CHAPTER I

INTRODUCTION

1.1   Background of the Study

In the age of globalization, the number of people who can speak more than one language is increasing. One of the factor that influencing to become bilingual is the development of digital communication. Spolsky (1995: 45) defines "bilingual as a person who has some functional ability in second language. Bilinguals can have the speaking ability because they are doing contact with other bilingual". "Several factors such as the family background, business travel, immigration, and education influence people for being a bilingual" (Scotton, 2005: 6). In conversation, bilinguals often switch from one language to another, and this phenomenon is also known as code switching.

Code switching becomes very common in communication everywhere, including Indonesia. Code switching can be easily found in digital platform, such as; Twitter, Instagram, Facebook, TikTok and YouTube. YouTube is the biggest platform of content sharing and becomes famous in 2006. These days, many YouTubers create contents in the form of podcast. *Play on demand* and *broadcast* are both shortened forms of the word podcast.According to Phillips (2017), a podcast is a digital audio file created and uploaded on an online platform for sharing with others. Podcast refers to the distribution of audio files in digital format. In podcast there are usually videos about people's personal stories and hot conversation between more than 1 person and has a duration about 40 minutes to

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one hour. Podcasts are not only created by artists but also the entertainment industry by inviting a number of artists as guest stars. One of the well known podcast channels is TS Media Podcast with Naura Ayu.

Naura Ayu's real name is Adyla Rafa Naura Ayu. She is an actress and singer in Indonesia. Daughter of the famous Indonesian singer, Nola B3. Naura started her first career when she released the single "Kisah Cinta", a new chapter for Naura's career as a teenage soloist. Naura was once the first child singer to win the Triple Platinum award through her album entitled *Katakanlah Cinta* from Trinity Optima Productian. The album was sold five hundred thousand CDs. Since then she became a star on television and had starred in one of the biggest series *"My Nerd Girl"*. She is also invited in several podcasts as a guest, and one of those is in TS Media podcast. TS Media has 486K subscribers and 427 videos with many artists as guest stars. Naura Ayu, one of their guest stars, is known as an artist with good English. Therefore, it is natural for Naura Ayu to do code switching in her speeches, when she was invited by TS Media Podcast. She combined English and Indonesian regularly in all of her talks, but most notably when switching within sentences, in accordance with Poplack's (1980) idea, that intra-sentential switching is an action where the speaker switches the codes within a sentence. This is one of the code switching data found in the video of Naura Ayu on TS Media Podcast:

> Luna Maya: "*Mungkin sebelumnya pernah, terus trauma kali?*"
> Naura Ayu: "*Iya pernah stuck didalem lemari* **when I was playing hide and seek**"
>
> (Naura Ayu on TS Media Podcast 03.50)

As a language phenomenon code switching is an interesting topic to discuss as most people from around the world often use code switching intentionally or unintentionally. Furthermore, the reason YouTube was chosen as an analysis material is because YouTube's position as the No. 1 social media platform. The videos uploaded there are accessible for many people as learning materials. Moreover, YouTube has a transcript mode which makes it easy for YouTube users to provide captions for each conversation in the video. Furthermore, the impact of this analysis is to make people understand what code switching is and the types of code switching and to make people interested in finding out the language phenomenon that is spoken in the video of Naura Ayu on TS Media Podcast, which is already commonly used and has even become a trend that inspires other YouTubers.

1.2   Problems of the Study

Two issues are developed in this investigation as a result of the background mentioned above. These are:

1.   What are the types of code switching found in the video of Naura Ayu on TS Media Podcast?

2.   What are the functions of code switching found in the video of Naura Ayu on TS Media Podcast?

1.3   Objectives of the Study

The aim of the study is to provide solutions to the issues raised above. Specific aims for this study include:

1. To find out the types of code switching in the video of Naura Ayu on TS Media Podcast.

2. To identify and analyze the functions of code switching found in the video of Naura Ayu on TS Media Podcast.

1.4   Limitation of the Study

This study focuses only on analyzing different types and functions of code switching found in the video of Naura Ayu on TS Media Podcast. Specifically, this study focused on both Indonesian-English and English-Indonesian utterances found in the video of Naura Ayu on TS Media Podcast. The types of code switching are analyzed by using the theory from Poplack (1980) and the functions of code switching were explained by using the theory from Appel and Muysken (1987).

