CHAPTER I
INTRODUCTION

1.1 Background of the Study

Humans stand out among the millions of other creatures that God has made because they are capable of utilizing a very unique sense: language. Chomsky contends that language is a natural phenomenon, a component of the human mind physically represented in the brain, and a biological attribute of the species (Chomsky, 2002:1). Language may convey our thoughts, feelings, intentions, and more (Sukrisna, 2019). People utilize a system of words or signs known as language to express their thoughts and feelings to one another.

Based on research conducted in 2020, Ethnologue estimates there are 7,117 known languages spoken by people worldwide as of the year 2020. The most widely spoken language in the world in 2021 is English. Whether as a second language or their mother tongue, 1.34 billion people worldwide speak English.

There are many theoretical areas related to language, including psycholinguistics, sociolinguistics, and linguistics. Each area of language learning has its own unique applications, yet they continue to interact. Sociolinguistics, as maintained by Coulmas (1979), is the study of how language and society interact, aiming to "discover, describe, and understand the socially motivated" decisions that individuals make. Sociolinguistics teaches us about social norms and everyday attitudes, offering guidelines for effective communication.

Language today varies to meet the needs of every human being as a result of globalization. For example, mixing Indonesian with other foreign languages is known as "code mixing." Sometimes people will speak in other languages to ensure that conversation runs smoothly. When people speak multiple languages at the same time, this is referred to as code switching, typically practiced by bilingual or multilingual individuals. Speaking two languages is what is meant by being bilingual, while multilingual individuals speak more than two languages.

These days, the application of code-switching appears in our daily lives as a trend in society, most common among young people who use it frequently in their conversations. The influence of the environment significantly affects the application of code mixing and code switching. Valerie Thomas, a young artist, exemplifies this phenomenon. She studied at the British School of Jakarta and now attends Goldsmiths, University of London. During her studies abroad, she primarily used English in her daily life. Therefore, in Indonesia, she often code-switches, mixing her utterances with Indonesian and English. An example of this phenomenon occurred when Valerie became a guest star on YouTube's "*Curhat Bang Denny Sumargo*" saying, "*Tapi kan we also want to be challenging kan, kita kan gak mau stuck in the same circle, stuck in the same mindset yang kita gak bisa grow.*" As an artist, she is committed to pursuing higher education and inspires young people to prioritize education.

The focus of this study is to research code-switching in Valerie Thomas's utterances on YouTube's "*Curhat Bang Denny Sumargo*" channel. The researcher is interested because Valerie consistently uses code-switching in her utterances,

especially switching from Indonesian to English. The study aims to analyze the different types of code-switching and the reasons behind their use.

1.2   Problems of the Study

The explanation above suggests that this study aims to address the following two questions:

1.   What types of code-switching are found in Valerie Thomas's utterances on Curhat Bang Denny Sumargo's YouTube Channel?

2.   What are the reasons for using code-switching by Valerie Thomas on Curhat Bang Denny Sumargo's YouTube Channel?

1.3   Objectives of the Research

The goals of this study are as follows, based on the formulation above:

1.   To find out the types of code-switching in Valerie Thomas' utterances on Curhat Bang Denny Sumargo's YouTube Channel..

2.   To find out the reasons for using code-switching by Valerie Thomas on Curhat Bang Denny Sumargo's YouTube Channel.

1.4   Limitations of the Study

The researcher conducted this investigation centers around examining the application of code switching in a video by Curhat Bang Denny Sumargo entitled "*Valerie Thomas: Buat Lo Semua, Nih Denger!*". Based on Poplack's (1980) theory, the researcher concentrated on analyzing the types of code switching

found in Valerie Thomas' utterances. Furthermore, the study aims to investigate the reasons behind Valerie Thomas's code-switching behavior using Hoffman's (1991) theory.

1.5   Significance of the Study

Through this research, the researcher expects that this study can be useful both in terms of theory and practice. There are two sorts of significance to this study, namely theoretical significance and practical significance. These are the expected benefits of the research, both theoretically and practically.

