

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In social life, humans use language as their primary form of communication. According to (Hornby, 1987) language is kind of communication to express their ideas, feelings, and desires through a system of sound and sound symbols, thereby preventing misunderstanding between speakers and listeners. In other words, language is considered as the primary means of communication used in everyday interactions so language has a great role in human life. In each region, people typically use their native language to communicate with each other. They tend to develop their ability to learn different languages in order to be able to communicate broadly. According to (Holmes, 2013:1), The branch of study that concentrates on the relationship between language and society is known as sociolinguistics. It is the study of how language functions in human daily conversation, whether in the media, social regulations, or laws (Wardhaugh & M Fuller, 2015). As a result, sociolinguistics is concerned with how language is used in human social life. Sociolinguistics has many fields of study. Code switching is one of them.

In general, the term “code switching” refers to the use of two or more languages by bilinguals during a conversation (Milroy & Muyskin, 1995). This phenomenon is possible to be happen between the agent of conversation when two languages or its varieties occur in the speaker’s utterance (Hoffman, 1991:110). People who are usually switching their language from one to

another are called bilingual or multilingual. Since there are numerous ethnics group, customs, and languages in Indonesia, such as Sundanese, Balinese, Madurese, Betawinese, and Javanese, hence most of the Indonesian people are bilinguals. Bilingualism, according to Titone as cited in (Hamers, 2004:7), is the ability to speak two languages while following existing language structures and concepts, not paraphrasing the native language. Nowadays, along with the development of technology the use of code switching is easy to find because this phenomenon can be found in both verbal and non-verbal communication through social media. The majority of people used social media to receive information and entertainment, to share experiences, and to communicate with one another via their smartphones. People use a variety of social media platforms, including Instagram, Twitter, Facebook, and YouTube.

Since, YouTube can be used as a means to learn about many new things, it is now become one of the social media platforms that Indonesians utilize the most. According to (Schepp, 2009) YouTube is a community where people can share videos to be entertained, motivated, and educated. By using YouTube, people can get any information, and get entertainment and it also can be used to send assignments in the form of videos because it contains some content in it, such as horror, music, comedy, travel, and educational content as well. Therefore, YouTube is also beneficial for English learners because there are various content creators currently utter more than a language through their videos just like Melaney Ricardo in her YouTube Channel.

Melaney Ricardo is one of the content creators who usually switching codes in her videos on YouTube. She is an Indonesian celebrity who began her professional life as a radio broadcaster, presenter, and is now as YouTuber. Unquestionably, the way she conveys things in her video is very passionate and talkative. Moreover, the content that she presents is really fun and interesting to watch hence she has more than two million subscribers on her YouTube Channel. In order to create other interesting content that can attract the attention of the audience, she also often invites other bilingual people to her YouTube Channel. In those situations, both she and her guests often interact by switching their language between Indonesian and English.

This study chose code switching as the topic because it has become a style and trend of speaking in several countries, especially in Indonesia and some people sometimes use code switching to make themselves look trendy and different from others. In addition, the code switching phenomenon is easy to find in daily conversation because to convey their feelings in speech, people frequently employ code switching. As a result, the writer concentrated on identifying the English-Indonesian code switching utilized on Melaney Ricardo's YouTube Channel because by studying this research, some of the code-switching phenomena done by Melaney Ricardo and her guests were found. In each videos, Melaney Ricardo frequently switches between Indonesian and English, especially while speaking with other bilingual people.

Highlighting the phenomena of code-switching phenomena was the main purpose of this study by taking the data from selected videos of Melaney

Ricardo in her YouTube Channel in order to identify the types of code switching used and to analyze the reasons for its use.

1.2 Problems of the Study

Based on the explanation of background of the research, this study investigates the phenomenon of code switching through YouTube videos from Melaney Ricardo which provided two research problems as follows.

1. What types of code switching are found in Melaney Ricardo's YouTube Channel?
2. What are the reasons of code switching found in Melaney Ricardo's YouTube Channel?

1.3 Objectives of the Study

As a response to the research problems of this study, two specific purposes were formulated below.

1. To find out the types of code switching found in Melaney Ricardo's YouTube Channel.
2. To identify the reasons of code switching found in Melaney Ricardo's YouTube Channel.

1.4 Limitations of the Study

To avoid the wide range of discussion, the analysis of this study was focused on the types of code switching found on Melaney Ricardo's YouTube Channel which consist of three kinds namely tag switching, intra-sentential switching, and inter-sentential switching based on Romaine (1995). On the

other hand, this study also analyzed the reason of Melaney Ricardo and her guest switched the language in conversation by applying Hoffman's theory (1991).

