CHAPTER I

INTRODUCTION

1.1   Background of The Study

Humans cannot live alone and do their activities; thus, they are called social beings. They will need others in carrying out their activities; people will socialize and interact with the surrounding environment. When people start to interact with others, they will use the language for communication. Language is one of the tools for communicating. Language is essential in our lives. Language plays a significant role in communicating because it is used to express ideas, desires, and feelings and deliver the information to the listener. Language can be learned linguistics especially in the branch of sociolinguistics. It is a study where linguists seek the interrelationship between language and society, which focusing on the way people speak differently according to the social context, how it related to social function of the languages, and what kind of social meanings that are implied (Holmes, 2013:1). Nowadays, people use more than one language for their daily communication, such as Indonesian and English.

In linguistics, when people are adequate to address different languages, the circumstances are called bilingualism (able to speak two languages) and multilingualism (able to speak more than two languages). Based on Weinreich (1968:1), "The practice of alternately using two languages will be called bilingualism and the person involved, bilingual". Besides that, Spolsky (1998:45) explains bilingualism as "a person who has some functional ability in the second

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language". People who are bilingual can switch languages in their conversation. The circumstances where people switch between languages in the conversation have been known as code switching.

Practically, code switching in life is commonly seen and available in many fields, such as television shows, commercial advertisements, and social media, including YouTube, Instagram, and Facebook. According to the Webwise website, YouTube is a digital tool for video sharing where users can upload their videos, watch, and respond to other videos such as like, share, and comment. Users can subscribe to their favorite vloggers (video bloggers) and celebrities they are interested in. YouTube can be accessed through mobile phones, laptops, computers, and tablets. Users can use YouTube for free we do not need to pay anything when we want to access this video-sharing service. It can be an ideal space for all people to discover things like education or fun. There are many things we can search on YouTube. Mainly YouTube is used to watch comedy shows, music videos, tutorials, food and beverage recipes, daily life hacks, and more.

Nowadays, many Indonesian artists become content creators on YouTube; they create their channels and make their content such as make-up tutorials, daily activities, food reviews, podcasts, and many more. Mostly they make the podcast for their content on YouTube. They will collaborate with other artists or invite people who inspire many people out there. One of the most prominent artists in Indonesia who has a YouTube channel is Maudy Ayunda. In her YouTube channel, Maudy Ayunda posts her videos when singing her songs or covering

songs from other singers. She is also posted about her experiences studying at Stanford University and Oxford University. Furthermore, she creates videos of question and answers sessions with her fans.

Maudy Ayunda is multitalented. She is prestigious in entertainment and has a decent educational background. When in senior high school, she studied in an international school. She won maths, sports races, and English speeches in some events in senior high school. After that, Maudy Ayunda continued her study at two famous universities globally, namely Oxford University and Stanford University. Maudy Ayunda studied at Oxford University by majoring in Philosophy, Politics, Economics (PPE). After that, she continued her study at Stanford University and took two majors simultaneously, namely Business Administration and Education. With her achievements so far in academic, Maudy Ayunda officially holds the title of BA, MA, MBA on her name. Maudy Ayunda is a very well-known artist with many achievements. She is mastering more than one language. She usually speaks using two languages that is English and Indonesian language when she performs on television or YouTube. Because she is bilingualism, it may cause code switching when communicating with other people. For example, when answering the questions from her fans on YouTube, she answers them by using two languages; Indonesian and English.

As a language phenomenon, code switching became a considerable subject to be examined in the field of sociolinguistics, for it can be found in daily conversation or any other fields such as television shows, commercial advertisements, social media platforms such as Instagram, Facebook, YouTube.

Code switching is chosen for this study because most people can communicate by using two languages or more, and it will help them understand each other during the conversation. Analyzing the code switching phenomenon will give the researcher and the reader a deeper understanding of code switching. Furthermore, some of the chosen videos on *Maudy Ayunda Music* YouTube channel are used as the data source. The first video is entitled "Maudy Ayunda Pernah Males Nggasih?! (Q&A Part 1)". The second video is entitled "Maudy Ayunda Ngobrolin PRIVILEGE! (Q&A Part 2)". The last video is entitled "Maudy Ayunda | #AskMod On Motivation." Those videos are chosen because the content is exciting. Maudy Ayunda shares her experiences during her study at Stanford and Oxford University. Both of those universities are very well known in the world. Furthermore, Maudy also shares tips that are related to education. Thus it can be motivation for the viewers to keep the spirit of learning.

