

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is a process of transferring or sharing information with the others, communication can be happened in some way, in the words, talking or writing, and listening or reading. During your communication language is important in this process to make it easier to deliver the information. Language is a tool to express your feeling, ideas, intention, etc. Simply language is used to understand what people saying and how we give feedback using language. Every time people share information with society anytime and anywhere, they will be using language that they can understand each other. Language is very variety in this world, even in the same demographic area there will be different accents and languages. Chomsky (2002) stated that language is a natural object of the human mind, physically represented in the brain and part, of the biological endowment of the species. This means that language is our natural object to express our feelings to each other according to our minds.

Society and language are very interdependent and cannot be separated, in the study of linguistics society and language are developed as sociolinguistics, where sociolinguistics is a study of the relationship between language and sociolinguistics, especially how language is used in society. When we talk about language and society, of course, there will be a group of people that speak in a different language or even

speak in more than one language, and in sociolinguistics, this is called bilinguals or multilingual. Bilinguals are people who can speak two languages or maybe more and keep them separated. People who speak in more than one language can switch their language anytime they speak from one language to the other language according to their ability and the topic of the conversation (Grosjeam, 1982: 12). Bilinguals are related to code-switching, when people speak in one language and then switch their language into the other language this is called as code-switching.

Code-switching is commonly found in conversation, learning, entertainment, and politics. Nowadays code-switching is common to find especially in the entertainment industry or even in our daily life, code-switching has become a lifestyle of communication. In this world, there are so many languages that people use to communicate, however the most used language in the world at this time is English. The Databoks website said that according to the Ethnologue, English is the most used language in this world on 2021, 1.34 billion people are using English as the global language either as a mother language or second language. According to Holmes, he said that English is an official language that the world use to communicate, English as a global language is used to avoid misunderstandings between those who are from a different area with a different language. Nowadays code-switching is commonly used, code-switching has become a trend for this generation and people feel using code-switching can sound and look trendier. For example, we can see it on Nessie Judge Youtube Channel. Nessie Judge is a young generation role model who has a critical

mindset and she also commonly uses code-switching during her daily life or even on her youtube content. This is can be seen from her opening video as follows :

Nessie: “So without any further do stop *senyum-senyum cause shit about to go down.(recourse)*”

(Kasus Mengerikan The Ice Box Murder – 00:54-00:58)

This example is one of the code-switchings that begins with English and is followed by Indonesia. This example was taken from Nessie Judge YouTube channel on her content on #NERROR” edition. This sentence is meant to tell her audience to discuss the content without any further do, continuing with the word "stop" and followed with Bahasa to tell her audience to stop smiling because she will discuss the topic immediately.

This study discusses the analysis of code-switching that uses on Nessie Judge YouTube Channel. Nessie Judge is one of the very famous YouTubers who often use code-switching in her daily life, it shows from her YouTube channel that there is a lot of code-switching that she used. Nowadays we often found people using code-switching in our daily life, especially in the entertainment and business industry. TV shows and YouTube videos also contain code-switching and are easy to find and now it has become a trend. For those who are bilinguals is easy to influence to use code-switching based on the topic and their interlocutors. Using code-switching also has advantages and disadvantages according to our point of view. The advantage can be about our self-expression, to express what we talking about and increase our self-confidence. On the other hand, the advantage can be misunderstanding the topic when

you use code-switching, however, you are not good at the other language that you are using.

1.2 Problems of the Study

The focus of this study is on code-switching found on Nessie Judge YouTube Channel. The concern is about the code-switching of Bahasa Indonesia-English. The problems can be formulated below:

1. What are the types of code-switching found on Nessie Judge YouTube Channel?
2. What are the reasons that influence the code-switching found in the Nessie Judge YouTube Channel?

1.3 Objectives of the Study

Related to the research question the writer's purpose is to make the reader understand the study and therefore the objective of the study is formulated as follows.

1. To find out the types of code-switching that Nessie Judge used in her YouTube video.
2. To analyze the reasons that influence the code-switching found in Nessie Judge YouTube video.

