CHAPTER I

INTRODUCTION

1.1   Background of the Study

The study of the interaction between language and society is known as sociolinguistics. In sociolinguistic study, language is connected to social interaction. Language and social interaction are connected because people must interact with each other and that phenomenon was related to the sociolinguistic aspect. According to Trudgill (2000: 21), sociolinguistics is related to the social language element and is a component of the cultural aspect. Sociolinguists investigate how factors, such as; ethnicity, class, gender, and geography influence language variation and change. Sociolinguistics plays a crucial role in unravelling the complex relationship between language and group communities. It delves into how language serves as a powerful marker of identity and belonging within these communities, from regional dialects that bond individuals to specific geographical areas to specialized jargon that creates a sense of shared expertise among professionals. According to Fasold (2006: 312), sociolinguistics is a complex study in communication. The speaker may express some message in that social interaction. In social interaction, people were using many languages. That means people have social skill in communication. The social skill that is called bilingualism.

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Bilingualism is language skill that people speak different languages in a conversation. A person or a community that is bilingual can communicate well in two languages. A bilingual person can speak, understand, read, and write in two different languages. There are two reasons why people are bilingual in this modern era. First, the technology and information on the internet were using different languages and it is one step in learning a new skill or language. That bilingual skill can bring people to the community that has similar interaction (Gumperz, 1971: 101). Bilingualism is one of the linguistic phenomena that has increased in the modern year. A bilingual person will communicate in two different languages with others. This phenomenon has a close connection with code-switching in conversation.

Code Switching frequently occurs in everyday discourse. When a speaker is familiar with a language but unsure of how to translate a word or sentence into the target language, people switch to a different code. Code switching phenomenon has a close connection with the sociolinguistic and bilingualism aspect (Appel and Muysken, 1987: 118). In a conversation, one speaker either between another speaker or with a group of people will talk in more than one language. But in that conversation still using a similar topic. Code switching happens in every background. For example, people have cultural, social, and bilingualism backgrounds. It can occur when two people converse and change the language they are speaking in the process. The phenomenon of code-switching is also observed in online platforms. When people do not change the subject during a conversation, it

indicates that they are either comfortable or confident using their mother tongue or that people may have different opinions. YouTube is a well-known online platform.

YouTube has a large audience around the world. Every piece of content can be accessed or searched, especially in the code-switching phenomena. One of the most popular media in YouTube apps is podcasts. People are interacting with others that talk about one topic or more in podcast media. YouTube also has language options on the apps. For example, Indonesian, English, Japan, or Korean language. The code-switching phenomenon is one example that people used on video. The YouTube channel TS Media has more than three hundred podcast videos. The podcast video talk with celebrities, influencers, YouTuber, and most Indonesians. On the podcast, the host and the guest star talked about varying topic. Since the "TS Media" podcast video contains the code-switching phenomenon, it will be used in this study.

This study used the YouTube channel of one of the most famous Indonesian youtubers, namely Nessie Judge. The code-switching theory used to analyse Nessie Judge's talk with two hosts on TS Media podcast video. It is interesting especially in the modern era, people used code switching to get a relationship or to be an update person. On the TS Media podcast video with Nessie Judge, there are three speakers who have different cultures and different social backgrounds. So, the reason why this study analysed code switching phenomena on TS Media podcast is because three speakers on that podcast used more than one language in communicating, there are types and functions of code switching, and three speakers have bilingual background, different culture, and different social skills. This study

would identify the types and functions of code switching in the "TS Media" podcast. Code-switching phenomena are analysed since people are communicating in different languages in the modern era. Analysing the code-switching phenomenon is necessary for anyone who needs to comprehend the types and uses of code switching in formal and informal discourse.

