

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a way for all people to communicate and exchange information to each other. Humans is a social creature that need to socialize with others. It is the way of someone to communicate, create a relationship and sense of community through language. In every country they have their own language, even in one country there can be more than a hundred language. Every country has their own language with it's own uniqueness and characteristic. Nowadays, many people can speak two or more languages, and they are called bilingual. Bilingualism is referring to someone ability in understanding and producing two or more language (Apriani, 2022:459). Not only speak, but a person can be said as bilingual if they can communicate in both languages appropriately, including speaking, reading, and writing in each language as cited in (Kokturk et al, 2016: 72). Factors that can affect someone becoming a bilingual such as having a relationship with someone from another country, living in bilingual countries or border areas, living in different urban area, working in a place that contact different ethnic groups, or having family members outside one's ethnic community (Myers-Scotton, 2006: 47).

Sociolinguistic studied about how language and society are connected. As cited from Holmes (2013:1) sociolinguistic study about how language and society are connected, focusing on why we speak differently in various social situation and it also studied about how language express social meaning. When

a person becomes a proficient in two or more languages, they can better express their thoughts and feelings and shapes who they are. This ability also helps them to meet their personal social needs. In sociolinguistics, the act of switching between two or more languages during a conversation is called as code-switching.

According to Poplack (1980: 583), code-switching is an action when someone alternating use of two languages in the same conversation, sentence, or part of a sentence. It refers to a person's ability to change the language from one to another within a sentence or conversation. Most people will use this action in their social life. Code switching occur when a different speech code based on the situation and their communicative goal when communicate with others.

Nowadays many people like to communicate with each other's using the code switching especially the teenagers. As we know Indonesia is a country consist of different races and thousands of ethnic languages. This has led many people to choose mix Indonesian with their regional language, a phenomenon known as code-switching. The code-switching phenomenon not only appearing in the real life but also appears on the social media platform especially on YouTube. Social media become an important need for everyone especially the teenagers these days. The existence of social media has a result in the development of the code-switching. Many people nowadays like to switch their language not only in their regional language but also switch it to English.

The social media platform commonly used by people in Indonesia today is YouTube. In this study, the data was collected from one of the celebrities that has a big YouTube platform called Deddy Corbuzier. In his channel, he has many kinds of shows. One of the most famous shows in his channel is podcast. One of the newest podcasts shows in his channel is called “Pod Hub.” Deddy and Vidi as the host of this podcast do a casual talk with their guest that come from actor/actress, singer, and comedian. The show is hosted by Deddy Corbuzier along with the renowned male singer, Vidi Aldiano. Their podcast is very fun because hosted by two hosts who have different personalities. Deddy Corbuzier is a serious person but Vidi Aldiano is cheerful that makes the guest comfortable which make the podcast unique.

Both hosts usually use a code-switching when interviewing the guest and sometimes the guests also answer it in the mix language too. Vidi Aldiano often used the code switching because he was studied for a master’s degree at the University of Manchester, England in 2015 that influence him often used code-switching in his conversation. Moreover, his partner Deddy Corbuzier also studied abroad in America so that their conversation consists a lot of code-switching between Indonesia and English. Through this study, it is hoped that people will know more about code-switching phenomenon and it used in the society conversation.

1.2 Problems of the Study

Based on the analysis of the study's background and the previous discussion, this study formulates two problems. The problems of the study as follows:

1. What types of code-switching are found in the utterance in the Pod Hub podcasts?
2. What are the reasons of the code-switching found in Pod Hub podcast utterances based on context of situation?

1.3 Objectives of the Study

According to the background and problems of study that has been discussed above, the objectives of the study can be presented as follows:

1. To find out types of code-switching that are found in the utterance in the Pod Hub podcasts.
2. To analyse the reason why the people in Pod Hub podcast do code-switching in their utterances based on context of situation.

1.4 Limitation of the Study

The focus of this study is in the types and the reason of code-switching that observed in Pod Hub podcast on Deddy Corbuzier YouTube channel. Especially, it analyses the utterance that uttered by the host and the guest based on the context of situation in the video.