1.2   Problems of The Study

Two problems of study have emerged based on the circumstances that the writer explained on the previous part. Those problems are as follow:

1. What types of code switching are used by Maudy Ayunda on *Maudy Ayunda Music* YouTube channel?

2. What are the functions of code switching used by Maudy Ayunda on *Maudy Ayunda Music* YouTube channel?

1.3   Objectives of The Study

The objectives of the study are to answer the problems of the study above; there are two objectives of the study as follow:

1. To discover the types of code switching uttered by Maudy Ayunda on *Maudy Ayunda Music* YouTube channel.

2. To identify and analyze the functions of code switching uttered by Maudy Ayunda on *Maudy Ayunda Music* YouTube channel.

1.4   Limitation of The Study

This study is focused and discusses code switching types along with their functions uttered by Maudy Ayunda on *Maudy Ayunda Music* YouTube channel. The types of code switching analysis are limited and based on the theory or model of Poplack (1980), and the functions is analyzed and limited to the theory of Appel and Muysken (1987).

1.5   Significance of The Study

There are two kinds of the significance of study that the writer expects, which benefit the society. Those are theoretical and practical significance.

1.5.1   Theoretical Significance

Theoretically, the research is expected to benefit the readers regarding a field that is covered by sociolinguistic, which is code switching. By reading the

study, the readers gain more understanding and materials about code switching, including the types and functions that code switching has.

1.5.2   Practical Significance

The research is intended to give comprehension to the language learner. The reference gained from this study can be beneficial for further researchers who conduct study regarding code switching; a field of study within sociolinguistics. Besides, the information that is presented in the study can be implemented in daily life, thus the readers will understand the use of code switching properly.
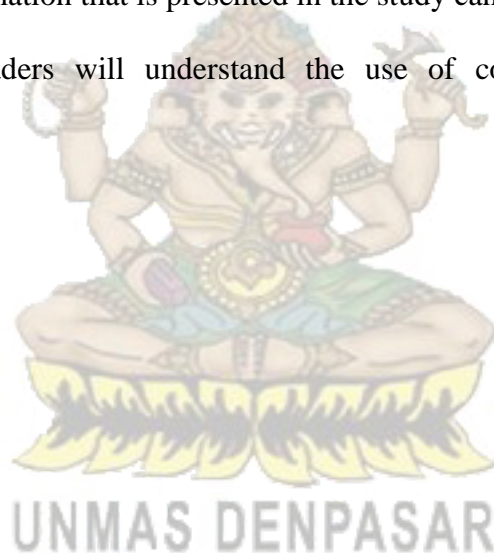
CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS & THEORIES

The theoretical framework includes a review of literature that is related to the study, concepts, and theories that is presented in this chapter. There are three related works of literature that have connections with this research that is explained here. The concepts that are used are presented here. To support the process of finding the data, the theories that are used are also presented here.

2.1 Review of Related Literature

Several studies focusing on code switching phenomenon have been conducted by previous researchers; the writer has reviewed those writing that linked and related to this study. The first is a thesis entitled "Code Switching Used in Corona Virus Podcast by Deddy Corbuzier" by Nahombang (2020) from the University of Muhammadiyah Sumatra Utara. The second is a thesis entitled "Code Switching Used by Kimmy Jayanti in 'iLook' Program on Net TV" by Rahmaniah (2016) from the State Islamic University of Maulana Malik Ibrahim. The last is an article entitled "An Analysis of Code -Switching in English Meeting Club (Benteng Panynyua Club in Fort Rotterdam Makasar)" by Jakob (2018) from the State University of Makassar.

The first research was conducted by Nahombang (2020) entitled "Code Switching Used in Corona Virus Podcast by Deddy Corbuzier." The study has objectives to study, reveal and discuss code switching types that occur in the Corona Virus Podcast by Deddy Corbuzier and to examine why they do code

switching in the Corona Virus Podcast by Deddy Corbuzier. The data sources of the study were gathered from the utterances of Deddy Corbuzier and Anies Baswedan in the Corona Virus Podcast on Deddy's YouTube channel. The video podcast was published on 28th March 2020. For analysis, the researcher applied the descriptive qualitative method, and it applied the theory from Romaine as cited in Susanto (2008: 47) to discover what types of code switching are found in the Corona Virus Podcast by Deddy Corbuzier, and also the theory from Hoffman (1992: 116) to reveal why code switching is used in Corona Virus Podcast by Deddy Corbuzier.

The final result of the study found that speakers did code switching in all types: intra-sentential, inter-sentential switching, and tag switching. Based on the occurrence number, the speaker used intra-sentential switching most. Furthermore, the researcher discovered why code switching happened in Deddy Corbuzier and Anies Baswedan's utterances. Hoffman's model of six reasons code switching is also revealed. The result discussed particular topics shown as the most frequently used reason within Deddy Corbuzier and Anies Baswedan's code switching.