1.5   Significance of the Study

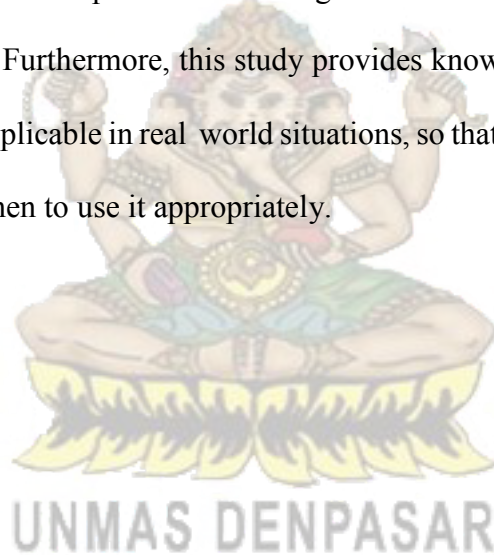In conducting this research, the result is expected to be used as a framework either theoretically or practically.

1.5.1   Theoretical Significance

Theoretically, the outcome of this research is expected to enrich and create a theoretical framework for sociolinguistics, in particular on the study of code

switching. Furthermore, it can be used by the reader to get more knowledge as well as good understanding on the theory.

1.5.2   Practical Significance

Practically, this study's findings are meant to provide contribution for language learners. It can be used as reference for the next researchers who are interested to make another research related to code switching. Moreover, the data in this study can be developed into a teaching material of sociolinguistics especially in code switching. Furthermore, this study provides knowledge on the use of code switching that is applicable in real world situations, so that readers will comprehend how, when, and when to use it appropriately.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

2.1   Review of Related Literature

This research is not the first to discuss code switching. In order to undertake this investigation, it was decided to review several prior studies that were relevant to it. The first study is entitled "Code Mixing and Code Switching in the *Breakout Music Playlist*" by Arifin (2018) from Sunan Ampel University Surabaya. Then "The Analysis of the Conversational Code Switching in a Video Blog of Boy William Youtube Channel in the episode: Deddy Corbuzier Uncensored Bersama Boy William *"Nebeng Boy Season2"* by Wijaya (2019) from Budhi Darma University Tangerang. An article entitled "Types of Code Switching Found in the Twitters of the Indonesian Kpop Fans" by Ariasih, Jendra, and Sulatra (2021) from Mahasaraswati University. "Analysis of Code Switching on Sunny Dahye Instagram Account" by Isnaini and Anindita (2022) from University Surakarta. And the last article is "Types and Functions of Code Switching Found in the Conversation of Daniel Mananta and Raline Shah on *Daniel Tetangga Kamu Video YouTube Channel*" by Andani, Sulatra, and Jendra (2022) from Mahasaraswati University.

The first thesis was conducted by Arifin (2018) entitled "Code Mixing and Code Switching in the *Breakout Music Playlist*". The objectives of the study were to reveal and discuss the kinds of code switching and code mixing phenomenon in the *Breakout Music Playlist* and to find the function of code switching and code

mixing used in *Breakout Music Playlist*. The data sources of the study were taken from three special episodes in "Breakout" music playlist, they were Special Justin Beiber, One Direction, and Shaggy dog. The researcher utilized a descriptive qualitative approach to analyze the data. The researcher used Hoffman's theory (1991) to reveal and discuss kinds and function for the use of code switching the second theory from Chaer and Agustina (2010) to reveal and discuss kinds and functions of code mixing.

The result of this study showed that there were four kinds of code switching occurred in *Breakout Music Playlist*, they were code switching in the kind of clause, sentence, tag, and the kind of exclamation. The kind of sentence was the most dominant of code switching in this study. Beside the kinds of code switching, the researcher also found two kinds of code mixing, they were code mixing in kind of word and code mixing in kind of phrase. The code mixing in kind of word was the most dominant of code mixing in this study.

