

CHAPTER I

INTRODUCTION

In this chapter the researcher states an introduction about this paper including an explanation of research background which explains the reasons of why this research was conducted, research questions, problem identification, research objectives, research significance and research scope.

1.1 Research Background

In daily life, people always carry out the communication process (Rabiah, 2018). Humans need to interact with other people because we cannot live alone. Through the communication process, the person can convey messages to others, and also it helps to think, find ideas and intentions. In communicating with others, people certainly need media to convey their intentions and messages. Simultaneously, communication can be understood as a multifaceted process encompassing social, cognitive, and emotional dimensions (Eckert et al., 2005). It is inherently social in the sense that it involves individuals interacting within a societal context. From a cognitive perspective, it involves mental processes, as people's mental models, encompassing semantic, syntactic, and pragmatic knowledge, shape their language and interpretations. Furthermore, communication is intimately tied to our emotional connection with the individuals we are conversing with and the messages we aim to convey. The most appropriate medium used to communicate is language (Sirbu, 2015). Language also allows people to say something and express the need to communicate. Therefore, it can be concluded that language is always used by people in everyday life as a means of communication.

Within the realm of social interactions, language plays a pivotal role. Beyond serving as a means for interpersonal communication, language serves as a tool for human cognition, enabling us to contemplate our surroundings, gain deeper insights into ourselves, and attain a more profound understanding of the society we inhabit (Keller & Tian, 2021). To make good relationships, we will use language that can be understood by others in certain events. All societies has different characteristics from their culture that determine the variety of languages. Some of them have their own language which is used in daily conversation and the language is just understood by their community. Language variation can also be caused by place of residence, relationships between families, workplaces, friendships, and social class. In addition to language variation, switching or mixing one language into another can be a way to establish communication depending on the context.

(Bashir & Rehman, 2020) assume that code switching can happen in different places. Sometimes questions are asked in one language but answers are given in another language. In the field of linguistics, code-switching refers to the phenomenon where speakers transition to a different language while conversing with someone who is equally proficient in both languages. As Poplack (1980) defines it, code-switching involves the interchange of two languages within a single utterance, phrase, or linguistic element. When a bilingual individual engages in code-switching, they incorporate words from both languages into the same speech. These "switched codes" consist of combined segments from alternating languages, each of which adheres to the grammatical rules of their respective native tongues.

Code-switching, as an outcome of bilingualism, is a prevalent conversational strategy employed across diverse contexts, including politics, business, education, society, and culture. The relationship between humans and communication technologies is tightly intertwined, as highlighted by Achmad (2021). Moreover, code-switching finds application not only in direct communication but also in various other communicative practices. Nowadays, people generally use entertainment to relieve boredom. There are many types of information that can be obtained on the internet, through articles, videos, or audio. The internet and technology make the process of getting information be easier and more creative, like a Youtube page that shows videos with creative and innovative content.

Youtube, due to its open-access format that allows anyone to upload videos, serves as a video-sharing platform accessible to everyone for both viewing and content creation (Putra, 2022). Youtube ranks among the top five websites in terms of internet traffic, and individuals have increasingly embraced the platform to generate and share their videos. Furthermore, Youtube hosts a diverse range of content, including video podcasts. As described by Hasan and Hoon (2013), a podcast constitutes a series of audio-visual episodes featuring spoken word content centered around specific topics or themes. People can talk or discuss whatever they want about a certain topic on podcasts without any time limit, and speakers can gather in one place or carry on with a conversation via video conferencing platforms.

The researcher found several previous studies that can show code switching research can be carried out, especially research conducted in video

podcasts on Youtube. The initial study conducted by Muliana and Mubarak (2022) delved into research that explored the various forms of code-switching prevalent on the YouTube platform, with a particular focus on the podcast hosted by Deddy Corbuzier. This investigation entailed a modification of Poplack's code-switching hypothesis. The study's findings indicated that intersentential code-switching was the most commonly observed technique, and the use of multiple languages in communication was associated with a demonstration of intelligence. Furthermore, in a separate study conducted in 2020 by Rini and Moehkardi, various forms and reasons for code-switching on Sacha Stevenson's YouTube channel were examined. To investigate the underlying reasons, this research further adapted Poplack's theory of code-switching and Gorjean's hypothesis. The study's results reveal that intersentential code-switching remains the most prevalent form, with the most common triggers for code-switching being the need for specific lexical items, set phrases, discourse markers, or sentence fillers.