1.5 Significance of the Study

There were two necessary points as the expectation of the study's benefit which were explained below.

1.5.1 Theoretical Significance

Theoretically, this research was supposed to be a motivation for the readers in gaining the sociolinguistics knowledge especially code switching phenomena on YouTube videos.

1.5.2 Practical Significance

Practically, this research can be beneficial to give additional insight into the use of code switching to the reader, and also it may be used as one reference for the next researcher who is interested to analyze the subject of sociolinguistics.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

The literature review is necessary for the writer to understand more about how other scholars have studied the same concern. As references for this work, the author reviewed two theses and three article journals. The first research is based on Lestari's (2022) thesis, "An Analysis of Code Switching Made by Parents on Parentalk.id Instagram Account." Her research has two purposes: to look at the different types of code switching and the speech function of code switching used by parents on the Parentalk.ID Instagram account. The study's data was gathered from the Instagram comment section of @Parentalk.ID. Lestari integrated two theories in her analysis by using Romaine (1995) and Appel and Muysken's (1987) theories. Parents on Parentalk.ID Instagram accounts, according to the study's findings, commonly employ six distinct speech functions when switching between phrases, including three types, Intra-sentential switching is extensively employed, which contributed to 42 data; inter-sentential switching earned 12 data; and tag switching got just 6 data. According to the results of the speech function acquired in the comment section of @Parentalk.ID's Instagram account, the dominant function is Metalinguistic which is 18 data or 30% of the total. It is because the commentator tends to switches language in writing the comment to show off their language skill.

Both studies proposed the same first problem as the similarities between one research and another. The distinction between Lestari's thesis and this

investigation arises from the second issue. Lestari's thesis examines code switching's speaking function, but this study discusses the reasons behind code switching. The data sources employed in Lestari's thesis and this study are also distinct; Lestari's research examined code switching on Instagram, whereas this study examines data from the YouTube Channel.

The second thesis is "Code Switching Found in Judges' Utterances in Master Chef Indonesia Season 7" by Pratiwi (2022). The previous thesis investigated the types of code switching and also its function in the utterances of judges during Master Chef Indonesia season 7. Pratiwi's analysis relied on the judges' comments during MasterChef Indonesia season 7. The theory employed in her study was Poplack's (1980) theory and Appel and Muysken's (1987:118-120) theory, which was supported by Halliday and Hasan (1989:12). According to her findings, three types of code switching were discovered in judges' utterances during Master Chef Indonesia Season 7, with intra-sentential switching (223 or 47.45%) being the most prevalent. It is because the judges regularly switch from Indonesian to English in their statements. When they say culinary terminology, the name of the meal, cooking components, or even a joke, they frequently switch within the utterances. The least common type is tag switching (39, 8, 29%). In addition, six code switching functions were found. The metalinguistic function (240, 55,93%) is the primary function of code switching because the judges switch from Indonesian to English to demonstrate their linguistic ability to others while discussing things and commenting on the contestants' dishes.

Pratiwi's study and this study have parallels in that they both explore the same issue, namely code switching, and the first problem of the study is also comparable, which is about various types of code switching. However, there are several distinctions between Pratiwi's work and our study. The first is the data source, and the second is the problem. Pratiwi's analysis relied on data from Master Chef Indonesia Season 7. Meanwhile, YouTube was utilised as a data source in this study. The preceding research discussed the code switching's function, but the present study covers code switching's reason, as well as the theory utilized to answer the problem.

The third is a journal article titled "Code switching Analysis in The Travel Blog, The Naked Traveler" by Ariyaningsih (2020). The purpose of Ariyaningsih's article was to identify the different forms and functions of code switching, as well as the causes that caused the blogger to code-switch. The data source for the study was the trip blog posted in The Naked Traveler Blog. The perspective employed in Ariyaningsih's article was based on Poplack's (1989) theory and Apple and Muysken's (1987:118-120) theory.

The findings of the article revealed that The Naked Traveler's two articles used two separate methods of code switching. They were intra-sentential switching and tag switching, respectively. In this study, just one data point on tag switching and fifteen data points on intra-sentential switching were found, and not all six functions were provided. Inter-sentential switching was not identified in this study since the writer's native language is Indonesian. The

author decided to code-switch since she found that English terms are simpler to recall and comprehend than Indonesian terminology.