1.2   Problems of the Study

There are two problems covered in this study. The problems of the study are:

1.   What are the types of code-switching found in "*TS Media ID*" YouTube Channel with Nessie Judge podcast?

2.   What are the functions of code-switching found in "*TS Media ID*" YouTube Channel with Nessie Judge podcast?

1.3 Objectives of the Study

The objectives of the study are to answer the problems discussed in this study. The objectives of this study are:

1.   To find out the types of code-switching used found in "*TS Media ID"* YouTube channel with Nessie Judge podcast.

2.   To analyse the functions of code-switching found in "*TS Media ID"* YouTube channel with Nessie Judge podcast.

1.4 Limitation of the Study

This study focused on analysing code switching phenomena on the TS Media podcast. Appel and Muysken's theory (1987) were used in this study to analyse two problems of the study. Appel and Muysken's (1987) theory are the main theories used in Language Contact and Bilingualism's online book. The data taken from TS Media's podcast talk with Nessie Judge on the YouTube channel. The podcast was uploaded on May 8th 2023 which was handled by two hosts, Luna Maya and Marianne Rumantir.

1.5 Significance of the Study

This study has benefits in theoretical and practical significance. This study provides useful information to the readers. The study's significance are:

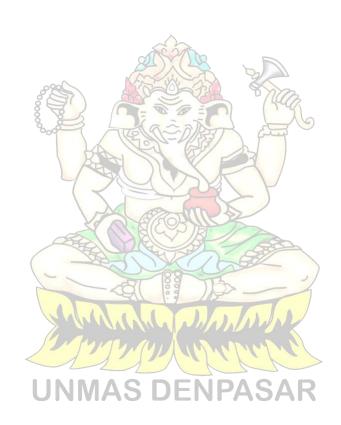**1.5.1   Theoretical Significance**

Theoretically, the result of this study is hoped to improve the intelligence and context on sociolinguistics. It can help the reader to learn about the term code switching which becomes a phenomenon on social media platforms and in every group discussion.

1.5.2   Practical Significance

From this study, the readers can learn useful techniques for correctly applying code switching in everyday interactions. The readers will get benefit from this study

as they learn or advance their sociolinguistics, particularly in code-switching. Additionally, this study illustrates why the podcast content can aid readers in understanding it from a reading viewpoint.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND THEORIES

2.1 Review of Related Literature

The first previous study entitled "An Analysis of Code Switching and Factor Motivation in Nessie Judge Vlog" was written by Fadillah and Parmawati (2020). The previous study analysed the types and factor motivation of code switching. It used theory from Mahootian (2006: 46) to analyse types of code-switching. Inter-sentential switching was the most data found in every table. The finding showed the most frequent types of code switching were inter-sentential switching. There are three types of code-switching, such as; inter-sentential switching, intra-sentential switching, and tag switching. The similarity with this study is the first problem of the study, which analyses types of code switching. The differences between the previous study and this study are from the theory and the second problem of the study. The previous study used theory from Mahootian (2006) to analyse types of code switching. The previous study analysed the factor motivation in the second problem, meanwhile this study used theory from Appel and Muysken (1987) to analyse types and function of code switching and the second issue of this study examined how code switching is used in podcast media.

Another study of code switching was done by Ariyaningsih (2020) entitled "Code Switching Analysis in The Travel Blog, The Naked Traveler" was written by Ariyaningsih (2020). The aims of the previous study are to find out types of

code-switching, to analyse the function of code switching, and to find out the factor let the blogger. The previous study used theory from Poplack (1989) to classify types of code-switching and theory from Apple and Muysken (1987: 118-120) to analyse the function of code switching. In the finding and discussion, the previous study found three types and 16 data but only 5 data used as representative data. There are 15 data that were classified as intra- sentential switching and one data were classified as tag switching. Inter-sentential switching was not found in the previous study. The most data found in this previous study is intra-sentential switching. The similarity between the previous study and this study is the theory. The previous study used Appel and Muysken's (1987) theory to analyse the types and functions of code switching, meanwhile this study will use theory from Appel and Muysken (1987) to analyse type and function of code switching. There are two differences between the previous study and this study. The differences are the data source and the problem of the study. The previous study used Blog as a data source, meanwhile this study used podcast video as the data source. The previous study analysed three problems, such as; analysed the types, functions, and factor of code switching, meanwhile this study analysed two research problems, such as; analyse the types and functions of code switching.

