

# CHAPTER I

## INTRODUCTION

This chapter briefly explained of research background, research problems, research objective, research scope, research significances.

### 1.1 Research Background

Communication is one of the important parts of human activity in order to share information from a person to other people. According to Greene & Burleson (2003), communication is a system of language use by a group of people. In other words, communication is the interaction between two or more people to convey a message or information. In social context use of language, communication has an important role, in which the relationship between one person to another is very complex. This can be seen from the fact that there are people who talk with their friends using slang words then they use formal language with their bosses or lecturers and many more (Amberg & Vause, 2006). Communication is related to transferring and understanding of information between a group of people to another group of people. Accordingly, communication is an important part of human interaction based on a particular situation.

It should be realized that a study which is related to communication is known as a sociolinguistic study. Sociolinguistics is the study of language that is used in society that contains culture, situation background, and gender.

According to Hickey (2012), sociolinguistics studies about a traditional language used in society because culture can be known from the language and it can be applied in all groups from all ages and gender. Holmes (2013) states that sociolinguistics also learns about social function and meaning behind the language because in this world people speak different languages, and come from different backgrounds and cultures. It can be concluded that sociolinguistics is an important part of linguistics to be learned because sociolinguistics relates to daily life.

Many people around the world have their way of communicating with each other. According to Nababan (1993) besides they have their original language or their mother tongue, most of them also often use some dialects, slang words, and even mix or switch two or more languages when they deliver their speech. Nowadays, especially in Indonesia, many people use Indonesian and English at the same time when they communicate with each other or deliver some speech on a special occasion. This condition is called code-mixing and code-switching because people use more than one language in the same topic. Code-mixing is a variety of sociolinguistics. According to Saputro, (2013), code-mixing is the use of language, in which speakers or writers mix two codes or more languages in discourse; the main characteristics in code mixing are relaxed situations and informal situation. There are many factors which influence people to mix the code, such as their educational, cultural, social, and economic backgrounds.

Code-mixing and code-switching have many similarities. El-saghir (2010) says that the researchers, it does not even differentiate between code-

switching and code-mixing. However, the uses of both of them are different. The uses of code-switching and code-mixing are different, in which code-switching switches the two sentences of different languages, and code-mixing borrows the word from a foreign language and blends it with native language.

The phenomenon of code switching and also code mixing often happens in a society. According to Wardhaugh (2006), people possibly start to mix their language because they are influenced by their environment or people around them or even inspired by figures that impress them. For example, many teenagers often watch their favorite figures on television or other media like YouTube. In Indonesia, the phenomenon of code switching and code mixing often occurs. Indonesian people, especially teenagers, often watch their favorite figures speak using two languages, Bahasa Indonesia and English. So they will be triggered when they can talk by using two languages, and they think that they will look very cool like their favorite figures. The phenomena of code mixing and code switching of languages have long intrigued scholars who have examined what triggers such occurrences.

Nowadays, according to Anjungroso (2018), a lot of people or teenagers who are currently in the age ranging from 14 to 23 years rely more information on other media, such as video, in the learning process rather than on conventional textbooks. This shows that they can more easily catch learning material through a visual approach rather than text. Video learning activities are also able to stimulate the sensory involvement of children so that it will make them more quickly understand the material taught. This also relates to the code-mixing phenomenon that often occurs in Indonesia. People who watch videos

that are delivered by content creators who often mix and switch Indonesian and English will unconsciously learn new vocabularies in the videos.

There are a lot of social media which can give a chance to people to deliver their speech or communicate with many other people. One of them is YouTube, which is one of the most popular video sharing sites (Yoganarasimhan, 2011). According to Luscombe (2015), 3.2 billion people have internet access and more than 1 billion people access YouTube either being users or viewers. YouTube has a lot of contents, from entertainment to education content. The people who make content on YouTube are called YouTube content creators or YouTubers.

In Indonesia, there are a lot of YouTubers who often mix Indonesian and English when they deliver their speech in video. loop states that there are 5 youtubers who use English the most in their YouTube content, they are: Boy William, Jovial & Andovi, Fathia Izzati, Viancqa Kurniawan, and Agung Hapsah. Boy William is one of the leading hosts in Indonesia who started his career on MTV and is still hosting music programs until today. Boy William is also a part of the YouTube community as he has also launched his YouTube channel which features various programs/contents. NebengBoy is a show hosted by Boy William and it is one of Indonesia's most successful YouTube shows (WebTvAsia, 2018).