The similarity between Ariyaningsih's writing and this study is that they both cover code switching. The data source, the second problem, and the theory utilized to address the first problem are additional discrepancies between this article and this study. Ariyaningsih's data source was The Naked Traveler Blog, but this research used the YouTube Channel. Aside from that, the variations might be discovered in the study's problem. The previous study investigated the function of code switching, whereas this study investigates the reasons behind code switching. The theory employed by Ariyaningsih to address the sorts of code switching is Poplack's (1989), but this study employs Romaine's theory.

The fourth is an article titled "Code switching Analysis in the Notes Made by the Sales Assistants in Ripcurl" by Utami et al. (2019). The objective of Utami's article is to define the many forms of code switching, investigate its purpose, and identify the causes that drove sales assistants to code-switch. The data came from the Ripcurl (surf store) log book, which was kept by the sales associates. In Utami's article, two different theories are used: the Poplack (1989) theory and the Apple and Muysken (1987:118-120) theories. According to the findings, three distinct forms of code switching were found in Ripcurl Nusa Dua staff members' notes. However, not all six features are available in the notes made by staffs at Ripcurl Nusa Dua. The English phrase is simpler to

remember or comprehend than the Indonesian term, which prompted the staff code change.

Utami's article and this study were primarily analyzed the same concern which was about code switching. Both studies proposed distinct research questions, theories, and source of data. The data for the previous study came from the Ripcurl (surf shop) logbook, but all of the data for this study came from the YouTube Channel. Aside from that, distinctions might be discovered in the research problem. The previous research looked into the various forms and functions of code switching. However, the types and reasons for code switching will be examined in this study. Then, Utami's the theory for answering the first problem differs from this study. Poplack's (1989) the theory was utilized in the above article, as was used in this study.

The fifth is an article titled "The Study of Code Switching in the "Algoritme Rasa" Novel" authored by Alus et al. (2021). Alus's article's primary objective was to investigate the many sorts of code switching observed in the "Algoritme Rasa" Novel. The novel "Algoritme Rasa" was employed as the research's data source. The idea used in Alus' study is based on Poplack's theory of Bilingualism, which he published in Romaine (1995). According to the conclusions of this article, Algoritme Rasa Novel demonstrated three code switching's types. The character addressed code switching the most (59 times), while tag switching was the least (23 times).

The similarities between Alus' writing and this study are that both examine the same issues and apply the same theory to answer the first problems. The

data source in this article differs from the one utilized in this study. Unlike this research, which employed a YouTube Channel as its data source, the data used in this article was obtained from Novel. In addition, this study sought to discover the kinds and reasons for code switching on YouTube. The earlier study, on the other hand, was confined to evaluating the different forms of code switching in the Novel.

2.2 Concepts

There were specific terminologies that comprehended as the concept of the study to analyze the questions of the research, they are code switching, YouTube, and Melaney Ricardo.

2.2.1 Code switching

According to Romaine (1995), the term "code" in code switching refers to not just distinct languages but also various types or styles of the same language. Furthermore, (Hoffman, 1991) explained that code switching as process of shifting of two languages or the linguistic components in the same speech. Based on the definition above, code switching is the use of more than one language in one utterance, which can take the shape of words, phrases, clauses, or sentences used by participants in a discussion. It refers to a circumstance in where the speaker purposefully changes the code, such as moving from one language to another. For example, if someone begins a conversation by from utilizing language code A to language code B, such as Indonesian to English, it is referred to as code switching.

2.2.2 YouTube Channel

YouTube is a public access web platform created in 2005. YouTube is a website that facilitates users in creating, uploading, viewing, and sharing videos online (Wikipedia). Therefore, currently, YouTube is very popular for all levels of society especially, for young people who want to express their idea or creation videos. YouTube Channel is an account from YouTube for people who created their own Channel to save more videos to get likes, comments, and subscribers.

2.2.3 Melaney Ricardo

There are many famous YouTubers in Indonesia, one of them is Agnes Melanie Siahaan or more known as Melaney Ricardo. She was born in Medan on 24 February 1980. She is one of the Indonesian actresses who is active on YouTube and is fluent in both English and Indonesian (Wikipedia,).

2.3 Theories

To produce the result scientifically, the necessary election of the theory is a significant thing in creating scientific research. In this case, Romaine's theory in his book entitled *Bilingualism Second Edition* strengthened this research as well as supported by another theory proposed by Hoffman (1991) entitled *An Introduction to Bilingualism*. It was used to find out the reason for code switching used in Melaney Ricardo's YouTube Channel.