1.5 Significance of the Study

The findings of this study are intended to contribute to both theoretical knowledge and practical applications, which gives the study its significance.

1.5.1 Theoretical Significance

Theoretically, this study aims to enhance the understanding of code-switching as used by the speaker in Pod Hub Podcast on Deddy Corbuzier YouTube channel, and deepen the knowledge of sociolinguistic, particularly in analysing utterances through the code-switching theories purposed by Poplack (1980) and Hoffman (1991) and theory context of situation purposed by Halliday and Hasan (1989). Through this study also helps to enhance the skill of as bilingual people in everyday conversations and the use of suitable language.

1.5.2 Practical Significance

Practically, the significance of this study is to help readers in examine the code-switching used by the participants in the Pod Hub podcast on Deddy Corbuzier's YouTube channel. It's also expected to offer empirical sources for the readers who interested in sociolinguistic studies. It is hope that this study can be further developed by those interested in the field of code-switching.

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CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPT AND THEORIES

2.1 Review of Related Literature

There have been previous studies related to our topic that discuss code-switching as the focus. Therefore, it is necessary to conduct a comparison and review of the related literature to understand how other researchers have addressed this issue, in order to gain a deeper understanding of the topic. It's also helps to find out which theories they have applied in their studies.

The first thesis entitled “An Analysis of Code-Switching Used by Sherly Sheinafia in “Breakout” Music Program Net” by Kusuma (2020) aims to identify the types and reasons of code-switching found in the "Breakout" music program on Net TV. The theory used by the writer in this study is the theory from Romaine (2008) and Hoffman (1992). This study used descriptive qualitative method in collecting the data. Formal and informal method is also used to support this study. The findings showed all of the code-switching types were found. Intra-sentential is the highest types of code switching occur in this study with 67 data and the inter-sentential switching is the least type with 26 data. from the 7 reasons of code-switching, the highest occurrence is talking about particular topic with 53 data and the lowest is quoting somebody else only one data from 7 video. The difference of this study and the previous study is the data source. The data in the pervious study was taken from TV while this study is taken from YouTube. The similarity of this study and the previous study is from the theory that taken from Hoffman (1991).

The second thesis entitled “An Analysis of Code-Switching Found on YouTube Channel of the White Family” by Suadnyani (2023) aims to identify the types of code-switching collected in the White Family YouTube channel and to analysed the reason of it. The writer used a theory from Poplack (1980) to analysed the types of code-switching and theory by Hoffman to analysed the reason. The findings showed the researcher found 117 data belong to the phenomenon of the code-switching have been found. The highest types are intra-sentential switching with 58 data and the least one is the tag-switching with 16 data. The most common reason for code-switching identified in this study is being empathic about something with 64 data. Related to the second study above, there are found a similarity in the theory used by the pervious study and the current study, both studies using theory from Poplack (1980) and Hoffman (1991). Another similarity is the data source that taken from YouTube video. The pervious study difference with this study is that the current study also analyse the reason of code switching based on the context of situation while the previous study didn’t analyse that.

The third study is an article entitled “Code-Switching Used by Valerie Thomas in the Puella Id Podcast on YouTube” by Pratiwi et al (2024) aims to find out types and analyse the reason of code-switching spoken by Valerie Thomas. The theory used by the writer is from Poplack’s (1980) to analyse the types and theory purposed by Hoffman (1991) to analyse the reason. The pervious study used a descriptive qualitative method, with data collected through observation. As a result, it is found 45 utterances of code switching which are 4 data from tag switching, 35 data from intra sentential switching, and 6 data in inter-sentential switching.

Additionally, 6 out of 7 reasons for code-switching appeared in this research: 26 data were talking about a particular topic, 2 data were about quoting somebody else, 5 data were being emphatic about something, 4 data were interjections (inserting sentence fillers or sentence connectors), 3 data were repetition used for clarification, and 5 data were the intention of clarifying the speech content for the interlocutor. The researcher found no data related to the expression of group identity. The similarity between this study and the previous one is that this study uses the same theories from Hoffman (1991) and Poplack (1980), with the data being collected from a YouTube video. The current study difference from the previous one is that the current study examines the reasons for code switching in relation to the context of the situation, which the previous study did not address.

