CHAPTER I
INTRODUCTION

1.1   Research Background

Indonesia is known as a multilingual country who speak multiple languages. There are over 700 languages spoken in Indonesia (Aji et al., 2022). Indonesian became the primary language to unite the whole country in terms of communication (Zaid et al., 2021).Despite its abundance of languages, Indonesia is also open for English and other foreign languages to be learned in the premises. English is being taught at every school level and has become one of the most important requirements for job-finding and for achieving higher educational level (Milawati, 2019). In the process, Indonesians are most likely to use English with Bahasa Indonesia to mediate the difficulty in learning and teaching the language, this phenomenon is commonly known as translanguaging (Balqis & Basuki, 2022).

Translanguaging is the process of language acquisition associated with using two or more languages in bilingualism and multilingualism space (Rasmin & Nur, 2023). Vogel and García (2017) stated that multilinguals, bilinguals and all language speakers have the same language system, while in the process of using translanguaging they apply certain features to make meaning for different contexts of a situation. (Lewis et al., 2012) also discovered that the original pedagogic advantages of a planned use of translanguaging in pedagogy and dual literacy are joined by an extended conceptualisation that perceives translanguaging as a spontaneous, everyday way of making meaning, shaping experiences, and communication by bilinguals.

In the 21st century, the use of translanguaging has become a trend among Indonesian multilingual speakers. It has been utilized in daily social interaction, crossmodal and multimodal communication, linguistic landscape, visual arts, music, transgender discourse and pedagogy (Wei, 2018). Translanguaging considers languages not as separate entities but as a unified linguistic toolkit that multilingual individuals can utilize to communicate effectively. The practice of translanguaging not only occurs in sequestered areas as above, moreover digitally. The idea of translanguaging as a theory explains how people mix languages, be creative with language, and invent new ways to communicate online. (Mısır & Güler, 2023).

The translanguaging practices appear frequently in the field of Indonesian online community, one of which is on YouTube platform. YouTube is an American online video-sharing platform based in San Bruno, California, created by former PayPal employees in 2005 for sharing user-generated content (Es, 2020). Translanguaging on YouTube is observed in various contexts, such as online English teaching videos, social media, and vlogging (Ho & Tai, 2021). Previous case study conducted by Permadi et al. (2023) on Nessie judge YouTube channel regarding to translanguaging applications on her videos, researcher found that there are two main components of translanguaging that Nessie Judge uses in her video namely 83% of code-switching and 17% of translating and interpreting. Another study shows different case study from different YouTubers that use translanguaging in their videos. That study explores the occurrence of translanguaging in the contexts of social media and vlogging, with a specific focus on the case study of certain YouTuber an Indonesian YouTuber living in the United States (Shalihah, 2024).

Based on these phenomena, the author takes a course to investigate another case from a different multilingual YouTuber who uses translanguaging practice in their

videos, in this case Londokampung. David Andrew Jephcott, commonly referred to as Londokampung or Cak Dave, is a foreign YouTuber who has resided in Surabaya for over 20 years. He is proficient in three languages, with English being his native tongue, Javanese spoken with a Surabaya accent, and Indonesian as his second and third languages (Balqis & Basuki, 2022). He has gained over 5 million subscribers on his YouTube channel alone. All his contents are basically about meeting strangers and talking to them in English then surprising them by speaking Javanese language or Indonesian. Author believes that trasnslanguaging is a crucial concept to study in digital spaces because it illustrates how multilingual speakers utilize their linguistic repertoires to communicate effectively with global audiences. As García and Wei (2013) highlighted, translanguaging involves the flexible use of multiple languages, which allows speakers to construct meaning and negotiate identities in diverse communicative settings. On platforms like YouTube, translanguaging can enhance engagement by making content accessible and relatable across linguistic and cultural divides. (Lee, 2021) who discusses how multilingual YouTubers use language switching to build rapport and foster inclusivity among viewers from varied linguistic backgrounds. Analyzing translanguaging on YouTube can provide insights into how digital media shapes and accommodates multilingual communication, which has implications for education and community-building in online spaces. Thus, understanding translanguaging on YouTube can inform language practices in digital and educational contexts, particularly as online platforms become more integral to global communication (Canagarajah, 2013).