1.5.1   Theoretical Significance

This study helps the reader expand his or her knowledge of sociolinguistics, particularly about code switching. This study is expected to provide an in-depth understanding of Indonesian-English code switching, which are common in everyday life and social media.

1.5.2   Practical Significance

This study is useful for sociolinguistics lectures since it helps students grasp code mixing and switching. Teachers can also use YouTube to teach students because it is an appealing medium for children engage in while learning. The findings of this study may encourage future academics to look into code switching in other fields. The following researchers can utilize this study to do their own research, notably in the area of code switching.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS AND THEORIES

The author of this study has selected five previous studies to serve as the literature review for the linked investigation. Three articles and two theses have been reviewed.

2.1 Review of Related Literature

The firsts research was conducted by Santika et al. (2021) entitled Code Switching in Daily Interaction of A Rural Society in Bali. The primary objective of the study was to examine the rationale behind code-switching in daily rural Bali group conversations. They used Chaer & Agustina's (2004) hypothesis about the reasons for code-switching activity as a guide while assessing the issue. Their study was distinct from ours in that it focused on code-switching in society, while our study examines code-switching on YouTube. According to the findings, code-switching activities are caused by a variety of factors. However, the most common reasons are: (1) balancing the interlocutor's language proficiency; and (2) the existence of third party or another individual whose linguistic background differs from that of the speaker and the interlocutor.

The second research was conducted by Andani et al. (2022) entitled Types And Functions of Code Switching Found In The Conversation of Daniel Mananta And Raline Shah 'Daniel Tetangga Kamu' Video YouTube Channel. The study examined the various forms and purposes of code-switching

Regarding code-switching types, they used Poplack's (1980) theory of code-switching, cited by Romaine (1989: 122), and for code-switching functions, they utilized Appel and Muysken's (1987) theory. In terms of evaluating code-switching in social media, their study is similar to ours. However, the data source differs. Their investigation, like ours, employed Poplack's notion concerning different sorts of code-switching. Meanwhile, the difference lies in the theory used for code-switching functions; their work employs the theory of Appel and Muysken (1987), whereas our study employs the theory of Hoffman (1991). Their research revealed three different types of code-switching in this dialogue, including tag switching, intra-sentential switching, and inter-sentential switching. This kind of code-switching is utilized most frequently in their discussion because Daniel Mananta and Raline Shah felt more at ease manipulating words, clauses, and phrases to express motivational messages within a single sentence. According to the research, code-switching can serve six various purposes, including referential, directional, expressive, phatic, metalinguistic, and poetic. In the dialogue between Daniel Mananta and Raline Shah, code-switching primarily serves a metalinguistic function.

The third research was conducted by Sulatra et al. (2020) entitled Types of Code Switching Found in The Twitters of Indonesian K-pop Fans. The study focused on the various sorts of code-switching on the social media platform Twitter. Poplack's (1980) theory about code-switching is used in their research. In terms of analysis, their study on social media is similar to ours. However, a separate data source is being used. The research of fifteen tweets indicated that

only two categories emerge in this data: intra-sentential code-switching and inter-sentential code-switching are the two forms.

The fourth research, conducted by Syarif (2017) in his thesis, Code Mixing and Code Switching in The Classroom Interaction at SMA Negeri 2 Takalar in Academic 2016/2017 from Muhammadiyah University Makassar. He discovered numerous examples of code mixing and code-switching performed by English teachers during the teaching and learning process. The English teacher employed code mixing and code-switching as communication tools with the students during the teaching and learning process.

The last research, conducted by Walidain (2019) in her thesis, "An Analysis of Code Switching in Bulan Terbelah Di Langit Amerika Novel And Its Implication To English Teacher Instruction Bilingual Class from Universitas Negeri Islam Walisongo. She applies Poplack's (1980) idea of code-switching to the subject in this thesis. In this research, she found tag switching, inter-sentential switching, and intra-sentential switching. She applied the same theory to code-switching types as in our study. However, the researcher used data from the field, especially interactions in the social environment, whereas our study uses data sources from social media. Apart from that, the distinction between our study and others lies in the function of code-switching, whereas in other studies, the reason for code-switching is used as research material. She discovered that there are 4 instances of tag switching, 13 instances of inter-sentential switching, and 36 instances of intra-sentential switching based on 58 data points.