The fourth study is an article entitled “Code-Mixing and Code-Switching Uttered by Cinta Laura in Okay Boss Trans7’s Talk Show” by Nahak et al (2022) aims to examine the types of code-switching and code-mixing uttered by Cinta Laura Kiehl in Okay Boss Trans7’s talk show on 23/06/2020, entitled “Ada Apa Dengan Cinta Laura Keihl dan Aero.” The previous study employs descriptive qualitative method. The findings show 27 data of code-mixing uttered by Cinta Laura Kiehl. The most dominant function of code-mixing was incompetence, with 15 data, and the most dominant function of code-switching was covering the ability to speak a specific language, with eight data. The difference from the previous study and the current study is from the data source, the pervious one was taken from a Tv show and the current study is from YouTube. Another difference is the pervious study did not only analyse the code-switching but also analyse the code-mixing

while the current study only focusing on code-switching. The similarity of this study and the previous study that is both study aims to analyse the types and the reason of code-switching.

The fifth study is an article entitled “Code Switching used by Cinta Laura and Maudy Ayunda on YouTube Channel” by Wulandari et al (2024) it aims identify the types and the meaning of code-switching uttered by Cinta Laura and Maudy Ayunda regarding to the types of code-switching. The writers used the theory purposed by Poplack (1980) to analyse the types of code-switching. Descriptive qualitative method is applied in this study to analysing the data collected. To collect the data, the researcher used observation method by watching, transcribing, notetaking, and classifying the utterances. The findings found 147 data with the most dominant is Intra-sentential code-switching with 76 utterances. The similarity found in the pervious study and the current study is in the theory used. Theory purposed by Poplack (1980) is used to analyse the types of code-switching in both studies. Another similarity is in the data source where both studies used YouTube as the data source. The difference is that the previous study only analysed the types of code-switching, whereas the current study also examines both the types and the reasons for code-switching.

The main difference between the five previous studies and the current study is that the previous study only analysed the types and reasons for code-switching in general, whereas this current study adds an analysis of the context of situation underlying the reasons for code-switching. By adding context of situation like social conditions, who is talking, what language they use, and the setting of the

conversation create a detailed explanation which make the readers easy to understand. This study also helps to show how and why code-switching happens in real-life situations, giving a deeper and more complete understanding compared to the earlier studies that did not explain the background situations.

2.2 Concept

Concept is one of the most important parts of scientific writing. It helps the writer to understand about concept used for basic of scientific writing when analysed the data. The following concepts are relevant to the study and explained in terms of their application. These concepts include Code-Switching, YouTube Channel, and, PodHub.

2.2.1 Code-Switching

Poplack (1980: 583) stated that code-switching is the alternation between two languages within a single conversation, sentence, or phrase. It's usually done to match their language of the people they are speaking with and expressed a term or a phrase that are better understood in one language. In switching a language, the sequence follows sociolinguistic rules without breaking any grammatical constraints. Bilingual loved to do the switch because they can speak more than one language. According to Hoffman (1991) bilingual switch their language when talking, while monolingual changes their style. According to Hoffman (1991), there are seven reasons for code-switching, they are quoting somebody else, being

emphatic about something, interjection, repetition used for clarification, express group identity, and intention of clarifying the speech content for interlocutor.

2.2.2 YouTube Channel

These days YouTube is one of the most popular social media platforms these days. In this platform you can watch, share, and publish a video by online. As purposed by Rouse (2016) YouTube was created in 2005 by three former PayPal employees: Chad Hurley, Steve Chen, and Jawed Karim and in 2006, Google acquired YouTube. Many people choose to change their viewing platform from TV to YouTube because YouTube has fewer adds and we can choose what we want to watch such as educational videos, entertainment, music video, movies, cooking tutorial video, daily life vlogs, podcast, and many more.