Jovial and Andovi da Lopez, who are brothers, are members of a YouTube channel with the name "Skinnyindonesian24". Starting from uploading a cover video of a song on YouTube in 2011, now Andovi and Jovial Da Lopez are included in the ranks of Indonesian youth who have more than 1

million subscribers on YouTube (Situmorang, 2018). They also often mix Indonesian and English in their speech in the video. Fathia Izzati or Chia can speak English in various accents. This ability happens because she often lived and moved in various countries, following her father who was often transferred from one place to another (Aprilia, 2019). That is why Chia often mixes Indonesian and English on her YouTube channel.

Viancqa Kurniawan is an Indonesian YouTuber who is currently studying at Coventry University. She is studying in bachelor of Financial Economics. She did not hesitate to share motivation, preparation for college, her daily life as a student or even to share about her part-time work on her YouTube channel (Rahim, 2019). Agung Hapsah spent several years of his life in Australia, this was the reason that Agung Hapsah was more proficient in English. The Great Journey of making videos began when he was 11 years old. He learned many things in making his videos, from editing to videography to cinematography. He is one of the ranks of talented Indonesian YouTuber with a variety of content that he created, so far, he has more than 5M subscribers.

According to Loop (2018), there are top 5 YouTubers who often use Indonesian-English in their videos; they are Boy William, Jovial & Andovi, Fathia Izzati, Viancqa Kurniawan, and Agung Hapsah. That five YouTubers above are represent all of the YouTubers in Indonesia who often mix Indonesian and English in delivering speech on their respective YouTube channels. Based on the related phenomenon, in this study the writer wants to analyze the code switching and code mixing used by the 5 top YouTube content creators or YouTubers who often use Indonesian-English in their videos.

A research entitled Code Switching and Code Mixing on Korean Television Music Show “After School Club” was conducted by Lutfhiyani, F in 2014. The results of this study showed that were 9 of 16 utterances categorized as code switching cases and 7 of 16 utterances categorized as code mixing cases. The factors that mostly influenced the use of code switching and code mixing were participants and the topics in which the speakers switches or mixes the languages because of the change of particular participants or the topics in such kind of conversations.

The study from Yuliana et.al. in 2015 was conducted a research entitled Code-Switching and Code-Mixing of Indonesian Celebrities: A Comparative Study. The study was divided into two groups, that is Group I which was inclusive of the celebrities with native speakers’ parents and Group II which comprised celebrities capable of speaking two or more languages. The qualitative and quantitative methods were used to analyze the code switching and code mixing with different frequencies. It was concluded Group II use code switching and code mixing with different frequencies and spoke foreign language more actively.

An article based on a research was conducted by Cakrawati, D. A (2011), entitled "Analysis of Code Switching and Code Mixing in the teen lit Canting Canto by Dian Nuranindiya". It was showed the types of code switching and code mixing that were used in her research. She described the reasons why the characters in teen lit Canting Cantiq by Dian Nuranindiya used code switching and code mixing in their languages. Dian Nuranindiya, the author of teen lit Canting Cantiq, used Bahasa Indonesia as a main language that was used by the

characters. Besides that, she also used English and native language in code switching and code mixing in her language. This study was analyzed the problem based on Hoffman's theory. Hence, Cakrawati used books as media but the problems of the research were related to what had can become concern.

Moreover, Ramadhan (2015) was conducted a research entitled "Code Mixing and Code-Switching Analysis in Ranah Tiga Warna Novel By Ahmad Fuadi". Ramadhan in his study also analyzed and explained the types and the factors of code switching and code mixing that occurred in "Ranah 3 Warna novel by Ahmad Fuadi". He used content analysis to analyzed the data. The character's utterances in "Ranah 3 Warna" novel is the data sources. It was taken used purposive sampling technique to choose the utterance that contain characteristics of code switching and code mixing. He used Suwito's theory to analyze the types and used Jendra's theory to analyzed factors of using code switching and code mixing.