2.2   Concepts

This research will cover several issues including code, code switching, Valerie Thomas, and YouTube.

2.2.1   Code

In everyday encounters, people commonly chose multiple codes for varied circumstances. Irrespective of the context, if using a certain code or variety facilitaties their discussion of a particular topic, they may choose to use it. For instance, individuals might use specialized jargon when discussing work or school at home, as opposed to their usual everyday English.

Languages can be classified into several types or styles using codes. It represents a class-specific linguistic variant, particularly in numerous verbal planning methods. As a norm of communication, it changes unit (such as a letter, word, or phrase). Conversely, as stated by Poedjosoedarmo in Rahardi (2001:21–22), a code can be defined as a speech system and the application of a language element that has certain qualities depending on the situation, the speaker's background, and the interlocutor's relationship to the speaker. Furthermore, he claims that dialects, undha-usuk, styles, and codes themselves are all types of language. Therefore, a code can be defined as a language variety that a community uses to communicate with others, according to the many linguists' opinions as stated above.

2.2.2   Code Switching

The term "code switching" describes the act of moving from one language to another in bilingual or multilingual societies (Wardhaugh, 2006:101). Switching between two or more languages is another meaning of code switching. Code switching is the practice of people switching languages throughout the same communication activity, according to Nisa (2014:19). Consequently, she describes code flipping as "altering the language, which can consist of two or more languages, as well as modifying variations of one language or even some types of the style." Then, Gumperz asserts in Mujiono (2013:34) that code switching is a method by which people convey social meaning in discourse. Some people may switch codes unconsciously since they can speak more than one language, while others may do so to repeat what has already been spoken.

2.2.3   YouTube

Since its launch in 2005, YouTube has expanded incredibly quickly and is currently one of the most popular websites online. Users watch approximately 6 billion hours of video on YouTube each month. According to Webwise, YouTube is a platform where users can view, enjoy, share, comment on, and upload their own videos, accessible on various devices including computers, laptops, tablets, and mobile phones. GCFGlobal notes that one of the reasons for YouTube's popularity is the abundance of available videos, with an average of 100 hours of video uploaded per minute. This provides an opportunity for artists to create content on YouTube. One such artist is Denny Sumargo, who invites other artists

for interviews on his YouTube channel, Curhat Bang Denny Sumargo. In this particular video titled "Valerie Thomas: Buat Lo Semua Nih Denger*",* uploaded on March 13, 2021, Valerie Thomas is interviewed. Since its upload, the video has garnered 1.7 million views and 33k likes.

2.2.4   About Valerie Thomas

Valerie Thomas is an Indonesian actress and model. She was born on April 2, 1999, in Jakarta. Her ancestry includes Indian, Filipino, Dutch, Indramayu, and Lampung. She is an actress and model from Indonesia. She is the daughter of Indonesian actor Jeremy Thomas and the younger sister of actor and model Axel Matthew Thomas. She attended the British School of Jakarta and is currently enrolled at Goldsmiths University of London. On Instagram, she has 1.2 million followers. She consistently encourages young people to pursue higher education.

2.3   Theories

In this study, the theories were separated into two types. In order to address the challenges that occur in this research, the theories must be tied to the research topic. The theory by Poplack (1980) was used to identify the sorts of code switching, while the theory by Hoffman (1991) was used to identify the reasons for code switching which appear in Valerie Thomas's utterances on the YouTube channel "*Curhat Bang Deny Sumargo*".

2.3.1 Types of Code Switching

Speakers who intentionally transition between different codes are said to be engaging in code-switching. They adhere to the syntax, morphology, and pronunciation of each language they employ in conversation when utilizing words and phrases from other languages. Tag switching, intra-sentential switching, and inter-sentential switching are the three categories of code-switching identified by Poplack (1980), as referenced in Romaine (1989).