2.2.3 Pod Hub

Pod Hub is one of the newest podcasts show in Deddy Corbuzier YouTube channel. The first Pod hub video is uploaded on 15th September 2023. Pod Hub is hosted by Deddy Corbuzier itself with Vidi Aldiano which is one of the famous singers in Indonesia. This podcast is like an everyday conversation which has more relaxed and have no theme in every video, they just chat following the flow. In contrast with close the door podcast that has more serious theme.

2.3 Theories

There are three theories explained in this study. The first one is the theory about the types of code-switching from Poplack (1980). The second one is the theory from Hoffman (1991) to examine the reason of code-switching. And the last one is the theory about context of situation from Halliday and Hasan (1989).

2.3.1 Types of Code-Switching

There are three types of code-switching based on Poplack's (1980) theory, those types are Tag switching, Inter-sentential switching, and Intra-sentential switching.

2.3.1.1 Tag Switching

Tag switching refers to the insertion of a tag or a short phrase from one language into a sentence in another language, without breaking the grammatical rules (Poplack, 1980: 589). A single noun is also commonly switched between language because they are easy to use in this way. A tag from one language is inserted into a sentence that is entirely in another language. This addition has a little to no even no impact on the rest of the sentence. The example of Tag Switching taken Poplack (1980) can be seen as bellow:

- a. *Vendia arroz* (He sold rice) 'N SHIT.
- b. *Salian en sus c'arros y en sus* (They would go out in their cars and in their) SNOWMOBILE.

(Poplack, 1980: 589)

2.3.1.2 Inter-Sentential Switching

Poplack (1980) explains that Inter-sentential switching occurs when a language switch happens at the boundaries of a clause or sentence, with each part being in a different language. Most statement must adhere to the rules of both languages. So that, the speaker who do this switch requires to have a great proficiency or understanding in both languages to ensure the grammatical correctness. The example of Inter-Sentential switching as taken from Poplack (1980) can be seen as bellow:

“Sometimes I'll start a sentence in Spanish *Y TERMINO EN ESPANOL.*”
(Poplack, 1980: 594)

2.3.1.3 Intra-Sentential Switching

According to Poplack (1980), intra-sentential switching happens when the language switch occurs within a single sentence or clause. This means parts of the sentence come from one language and other part come from another, it creating a blend of both. This type is complex because it's often risk violating grammatical rules and requires a deep understanding of the grammatical in both languages. The Example of Intra-sentential switching taken from Poplack (1980) can be seen as bellow:

1. Why make Carol *SENTARSE ATRAS PA' QUE* (sit in the back so) everybody has to move *PA' QUE SE SALGA* (for her to get out)?
(Poplack 1980:589)

2.3.2 The Reason of Code-Switching

People usually have a specific reason for switching languages during their speech. Hoffman (1991) theory is applied to analyse reason of code-switching.

There are 7 reasons of code switching according to this theory, they are Talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity.

2.3.2.1 Talking about Particular Topic

People often prefer to discuss certain topics in one language rather than another. They may feel more comfortable expressing their emotions in a particular language. According to Hoffman (1991:115) talking about particular topic might cause a change in language, either it's because hard to find a right words in that language or because certain words bring up memories or ideas connected to a particular language. A topic may produce a switch because a different language can evoke unique meaning based on personal experience or to address a gap in proficiency. Additionally, People tend to express their opinions and ideas more comfortably in the language that best suits the topic at hand. For example, as shown as bellow:

A French-English bilingual:

“Va chercher Marc (go and fetch Marc) and bribe him avec un chocolat chaud (with a hot chocolate) with cream on top”

(Hoffman, 1991: 111)

2.3.2.2 Quoting Somebody Else

Usually someone change their language into a quote word from a popular person or a person that they know or appreciate. As cited from Hoffman (1991:116) the switching usually occurs when the speaker is quoting someone else. Quoting

some words not only comes from the same language but can be in a different language. It also feels more natural when the quotes are expressed in their original language. The example of quoting somebody else can be seen as bellow:

An adult Spanish-Catalan bilingual:

“... *y si dices “perdon” en castellano, se te vuelve la mujer y te dice:*’ (‘... and if you say “sorry” in Castilian Spanish, the lady turns to you and says:’) ^ *‘En catald’* (‘In Catalan!’).

