

CHAPTER I

RESEARCH BACKGROUND

1.1 Introduction

Language serves as a means for individuals to articulate their thoughts, feelings, and expressions in the course of communication. The significance of employing suitable language within a community is clear, as it facilitates the accurate transmission of intended messages to listeners or community members (Sharma & Puri, 2020; Rapini, 2022). In the modern era of globalization, many individuals can use multiple languages, a phenomenon known as “bilingualism” (Narulia et al., 2022). Titone (1993:175) in (Novedo & Linuwih, 2018) strengthens this definition, emphasizing that bilingualism or multilingualism involves the ability to articulate in two languages using different structures and concepts that are unique to each language rather than simply translating from one's mother tongue. In essence, language is a powerful instrument for expressing speech, emotions, and ideas in communication. The significance of employing suitable language within a community is evident, as it guarantees the precise understanding of intended messages by listeners or community members.

Individuals living in bilingual environments often use multiple languages in their daily interactions (Candra & Qodriani, 2018; Zahra et al., 2022). They tend to switch or combine their mother tongue with other languages, including local dialects and global languages such as English, a communication tool widely used worldwide, including in Indonesia. These individuals adapt their language choices based on the specific context, location, time, and circumstances in which they communicate. The use of various languages, two or more, fosters effective communication that is rooted in various social

factors (Gelgel, 2022). These factors include the social context of the interaction, the subject matter discussed, and the purpose of the communication itself (Novedo & Linuwih, 2018). In a bilingual environment, people often use multiple languages, including their mother tongue, local dialects, and global languages like English. The use of two or more languages enhances effective communication, influenced by various social factors, reflecting a nuanced approach within diverse social settings.

Studies that related to communication are called sociolinguistic studies (Nurhamidah et al., 2018). Sociolinguistics is the science that studies language used in society which contains culture, educational background, and gender (Narulia et al., 2022; Sagala et al., 2022). In the view of Hickey (2012), sociolinguistics delves into the conventional languages employed within societal contexts, as it posits that culture is intricately woven into the fabric of language, making it a universal tool for understanding across various age groups and genders. Holmes (2013) further expands on this, highlighting that sociolinguistics also explores the societal roles and implications of language, recognizing the diversity of languages and the multicultural backgrounds of speakers in today's world. Sociolinguistics or individuals engaging in language analysis should thoroughly understand a code before delving into linguistic examination. In this setting, a code represents a nationality's emblem, utilized by humans for exchanging information or showcasing sentiments through a particular tongue, vernacular, lexicon, accent, or manner of speaking, usually during distinct events and for special causes (Sagala et al., 2022). As (Sugiharti, 2021) observes, various variations can be identified within a single language or dialect. A code is further categorized into code-switching. Code-switching, as highlighted, is particularly prevalent in informal conversations, where

individuals blend their native language with English. Several reasons drive the decision to engage in code-switching.

In Indonesia, “code-switching” has become a common phenomenon in everyday life. This linguistic practice is mostly visible in the speech of young individuals and community leaders (Istiara et al., 2023; Novedo & Linuwih, 2018). Various factors contribute to code-switching, encompassing factors such as familial impact, influence from social media, school surroundings, and friendship groups. Furthermore, it is worth noting that this phenomenon goes beyond casual conversation and has spread to various forms of media, including television programs, films, advertisements, and social media platforms. This research focuses on the use of linguistic phenomena in community interactions through social media platforms, such as YouTube.