The third previous study entitled "The Analysis of Code-Switching Found in The Twitter Account @natanattda" written by Sanjaya, Malini, and Suastra (2023). The previous study aimed to determine the types and reason of code-switching used on twitter accounts @natanattda. The previous study used the qualitative method. In analysing the data of code switching, the previous study used theory by Poplack in

Romaine (1995) and theory by Hoffman (1991) to analyse the reason for the previous study. In the result and discussion, inter-sentential switching found 4 data or 57.1%, intra-sentential switching found 2 data or 28.6%, and tag-switching found 1 data or 14.3%. Only two parts of information—discussing a specific topic and showing empathy—were discovered in the tweets of the Twitter account @natanattda in the earlier study. The similarities between the previous study and this study are the types of code-switching as the first research problem. The differences between the previous study and this study are the theory and the second problem of the study. The second problem of the previous study was analysed about the reason of code switching that used theory by Hoffman (1991), meanwhile this study was analysed the function of code switching that used theory by Appel and Muysken (1987). The previous study used theory by Poplack in Romaine (1995) to analyse the types of code switching, meanwhile this study discusses the many types of code switching using the theory developed by Appel and Muysken in 1987.

The fourth previous study was conducted by Ariasih (2021) entitled "Code Switching as Found in the Indonesian KPOP Fans". The aim of the previous study was to analyse the types of code switching and identify the function of code switching in the twitter of the Indonesian K-Pop Fans. The previous study used 10 accounts of Indonesian K-Pop Fans as a data source. The previous study used theory from Poplack (1980) analysed the types of code switching and theory from Apple and Muysken (1987) determined the function of code switching. There are several different types of code switching which are identified, including tag switching, intra-sentential switching, and inter-sentential switching. The similarity with this

study is the problems of the study, which analyses the types and function of code switching. The differences between the previous study and this study are in the data source and the theory uses of the study. As compared to the previous study, which used tweets as a data source, this one employed YouTube podcasts. The previous study analysed the types of code switching that used Poplack's (1980) theory. This study used Appel and Muysken's (1987) theory for the types of code switching.

The last previous study was analysed by Bia (2023) under the title "A Case Study of Code Switching Found in @gt.bodyshot YouTube Channel by Grace Tahir". The aim of the previous study was to identify the types of code switching and analyse the function of code switching based on Appel and Muysken (1987). In the previous study, the data were taken from the video of Grace Tahir on the @gt.bodyshot YouTube Channel. The finding showed the types and function of code switching. The similarities between the previous study and this study are problems, the data source, and the theory of study analyses. The previous study analysed the types of code switching and used Appel and Muysken's theory. The previous study used podcasts on the YouTube channel as the data source, meanwhile this study used podcasts on the YouTube channel as the data source. The YouTube source of the data is where this study differs from previous ones. The previous study analysed the problems of the study on Grace Tahir's YouTube channel, meanwhile this study analysed the problems of the study on "TS Media" YouTube channel.

2.2 Concepts

There are three concepts that need to be explained clearly in this study. Those concepts are code-switching, YouTube, and TS Media. For making a clear definition, this study will explain clearly about three concepts below.

2.2.1   Code Switching

According to Appel and Muysken's (1987) theory, code switching is the combination of spoken passages from different grammatical systems or subsystems within the same speech interaction. In daily life, code-switching is used in communication. Social and linguistic are two important sections of communication. When people communicate with each other by using two or more languages in one utterance, it is called switching languages. Code switching is related to bilingual and linguistic dialogue, according to Appel and Muysken (1987: 117). This phenomenon happens if people speak one language, then switch to another language in one utterance.

