

## CHAPTER I

### INTRODUCTION

#### 1.1 Background of the Study

Communication is a process in which two or more people create and share information with one another in order to accomplish a common understanding (Rogers, 2003). Communication is also related to human activity, which includes messages, ideas, and the behavior of people. The main aspect of human beings' realizing a good way of communication is their understanding of using language. Language is a conventional sign system utilized by an entire society to communicate (Gimson, 1989). Language is very important as a gateway to delivering information. There are various languages available that can be used to communicate with people around the world. People used language not only to talk to others but also to do many activities, such as reading a book, listening to music, writing a letter, and so on. Therefore, language is related to all aspects of human life.

At present, humans not only use one language from their mother tongue but also understand about two or more other languages. It is spreading in all parts of the society, including the citizens of Indonesia.

In Indonesia, there is only one national language, which is Indonesian and many regional dialects. In addition, on some occasions, Indonesians also speak English or other foreign languages to communicate among each other. The definition of bilingual is someone who has the ability to speak fluently in two languages (Romaine, 1995). It commonly happens to teenagers. Sometimes they switch their utterances from Indonesian to English in their daily communication, either in real conversation or on social media. This phenomenon can be influenced by social trends, education, the environment, and so on. In our daily life, we lived in different societies that have different languages as well. Humans with languages and society have a strong relationship. It refers to the human role as a social creature in the world that needs to keep in touch with others. In science, this is known as Sociolinguistics.

Sociolinguistics is a branch of linguistics which study of the relationship between language and society, as well as the ways in which people use language and the social structures in which humans live (Spolsky, 1998). People use a variety of languages in their communication at times, even mixing or switching from one to another. In sociolinguistics, it's known as code switching.

Code switching is the alternation of two languages within a single discourse, sentence or constituent (Poplack, 1980). Typically, people will feel more comfortable with switching or mixing when they utter the conversation. They switch the language not only in conversation in real life or verbally, but also in the conversation on the digital systems such as social media. The term "social media" defines the type of digital technology that allows individuals to communicate,

develop relationships, create content, and share information (Lewis, 2010). In social media, many activities can be done by someone either expressing life or sharing the information. People's information, statements, and conversations can be found on many social media platforms, including Instagram, Facebook, Twitter, Tik Tok, Podcast, and YouTube. For example, the phenomenon was exposed by one of the Indonesian singers Bunga Citra Lestari on her YouTube Channel entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*". Bunga Citra Lestari, or BCL, is one of the musicians in Indonesia. She had a lot of songs that she wrote or even collaborations with other musicians. The last year, which is in 2020, was the deepest situation for her because she lost her husband, Ashraf Sinclair. After a year of recovery from the situation, she returns to the public and performs her new song entitled "*12 Tahun Terindah*", which is a story about her life and memories with her husband over the last twelve years. In that video, she tells the story of her journey with Ashraf on her YouTube Channel, which is hosted by her partner, Daniel Mananta. In the video entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*", Bunga and Daniel sometimes used bilingual language to utter their feelings. From this phenomenon, the writer found some code switching in their conversation. The advantage for the writer of analyzing this study is to increase the knowledge on learning and understanding about types and functions of code switching. And for the readers, this study may benefit because most people can speak bilingual and this study will help others to realize that code switching is important to learn because this is involved when they do the conversation in their daily communication.

## 1.2 Problems of the Study

Based on the background explanation above, there are two problems formulated about the use of code switching as follows:

1. What are the types of code switching are found by the participants on the Bunga Citra Lestari YouTube's Channel Entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*"?
2. What are the functions implied in utterance involving code switching by the participants on the Bunga Citra Lestari YouTube's Channel Entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*"?

## 1.3 Objectives of the Study

Based on the problem of the study above, the objectives were formulated as follows:

1. To find out the types of code switching are found by the participants on the Bunga Citra Lestari YouTube's Channel Entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*".
2. To analyze the functions of code switching are used by the participants on the Bunga Citra Lestari YouTube's Channel Entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*".

## 1.4 Limitation of the Study

The focus of this study is to discuss the types of code switching in the conversation between Bunga Citra Lestari and Daniel Mananta and to analyze the

functions of code switching in the Bunga Citra Lestari Youtube's channel entitled "*Love Story #1 – BCL Sebelum & Sesudah Ashraf*". In analyzing the data, the writer used the theories proposed by Poplack (1980) to determine the types of code switching and the theory by Appel and Muysken (1987) to analyze the functions of code switching implied in their conversation on the video.