Comparing to her study, there are some differences found between Nahombang's study and this study. The first difference is the data source; the data source of the previous study was taken from Deddy Corbuzier's and Anies Baswedan's utterances on a podcast from Deddy Corbuzier YouTube channel, while in this study, the data source took from Maudy Ayunda's utterances in three chosen videos on her YouTube channel. Second, Nahombang's study focused on

the code switching types and their reasons, while this study also focused on the types of code switching yet would like to discover what functions the code switching served. The last difference, Nahombang's study used theory from Romaine as cited in Susanto (2008:47) for the model of code switching types, while this research followed Poplack's model (1980).

The second thesis was done by Rahmaniah (2016) entitled "Code Switching Used by Kimmy Jayanti in 'iLook' Program on NET TV." The study's objectives were to examine the occurrence number of code switching types and the reasons in her utterances. The data sources were taken from Kimmy Jayanti's utterances from some videos; there were "Dictionary – Women's Bag," Dictionary – Women's Sleeves | iLook | Kimmy Jayanti | Net Mediatama, 5 Most Timeless Facial Hairstyles for Men, 5 Most Audrey Hepburn's Essential Items, Apa Arti Fashion Untuk Kimmy Jayanti, DIY – Rockstar, Fashionary hijab | iLook | Kimmy Jayanti | Net Mediatama. The researcher in analyzing the data applied the method of descriptive qualitative. The researcher used the theory from Romaine as cited in Susanto (2008: 47) to analyze the types and theory of Hoffman (1992: 116) for the reasons.

The final result of the study found that the speaker applied all the types of code switching; those three types of code switching were inter-sentential, intra-sentential, and tag switching. The most frequently used is intra-sentential switching. The researcher also found all the six reasons proposed by Hoffman (1992). The most frequent reason behind code switching is discussing about particular topics.

Comparing to her study, there are some distinctions between Rahmaniah's study and this study. The first difference is the data source; the data source of the previous study was gathered from the utterances Kimmy Jayanti on 'iLook,' a program broadcasted by NET TV, while in this study, the data source took from Maudy Ayunda's utterances in three chosen videos on her YouTube channel. Second, Rahmaniah's study is centered on code switching types and its reasons. Meanwhile, this study focused on kinds of code switching and its functions. The last difference, Rahmaniah's study, used theory from Romaine as cited in Susanto (2008:47) for the model of code switching types, while this research followed Poplack's model (1980).

The last study was conducted by Jakob (2018) entitled "An Analysis of Code-Switching in English Meeting Club (Benteng Panynyua Club in Fort Rotterdam Makasar)." The study has objectives to study, reveal and discuss code switching types, to discover the reasons and functions of applying code switching in English meeting club. The data source was taken from the conversation among the participants. The researcher in his study applied the descriptive qualitative method. For analysis, the researcher applied the theory of Poplack (1980) for the types and the theory of Hoffman (1992) for the reasons to do code switching.

The final outcome of the study presented that all types existed, and the speaker mostly used intra-sentential switching. There were also found the reasons, there were interjection, repetition, and intention of clarifying the speech. Comparing to his study, there are some distinctions found between Jakob's study and this study. The first difference is the data source; the data source of the

previous study was gathered from the member's utterances at the English club, while in this study, the data source took from Maudy Ayunda's utterances in three chosen videos on her YouTube channel. Second, Jakob's study focused on the code switching types and why they were applied, while this study also focused on the types of code switching yet would like to discover what functions the code switching served.

2.2   Concepts

In conducting this study, there are concepts from some experts are applied. The problems of this study are solved by using four concepts from different sources and experts. There are the concept of bilingualism by Hamers & Blanc (2004), the concept of code switching by Wardhaugh (2006), the concept of *Maudy Ayunda Music*, and the concept of YouTube Channel.

2.2.1   Bilingualism

Bilingualism or multilingualism is the capability of people to understand two or more languages. Hamers & Blanc (2004) says, It is a concept where there are two languages within a linguistic community, applying those different codes in a speech event, thus emerging a state of linguistic called bilingualism; bilinguals (societal bilingualism) for the people who applied it.

2.2.2 Code Switching

Wardhaugh (2006) states, "people are usually required to choose a particular code whenever they want to speak." When they are engaged in speech events, there are possibilities that they want to switch between one to another language or vice versa, or event mixing those languages in a sentence. The activities create a new kind of code which is called code switching. The new code can be implemented between utterances or within a single utterance. The first implementation is called inter-sententially, and the latter one is known as intra-sententially.