2.2.2   YouTube

People usually watch or enjoy music, videos, podcasts, or anything on the YouTube platform. YouTube is a popular platform in this modern era. Because people can access everything in video form. People are sharing and uploading videos on different topics. Gede Lingga (2019: 264) states YouTube is one platform or website where you can access videos uploaded by people all over the world.

2.2.3 "TS Media"

If people have YouTube accounts, they can build channels on the site. People create channels on YouTube to introduce themselves or their company to the public. "TS Media" is one of the channels on YouTube that is organized by the media, marketing, and entertainment agencies based in Jakarta, Indonesia. That agency is collaborating with content creators, brands, and talents. "TS Media" joined on November 20th, 2019. "TS Media" or "Travel Secret Media" is created by Luna Maya and Marianne Rumantir TS Media, 2021. Retrieved in 2023 from https://tsmedia.id/about-us/.

2.3 Theories

Theory from Appel and Muysken (1987) is applied in this study to analyse type and function of code switching. The theory must relate to the topic used. In this study, code switching was defined along with its various forms and uses in TS Media podcasts.

2.3.1 Code Switching Definition

According to Appel and Muysken's (1987) theory, bilingualism includes transitioning from one language to another. When a speaker has a knowledge language, they will switch to that language during a conversation. The bilingual speaker suddenly changes the language in a different situation. It happened because of linguistic background. Speaking in two languages is a difficult thing and it needs

similar community. From the first language (Indonesian) to the second language (English).

When people transition to a different language in a chat, text, email, letter, or online conversation, this is known as code switching. This phenomenon has linguistic connections. In daily life, people choose a different language in a different situation, different reason, or different function. This phenomenon has a different function in sociolinguistics theory. When the speaker has a goal or motive for participating in the discourse, code switching is used.

2.3.2 Types of Code Switching

One of sociolinguistic phenomenon in society is code switching. According to Appel and Muysken (1987) there are three types of code switching, namely;

2.3.2.1 Intra-Sentential Switching

According to Appel and Muysken's (1987) theory, Intra-sentential switching occurs in the middle of a sentence. This intra-sentential switching happens when people switch one language to another in the middle of sentence. Sometimes, this intra-sentential switching is called as code mixing because those similar types. The speaker talked about a topic with other people then they used more than one language and switched in the middle of the sentence. It called intra-sentential switching. An example will be described as follow:

"I started acting real *CURIOSA*."

(Appel and Muysken, 1987: 118)

In the example above, the speaker switches English to Spanish language in one utterance. Because the speaker changes to a different language in the middle of a sentence, this practice is known as intra-sentential switching. Code mixing is a common name for this kind of intimate switching.

2.3.2.2 Inter-Sentential Switching

Based on Appel and Muysken (1987) theory, Inter-sentential switching is the changing or switching of two sentences into a single utterance from one language to another. The speaker continued to talk about the same subject before using a different language in a sentence or clause. It to occur between sentences, as their name indicates. An example will be described as follow:

"Sometimes I'll star a sentence in English *ytermino en espanol*"

(Appel and Muysken, 1987: 118)

In the example above, Spanish or English bilingual says with two languages. The speaker talked in English first then switch to Spanish at the end of the sentence. It talked about the speaker start the sentence in English then finish in Spanish language.

2.3.2.3 Tag-Switching

Tag switching is a phenomenon that used a tag (sign) in the sentence. That tag would in the beginning, middle, or at the end of utterances. Tag switching involve an exclamation, a tag, a parenthetical in another language than the rest of the sentence. An example of tag switching will be described as follow:

"*OYE*, when I was a freshman I had a term paper to do..."

(Appel and Muysken, 1987: 117)

The speaker said the word "OYE" to serve the emblem of the bilingual character. There is an exclamation in another language. Tag switching is an expression that involves using an exclamation, a tag, or a parenthetical in a different language.