In the contemporary era, with the increasing use of gadgets and the internet, YouTube has emerged as a very popular platform among the public (Zahra et al., 2022). This social media site offers a variety of content, from music, music videos, short movies, daily vlogs, and others. YouTube serves as a global video-sharing platform accessible to users all over the world. Usually, the content available on YouTube is uploaded by individuals called YouTubers. A video's visibility to all users depends heavily on the content creator's ingenuity in attracting user interest, as engagement is important in achieving success on YouTube. According to (Rapini, 2022), the platform offers a wide variety of content genres, covering areas such as cooking, education, movie trailers, short movies, music videos, and forms of entertainment such as podcasts. In this study, researcher used podcasts as the main focus. Podcasts represent a technological medium used to disseminate, receive, and consume recorded audio content created by

professionals and amateurs (Septarina, 2021). Unlike traditional radio, which follows a linear broadcasting approach, podcasts adopt an on-demand audio broadcast format, allowing listeners to choose the time and subjects they want to cover (Adnan & Iskandar, 2020). In conclusion, in the modern era of gadgets and the internet, YouTube is a highly popular global video-sharing platform with diverse content uploaded by individuals known as YouTubers. Success depends on the creator's ability to engage users effectively across various genres, including education, movie trailers, short movies, music videos, music, daily vlogs, and podcasts. This study specifically focuses on podcasts as a technological medium for disseminating audio content, offering listeners flexibility with on-demand broadcasts, unlike traditional radio.

In the contemporary era, people no longer primarily rely on television for information and entertainment due to the abundance of streaming services available through new media gaining public attention. Sheldon, 2017 as cited in (Imarshan, 2021), defines podcasts as derived from the term 'iPod Broadcasting'. The inception of podcasts dates back to 2005 when Apple introduced a podcast directory in its iTunes version 4.9 software. In 2017, as cited in (Susilowati et al., 2020), Philips defined podcasts as digital audio content created online across diverse platforms for widespread distribution. Being in digital format enables direct access from various devices. Podcasts fall under the category of audio media, emerging as a swiftly growing alternative to radio due to their widespread acceptance among the public. Even though podcasts have been around for more than ten years, they were less popular with the public at that time. However, in 2018, interest in podcasts skyrocketed again in Indonesia (Rane, 2018). Podcast listeners actively engage in making choices about the content they wish to hear, demonstrating a

higher level of involvement in selecting both the content and platforms (Berry, 2016). This freedom of choice and active in content selection contributes to the growing popularity of podcasts. In a study by Toyib, Humaisyi, and Muzakki (2013), as cited in (Dalila, 2020), podcasts are identified with four distinct characteristics such as episodic, downloadable, streaming, and segmented. Moreover, podcasts offer listeners diverse content covering a wide array of topics, ranging from business, design, film, technology, gaming, and comedy.

Quoting data from GlobalWebIndex (Reza, 2022), Katadata Media Network revealed that Indonesia ranked second globally in terms of the proportion of podcast listeners during the third quarter of 2021, as seen in Figure 1. The report also indicated that podcasts rank as the third most favored audio content based on the same data, with music taking the lead, followed by radio shows in second place, and audiobooks in fourth. The development of podcasts in Indonesia is influenced by several factors, such as 1) The availability of diverse and quality content choices. 2) Selecting and planning topics that align with the interests and needs of listeners, and 3) Collaborating with influential individuals or communities to increase engagement (Fadilah et al., 2017).