(Hoffman, 1991: 112)

2.3.2.3 Being Emphatic about Something

Someone could communicate assertively to convey their opinion by using languages. If someone wants to emphasize their thoughts while speaking in one language, they might suddenly switch to another language they are fluent in. When someone being emphatic about something, it means they want to shows that they feel very strongly about what are they saying. The example can be seen as bellow:

A Spanish-Catalan bilingual:

“*Hay cuatro sillas rotas y*” (‘There are four broken chairs and’) *prou!’* (‘that’s enough!’)

(Hoffman, 1991: 112)

2.3.2.4 Interjection (Inserting Sentence Filler or Sentence Connector)

This expression is one of the frequently used by someone naturally. Hoffman (1991:16) notes that Language switching among bilingual or multilingual individuals can sometimes result in the use of interjections or sentence connectors. Interjections are typically employed to express surprise, emotion, or to capture attention. The example of the expression of interjection can be seen as bellow:

An adult Spanish-American English speaker:

“... *Oh! Ay!* It was embarrassing! It was very nice, though, but I was embarrassed!”

(Hoffman, 1991: 112)

2.3.2.5 Repetition Used for Clarification

During a conversation, two persons may occasionally experience miscommunication due to a lack of synchronization in the languages they use. For this reason, Hoffman (1991:116) noted that "when a bilingual seeks to clarify their speech for better understanding, they may sometimes use both languages they know, repeating the same statement." Individuals who are fluent in multiple languages can convey the same message in another language. The example of this expression can be seen as bellow:

An adult Spanish-English bilingual:

“*Tenia zapatos blancos, un poco*, they were off-white, you know.”

(Hoffman, 1991: 112)

2.3.2.6 Intention of Clarifying the Speech Content for Interlocutor

When bilingual or multilingual individuals communicate, they often engage in code switching to help the listener fully understand the conversation. As cited from Hoffman (1991:116), children tend used code switching to clarify their messages for the person they are speaking to, often repeating a message from one language while slightly modifying it in another language. Mostly, someone used a familiar language or terms for their listener so that it could be clearly understood. The example of intention of clarifying the speech content for interlocutor is shown as bellow:

Cristina (4:0): (introducing her younger brother to a new friend of hers)

“*This is PascuaT [paskwal]*”

Friend: 'What's his name?' (i.e. she didn't catch it)
 Cristina: '*Pascuall*' [paskwaef]
 Friend: '*Oh*. . .

(Hoffman, 1991: 112)

2.3.2.7 Expressing group Identity

Code-switching can be used to express group identity as stated by According to Hoffman (1991:116). Code-switching is used as a marker of a group identity, where each group has its own unique way of speaking, shown in how they interact every day. This distinctiveness symbolizes their collective identity, while outsiders typically communicate differently. The example of expressing group identity is when a majority of young white London people might start switch their language into Jamaican Creole to be fit in a particular group (Hoffman, 1991: 116).

2.3.3 Context of Situation

Context of situation theory is purposed by Halliday and Hasan in 1989. According to Halliday and Hasan (1989: 12), the context of situation is based on three key concepts: tenor of discourse, field of discourse, and mode of discourse. The context of situation is used to interpret the true meaning behind a text. This means that the reader must consider the text in relation to its context, which often refers to the surrounding environment or situation, in order to grasp its full meaning.

