

CHAPTER I

INTRODUCTION

1.1 Background of The Problem

In this era where the internet is very commonly used by people around the world, language from other countries or ethnicities can be learned easily. A student from America can learn the Indonesian language from his home by using internet and vice versa. Besides that, people also can get so much content like videos, songs and films from the internet that can enrich their new vocabulary of a new language. This is the reason why there are many people who can speak more than one language. In some cases, people who master more than one language not only speak the foreign language fully but also sometimes switch the language from their mother tongue to a foreign language.

Not only in daily conversation, the phenomenon also happens in some songs. In Indonesia, where there are many languages that come from ethnics also have its role in the phenomenon. The phenomenon is called code-switching. In traditional sociolinguistics, most of the study focused on the code-switching phenomenon that occurred in direct speech. The code-switching phenomenon usually analyzed based on region, ethnic or community group. Nowadays, code-switching phenomenon not only limited by region or ethnic but also spread globally. The example is Indonesian boy

bands or girl bands who were influenced by Korean boy bands or girl bands. Regionally, Indonesia and Korea are far but because of the internet people from both countries can know each other. Many Indonesian songwriters also follow Korean pop music where they mix the language from one language to another in their lyrics. The switching process here is done on purpose to reach their listener target which is the young listeners. It is different with code-switching in direct speech where most of the speakers do not realize that they switch the language.

Wardhaugh (2006) defined the term code as a specific dialect or language that a speaker decides to use in some situation that is used to communicate with other people. According to Poplack (1980), code-switching is a phenomenon where two languages are in the form of a single discourse, sentence and constituent that is repeated in repeated patterns. From the explanations above, it can be concluded that code-switching is a bilingual phenomenon where the use of two languages is used by the community continually. Wardhaugh (2006) further stated that code-switching can occur in some situations. It can be between some sentences (inter-sententially) or in a single sentence (intra-sententially). Wardhaugh also stated that there are two types of code-switching, those are situational and metaphorical code-switching. Other functions of code-switching especially in song can be found in Kadir (2006). Those are intention to talk about particular topic, intention to simplify words and expressions, lexical needs and availability, being emphatic

about something, conveying strong emotion or gaining attention, and expressing bilingual identity and group characteristics.

As stated by Wardhaugh (2006) that code-switching does not only happen in daily conversation, it also can happen in some situations like music. There are many songs that have foreign language influence in its lyrics. For example, the song from Cherrybelle entitled “Beautiful”, a song from Cinta Laura entitled “Oh Baby”, a song from SMASH “I Heart You” and so on. Code-switching in daily conversation is not the same as code-switching in song lyrics (Kadir, 2021). Furthermore, Kadir explained that the producer has its own motivation in adding more than one language in the song lyrics while on the opposite, the code-switching that comes in conversation occurs naturally where the speaker conveys the language without realizing it. It is in accordance with Wardhaugh’s (2006) statement where he explained that sometimes people do not realize they are switching the language from one language to another language.

Several researchers have conducted some studies about code-switching in the Indonesian music industry. Nasution and Sutikno (2022) found that there is a code-switching phenomenon in “Tak Tun Tuang” by Upiak Isil. They found that in the song lyrics, there is a code-switching phenomenon. In the first stanza to the third stanza in the second line, code-switching occurs when the singer uses the Indonesian language. Then, the lyrics were switched to the Minang language from verse 4 until the last stanza. Besides that, code-

switching in Indonesian songs can be found also in Indonesian boy bands. Susilawati and Andriani (2023) in their research found that there is a code-switching phenomenon in songs by UNITY, a boy band in Indonesia. There are three types of code-switching that are found in the lyrics, namely intra-sentential switching with 6 code-switching, inter-sentential code with 15 code-switching and tag-switching with only one code-switching was found. Other research by Nirmala (2021) found that there is a code-switching phenomenon in the song of another boy bands in Indonesia called Weird Genius, which is entitled “Lathi”, namely intra-sentential code-switching with 4 in verse and 14 in pre-chorus while tag-switching were found 2 in verse only.

From the explanation above, there is a code-switching phenomenon in Indonesian popular songs. The difference between this present study with those previous ones lies in the subject of this research where this research focuses on Indonesian boy bands and girl bands while other research above focuses on solo singers and boy bands only. Thus, the researcher decided to investigate songs from Indonesian boy band and girl band songs to find the types and functions of code-switching found in the songs. The Indonesian boy band and girl band songs that are analyzed in this research are S4, XO-IX, Super Girlies and StarBe. In their songs, there are two languages used: English and Indonesian language.

1.2 Identification of Problem

Indonesia has been affected by globalization in many fields such as the music industry. One of the examples is the birth of boy bands and girl bands in Indonesia which is influenced by the Korean music industry. The influence of the Korean music industry also affects the use of English language as the second language in their songs. The use of the Korean-English language can be seen in the song of BTS feat Steve Aoki entitled “Mic Drop”, BLACKPINK entitled “Kill This Love”, SUPER JUNIOR entitled “Mr. Simple”, etc. Similar to Korea, Indonesian boy bands and girl bands also use more than one language in their songs. This research investigates the use of code-switching especially the types and functions of code-switching in Indonesian boy band and girl band songs.

1.3 Limitation of the problem

This study is limited to the analysis of Code-switching of Indonesian boy band and girl band songs. The girl bands are XO-IX and S4 while the girl bands are Super Girlies and StarBe.

1.4 Formulation of The Research Problem

There are two formulations of this research problem as follows:

1. What are the types of code-switching used by Indonesian boy bands and girl bands in their songs?
2. What are the functions of code-switching used by Indonesian boy bands and girl bands in their songs?

1.5 Objectives of The Research

The aims of this research are as follows:

1. To identify the types of code-switching used by Indonesian boy bands and girl bands in their songs
2. To describe the functions of code-switching used by Indonesian boy bands and girl bands in their songs

1.6 Research Significances

1. Theoretical Significance

This research contributes to the theoretical understanding of code-switching by examining its types of functions within the context of Indonesian boy band and girl band pop songs. By exploring the sociolinguistic dimension of code-switching in music, this study provides new insights into the intersection of language and pop culture in Indonesia. It also offers a framework for analyzing how code-switching functions as a tool for various expressions, enriching the discourse on language variation.

2. Practical Significance

- a. For English language university-level students, this research can be added as a reference for students to study the use of code-switching in Indonesian boy bands and girl bands to help them understand the phenomenon.
- b. For lecturers, this study can be used as a source to teach students about the use of code-switching.

c. For other researchers who study the code-switching phenomenon, this study can be used as an empirical review study related to code-switching.