1.4 Limitation of the Study

This study focus on analyzing the types and the reason that influence the code-switching found on Nessie Judge YouTube Channel. The analysis focused on her

#NERROR” edition as the data source of this study that was published on her YouTube Channel.

1.5 Significance of the Study

The result of this study is expected to be used on theoretical and practical significance. This study also expected might be a reference for those who are interested in the subject of sociolinguistics, especially code-switching.

1.5.1 Theoretical Significance

This study is expected able to influence the reader to learn about sociolinguistics and develop their knowledge of these aspects of bilingualism, especially about code-switching.

1.5.2 Practically Significance

This study can use as one reference that the reader uses in their study interest in sociolinguistics, especially code-switching. This study also can be given the student more information about the types of code-switching.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

This chapter is discussing the theoretical review that the writer use and the details will be explained as follows:

2.1 Review of Related Literature

In a scientific study literature review is one of the most supporting data that the writer uses to develop their study from the previous study. This study uses two theses and an article from a journal review. The first thesis that the writer use is “An Analysis of Code Switching Found in YouTube Channel of Sacha Stevenson” by Ayustini (2020) from English Study Program Faculty of Foreign Language Mahasaraswati Denpasar. The second study is a thesis entitled “An Analysis of Code Switching Found in *Jika Kita Tak Pernah Ada Apa-Apa* Novel by Alvi Syahrin” by Juniari (2021) from the English Study Program of Foreign Language Mahasaraswati Denpasar. The last one is a journal entitled "An Analysis of Code Switching Used by Reza Arap on Deddy Corbuzier's YouTube Channel" by Sinaga and Hutahaean (2020) from the Department of English Education, Universitas HKBP Nommensen, Medan.

The first study is the close reference that the writer uses because the topics are similar that are about the types of code-switching that using on YouTube Video, however, the difference is in the data source. Ayustini (2020) was done the research of “An Analysis of Code Switching Found in YouTube Channels of Sacha Stevenson” with aim to analysis the types of code-switching that she found on Sacha Stevenson

YouTube Channel. This study also analyzes about the reason of what are the reasons that influence code-switching on the YouTube Channel of Nessie Judge YouTube videos. This study uses theories from Grosjean (1982) who studies "Life with Two Languages" about the reason for code-switching, however, this is different from this study that uses Hoffman (1991) from his book entitled "An Introduction to Bilingual" and the other theory that she use is a theory by Appel and Muysken (1987) entitled "Language Contact and Bilingualism" that analyze about the types of code-switching and this study also using the same theory to analyze the types of code-switching of the data source.

The second study that the writer used is by Juniari (2021) entitled "An Analysis of Code Switching Found in Jika *Kita Tak Pernah Ada Apa-Apa* Novel by Alvi Syahrin" this study is talking about the code-switching that Juniari (2021) found in the novel *Kita Tak Pernah Ada Apa-Apa* Novel by Alvi Syahrin. This study also analyzes the types of code-switching that the writer found in their data source and the reason for Alvi Syahrin switching one language to another language in his utterance. The second study is similar to this study but the difference is in the data source, however, the writer uses the same theories of their study that are Appel and Muysken (1987) to classify the types of code-switching and a theory by Hoffman (1991) to analyze the reason of code-switching.

The third review is an article by Sinaga and Hutahaean (2020) entitled "An Analysis of Code Switching Used by Reza Arap on Deddy Corbuzier's YouTube Channel". This journal also analyzes the types of code-switching found on Deddy

Corbuizer YouTube Channel BY Reza Arap. This journal used the theory by Wardhaugh (2006) about the types of code-switching. The writer decided to use this article because they have a similar topic to analyze the types of code-switching, but the difference is in the study that we used.

2.1 Concepts

The concept of this study was taken from so many sources that related to this study. There are some concepts that the writer uses in this study to make the reader a better understanding of this study. Those concepts are:

2.1.1 Bilingualism

Bilingual or bilingual people cannot be separated from code-switching because when people can speak in two languages or more, they will automatically be doing code switching during their daily communication. Jendra (1996) has explained bilingualism as a situation in a speech community where two languages are used. The other definition of bilingualism by Grosjean (1982) also explains if bilingualism also a group of people can become bilinguals for several different reasons such as political, social, or economic reasons, political federalism, and nationalism, also cultural and educational factors.