Video podcasts on the Youtube page show various types of content so that it makes the audience interested. The researcher chooses the videos from Youtube by purposive sampling. The result is that the researcher chose two videos entitled “Culture Shock Kuliah di Inggris (Part 1)” and “Culture Shock Tinggal di UK (Part 2)” The researcher chose videos from the Jakarta Uncensored Youtube Channel as the study's subjects for several reasons. First, the speakers in these videos engage in code-switching due to their bilingualism, as they communicate in both English and Indonesian. All of these speakers have lived or studied in the United Kingdom, making them bilingual and adept at incorporating multiple languages into their conversations. The second reason is that these two videos are

taken from the most popular podcast channel and these videos also have the most views. Video part 1 has 91 thousand views and video part 2 has 44 thousand views. Another reason is that these videos educate about language and culture. With these videos, viewers are able to learn English and culture, which is packaged in entertainment content as well. This is also very useful, especially for students who are studying English and they will have the opportunity to learn about foreign cultures. Given that these videos directly pertain to the topic the researcher aims to investigate, which is the use of code-switching in video podcasts, they hold particular interest for the study.

The researcher conducted this investigation in response to the frequent instances of code-switching observed in Youtube video podcasts. Speakers often employ multiple languages to address diverse topics and cater to a broad audience. Moreover, many bilingual individuals who use various languages in their communication may not be fully aware of the concept of code-switching. Therefore, this study was conducted so that the audience or listeners understood what code switching is and why speakers use more than one language to say something. Furthermore, the primary objective of this study was to ensure that bilingual individuals have a comprehensive understanding of code-switching, encompassing its diverse forms and practical applications. This knowledge aims to empower bilingual individuals to effectively employ code-switching and grasp its nuances. This research is one of the studies conducted on video podcasts which can help readers and researchers to find out how video podcasts can play a role in the field of sociolinguistics, so as to reduce barriers in understanding code switching and its types and functions.

1.2 Research Questions

Based on the background of the study, some problems are drawn:

1. What are the types of code switching used by the speakers in video podcasts on Youtube?
2. What are the functions of code switching used by the speakers in video podcasts on Youtube?

1.3 Problem Identification

The problem of this research can be identified based on the background, that there are still many numbers of people who use code switching (bilinguals), but they do not know what code switching is, especially the types and the functions of code switching, even though many video podcasts have been watched. Therefore, this research analyzed the types and the functions of code switching and the researcher was interested in conducting research on code switching used by speakers in video podcasts on Youtube.

1.4 Research Objectives

Based on the research questions, the researcher wants to get the target:

1. To investigate the types of code switching used by the speakers in video podcasts on Youtube.
2. To investigate the functions of code switching used by the speakers in video podcasts on Youtube.

1.5 Research Significance

There are two important significance, namely theoretical significance and practical significance.

1. Theoretical Significance

This research is conducted to analyze the use of code switching by the speakers in video podcasts on Youtube which has the advantage of helping bilingual people who speak more than one language to increase knowledge in understanding code switching, especially the types and the functions of code switching.

2. Practical Significance

A. For Lecturers

This research is expected to be used by lecturers to make further investigations regarding code switching in the English department.

B. For Other Researcher

This research is expected to be used as a reference for further researchers and get many new findings related to code switching.

C. For Students

This research is expected to be used by students to learn more about code switching based on research that focuses on code switching, especially from video podcasts.

1.6 Research Scope

This research is limited on the code switching used by the speakers in video podcasts on Youtube. The researcher focus in analyze the types and the functions of code switching that is used by the speakers in video podcasts on Youtube.