The Subject of this study are the videos selected from the top 5 YouTubers who often use Indonesian-English in their videos. When they make a video on Youtube, they often switch or mix Indonesian and English. That is why the people who watch their videos will be unconsciously learn English and some new vocabularies. The videos selection is categorized into 2 types that are based on the duration of the videos and the kinds of content. The selected videos are the video with a minimum duration of 3 minutes or more. While the selected videos from its content are the video within a content about discussion of a topic (monologue) or a content about interviewing some gusses (dialogue). The reason why researcher selects those kinds of the content because the researcher

needs some videos which are contain of monologue or dialogue talks to make the transcriptions of it and gain the data. The objects of the present study are the code switching and code mixing that were found in the videos that were produced by the top 5 YouTubers based on Loop (2018). This research related to sociolinguistics because a content creator is one of the media that has possibility become social influence Gerzic et al. (2017) and the term of social influence is identical with sociology (Hui & Buchegger, 2009) which is sociology related with sociolinguistics. This study aims to find the types of code switching and code mixing that used by 5 top YouTube content creators or YouTubers who often switch and mix their languages, Indonesian and English, in their videos. So that, this study focused in analyzing the bilingualism phenomenon that produce by the top five YouTubers in Indonesia in term of code switching and code mixing.

## **1.2 Research Problem**

Based on the background of study above, this research has one problem to be analyzed, as follows:

1. What are the types of code-switching used by 5 top YouTube content creators or YouTubers who often switch languages, Indonesian and English, in their videos?
2. What are the types of code-mixing used by 5 top YouTube content creators or YouTubers who often mix languages, Indonesian and English, in their videos?



### **1.3 Research Objectives**

According to the research question mentioned above, the purpose of this study:

1. To identify the types of code-switching used by 5 top YouTube content creators or YouTubers who often switch languages, Indonesian and English, in their videos.
2. To identify the types of code-mixing used by 5 top YouTube content creators or YouTubers who often mix languages, Indonesian and English, in their videos.

### **1.4 Research Scopes**

In the present research were limited by analyzing the types of ode-switching and code-mixing used by top 5 YouTube content creators or YouTubers who often used Indonesian-English in their videos. The types of code-switching and code-mixing that were analyzed in this study include: inter-sententially switching, intra-sententially switching, and emblematic switching for the code-switching, and then inter-sententially mixing and intra-sententially mixing for the code mixing. This research also concludes with the most type of code switching and code mixing that was often appears on the videos.

## 1.5 Research Significances

The results of this study are expected to provide significant input for:

1. EFL students

This study can be references in introducing the code-mixing and code-switching that commonly used in their daily live, as we know nowadays a lot of children commonly learned English since early age.

2. The Students who are interested in Sociolinguistics

This research is expected to make students feel interested in learning sociolinguistics. It also tells them about the phenomenon in a language that is used by society. So they are not only learning about grammar, vocabulary, etc., but they also can learn more about code. The students are supposed to be more creative and they even can get new knowledge based on their interest.

3. The Readers

This research expected to motivate all the readers either from ELE students or common people to understand multiple perspectives which are the readers can know different style of language and linguistic. Then, this research expected to motivate people to appreciate a work or an art from another people as a reflection of group society.

4. For the researchers

Hopefully, this research can be useful for other researchers to become a reference for the use of code-mixing in social life or media social. It can also be used as additional source or information for other studies related to this topic.

## 1.6 Definition of Key Terms

### 1. Code-Switching

Wardhaugh (2006) stated, that is a system used by two or more people to communicating with one another in speech can be called a code. Moreover, he also added most of the time, the code may be called a language. He explained that it is unlikely that someone only uses a code or a language in communication. People tend to shift from one code to another. They tend to choose a particular code, even in the same language, in their communication in order to provide an appropriate meaning based on the situation and the person they are talking to Wardhaugh (2006).

### 2. Code-Mixing

According to Suwito (1983), code mixing is a speaker used two languages or more than mutual inserting the elements of language from one language to the other that is used consistently. According to Wardhaugh (2006), code-mixing is a process in which two languages used together by conversant to the extent. Speaker does not change from one language to the others in the course of a single utterance. It means that they insert some pieces or elements of another language while they are using a certain language.

### 3. YouTuber

According to Krisdianto (2017), YouTuber is a designation intended for anyone who is making and uploading various videos on YouTube. Whether it's short film videos, animations, songs, vlogs, tutorials, pranks, just

talking about a topic, and so on. As long as she/he is active in monetizing her/his video channel, that person can be called a YouTuber.