2.1.2 Code Switching

Code-switching is using two language or linguistics varieties within the same utterance. The language can be a switch from English to Bahasa or from Bahasa into English. The speaker at least must understand at least when the code-switching occurs in the middle of their conversation. According to the Grosjean (1982) said that

bilingualism is a very important part of bilingualism. The relation between code-switching and bilingualism is very specific, because in every part of this world once someone can speak more than one language their self-confidence will increase, especially in the business industry and educational industry.

2.1.3 Speech

Speech is how the way we express our feelings, and when we talk about language and society speech is the most important way to express people's feelings. Harmer (2007:284) states that speaking is the ability to speak fluently and to process information and language on the spot. This study will analyze the how way Nessie Judge speaks and does code-switching on her YouTube Channel so that this concept is also important to discuss.

2.1.4 YouTube Channel

YouTube channel is a free access platform that people use to enjoy music, film, funny content, etc. YouTube channels are also already business industry for those who have interesting and creative content. YouTube was created on 2005 that allowed the user to upload their video, like, comment, and subscribe to the video or YouTube channel that they like. YouTube also has been sharing a lot of information either good information or bad information. In this study, the writer is using one of the YouTube channels that are Nessie Judge as the data source of this study.

2.2 Theories

This study used two theories, the first one is the theory by Appel and Muysken (1987:118) to analyze the types of code-switching, such as tag switching, Intra-

sentential switching, and inter-sentential switching. The second theory is proposed by Hoffman (1991: 115) and used to analyze the reason of code-switching as follows:

1. Talking about a particular topic.
2. Quoting somebody else.
3. Being emphatic about something.
4. Interjection (inserting sentence fillers or sentence connectors).
5. Repetition used for clarification.
6. Intention if clarifying the speech content for interlocutor.
7. Expressing group identity.

2.2.1 Types of Code Switching

The types of code-switching are divided into three types and this discussion, namely Tag Switching, intra-Sentential, and Inter-sentential code-switching (Appel and Muysken, 1987: 118). Those can be explained as follows.

2.3.1.1 Tag Switching

Tag switching is involving the interstation in the utterance, such as exclamation, comma, etc. The English tag example are "I mean", "I do", and "Isn't". An exclamation is a short reaction to expressing pain, surprise or anything that suddenly happen unpredictably, for example: Ow! Look out! Oh. Moreover, Appel and Muysken (1987: 118) provide some examples as follows.

1. *Oye* (listen), When I was a freshman, I had a term paper to do...
2. *Y Luego decía* (and then I said), look at the smoke coming out of my fingers, like that.

(Appel and Muysken, 1987)

The example above shows the code-switching between Spanish into English, the word “*Oye*” means to ask someone to listen to what you are going to say. This example explains that code-switching happens in a sentence that begins with Spanish than is separated with a comma and then continued by English.

2.3.1.2 Intra-sentential Code Switching

Intra-sentential code-switching is the type of code-switching that occur in the middle of the sentence. These types of code-switching will also occur when a word, phrase, or clause of a foreign language is found in the base language. The example of this explanation was taken from Appel and Muysken (1987: 118) that may include the mixing of the word in the boundary, as follow:

1. I started acting curiosa (strange), you know.
2. And then *me dijo* (he said to me), stop acting silly.

(Appel and Muysken, 1987)

The above example is the emphasis from Spanish into English, the first example from the word "curiosa" which means "strange" in English, and on the second example word " *me dijo*" in Spanish which means "he said to me" in English.

2.3.1.3 Inter-sentential Code Switching

Inter-sentential code-switching is the last type of code-switching and according to Appel and Muysken (1987: 118) this type of code-switching occurs between of sentences, as their name indicates. Sometimes inter-sentential occurs outside the sentence or clause level at the boundaries of the sentence or clause. An example of this type can be seen below :

1. Sometimes I'll start a sentence in English *y termino* in *Espanol* (finish it in Spanish).

(Appel and Muysken,1987)

The above example emphasizes inter-sentential switching because code-switching occurs in one sentence and continues with the other sentence. This example is the code-switching from English to Spanish which "*y termino* in *Espanol*" meant "finish it in Spanish" in English.