Furthermore according to Poplack (1980), McLaughlin (1984), Appel and Muysken (1987) as cited in Hoffman (1991:104) state the difference between code switching and code mixing, the code mixing occurred in the lexical level (intra-sentential) within a sentence. Meanwhile the code switching occurred across sentences (inter-sentential) and within a sentence (intra-sentential) including tags and exclamations. In short, code switching has broader scope than code-mixing. Code switching does not only cover within a sentence but also between sentences.

2.2.3 YouTube Channel

YouTube is a digital tool for video sharing where users can upload their videos, watch, and respond to other videos such as giving like, share, and comment. YouTube can be used for free and it can be accessed through mobile phones, laptops, computers and tablets. People who became content creator in YouTube have their own YouTube Channel. According to Lifewire website,

YouTube channel is a personal homepage for a user's account, where it shows the account name, a personal description, the public videos the users upload, and any other information that the users added. Furthermore, after creating a YouTube channel, the user can upload their videos with many ideas of the content, such as music videos, how-to guides, food and beverages reviews, daily life hacks, education, fun and more.

2.2.4   *Maudy Ayunda Music*

Maudy Ayunda is one of Indonesian artist who also became a content creator in YouTube. The name of her YouTube channel is *Maudy Ayunda Music.* It was created on 16th January 2011 and she has 557.000 subscribers and has uploaded 50 videos. The total views on her YouTube channel are 30.957.581 and it is increasing every day. In the description section on her channel, she wrote some information about her work, such as an album as a singer entitled *"Panggil Aku"* which released in 2011. Furthermore there are some movies that she had starred during her career as artist, such as the movie *"Untuk Rena"* in 2005, the movie *"Sang Pemimpi"* in 2009, the movie *"Rumah Tanpa Jendela"* in 2011 and the movie "*Perahu Kertas*" in 2012. Maudy Ayunda also added link that connected to her website and social media.

The contents on *Maudy Ayunda Music* YouTube channel are diverse and exciting. On her channel she posted videos when covering the songs from other singers, she also shared behind the process of her song album. Furthermore, she creates videos which shared about experiences during her studies at two famous

universities in the world; those are Stanford and Oxford University. Besides, Maudy Ayunda also creates videos about self empowerment and motivations. Those videos are presented in question & answer sessions with her fans, where all the questions are collected from her fans, her YouTube channel are really interesting to watch, the viewers can enjoy the music and also can gain information related to education and others. Thus, it can give positive feedbacks for the viewers.

2.3   Theories

The study adopted two models: theory of the types of code switching and code switching function. In this study, the theory from Poplack (1980) is applied to classify code switching, and followed by the Appel and Muysken (1987) regarding the functions of code switching.

2.3.1   Types of Code Switching

According to Poplack (1980) defined code switching as "the juxtaposition within the same speech exchange of passages of speech is belonging to two different grammatical system or sub-systems". Poplack's model of code switching classification (1980) covers three types, as cited from Romaine (1989). Those three types were Tag, Inter-sentential, and Intra-sentential switching. The model is used as the theoretical framework for the classification and analysis of code switching.

2.3.1.1 Tag Switching

Tag switching is a way of switching language by inserting any tags or filler such as a word or short phrase within a sentence without interrupting the grammar rules. In a single language, the tag can be attached to a single speech act that is entirely opposite in another language. For example, *"you know," "I mean," "right?"* The speaker can add the tag in various positions in a sentence, either at the beginning, middle or even at the end of the sentence, without violating the syntactic order. Because of the minimum risk of violation in grammatical rules, tag switching can be categorized as the simple one in the classification. An example of this type, according to Poplack (1980:122), can be seen as follow.

*"<u>Mutta en ma vitting,</u> **no way!**"*
("But I'm not bothered, no way!")

2.3.1.2 Inter-sentential Switching

This type can be defined as an act of switching the code when a person switches language in a complete sentence or between sentences. This type occurs between sentences, and the switch is commonly found on the clausal or sentential level in a different language. Poplack (1980:123) presents an example from Spanish-English Puerto-Rican bilingual utterance.

*"<u>Sometimes I'll start a sentence in English</u> **y termino en español**"*
("<u>Sometimes I'll start a sentence in English</u> **and finish it in Spanish**.")

From the example above, the code switching occurs in clausal level within the sentence. The first clause (in underline) is mentioned in English, and the

second clause is in Spanish (in bold). The coordinating conjunction (*y*/and) acts as a clausal boundary that separate two equal independent clauses which have complete ideas and can be developed into two separate sentences.

