

CHAPTER I

INTRODUCTION

1.1 Background of this study

Language is an arbitrary sound symbol system utilized by social groups for collaboration, communication, and self-identification (Chaer 2014:32). Its primary role lies in being a crucial communication tool for individuals in their daily lives. Language manifests in various types, such as English, which encompasses distinctions like British English and American English. This illustrates that language emerges through human interactions, bridging differences in culture, language, and other factors, underscoring its close ties to sociolinguistics.

Sociolinguistics, as outlined by Kridalaksana (1978:94), examines language characteristics and variations, exploring the dynamic interplay between linguistics and the functional aspects of language within communities. The reciprocal influence between language and social interaction shapes both linguistic expressions and societal dynamics. Bilingualism, the proficiency in two languages, and multilingualism, the use of more than two languages, further emphasize the diverse ways language is employed (Myers-Scotton's book 2006). This connection between language and society is evident not only in everyday conversations but also extends to song lyrics, as artists from non-English-speaking countries incorporate English elements to enhance expression and appeal to a broader audience.

Within this sociolinguistic context, the term "code" encompasses any language variety, leading to two distinct phenomena: code mixing and code switching. According to Jendra (2010:73), there is a situation where speakers deliberately change a code being used, namely by switching from one to another. with Grosjean (1982) suggests definition of code switching as the use of more than one language by communication in speech act.

Code switching, a sociolinguistic phenomenon embedded in everyday life, involves individuals transitioning from one language to another during conversations for effective communication. This behavior is commonly observed in bilingual and multilingual societies, where individuals seamlessly shift or blend languages to facilitate understanding and ensure smooth communication.

In the contemporary context, today's youth exhibit various speaking styles that align with code switching. Many millennials employ code switching as a language style, adapting their communication to engage with both younger and older individuals. Analyzing Code Switching in Cinta Laura Kiehl's Iwil Network Youtube Channel becomes significant, given Cinta Laura's popularity among millennials and her frequent use of code switching.

This research holds importance in unraveling prevalent code switching types and reasons among young people in the millennial era. With numerous instances of code switching, especially among the youth, this study seeks to provide clarity, helping readers comprehend the types and reasons behind the widespread use of code switching as a language style in the millennial era.

1.2 Problems of the Study

Based on the background description, the problems of this study can be stated as follows:

1. What are the types of code switching used by Cinta Laura Kiehl in Iwil Network Youtube Channel ?
2. What is the reason of code switching used by Cinta Laura Kiehl on Iwil Network Youtube Channel?

1.3 Objectives of the Study

Based on the problem of the study above, the objective of this study can be described as follows:

1. To identify the types of code switching used by Cinta Laura Kiehl in Iwil Network Youtube Channel.
2. To find out the reason of using code switching by Cinta Laura Kiehl in Iwil Network Youtube Channel.

1.4 Limitation of the study

This research focuses on analyzing the types and the reason of code switching by Cinta Laura Kiehl in Iwil Network Youtube Channel. This research is limited by the scope of discussion which only discusses the type of code switching using theory by Poplack (1980) and the reason of code switching using theory by Grosjean (1981).

1.5 Significance of the Study

The significance of this study can be divided into theoretical significance and practical significance. They are defined as below:

1.5.1 Theoretical Significance

Theoretically, this research is expected to be able to provide meaning to people who want to learn English, especially in the field of sociolinguistics. It is hoped that this research will be able to explain and provide a broad understanding of code switching, which is common in Indonesia, or more precisely in the social interactions of young people who often use code switching as a style of language and communication

1.5.2 Practical Significance

This study aids readers in the analysis of code switching. Additionally, the author anticipates that the findings could be utilized as teaching material for sociolinguistics, particularly in the context of code switching. It is hoped that this research will serve as a valuable guide and supplementary reference for future studies, contributing to advancements in code switching research.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPT AND THEORIES

Review of related literature, concepts, and theories will be explained in this chapter. There are some previous studies that will be reviewed, and some concepts that will be explained such as, code switching, youtube, video, and Iwil Network youtube channel.