Regarding the importance of the use of translanguaging on YouTube, this study will focus on the use of translanguaging in Londokampung YouTube videos. The author is interested in analyzing the factors and what components of translanguaging

that occurs in Londokampung YouTube videos. The reason why author is intrigued to conduct this research is because there is a limited amount of research that has been conducted on translanguaging in YouTube videos where most of the studies were conducted in classroom setting for example one study discussed by (Rasmin & Nur, 2023). Moreover, this research will also help people who want to conduct research on translanguaging. Author chooses Londokampung as subject of this study is because it will reach a lot of people considering of the fact that he is a famous YouTuber. Another reason why author chooses Londokampung as a subject is because he speaks 3 languages. Thus, it creates bigger chances for author to find more translanguaging practices in Londokampung videos. The researcher also hopes that this study will be beneficial for English Language Education students at Ganesha University of Education, specifically for translanguaging future researchers. By providing insights into how multilingual people navigate and use their language skills in digital media by examining the case study of a multilingual YouTube video creator Londokampung. This study emphasizes the importance of translanguaging on digital platforms, showing how language flexibility can improve audience engagement and communication among linguistically varied populations. Students interested in creating digital content, multilingual communication, and the developing field of online education can find these studies to be a useful resource. Additionally, it inspires students to investigate the ways in which translanguaging techniques might be used in contexts other than typical classrooms, like media, technology, and foreign language settings.

This study sets the same goal as the previous studies. At any rate, what makes this study different is the subject of the study. Researchers will focus on factors and components of translation used in Londokampung YouTube videos. Granted that this

study purpose is to educate people about the use of translanguaging, to help future

researchers and to help ELE students in Undiksha. Thus, researcher is willing to

conduct a research entitled **"TRANSLANGUAGING PRACTICES ON**

YOUTUBE: A CASE STUDY OF LONDOKAMPUNG YOUTUBE VIDEOS "

1.2   Problem Indentification

The translanguaging practices in different contexts have evolved widely

throughout the years including in social interactions, education, and digital platforms.

However, there is still a gap in understanding its components and factors related to why

humans use translanguaging in communication in terms of YouTube content creation.

Most literary works related to translanguaging focus on its universal understanding with

narrow studies conducted about the topic. In the premises, the research background

highlights the potential gap about translanguaging as a significant phenomenon in

Indonesian online communities where in YouTube content creator like Londokampung

engages in multilingual communication. thus, researcher is interested in conducting a

research related to Londokampung interaction using translanguaging because there are

still lacks of research studies about translanguaging on YouTube especially with

content creator like Londokampung.

Several studies have explored translanguaging on YouTube, focusing on its

components and communicative functions. For example, Shalihah (2024) analyzed the

translanguaging strategies in Puri Viera's YouTube channel, finding that her language

choices facilitated audience engagement, cultural expression, and topic introduction.

Similarly, (Permadi et al., 2023b) investigated translanguaging in Nessie Judge's

videos, revealing a dominance of code-switching for discussing specific topics and

metalinguistic functions. These studies provide foundational insights into how

multilingual YouTubers use translanguaging to relate to their audiences and enhance

clarity. Furthermore, research by Balqis and Basuki (2022) specifically analyzed codeswitching within Londokampung's videos, highlighting motivations like emphasis, audience adaptation, and cultural identity.

To investigate the gap, the author chooses to conduct a research study regarding the factors that influence the use of translanguaging in specific Londokampung YouTube videos as well as certain translanguaging components used in the videos. From there this research can delve into further understanding how individuals use translanguaging in digital platforms especially on YouTube and also provides deeper insights on linguistics in digital areas, and user affiance with translanguaging on YouTube.