2.3.3 The Function of Code-Switching

Code-switching in discussion, particularly in a talk interview, uses six different functions. There are six functions for code-switching, according to Appel and Muysken (1987: 118).

2.3.3.1 Referential Function

According to Appel and Muysken's (1987:118) theory, a referential function involves a lack of knowledge of a language on a certain subject. The bilingual speaker would switch one language to other when they do not know the word. Referential function is what it is termed because bilingual speakers cannot determine what those words or sentences are named in their native tongues. When people talk about something with others, sometimes the word cannot be translated into the speaker's first language. Then the speaker would switch those words into another language. It happens when the speaker chooses a relevant word for a particular topic.

Example:

"Atiriri ANGLE niati HAS ina DEGREE EIGHTY; nayo THIS ONE ina mirongo itatu. Kuguori, IF THE TOTAL SVM OF A TRIANGLE ni ONE EIGHTY ri IT MEANS THE REMAINING ANGLE ina ndigirii ruirong mugwanya."

(Appel and Muysken, 1987: 119)

Example above showed a conversation between radio or television and in immigrant group. The immigrant language used in the radio but in some words, it used in another language. This example of code-switching took place in Kenya, where English and Kikuyu are both spoken.

2.3.3.2 Directive Function

Based on Appel and Muysken's (1987) theory, directive function demands the hearer directly in the conversation. This function involves some interaction by using their language. The speaker wants people do interaction by giving an action about what the speaker said. In Appel and Muysken book, one example had explained clearly. When they do not want their kids to comprehend what they are saying, parents try to speak in a foreign language. Due to the frequent happening, their children have also picked up the second language. This directive function used when the speaker directs the hearer while switch language.

(Appel and Muysken, 1987: 119)

2.3.3.3 Expressive Function

When a speaker wants to express a particular emotion in a conversation, they switch from one language to another. Expressive function demonstrates how the

speaker uses two languages in a single discourse to emphasize a mixed identity. Appel and Muysken (1987) states the speaker stress the emotion feeling while switch one language to another. This function is not used in every code-switching community.

(Appel and Muysken, 1987: 119)

2.3.3.4 Phatic Function

Phatic function show when the speaker changes in the tone of a conversation. According to Appel and Muysken (1987), In a paper on transforming between London Jamaican speech, this form of switch is well-documented. The speaker wants the hearer to understand the speaker's means in conversation. The example will be explained below:

"m.an ... Leonie have party ... WHEN ... DON' REMEMBER WHEN IT WAS bot shi tel aal dem no fi(t) se notin ... kaazshi no waan tu moch Catford gyal di de ... an Jackie av wan tu ... neva se notin"

(Appel and Muysken, 1987: 119)

After a stretch of primarily Jamaican speech, the speaker changes his or her intonation and makes an English meta-comment.

2.3.3.5 Metalinguistic Function

According to Appel and Muysken (1987), occurs when the speaker seeks to impress the listener with a linguistic idea or expertise. Metalinguistic function is like a quote or idiom in utterance. It has a linguistic point and impresses the hearer.

(Appel and Muysken, 1987: 120)

2.3.3.6 Poetic Function

Appel and Muysken (1987) claim that the speaker switches between jokes, puns, or other language in use. The sentence is poetic or it has puns. Pun is an illustration of the poetic function in Appel and Muysken's theory:

> "Yu-chan to pay sycamores
> of this wood are lutes made
> Ringing stones from Seychoui river
> and grass that is called Tsing-mo' or p.wÀv
> Chun to the spirit Chang Ti, ofheaven
> moving the sun and stars
> que vos vers expriment vos intenrions
> et que la musique conforme"

(Appel and Muysken, 1987: 120)

The example above focuses on aesthetic and poetic features. Pound uses involved internal rhymes in a variety of languages, pairing Homeric Greek, French, Italian, or Provençal verse with Chinese gods, rivers, emperors, and mountains. The result is a cornucopia of sounds and an intelligent evocation of all human cultures.