Between Arifin's study and this study, which is compared to his study, some differences have been discovered. First, some special episodes of *Breakout Music Playlist* constituted the study's data source, while in this study the video of Naura Ayu on TS Media Podcast were employed as a source of data. Second, Arifin's study focused on the kinds of code switching and code mixing and the functions of code switching and code mixing, while this study focus on the types of code switching and the functions of code switching. The last, Arifin's study applied theory from Hoffman (1991) to determine the types of code switching, Chaer and Agustina

(2010) to analyze the kinds of code mixing, while this study apply the theory from Poplack (1980) to analyze the types of code switching.

The second thesis was conducted by Wijaya (2019) entitled "The Analysis of the Conversational Code Switching in a Video Blog of Boy William YouTube Channel in the episode: Deddy Corbuzier Uncensored Bersama Boy William "Nebeng Boy Season2". The study's goals were to identify the type of code switching employed by Boy William and Deddy Corbuzier in Boy William's Vlog and to ascertain the rationale behind their decision to switch from Indonesian to English or vice versa. The data source of the study were taken from the dialogue between Boy William and Deddy Corbuzier in *Nebeng Boy Vlog Season 2* which uploaded in Boy William's channel and published in 14th 2019. The researcher utilized a descriptive qualitative approach to analyze the data.The hypothesis of Hoffman (1991) was used by the researcher to categorize the different types of code switching and the reason of code switching.

According to the study's findings, there are three different types of code switching. that found in dialogue between Boy William and Deddy Corbuzier in *Nebeng Boy Vlog Season 2* , there were Intra-sentential switching, Inter-sentential switching, and Tag switching also found seven reasons why the speakers switched the code in their dialogue in *Nebeng Boy Vlog Season 2* , there were talking about particular topic, quoting somebody else, interjection, being emphatic about something, repetition used for clarification, intention of clarifying the speech content for the interlocutor, and expressing identity of group. Being emphatic about something is most dominant reason of code switching.

There are some variations when compared to his study. Wijaya's study and this study. First, the dialogue between Boy William and Deddy Corbuzier in *Nebeng Boy Vlog Season 2* were the source of data in this study, however in our study the video of Naura Ayu on TS Media Podcast were used as the data source. Second, Wijaya's study focused on the types of code switching and the reason of using code switching, while this study focuses on the forms of code switching and the functions of code switching, Wijaya's study was more concerned with the types of code switching and the reasons for employing them. The last, Wijaya's study applied theory from Hoffman (1991) to analyze the types of code switching, while this study apply the theory from Poplack (1980) to analyze the types of code switching.

The third study is an article that was conducted by Ariasih, Jendra and Sulatra (2021) entitled "Types of Code Switching Found in the Twitters of the Indonesian Kpop Fans". The objectives study was to find out the types of code switching occurred in the tweets posted by the Indonesian K-Pop Fans on Twitter. In analyzing the data, descriptive qualitative method was used by the researcher. The researcher applied the theory by Poplack (1980) to reveal and discuss the types of code switching.

The result of this study showed that there were two types of code switching which occurred in the Twitter posted by the Indonesian K-Pop Fans, there were Intra-sentential switching and Inter-sentential switching. Intra-sentential switching was the most dominant code switching. It was because of the Indonesian K-Pop Fans often added English words in the middle of their utterance.

There are some differences between this study and their study that can be compared. First, their research employed the tweets sent by Indonesian K-Pop fans as its data source, while in this study the video of Naura Ayu on TS Media Podcast were used as the data source. Second, their study focused only to find out the types of code, while this study focuses on the types of code switching and the functions of code switching. The last, their study used the theory from Poplack (1980) to analyze the types of code switching, while this study only use the theory from Poplack (1980) to analyze the types of code switching and the second theory from Apple and Muysken (2005) to analyze the functions of code switching.

The fourth study is an article that was conducted by Isnaini and Anindita (2022) entitled "Analysis of Code Switching on Sunny Dahye Instagram Account". The objectives study was to find out the types of code switching frequently do by Sunny Dahye and to find out the reason why Sunny Dahye switched the code on her Instagram captions. The researcher utilized a descriptive qualitative approach to analyze the data. Hoffman's theory (1991) was used to reveal and discuss the types of code switching and the reasons of code switching.