2.1 Review of Related Literature

Numerous studies relevant for the subject of this research. Firstly, is an article from Yulius (2022) scrutinized code-mixing and code-switching in Cinta Laura's expressions on the Okay Boss Trans7 talk show. Using a qualitative descriptive approach, the study identified 27 instances of code-mixing, with 19 being intra-sentential. It delved into the functions of code-mixing, emphasizing its significance for students, English lecturers, and sociolinguistic researchers. A notable difference from this study lies in the emphasis on code-switching reason and types, employing distinct theories—Poplack (1980) and Grosjean (1981) also the similarity in this study and their study is have a same data source.

Secondly, is an article from Verayanti (2019) explored about the notes of sales assistants at Ripcurl that have code-switching. Employing a descriptive qualitative method, the study identified types of code-switching that are, types—tag switching, inter-sentential switching, and intra-sentential switching. There research aimed to categorize code-switching types and analyze their functions, revealing a preference for English terms for enhanced comprehension. Similarities

with this study include the use of Poplack's (1980) theory and a shared objective of identifying code-switching types and reason.

Thirdly, is an article from Thessa (2020) investigated Code Switching Analysis in English Literature Whatsapp Group. focusing on WhatsApp group interactions at Putera Batam University. Using observational methods and Poplack's (1980) theory, the research identified and classified code-switching types. Intra-sentential switching was frequent in WhatsApp group conversations, accompanied by ten reasons for code-switching, following Grosjean's (1981) theory. The similarity of their study and this study is have used same theory for find out the reason of code switching, also the different from this study and their study is the data source.

Fourthly, is a thesis from Anjani (2022) analyzed code-switching in Cinta Laura Kiehl's YouTube video. Employing descriptive qualitative research, the study identified situational and metaphorical code-switching types influenced by factors like participants, solidarity, social context, and topic. The dominant type was metaphorical code-switching, shaped by social context and topic. While sharing similarities in data sources and objectives, this study differed by using Poplack's (1980) theory for code-switching types analysis and focusing on the functions of code-switching.

Lastly, is a thesis from Cahyani (2022) conducted a thesis on "Code Switching in Sandiaga Uno and Cinta Laura's Conversation in Podcast Ruang Sandi." Using a descriptive qualitative methodology, the study categorized and

explained about types of code-switching based on Hoffman's (1991) theory, also exploring the reasons of code-switching using Grosjean's (1998) framework, supplemented by Gumperz's (1982) theory of speech functions of code-switching. The analysis of 103 instances revealed a distribution of (45%) intra-sentential switches, (46%) inter-sentential switches, (8%) establishing continuity switches, and (2%) emblematic switching. The predominant type was inter-sentential, with emblematic switching occurring least frequently. Regarding the second issue, the study identified influencing factors, including linguistic needs (33%), last language used (13%), quoting someone and emphasizing group identity (2%), specifying address (4%), qualifying message (28%), specifying speaker involvement (5%), conveying confidentiality, anger, annoyance (6%), and changing the speaker's role, raising status, adding authority, and showing expertise (7%). The similarity from this study and their study is used same theory to find out the reason of code switching, also the different is the data source.

2.2 Concepts

The following concepts provide a clarification of the term mentioned in the title, offering relevance to the matter explored in this research. These concepts are detailed as follows:

2.2.1 Code Switching

Wardhaugh (2010:98), explains that code switching is a conversation or way of communicating that is used to establish and destroy boundaries; to create and change interpersonal relationships with their rights and obligations. Code switching is a code in communication in society that causes speakers to produce many speech

codes that can be selected based on the situation and the speaker's communicative knowledge of the person they are talking to (Eliya and Zulaeha, 2017).

2.2.2 Video

Video is a form of technology that functions to record, capture and process an object and can also copy, play back an event repeatedly and can display visual media that moves according to what can be seen directly by the human eye in general (Cataract-101, 2018).

2.2.3 Iwil Network Youtube Channel

IWil Network, is the latest personal work from Natasha Wilona which is very entertaining, inspiring and accompanies the daily lives of young Indonesians and apart from that, most of the viewers or fans of this YouTube channel are today's young people.

2.3 Theories

The theories in research is used to analyze the data. The theories used must be related to the research topic and able to be a guide in answering the problem of this study. Therefore theory in one of the most important parts that must exist in a research. In this research, theory is used to explain the types of code switching used theory by Poplack (1980) as cited in Romaine (1989 : 122) and the reason of code switching used theory from Grosjean (1981).