Therefore, according to identified problems this research will be focusing on analyzing the factors that influence the translanguaging practices in Londokampung YouTube videos and as well as analyzing the components of translanguaging used in the videos to create broader understanding on multilingualism communication and translanguaging practices in digital spaces.

1.3   Research Limitation

The research limitation of this study is to analyze the factors of influence and components of trasnlanguaging in Londokampung YouTube videos. The lack of research on this topic might affect the progressivity of this research. The subject of this study are three selected videos from Londokampung YouTube channel. And the object of this study is translanguaging practices used by Londokampung. Another limitation is the potential occurrence of biased interpretation of researcher subjective judgment and linguistic proficiency.

1.4   Research Questions

This research aims to analyze the factors of influence and components of translanguaging in Londokampung YouTube videos. From the research background there are two formed research questions as follows:

1. What types of translanguaging practices do Londokampung Youtube Channel use in *"Namanya "KAMPUNG INGGRIS", Kira-Kira Sefasih Apa Bahasa Inggris Mereka?"* and *"Bule Pura-Pura G0BL0K Gak Bisa Bhs Inggris Pas Video Call"* videos?

2. What are the influencing factors of translanguaging practices in Londokampung YouTube *"Namanya "KAMPUNG INGGRIS", Kira-Kira Sefasih Apa Bahasa Inggris Mereka?"* and *"Bule Pura-Pura G0BL0K Gak Bisa Bhs Inggris Pas Video Call" videos*?

1.5   Research Objectives

1. To find out the types of translanguaging practices used in Londokampung YouTube *"Namanya "KAMPUNG INGGRIS", Kira-Kira Sefasih Apa Bahasa Inggris Mereka?"* and *"Bule Pura-Pura G0BL0K Gak Bisa Bhs Inggris Pas Video Call"* videos.

2. To find out the factors that influence translanguaging practices in Londokampung YouTube *"Namanya "KAMPUNG INGGRIS", Kira-Kira Sefasih Apa Bahasa Inggris Mereka?"* and *"Bule Pura-Pura G0BL0K Gak Bisa Bhs Inggris Pas Video Call"* videos.

1.6   Research Significances

This research is expected to provide an advantageous contribution both in theoretical and practical significance for society, students and future researchers.

1.6.1 Theoretical Significance

Theoretically, this research expands the understanding of translanguaging practices on digital platforms, with a focus on YouTube. It provides insight into how multilingual YouTubers, such as Londokampung, navigate language use, which contributes to the broader field of sociolinguistics and digital linguistics. These findings offer a structured framework for analyzing multilingual communication in online media and expand on existing theories by addressing the unique dynamics of digital interactions.

1.6.2 Practical Significance

This research is destined to give a positive and profound significance to society, students and future researchers.

1.6.2.1 For Society

This research aims to help society better understand translanguaging as a practical tool for enhancing cross-cultural communication. Insights into translanguaging on YouTube can guide content creators in making videos more accessible and relatable to diverse audiences. Policymakers and educators may also apply these findings to support media literacy initiatives, particularly by promoting strategies that foster linguistic inclusivity in public media.

1.6.2.2 For Students

English Education students at Ganesha University of Education can apply these insights to enhance their understanding of language flexibility and adaptability in realworld, digital contexts. By analyzing the ways in which Londokampung uses translanguaging, students can develop skills in creating engaging multilingual content for online platforms. This research offers examples that may inspire students to incorporate translanguaging in their own digital communication or in languagelearning materials, thus preparing them for teaching and interacting in diverse linguistic environments.

1.6.2.3 For Future Researchers

The study provides a methodological framework for analyzing translanguaging practices in digital content, which future researchers can adopt or modify in similar studies. By documenting specific translanguaging techniques and factors influencing language choice, this research contributes to a replicable approach for studying digital multilingualism. Additionally, it highlights potential areas for further research, such as exploring audience perceptions of multilingual content on different platforms, thereby serving as a foundation for continued investigation into translanguaging in digital media.