The findings of this investigation revealed three different types of code switching which occurred on Sunny Dahye Instagram captions, there were Intra sentential switching, Inter-sentential switching and Emblematic switching. Inter-sentential switching was the most dominant code switching. Besides the types of code switching, the researcher also found nine reasons why Sunny Dahye switched the code switching on her Instagram caption, there were talking about a specific subject, quoting another person, interjecting, expressing group identity, being

emphatic about something, repetition used for clarification, to soften and strengthen a request or command, the use of real lexical need, and to exclude others when the comment is intended for a small audience are all examples of repetition used for clarification.The primary reason of code switching was to bolster and soften a request or directive.

Comparing to their study, there are some differences found between their study and this study. First, the utterances from Sunny Dahye Instagram caption were used as the data source of their study, while in this study TS Media podcast with Naura Ayu were used as the data source. Second, their study focused on the types of code switching and the reason of using code switching, while this study focus on the types of code switching and the functions of code switching. The last, their study applied the theory from Hoffman (1991) to analyze the types of code switching, while this study only apply the theory from Poplack (1980) to analyze the types of code switching and the second theory from Apple and Muysken (2005) to analyze the functions of code switching.

The last study is an article that was conducted by Andani, Sulatra and Jendra (2022) entitled "Types and Functions of Code Switching Found in the Conversation of Daniel Mananta and Raline Shah on *Daniel Tetangga Kamu Video YouTube Channel*". The objectives study was to find out the types of code switching do by Daniel Mananta and Raline Shah and to find out the functions why Daniel Mananta and Raline Shah switched the code on his YouTube Channel. The data sources of the study were taken from five videos. In analyzing the data, descriptive qualitative method was used by the researcher. The researcher applied the theory by Poplack

(1980) to reveal and discuss the types of code switching and the second theory by Appel and Muysken (1987) to reveal and discuss the reasons of why they switched the code.

The result of this study showed that there were three types of code switching which occurred on Daniel Mananta YouTube Channel, there were Intra-sentential switching, Inter-sentential switching and Tag Switching. Intra-sentential switching was the most dominant code switching. Besides the types of code switching, the researcher also found six functions why Daniel Mananta and Raline Shah switched the code switching on his YouTube Channel, there were referential, directive, expressive, phatic, metalinguistic, and poetic. Metalinguistic function was the most dominant function of code switching.

Comparing to previous studies, there are some differences found between them. The differences are on the data source, the study above used the video from Daniel Mananta YouTube Channel as the data source of their study, while in this study the video of Naura Ayu on TS Media Podcast were used as the data source.

2.2 Concepts

The problems from this study are solved by using three concepts from three different experts, there are concept of bilingualism by Bloomfield (1933), the concept of code switching by Wardaugh (2006), and the last the concept of Podcast by Philips (2017).

2.2.1 Bilingualism

Nowadays especially in sociolinguistic fields, people often speak more than one language in daily activity. That phenomenon can be found not only in social life directly, but also in social media. The phenomenon of speak more than one language as known as bilingualism. Bilingualism is a person's ability to speak two languages. The ability to speak another language which is not part of the mother tongue commonly found directly such as in daily conversation and indirectly such as in social media. In other words, bilingualism is the ability of the persons to speak by using two languages equally well. When the speaker can use first language and second language with the same degree, they are called as bilingual (Bloomfield, 1933:56).

2.2.2   Code Switching

Every time a person chooses to talk, they must typically choose a certain code. However, they may also choose to switch between languages or combine languages, even during sometimes very brief utterances, creating a new code. This process is known as code-switching.Between speaker turns or during a single speaker's turn, code switching or code mixing can happen in discourse.In the latter situation, it may happen within a single sentence or in between sentences (inter-sententially) (intra-sententially).Code switching can be a result of personal preference or it can serve as a significant identity marker for a group of speakers who have to deal with multiple languages in their work. (Wardaugh, 2006: 98).

2.2.3 Podcast

Podcasts are one of the fastest growing media in recent years. Podcast is an audio recording the general public can access online and listen to. The term "Podcast" describes the electronic sharing of audio files. The audio file can be played directly on a computer, a device, or a portable media player such an MP3 player (Philips, 2017) taken from digital source http://journal.vokasi.ui.ac.id.