2.3.2 Reason for Code Switching

There is always a reason for everything, including when people become bilingual and use code-switching during their conversations. Code-switching can make you sound trendier, people can use code-switching to express a thing in a formal or informal situation, code-switching also can be used unconsciously and suddenly occurs during the conversation anytime and anywhere. This study analyzed the reason for code-switching the theories of the analysis according to Hoffman (1991: 115-116) consist of seven reasons as follows:

2.3.2.1 Talking About a Particular Topic

Hoffman (191: 115) stated that people sometimes will feel more comfortable when they are talking about a particular topic from one to the other language, and make them easier to express their feeling and expression even though not in their language. The example of this reason from French-English Bilinguals is:

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

(Grosjean,1982)

Above example shows us how the speaker feels comfort in using code switching while talking about particular topic.

2.3.2.2 Quoting Somebody Else

According to the Hoffman (1991: 116) people often quoting a famous sentence, phrases, sentence and utterance. This can be shown by below example between Spanish – Catalan bilingual:

1. ‘... *y si dices “perdó” en Castellano, se te Vuelve la mujer u te dice:’*
 (‘... and if I say “sorry” in Castilian Spanish, the lady turns to you and says:
 ‘En Català’ (‘In Catalan!’))

(Calsamiglia and Tuson, 1984)

2.3.2.3 Being Emphatic About Something

Hoffman (1991: 116) stated that they who switch their language from their second language into their first language can be intentionally or unintentionally. This is also because they feel like convenient to be empathetic to switch their language during the conversation, for example from Catalan-Spanish bilingual:

1. *Y se van a molestar, no? No tienen por qué*
 (They are going to be annoyed, aren't they? [But] there is no reason why they should)

(Calsamiglia and Tuson, 1984)

The speaker of this example uses code switching intentionally or unintentionally and the speaker feels like convenient to be empathetic to switch their language.

2.3.2.4 Interjection (Inserting Sentence Filler or Sentence Connector)

Interjection use to express the surprise feeling, strong emotion or to gain intention.

Hoffman (1991: 116) stated that sometime code switching or mixing can be interjection or sentence connector. Interjection called as exclamation that said spontaneously such as: hey! Wow! Look! for example from Spanish-American English speaker:

1. ‘... Oh! Ay! It was embarrassing! It was very nice, though, but I was embarrassed!’

(Silva-Corvalán,1989)

2.3.2.5 Repetition Used for Clarification

Hoffman (1991: 116) stated that the speaker can clarify what he said before using both language that the bilinguals master to use. The example of this explanation as follow:

1. *Tenia zapatos blancos, un poco*, they were off-white, you know.
(he/she had white shoes, a little, they were off-white,you know.)

(Silva-Corvalán,1989)

2.3.2.6 Intention of Clarifying the Speech Content for Interlocutor

Hoffman (1991: 116) stated a lot of code switching occur anytime. Code switching also occur to make the bilinguals speech can be understood by all and running smoothly during the communication, for example:

1. Cristina (4:0) : (introducing her younger brother to a new friend of hers)
‘This is Pascual’ [paskwal]
Friend: ‘What’s his name? (i.e she didn’t catch it)
Cristina: ‘Pascual’
Friend: ‘Oh...’

(Hoffman,1991)

2.3.2.7 Expressing group Identity

According to the Hoffman (1991: 116) he also explain if “code switching can be also used to express group identity.” From his book he states if this reason is belonging to the bilingual community like “Estonia in Sweden or Puerto Ricans in the USA and solidarity with such a group. Code-switching also frequently quite among the teenagers in the immigrant communities”. On his book Hoffman explain the reason of expressing group identity by Auer and Di Luzio (1984) theory “this is having been shown in studies carried out, for instance, among guest worker communities in Germany” also a theory by Hewitt (1982) that state if this “indicate that even members of majority group (in this case whites in London) may switch (into Jamaica Creole).