2.3.3.1 Field

According to Halliday and Hasan (1989: 12) field is a study about a subject matter in the text. It relates to the changes occurring in the character when the social action is happening. It addresses the issues related to the activities occurring within

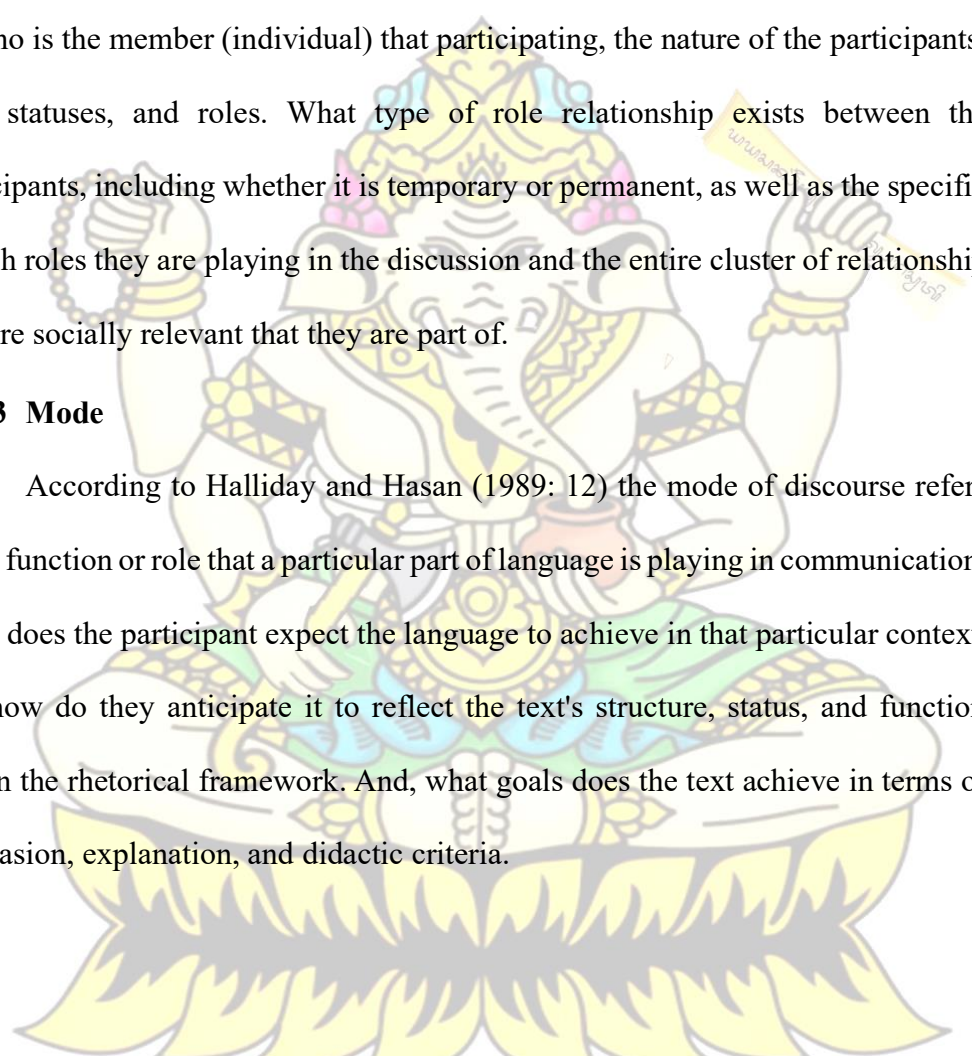
society. The field is a situation where the text works, as well as the author's or speakers has an intentional contribution.

2.3.3.2 Tenor

According to Halliday and Hasan (1989: 12) tenor of discourse is focusing on who is the member (individual) that participating, the nature of the participants, their statuses, and roles. What type of role relationship exists between the participants, including whether it is temporary or permanent, as well as the specific speech roles they are playing in the discussion and the entire cluster of relationship that are socially relevant that they are part of.

2.3.3.3 Mode

According to Halliday and Hasan (1989: 12) the mode of discourse refers to the function or role that a particular part of language is playing in communication. What does the participant expect the language to achieve in that particular context, and how do they anticipate it to reflect the text's structure, status, and function within the rhetorical framework. And, what goals does the text achieve in terms of persuasion, explanation, and didactic criteria.



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