1.   Tag Switching

Tag Switching happens in an utterance in the language specified by inserting a tag, often known as reinforcement of other languages. The tag that is typically utilized is a tag from another language or foreign language that is introduced in the speaker's spoken language while switching to another language. The following is an example in Finnish/English:

> *"Mutta en mava vittinyt, no way!"*
> "But I'm not bothered, no way!"

(Poplack Wheeler and Westwood:1987)

2.   Intra-sentential Switching

Intra-sentential code-switching is the term used to describe code-switching that takes place within sentences of different languages. When someone switches codes intra-sententially, they do it without pausing, hesitating, or stopping in the middle of their sentence to indicate a change in meaning. Inter-sentential switching is the process of making a switch at a clause or sentence border, when each clause or phrase is in one of two languages. The definition is followed by an English-and Spanish-speaking Puerto Rican example:

> "*Sometimes I' start a sentence in English y termino in espanol*".
> "Sometimes I'll start a sentence in English and finish it in Spanish."

<div align="right">(Poplack:1980)</div>

3.   Inter-sentential Switching

The definition of inter-sentential code-switching is code-switching that takes place on linguistic units inside a single sentence. Intra-sentential switching refers to modifying a sentence or clause within a sentence to include elements from both languages. Such switching seems to include specific rules guiding the interactions between the syntax and morphology of both languages, and it seems to be limited to highly fluent bilinguals. An illustration of intra-sentential switching is given using Tok-Pisin/English speech

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

<div align="right">(Poplack:1980)</div>

2.3.2   Reason of Code Switching

According to Ariffin and Rafik Galea (2009), the uniqueness in the usage of languages by bilinguals has piqued the curiosity of linguists. Numerous researchers with a range of linguistic perspectives have studied in-depth the causes, functions, and incentives behind code-switching:

1.   Talking about a particular topic

Speaking in one language instead of another may be preferred while debating a topic. Speaking in a language different than their mother tongue

may allow a speaker to express oneself more freely emotionally. Singapore is a prime example, as one of the main ethnic communities in the nation speaks Tamil, while English is used for business and economic matters. For "Chinese" communication with other countries, Mandarin is also utilized. (Hoffman:1991).

2. Quoting somebody else

    Speakers may switch codes to quote a renowned adage, statement, or remark by a well-known person. The words claimed to be spoken by the quoted person are switched, usually with quotation marks around the switch. Most of these well-known individuals in Indonesian contexts come from English-speaking nations (Hoffman:1991).

3. Being emphatic about something

    Speakers, while speaking in a language other than their native tongue, may switch to their first language to emphasize a point, whether intentionally or accidentally. On the other hand, if they find it simpler to explain themselves clearly in their native language, they can decide to talk only in that language. (Hoffman:1991).

4. Interjection

    Interjections are phrases added to a sentence to show surprise, convey a strong emotion, or draw the listener's attention. Examples of these phrases are "Darn," "Hey," "Well," "Look," etc. Despite having no grammatical meaning, speakers frequently employ them, particularly in spoken English.

People who are bilingual or multilingual may inadvertently flip between languages while utilizing interjections (Hoffman: 1991).

5. Repetition used for clarification

    People who are bilingual or multilingual may use both of their native tongues to communicate the same idea, which will make it simpler for the audience to understand. It is common practice to repeat a message in one language in another in order to emphasize or make it clearer (Hoffman:1991).

6. Intention of clarifying the speech content for interlocutor

    Bilingual or multilingual individuals frequently switch codes when conversing with others who are also bilingual or multilingual. This ensures the listener understands the speaker's remarks. The identical message is presented in slightly different way in the other languages. (Hoffman:1991).

7. Expressing group identity

    Code-switching is another way to convey group identification. Academics communicate differently within their respective disciplinary contexts compared to other groups or communities. Communication within a group differs from that between members of the community and outsiders (Hoffman:1991).