appel and Muysken (1987). The other difference between his study with this study is the data source, he had taken the data source from the podcast interviews on Spotify, and this study were taken the data source from the YouTube video.

2.2 Concepts

The concept provides an explanation of the term which refers to the title, besides that the concept also defines terms that are relevant to the problems in this study. The concepts of this study based on the title A Case Study of Code Switching Found in @gt.bodyshoot YouTube Channel by Grace Tahir. Is describing in this chapter, there are:

2.2.1 Code Switching

Code switching often occurs in bilingual community as an alternative way in using more than one language. Code switching is most important concept in bilingual community itself. Code switching also can indicate the phenomenon of bilingualism in the community.

Romaine (1992: 110) stated that code switching can be defined as the use of more than one language, variety, or style by a speaker within an utterance or discourse, or between different interlocuters or situations. Yaron Matras (2009: 101) describe code switching is the term that normally to the alternation of languages within conversation.

2.2.2 Bilingualism

According to Wardaugh (1986: 101) bilingualism is a phenomenon of people having more than one code (language). While bilingualism is the phenomenon of using more than one language in conversation, the people who interrelated in, they called bilingual. Bilingual person often switch from one language to another, especially when they know and understand the language well.

2.2.3 YouTube

Jayanthi (2020: 9) defines YouTube is used to watch music videos, comedy shows, how to guides, recipes, hacks and etc. Teens also use the video-sharing service to follow their favorite vloggers (video blogger), subscribe to other YouTubers and celebrities they are interested in.

2.3 Theories

This research uses Appel and Muysken (1987) entitled Language Contact and Bilingualism as the main source for the theory. It provides an explanation of the research problem, besides some of the concepts relevant to the problems. The theories are used in this study can described as follow:

2.3.1 Types of Code Switching

Appel and Muysken (1987:118) show three types of code switching, i.e, Tag Switching, Inter-sentential and Intra-Sentential. The three types are described below:

a) Tag Switching

Tag switching involves an exclamation, a tag, or a paratherical in another language than the rest of the sentence. The following examples were proposed by Fallis in Apple and Muysken (1987: 118) : "**Oye**, *when I was a freshman I had aterm paper to do*" at the next. The tags serve as an emblem of the bilingual character of an otherwise monolingual sentence.

b) Inter-Sentential

Inter-sentential is a type of code switching involving movement from one language to other between sentences. This situation may also include a switch from a whole sentence or more than one sentence produced entirely in one language. Inter-sentential switching may serve to emphasize a point made in the other language in conversation. Inter-sentential switches occur between sentences as their name indicates, as when a Spanish/English bilingual says in the following examples were proposed by Romain (1989) in Appel and Muysken (1987: 118) : *Sometimes I'll star a sentence in English* **ytermino en espanol** (and finish it in Spanish).

c) Intra-Sentential

Intra-sentential code switching concerns language alternation that occurs within a sentence or clause boundary. Sometimes it is include mixing within words boundaries. Since intra-sentential code switching occurs within sentence/clause/word boundaries or phrase. An example is the following narranve, drawn from Fallis (1976) : "*I started acting real* **curiosa**".

2.3.2 Function of Code Switching

The function of code switching in this study were analyzed by applying the theory found in the same book entitled language contact and bilingualism by Apple and Muysken (1987:119) there are six function for code switching can be described, as follow**:**

a) Referential Function

Code switching involves lack of knowledge or facility in a language. Hence, bilingual speakers switch code when they do not know the word or when a certain concept is not available in that language. Language is chosen also because it is more appropriate or suitable to be used for a particular topic. For example from university student in kenya, who switches between Kikuyu and English:

"*Atiriri angel niati has ina degree eighty nayo this one inamirongoitaru. Kugori, if the total sum of a triangle ni one eighty ri* it means the remaining angle *inandigiriimirongmugwanya*" even for people who don't know Kikuyu it is easy to guess what the student is talking about (Scotton, 1979) in Appel and Muysken (1987: 119).