2.3.1.3 Intra-sentential Switching

This type is achieved when a person switches the language within a single sentence. The switch occurred can be in the form of clause, phrase and word boundaries. The type that arises with users tends to violate highly the syntactical structure of a sentence yet may be avoided by fluent bilinguals with high levels of language comprehension. An example by Poplack (1980:123) is taken from Tok Pisin/English.

*"What's so funny? Come be good. <u>Otherwise</u>, **yubai go long kot.**"*

("What's so funny? Come be good. Otherwise, you will go to the court.")

From the example above, the code switching occurs in phrasal-clausal level within the sentence. The adverbial phrase 'otherwise' (in underline) is mentioned in English, and the clause is in Spanish (in bold). The comma punctuation acts as a clausal boundary that which mark the start of a clause, yet it separates two unequal linguistic units (phrase and clause).

2.3.2   Functions of Code Switching

When people switch between languages, they usually serve it within six functions, according to Appel & Muysken's model (1987). They are referential

function which is related to context-giving. The directive function is related to controlling the participants of the speech event. The expressive function is related to self-identity. The phatic function is related to emphasizing a part of the conversation. The metalinguistic function is related to a code. The last is the poetic function related to the art of language (joke, puns). The model is taken as the basis of function analysis used by Maudy Ayunda on her utterances.

2.3.2.1 Referential Function

The referential function can be explained as the use of language to give a message or a context when a language is unable to bridge the communication, or a person does not have proper knowledge of that language. Therefore, when people do not know the targeted word in a particular topic or a specific language is fit giving the accuracy of the message, there are tendencies of people switch the code.

Appel and Muysken (1987:118) give an example of conventional news broadcasts for immigrations group. The broadcast usually used the immigrant language in order to give better specific concepts regarding the society of a country to the broadcast, words from a language are adopted.

2.3.2.2 Directive Function

The directive function is used to control the participants of the communication. In order to achieve that, ways such as either to exclude a particular person from a part of a speech event or vice versa are taken. The

directive function serves several purposes. One of them is that people do not want the particular participant to understand the utterances.

According to Appel and Muysken (1987: 119), an example of this function is when parents want to exclude their children from certain parts of the conversation because of a sensitive topic; for instance, they will tend to speak in a foreign language. This way is taken for they do not want the children to understand what they are talking about. If this situation occurs too often, the children may have learned the second language as well, and they can develop a language to exclude their parents.

2.3.2.3 Expressive Function

The expressive function emphasizes people's self-identity or feelings, achieved by using multi-code to the addressee or participant of the conversation. A model is given by Appel and Muysken (1987:119) regarding how a phenomenon of switching language within Spanish-English takes place between the Puerto Rican people. A mode of speech in New York's Puerto Rican community shows fluent switching between two codes, where discourse function is missing in the individual switches. This linguistic state may not occur in every community.

2.3.2.4 Phatic Function

Phatic function is purposed to express the tone-change and emphasize the critical part of the conversation. For example, a stand-up comedian uses phatic

function when he or she delivers the joke to the audience in standard variety, but the punch line is delivered with a different language variety, as in urban dialect, for example (Appel and Muysken, 1987:119).

2.3.2.5 Metalinguistic Function

The metalinguistic function is centred on how comments are stated by the language(s) involved within a conversation. For instance, when a speaker impresses the audience, he switches between different languages to show his linguistics skills. People who tend to use this function are commonly found in a public area, such as directors, performers, and marker salespeople. (Appel and Muysken, 1987: 120).

2.3.2.6 Poetic Function

The poetic function focuses on amusement or entertainment, which is achieved through code switching or delivering poetic quotations, puns and jokes from one language to another. A quote from Ezra Pound's Canto XIII is taken as an example for this function:

"Yu-chan to pay sycamores"
"of this wood are lutes made"
"Ringing stones from Seychoui river"
"and grass that is called Tsing-mo'"
"Chun to the spirit Chang Ti, of heaven"
"moving the sun and stars"
    ***"que vos vers experiment vos** intentions"*

"et que la musique conforme"

The poem above is mainly written in English and there are some words are switched to another languages. The words that are marked with underline are written in Chinese and the words that are marked in bold are written in France. The works contain complex internal rhymes across languages: Chinese gods, rivers, emperors and mountain are matched with components from French and Homeric Greek, Italian or Provencal verse. It results into an act of work showing the civilization of humankind and impressive sounds. (Appel and Muysken, 1987: 120).