2.3.1 Types of Code switching

Code switching is classified into three types, according to Romaine (1995). Each of them will be defined more below.

2.3.1.1 Tag Switching

An inserting of tag from one particular language into another utterance of different language was known as tag switching. It also readily introduced in the context of monologue to avoid the disruption on its syntactic structures because it is constrained. For example, it can be seen from the utterance in Tagalog to English.

The proceedings went smoothly, *ba?*
The proceedings went smoothly, didn't they?

(Bautista as cited in Romaine, 1995:122)

2.3.1.2 Inter-sentential Switching

According to Romaine (1995), the transition of languages through border of phrase or sentence also known as inter-sentential switching. This process occurs between a single sentence or many sentences of one particular language into another languages. The example below shows the phenomena of inter-sentential switching from one language to another.

“Sometimes I'll start a sentence in English *y termino en Espanol*”
“Sometimes I'll start a sentence in English and finish it in Spanish”

(Poplack as cited in Romaine, 1995)

There is an inter-sentential switching from English to Spanish in the above case. It is evident that the statement begins in English, 'Sometimes I'll

start a sentence in English,' and then continues in Spanish, '*y termino en Espanol*'.

2.3.1.3 Intra-sentential Switching

Romaine (1995) stated that switching code within a sentence of language was also known as intra-sentential switching. This type of code switching occurs as a mixing within word boundaries or phrases. The form can be abandoned due to the syntactic substance. The example of code switching could be seen below.

“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.”

(Weinreich as cited in (Romaine, 1995))

2.3.2 Reasons of Code switching

The switching of codes when communicating with others in the conversation, the individuals must have a cause to switch two languages. People switch the codes for seven reasons, according to Hoffman (1991) such as "talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, clarifying the speech content for interlocutor, and expressing group identity."

2.3.2.1 Talking about a Particular Topic

Discussing some particular topics is very significant by choosing the language. When selecting a specific language, it is very engaging as a

discussion of subject in the conversation. Hoffman (1991) mentioned switching codes might be triggered when discussing particular subjects either causing by certain aspects or lack of proficiency. People also feel more at ease expressing themselves in a language suited for the issue under discussion.

2.3.2.2 Quoting Somebody Else

A well known person's quote is commonly utilized in everyday discourse. If the quote is quoted in its native tongue, it will sound more natural. Code switching occurred by quoting well-known quotes from somebody and translated into English. Moreover, shifting codes from English into other languages including Indonesia frequently conducted to quote the individuals' statement.

2.3.2.3 Being Emphatic about Something

A speaker who is proficient in numerous languages and wishes to communicate an emphatic opinion may abruptly shift the language which they were sufficient. Expressing themselves emphatically through first language was better than in the second language and vice versa because it shows the strong expression to provoke the phenomena of code switching.

2.3.2.4 Interjection

Code switching also could be used by using sentence filler and connector known as interjection. Hoffman (1991) proposed that while switching languages, a bilingual or multilingual speaker might indicate the interjection or sentence connector. These phenomena could be happened accidentally or purposely. An interjection could be word or phrase as

expressing surprise, emotion, and attention in the sentences. For example, Damn!, Look!, Well!, and so on.

2.3.2.5 Repetition Used for Clarification

People may prefer to explain in order to minimize misinterpretation while talking, and in doing so, they frequently decide to highlight a certain topic repeatedly (Hoffman, 1991). They may occasionally express the same message in both of their native languages (codes). The speaker will employ repetition at this point. It might be used to explain the speaker's previous utterance.

2.3.2.6 Intention of Clarifying the Speech Content for Interlocutor

Code switching is very common in conversations between bilinguals or multilinguals. Clarifying the speech aimed to ensure the conversation must be fully comprehended by the listeners and addressee. The speaker will say the words or terms that the receiver or listener is familiar with. McClure cited in Hoffman (1991), observed that people code switch to clarify the content of their interlocutors' speech.

2.3.2.7 Expressing Group Identity

Code switching can happen as a symbol of identifying a group. Each group of people has its own distinct code or style, which may be heard in their everyday speech. Their individuality will represent their collective identity. People outside the group will obviously have a different manner of communicating and may not comprehend the style code. According to Hoffman (1991), a number of experts, including Oksaar, Poplack, Calsamiglia,

and Tuson, have proposed that code switching is also a manner of showing group identification and unity.