b) Directive Function

This participant related function of code switching aims to include or exclude a person from part of a conversation such as by using a familiar or foreign language to that person. The easily example is many parents try to speak a foreign language when they do not want their children to understand what is being said. If they do this too often, they find out that the children have learned the second language as well or make up a language of their own exclude their parents (Appel and Muysken, 1987: 119)

c) **Expressive Function**

Speakers use more than one language to stress their self identity or feeling to others in the conversation. An example is Spanish-English code switching in the Puerto Rican community. For fluent bilingual Puerto Rican in New York, conversation full of code switching is a mode of speech by itself, and individual switches no longer have a discourse function (Poplack, 1980) in Appel and Muysken (1987: 119)

d) **Phatic Function**

Code switching is used to show a change in tone and emphasize parts of a conversation that are of importance. This types of switch has been documented extensively in a paper on switching between London Jamaican and London English by Sebba and Wotton (1984). They give an example when Jamaican fragments are inserted into an English context, the main function seems to be that of highlighting the information conveyed as in conversation:

A : I mean it does take time **ge?? In'**to..find the right person.

B : Let me tell you now, **wiv** every guy I have been out **wiv** it's been a ?... **uoliip a mwonts** before I move **wiv**the **nex'** one.

A : Next one yeah !

e) Metalinguistic Function

The attitude of the speakers using language towards and awareness of languages use and linguistics norms are made known. Multilingualism is becoming a social phenomenon governed by the needs of globalization and cultural openness. Owing to the case of access to information facilitated by the internet, individuals' exposure to multiple languages is becoming increasingly frequent, there by promoting a need to acquire additional languages. Many examples of this can be found in the public domain such as performers, circus derector, and market sales people (Appel and Muysken, 1987: 120)

f) Poetic Function

The speakers switch with jokes, puns, other world play and conscious style in different code. So, switch to different code is the goal and source to joy. In code switching where the poetic function is dominant (e.g. in literary texts) the language tends to be more 'opaque' than conventional prose in emphasizing the signifier and medium (and their materiality), or the form, style, or code at least as much as any signified, content, message, or referential meaning. The example of the poetic function is a quote from Ezra Pounds Canto XIII:

Yu-chan to pay sycamores
Of this word are lutes made
Ringing stone from Sey choui river
and grass that is called *Tsing-mon' or/u'wv*
Chun to the spirit *Chang Ti*, of heaven moving the sun and stars.
Que vosvers experiment *vos* intentions

et que la musique conforme

Pound wrote the poem with across languages Chinese gods, rivers, emperors and mountais are matched with elements from Homeric Greek French, Italian, and Provencial verse. The result is at once an erudite evocation of all human civilizationsand panoply of sounds (Appel and Muysken, 1987: 120).

CHAPTER III

RESEARCH METHOD

3.1 Data Source

This part presents and discusses the research method. The data were taken from the video of Grace Tahir on @gt.bodyshot channel with the duration of the video is 28.22. The host name is Grace Tahir and the guest is Valencia Tanoesoedibjo. Grace Tahir who has the YouTube channel which is "Grace Tahir Isolate Show" always invited the popular actress and actor from Indonesia. In the video they talk an interesting topic about family. They share stories about their lives as a child of conglomerate. It interests the viewers in that video. The writer chose it as data source because the host and the guest in the video often switch the language from Indonesia into English in their conversation. From the beginning of the video until the end, the host and her guest basically used Indonesian language when the program airing but sometimes they switched into English.

3.2 Data Collection

In collecting the data, observation method was used in this study. It was conducted by compiling and examining the data to observe the phenomenon. Therefore, the method was done through several techniques, those are:

1) Browsing the video of Grace Tahir from YouTube.

2) Downloading the video for the data source.

3) Watching the video of Grace Tahir and taking some note for the data needed.

4) Transcribing the data were found.

15

5) Classifying the data into the types and the function based on the theories used.

3.3   Data Analysis

In analysing the data the qualitative method were applied by conducting the following steps.

1) Identifying the data of types of code switching and the function of code switching.

2) Classifying the data and dividing them into several sections according to the theorized used.

3) Analyzing the data based on the theory of types of code switching and the function of code switching by applying the theory proposed by Appel and Muysken (1987).

4) Drawing the conclusion of the research based on the aim of the research.

3.4   Finding Presentation

Based on the data analysis, the findings of this research were presented through formal and informal method. The formal method was done by using table to show the occurrence of the types and the functions of code switching, meanwhile the informal method was done by writing sentences to describe the types and the functions of code switching found in the video of Grace Tahir on @gt.bodyshot YouTube channel, according to the theory from Apple and Muysken (1987). Here the result of the data analysis was presenting based on the purposes of the research.