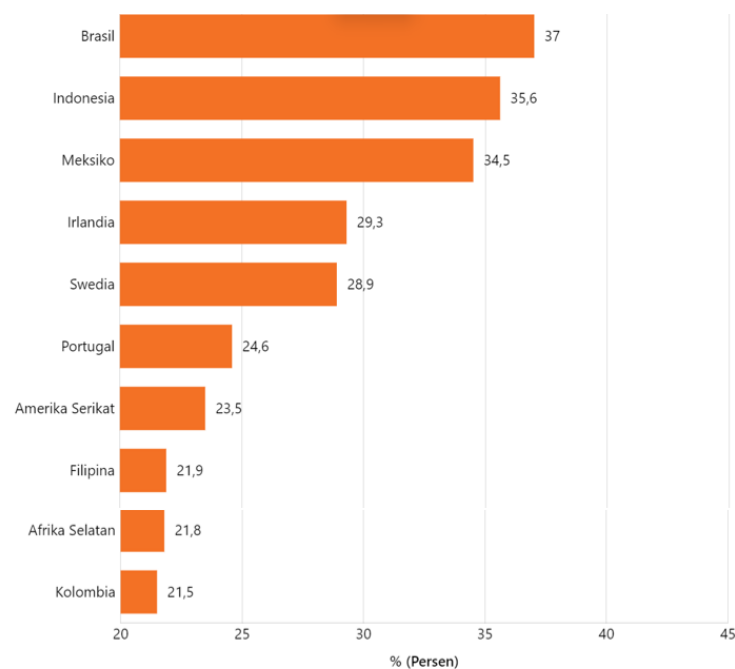


Figure 1. 2021 Podcast Listener Percentage

The evolution of podcast content is marked by the creative adaptation of podcast creators to the media's unique characteristics, namely its on-demand nature and responsiveness to listener requests and needs (Meisyanti, 2020). In particular, many video podcasts are disseminated through YouTube channels. There are various genres offered, including true crime, personal development, self-help, health, storytelling, lifestyle, hobbies, etc as exemplified by YouTubers such as Nessie Judge whose podcast content focuses on true crime and personal development. Whereas Pita's Life, whose podcast content focuses on storytelling. These content creators often use code-switching in their podcast content to discuss predetermined topics on their YouTube channels.

Drawing from the context outlined by the researcher, it is evident that the urgency of this study arises from the regular occurrences we encounter, the phenomenon of code-switching, which often occurs in everyday dialogue. In particular, there are differences in

code-switching between individuals domiciled in Indonesia and individuals domiciled in other countries. Therefore, researcher believe it is very important to explore studies to explain the differences in the application of code-switching between the two individuals. Therefore, the researcher intends to conduct research with the title “Code-Switching between an Indonesian Youtuber Living in Indonesia and an Indonesian Youtuber Living Overseas.”

1.2 Problem Identification

Given the backdrop that has been depicted, the identification of the problem unfolds as:

1. Individuals living in bilingual environments often use multiple languages daily, including local dialects and global languages such as English.
2. Some code-switching types influence someone to do code-switching in daily life.
3. There are types of code-switching on Nessie Judge and Pita’s Life YouTube channel.

1.3 Scope of Study

It was important to limit the scope of the study to maintain a focused and thorough analysis. The main focus of this research is examining code-switching conversations featured in the Nessie Judge and Pita's Life podcasts. This research will specifically examine the various code-switching forms observed in the two videos. Other aspects will not be discussed within the limits of this research.

1.4 Research Problems

Based on the research background, the problem formulation is as follows:

1. What types of code-switching does Nasreen Anisputri Judge do on the Nessie Judge YouTube channel?

2. What types of code-switching does Nofita Henderson do on the Pita's Life YouTube channel?
3. What factors cause code-switching in the video podcast Nessie Judge and Pita's Life YouTube channel?

1.5 Research Objectives

Based on the research problem, the researcher formulated the following research objectives related to the above problems.

1. To identify the types of code-switching used in video podcasts from Nessie Judge's YouTube channel.
2. To identify the types of code-switching used in video podcasts from Pita's Life YouTube channel.
3. To find out the factors of code-switching in the video podcast Nessie Judge and Pita's Life YouTube channel.

1.6 Research Significance

It is hoped that the results of this research will provide benefits for theoretical and practical language use.

1. Theoretical

This research aims to enrich knowledge in the field of code-switching.

2. Practically, the results of this research are expected to be useful for:
 - a. For Readers

Readers can recognize when and how to switch languages and can help readers engage more effectively with diverse audiences, making interactions more meaningful, and responsive to the listener's preferences.

b. For ELE Students

Practicing code-switching prepares ELE students for real-world situations where they might need to switch between languages, such as in multicultural communities or global workplaces.

c. For other researchers

For other researchers, the result of this research has implications for communication strategies, computational linguistics, and interdisciplinary studies. By leveraging findings from code-switching research. Researchers can advance their fields and develop more effective and inclusive practices.