## **1.5 Significance of the Study**

On significance of this study is expected to be relevant in the following categories;

### **1.5.1 Theoretical Significance**

Theoretically, this research will be expected to share and develop knowledge about code switching, especially for those who study linguistics. Besides, more information could be given about how to use code switching and language variety in daily conversation. This study can improve the ability to use bilingualism in conversation and create the appropriate language.

### **1.5.2 Practical Significance**

There is some practical significance to this study. First, to gain insight into the topic of sociolinguistics from both the researcher and the reader, specifically in the context of code switching. Second, this research includes several examples of code switching types and functions that the reader may find beneficial.

## CHAPTER II

### REVIEW OF THE RELATED LITERATURE, CONCEPTS, AND THEORIES

#### 2.1 Review of Related Literature

This study used several references from previous studies to give a better understanding of the topic. The information from reviewing related literature comprises problems, data, concepts, and theory. Therefore, we need to do a comparison and a literature review in order to know how the other researchers solved the problem of study and the theories that were implied. Some of them are:

The first thesis was written by Widyasari (2017), entitled *The Analysis of Code Switching Found in TV Programs* from the English Department at Udayana Denpasar University. The focus of this previous study was to look at how presenters in TV shows switch between Indonesian and English code. The source was gathered via TV programs such as *BREAKOUT* from NET TV and CNN Indonesia on TRANS TV. The data was examined using a qualitative and descriptive approach. The result of the previous research found that the *BREAKOUT* TV Program mostly used code switching in the utterances of its presenters, Boy William and Sheryl Sinafia. Because this TV Program uses non-formal language, the choice of languages has more variety. The similarity between previous studies with this research is that they both apply the same theory from Poplack (1980) to characterize the types of code switching: Tag switching, Intra-sentential, and Inter-sentential switching. And the theory proposed by Appel and Muysken (1987) to evaluate the



functions of code switching. Based on previous studies, there are four functions that are found in the *BREAKOUT* TV Program: referential function, directive function, phatic function, and metalinguistic functions. Whereas, in CNN Indonesia, three functions were found: directive function, expressive function, phatic function, poetic function, and metalinguistic functions. The correlation of her study with this research has the same theory from Poplack (1980) and Appel and Muysken (1987) to identify the types and the functions of code switching. Meanwhile, the difference is in the data source. In the previous study, the data was taken from the TV program, while the data in this research was taken from the YouTube channel.

The second thesis was taken from Dewi (2021) entitled *An Analysis of Code Switching Found in Deddy Corbuzier's Podcast on Spotify* from English Study Program, Mahasaraswati Denpasar University. In this study, the writer is concerned with Indonesian-English in Deddy Corbuzier's utterances in ten podcasts on a digital platform named Spotify. In analyzing the data, a qualitative method is implied to describe the data clearly. According to the theory, this study used the theory of Poplack as cited in Romaine (1989) to analyze the types of code switching and the theory of Appel and Muysken (1987) to describe the functions of code switching. The result of this study found that the most common type of code switching used by Deddy Corbuzier is intra-sentential switching, because he is more comfortable to uttering words, clauses, and phrases in one sentence to convey motivational messages. And for the functions, the metalinguistic function is dominant, which is 76 data (46,79%). This shows that Deddy Corbuzier wanted to impress the other participants with a demonstration of linguistics skills. The

similarity between both studies is the use of same theory by Poplack (1989) and Appel and Musyken (1987) to analyze the types and functions of code switching. And the difference is from the data source. The data from the previous study was taken from a podcast on Spotify, whereas the data for this research was taken from YouTube's channel.

And the third review was taken from an article in a journal written by Utami, Hakim, and Adiputra (2019) entitled *Code Switching Analysis in the Notes Made by the Sales Assistants in RIPCURL*. This previous study focused on analyzing the types and functions of code switching that are implied in the sales assistants' log book. The data was collected through the observation method and note-taking technique. The results of this study found three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching. Also, three functions of code switching are found: metalinguistic function, referential function, and phatic function. Furthermore, this study also found some factors that influence the staff using code switching, because the staff find it easier to remember and understand the English terms rather than the Indonesian terms. To compare the previous study with this research, the difference is in the data source. The previous study used the data from the log books of sales assistants on *RIPCURL*, and this research was taken from YouTube channel. Both these studies used the theory of Poplack (1989) to classify the types of code switching and the theory of Appel and Muysken (1987) to analyze the functions of code switching.