2.3.1 Code Switching

Code switching is "the alternation of two languages within a single discourse, sentence or constituent." (Poplack 1980), Poplack (1980) also differentiates between two types of code switching, namely intersentential and intrasentential. Intersentential code switching is language switching between different sentences, while intrasentential code switching is language switching within the same sentence, which involves syntactic units such as words, phrases, or clauses. Poplack (1980) argued that intrasentential code switching is more complex and indicates a higher level of bilingual proficiency than intersentential code switching. Poplack (1980) also suggested several factors that influence code switching, such as social context, topic of conversation, communicative goals, and the speaker's attitude towards the languages used.

2.3.2 Type of Code Switching

Based on theory by Poplack (1980) as cited in Romaine (1989 : 122) he divide type of code switching into three categories they are tag switching, intersentential switching, and intra-sentential switching. The three types as describe below :

2.3.2.1 Tag Switching

Tag switching can occur if in speech or conversation there is an insertion of an exclamation mark, tag or parentheses in one language become an opposite statement that is addressed to another language.

Example :

Mutta en mava vittinyt, no way!.

‘But I’m not bothered, no way!.’

(Poplack Wheeler and Westwood, 1987)

2.3.2.2 Inter-sentential

Inter-sentential switching refers to switching between languages at the boundary of clauses or sentences, requiring fluency in both languages as each segment adheres to the rules of its respective language. This switching can also happen between speaker turns.

Example :

Sometimes I’ll start a sentence in English y termino in espanol.

‘Sometimes I’ll start a sentence in English and finish it in Spanish.’

(Spanish/English speech given by Poplack, 1980)

2.3.2.3 Intra-sentential

Intra-sentential switching happens within a single clause or sentence, incorporating elements from two languages. This type of switching, observed in bilinguals with advanced fluency, involves specific principles for the interaction of syntax and morphology in both languages.

Example :

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.’

(Tok-Pisin/English speech given by Poplack 1980.)

2.3.3 The Reason of Code Switching

The trigger for this is discovering a single word in the ongoing language and attempting to refine the sentence.

For example, Spanish-English bilingual:

“No yosibrincaba en el (*no, really did jump on the*) rampoline when I was a senior”

Bilingual individuals engage in code switching during community interactions and on social media for a variety of reasons, encompassing a total of ten factors (Grosjean 1981). There are ten reasons of using code switching:

2.3.3.1 Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler.

They transition to a different language when they encounter difficulty in locating the appropriate word or expression in the present language.

2.3.3.2 Continued The Last Language Used

The trigger for this is discovering a single word in the ongoing language and attempting to refine the sentence.

For example, Spanish-English bilingual:

“No yosibrincaba en el (*no, really did jump on the*) rampoline when I was a senior”

Grosjean (1982:151)

2.3.2.3 Quote Someone

This statement involves quoting someone's words, accompanied by a set of comments within the quotation. The act of switching languages is linked to the words being quoted.

2.3.3.4 Specify Address

In this scenario, there's quoting someone with additional comments within the quote, and the language switch is connected to the quoted words.

2.3.3.5 Qualify Message Amplify or Emphasize

A qualifying message is a code restated in a different code, modified as spoken to ensure clear understanding of each argument or discussion by the listener.

2.3.3.6 Specify Speaker Involvement

The speaker's individualized message, which includes switching languages within a sentence, frequently happens when individuals switch languages to inspire the listener.

2.3.3.7 Mark and Emphasize Group Identity

Marking and emphasizing group identity, or solidarity, sometimes entails incorporating another language into the native language for more convenient emphasis in the second language rather than the first.

2.3.3.8 Convey Confidentiality, Anger, and Annoyance

The reason behind code-switching elucidates why the writer integrates sentences that merge one language with another. This approach, directed at expressing confidentiality, anger, or annoyance, pertains to both switching between sentences and switching within a sentence. In these instances, bilingual individuals adjust their speech to improve listener comprehension.

2.3.3.9 Exclude Someone from Conversation

Code switching might take place in situations where the person being excluded lacks comprehension of the switched language. For example Italian-American parents switch to Italian to discuss topics that they wish to keep from their young, supposed monolingual, English-speaking children.

Grosjean (1982:155)

2.3.3.10 Change the role of Speaker, Raise Status, Add Authority, Show Expertise

The last reason of code switching is to change the role of the speaker, raise status, add authority, and how expertise.

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