2.3 Theories

In this study, three different theories are employed.They are sociolinguistic theory, different types of code switching, and the purposes of code switching. In this study, the theory of Hudson (1996) is used to define sociolinguistics, the theory of Poplack (1980) is used to categorize the different types of code switching, and the theory of Appel and Muysken (1987) is used to identify the functions of code switching. The theories become the framework when doing the analysis of the data.

2.3.1 Code Switching

Code switching is the alternating employment of two or more languages in the same statement or discourse, according to Grosjean (1982). Poplack (1980) as cited in Romaine (1989: 112-115) tag switching, inter-sentential switching, and intra-sentential switching are the three categories into which code switching can be separated. The presentation of each point will go like this.

1) Tag Switching

"Tag switching is a code switching action when the speaker attaches or adds any tag or filler in a sentence. The speaker or the writer adds a word or words in a sentence without violating any grammar rule. In tag-switching, a tag or brief phrase from one language is inserted into a sentence that is otherwise wholly in a different language, as in you know, I mean, right?

Tags can be added in a variety of locations inside an utterance without affecting the syntactic order because of their syntactic nature.Since there is little chance of breaking grammatical norms, this sort of code-switching is fairly straightforward and does not require a strong command of both languages. The example of tag switching can be seen as follow".

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

(Romaine, 1989: 112).

2) Inter-sentential Switching

"Inter-sentential switching is an action where the speaker switches his/her code in a full sentence or between sentences. This type takes place between sentences, to switch occurs at a clause or sentence boundary where its clause or sentence is in different languages. An example is taken from Puerto Rican bilingual Spanish-English speech".

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

(Romaine, 1989: 112).

3) Intra-sentential Switching

It is a code switching action where the speaker switches the code within a sentence. "The speaker switches his/her code in the form of sentence, word, phrase

or clause. The switch depends on the speaker needs. The complexity of this type of switching is explained by the high probability of violation of syntactic rules, as well as the requirement of a great knowledge of both grammars and how they map onto each other. An example of intra-sentential switching is taken from Tok Pisin/English".

What's so funny? Come be good. Otherwise, *yu bai go long kot*.
(What's so funny? Come be good. Otherwise, you will go to the court.)

(Romaine, 1989: 113).

2.3.2 The Functions of Code Switching

There are always functions if someone does something. It also occurs in code switching. Bilinguals may have some reasons why they switch from one language to another. Here are six functions of code switching proposed by Appel and Muysken (1987: 118-120).

1)   Referential Function

Switching happens because there is frequently a lack of proficiency in one language or knowledge of that language on a particular issue.When a subject is introduced that is better handled in one language, the conversation may move to that language.Additionally, a particular word from one of the involved languages can be semantically better suited for a certain concept. It is possible to consider that every topic related switching serves language's referential function.The switching that bilingual speakers are most aware of is this type.People frequently claim that

they changed their language because the word in their native tongue was unfamiliar or because the new language was more exact.

One example of this is radio or television news broadcasts for immigrations group. Usually the immigrant language is used, however at many points words from the majority language are introduced into the broadcast to refer the concept specific to the society of the country of migration" (Appel and Muysken, 1987: 118).

2)   Directive Function

"Code switching involves the hearer directly. Many forms can be taken in order to be directive at the hearer". One is leaving a certain individual out of part of the discourse. The reverse is to speak in a person's language more to involve them. It's possible that someone entered the conversation with the participants. All participant related switching can be viewed as fulfilling the directing function of the chosen language. A very simple example is also given by Appel and Muysken (1987: 119) such as when they don't want their kids to comprehend what is being said, many parents try to speak in a foreign language. They discover that the kids have picked up the second language if they do this too frequently, or they invent their own language to keep the parents out.

 3)   Expressive Function

The third function is expressive function.Specifically, the switching that demonstrates speakers who stress a mixed identity by using two languages in the same conversation. The Puerto Rican community's use of Spanish-English code switching is an example.A discussion filled with code switching is a speech mode in and of itself for a fluently bilingual Puerto Rican in New York, and individual

switches no longer serve a discourse purpose.It's possible that not all code switching societies have this function. However a point to which we return below (Appel and Muysken, 1987: 119).