## 2.2 Concepts

This subchapter presents the scope of discussion which is related to this study. The concepts about Bilingualism, Code Switching, and YouTube Channel are presented as follow:

### 2.2.1 Bilingualism

Code switching is directly linked to the concept of bilingualism. The majority of people in the world are bilingual. Bilingualism is defined as a person's capacity to communicate fluently in two or more languages (Trudgill, 2003). Every person's multilingual experience is different. The amount and quality of exposure to the language that an individual receives varies, as well as the experiences he or she has used the languages when interacting with others. Dealing with some theories of bilingualism which are tried to be adopted in this study, some perspectives and concepts are spread in modern society nowadays.

### 2.2.2 Code Switching

Code switching is defined as a speaker's use of more than one language, variety, or accent within an utterance or conversation, or between several interlocutors or situations, Romaine (1995). It means the ability of the speaker to use another language. Commonly, the speaker switches their language to another for some purposes without changing the topic of the conversation. The surrounding environment, the interlocutor, and the topics discussed directly influence the switch of language. Using more than one language, on the other hand, increases the vocabulary in other languages. Furthermore, the other phenomenon closely similar

to code-switching is code-mixing. It frequently occurs when speakers utilize both languages simultaneously and transition between them to the position where they switch from one language to the other within a single phrase. Without changing the topic, code mixing can occur at multiple levels of language, including phonology, morphology, grammatical structures, and lexical items.

### 2.2.3 YouTube Channel

YouTube is social media platform was found in February 2005 specifically providing people the video sharing services (Media, 2009). On YouTube, users can watch, like, share, comment, and subscribe to the channel which is interesting for them. For example, music videos, news, entertainment, DIY videos, cooking classes, and soon. Users can access this site through their smartphone, PC, laptop, tablet, or even smart TV, or any device that is capable of accessing it. Nowadays, people also like to watch vloggers or video bloggers from a famous person in the entertainment field or the person can inspire them with specific things. One of the vloggers is Bunga Citra Lestari. She is one of the most famous Indonesian artists. Before becoming a famous singer, she was a model for the magazine. Following her modeling career, she also tried to be an actress in a TV series entitled *“Tujuh Tanda Cinta”*.

After a long career, she finally trained her vocals and developed into a singer with a melodious voice that she is present. Along with technology, Bunga also started to create a YouTube account, and it has as many as 2.89 million subscribers. In her YouTube channel *“It’s Me BCL”*, she uploaded many videos such as music

videos, daily life with family, vacation videos, until she was a judge on music contest shows, and many more. Referring to the video, Bunga Citra Lestari and Daniel Mananta talked about the story of Bunga's life related to her husband, the deceased Ashraf Sinclair. They talked with bilinguals who use two languages, Indonesian and English.

## 2.3 Theories

In this chapter, some terms or concepts related to code switching was discussed. This study was divided into two parts; first is the type of code switching and second, the functions of code switching. Specifically, the theory proposed by Poplack (1980) is used to analyze the type of code switching and the theory proposed by Appel and Muysken (1987) to analyze the function of code switching.

### 2.3.1 Types of Code Switching

According to Poplack (1980), three types of code switching will be used for this study, such as: Tag switching, Inter-sentential switching, and Intra- sentential switching.

#### 2.3.1.1 Tag Switching

For emphasis, tag switching may include an exclamation, a tag, or parenthesis in a variety of languages other than the whole statement, Appel and Muysken (1987: 118). Basically, the use of tag in one language in a completely other utterance. For instance, the English tags are: *I do, right? isn't, won't you, you know, and I mean*. Some instances of English exclamation are: *Oh! Look out!* and

*Wow!*

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

- a. “Mutta en ma vittiny, **no way!**”
- b. (But I’m not bothered, **no way!**)

(Poplack, 1980)

### 2.3.1.2 Intra-sentential Code Switching

Intra-sentential switching is a switch that occurs in the middle of sentence or within the same clause or sentence, producing a sentence that incorporates parts from both languages. The complexity of this type is explained by the high probability of violation of syntactic rules, as well as the requirement of great knowledge of both grammar and how they map onto each other.

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

- a. “What’s so funny? Come be good. Otherwise, **yu bai go long kot**”
- b. (What’s so funny? Come be good. Otherwise, **you will go to the court**)

(Poplack, 1980)

### 2.3.1.3 Inter-sentential Code Switching

Inter-sentential switching occurs at the transition between sentences where one sentence or clause utterance is in one language, then the next sentence switches to another language. Inter-sentential switching can be thought of as requiring greater fluency in both languages than tag switching, because the major portions of an utterance have to conform to the rules of both languages.

The examples of Inter-sentential switching were taken from Puerto Rican

bilingual Spanish-English speech as bellows:

- a. “Sometimes I’ll start a sentence in English **y termino in espanol**”
- b. (Sometimes I’ll start a sentence in English **and finish it in Spanish**)  
(Poplack, 1980: 117)

### 2.3.2 Functions of Code Switching

This subchapter is based on the theory proposed by Appel and Muysken (1987). They organized the functional model of code switching into six functions, such as following:

#### 2.3.2.1 Referential Function

This function occurs when a person lacks fluency in a language. As a function, bilingual speakers switch codes when they don’t understand a word or when an idea isn’t there in that language. Language is frequently chosen because it is more acceptable or appropriate for a specific topic.

The example of referential function was taken from the previous thesis as below:

Scotton (1979) gives an example from a university student in Kenya, who switches between Kikuyu and English:

“Atiriri ANGLE niati HAS ina DEGREE EIGHTY; nayo THIS ONE ina mirongo itatu. Kuguori, IF THE TOTALSVM OF A TRIANGLE ni ONE·EIGHTY ri IT MEANS THE REMAINING ANGLE ina ndigirii mirong mugwanya”.

(Appel and Musyken, 1987)

### 2.3.2.2 Directive Function

It occurs in the directive function in which the hearer is intimately involved and affected when they switch the languages. This being directed at the hearer; it can take many forms. One is to exclude certain persons present from a portion of the conversation. The opposite is to include a person more by using her or his languages. A person may have joined the participants is an interaction. All participants related switching can be thought of as serving the directive function of language use. The example was given by Appel and Muysken (1987) which is many parents try to speak a foreign language when they do not want their children to understand what is being said.

### 2.3.2.3 Expressive Function

In this part, the function of code switching in an expressive way seems like an utterance of greetings, commands, congrats, surprise, and several expressions to utterances. An example was given by Appel and Muysken (1987) such as the Spanish – English code switching in the Puerto Rican community. For fluent Puerto Ricans in New York, the conversation full of code switching is a mode of speech by itself, and individual switches no longer have a discourse function.

### 2.3.2.4 Phatic Function

Phatic means maintaining or strengthening the communication between the speaker and hearer. Sometimes the phatic is used at the beginning, in middle or even at the last of the sentence. Commonly it is used to indicate and underline key points



in a conversation. In written text, the tone of conversation is shown by punctuation marks at the end of the sentences.

The example phatic function was given by Sebba and Wootton (1984) which has been documented extensively in a paper on switching between London Jamaican and London English. They give a number of examples in which a stretch of basically Jamaican discourse is interrupted by an English ‘meta-comment’.

Here are the examples of phatic function:

“m:an...Leonie ‘ave party...WHEN...DON’ REMEMBER WHEN IT WAS bot shi did tel aal o dem no fi(t) se notin...kaaz shi no waan tu moch Catford gyal di de...an Jackie av wan tu...neva se notin”

(Appel and Musyken, 1987)

From the example above, the fact that speaker has forgotten the date of the party was mentioned in another utterance in another language.

#### 2.3.2.5 Metalinguistic Function

The metalinguistic function of code switching is commonly used for comment or the statement of something on another language (Scotton, 1979 in Appel and Muysken 1987: 120). This function also to show the linguistic skill from the utterances. And this function used to comment directly or indirectly on the languages involved. The example of metalinguistic can be fund in performers, circus, directors, and market sales people.

### 2.3.2.6 Poetic Function

Poetic function emphasizes for the purpose of fun or entertainment, words, puns, and jokes in one language are switched to another one. To pay homage to the twentieth-century poet who has perhaps been the most accomplished code switcher.

The example is from Ezra Pound's Canto XIII:

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

Pound works with complex internal rhymes across languages: Chinese gods, rivers, emperors, and mountains are matched with element 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.