4)   Phatic Function

The switching which serves to indicate a change in tone and emphasize important part of the conversation known as phatic function. "A stand up comedian usually does this while he tells the whole joke in standard variety, but brings the punch line in vernacular type of speech, for instance is an urban dialect" (Appel and Muysken, 1987:119).

5)   Metalinguistic Function

This function when it is utilized to make a direct or indirect criticism of the language being employed. One illustration is when speakers use various codes to dazzle the other participants with a display of linguistic prowess. There are numerous instances of this in the public domain: actors, directors, and mark sellers (Appel and Muysken, 1987: 120).

6)   Poetic Function

"The switching serves bilingual language usage involving switched puns, jokes, etc. To pay homage to the twentieth century poet who has perhaps been the most accomplished code switcher".

> *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 expriment vos intentions*

et que la musique conforme

(Ezra Pound's Canto XIII)

"Pound works with complex internal rhymes across language: Chinese gods, rivers, emperors and mountains are matched with elements from Homeric Greek and French, Italian, or Provençal verse. The result is at once an erudite evocation of all human civilizations and a panoply of sounds" (Appel and Muysken, 1987: 120).

CHAPTER III

RESEARCH METHOD

Methodology is a system of research techniques utilized in a specific field for activity that can be useful for researcher to create well organized study. The data source, data collecting, data analysis, and result presentation are the four research method related topics that are covered in this chapter.

3.1   Data Source

The data of this study was taken from the video of Naura Ayu on TS Media Podcast. Until this study is conducted, the number of videos uploaded on YouTube Channel "TS Media" is more than 450 videos. However, the data source was chosen intentionally based on the videos that contained a lot of code switching in the podcast. Therefore, only 2 selected videos were taken from the videos uploaded on YouTube channel "TS Media with Naura Ayu" in November 2021. The duration of the TS Talks Episodes. 68 Part 1 is 28.34 minutes and TS Talks Episodes. 68 Part 2 is 24.03 minutes. Those selected videos that have a lot of code switching in the YouTube consist of various number of sentences. Some video consists of 20 sentences and some are more. Naura Ayu is known as one of Indonesian singer and actress who can speak English fluently. This situation makes her regularly do code switching to say or in express her feelings, either in her daily conversation or, in this study case, in podcast on TS Media YouTube channel. In presenting the data, a code is given for each data. Every code used in Chapter IV identifies Naura Ayu,

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which part of the two videos, and the time when the data is found. For example (NA/P1/01.01) stands for Naura Ayu/Part 1/01.01 (the time of the video where the data is found).

3.2   Data Collection

The observation method was utilized to gather the data in this study. Observation was an essential method to this study since it was utilized because of the data source in the video needs orthographic transcription techniques. The steps of collecting data were listed as follows.

1. Opening YouTube platform, selecting and downloading 2 videos of Naura Ayu on TS Media Podcast.

2. Watching and listening the video repeatedly.

3. Transcribing the conversation into written form.

4. Taking a note of the sentences with code switching.

5. Last, classifying and tabulating the data of code switching found in selected videos based on the problems.

3.3   Data Analysis

In this study, the method used in analyzing data was descriptive qualitative method. The data was analysed factually, scientifically, and systematically in accordance with code switching theories proposed by Poplack (1980) and Appel and Muysken (1987). In analyzing the data, there were several steps applied as follows:

1. First, analyzing the data of code switching that were found in TS Media's podcast with Naura Ayu based on the types of code switching by Poplack (1980).

2. Second, identifying the data of code switching that was found in TS Media's podcast with Naura Ayu based on the function of code switching by Appel and Muysken (1987).

3. Third, descriptive explanation of code switching was provided based on the findings of the data analysis.

Those three steps that were applied in the technique of analyzing the data. Furthermore, those steps helped to show a clear data analysis in this study.

3.4   Finding Presentation

The result of data analysis was presented in formal and informal way. In formal way, the data was shown in table form to show the occurrence and percentage of the types of code switching and the functions of code switching. In informal way, sentences were used to explain the data source descriptively.