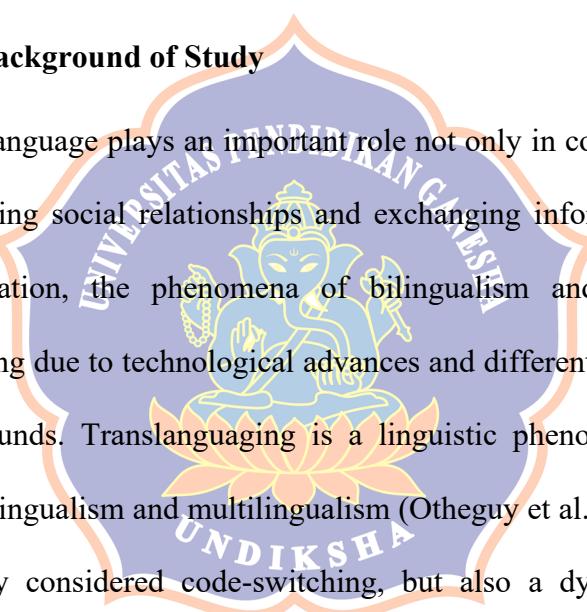


CHAPTER I

INTRODUCTION

This chapter focuses on the background of the research on translanguaging practices in Sunny Dahye's TikTok video. This chapter also identifies the problem found along with the research limitations, problems, objectives, and significance.

1.1 Background of Study



Language plays an important role not only in communication, but also in building social relationships and exchanging information. In this era of globalization, the phenomena of bilingualism and multilingualism are increasing due to technological advances and different linguistic and cultural backgrounds. Translanguaging is a linguistic phenomenon that originates from bilingualism and multilingualism (Otheguy et al., 2018) This concept is not only considered code-switching, but also a dynamic practice where bilingual speakers can flexibly use their entire linguistic repertoire to achieve the aim of communication and construct meaning (García & Wei, 2014). Translanguaging views language not as separate systems but as part of a fluid and integrated repertoire. It is seen as a communication strategy that conveys meaning in more complex ways by using two or more languages (Wei, 2018).

Translanguaging is a theoretical perspective that views language as a dynamic and fluid practice, emphasizing linguistic diversity and the use of

linguistic resources in communication and learning (Turner & Lin, 2024).

Furthermore, translanguaging as a pedagogical approach enables individuals to utilize their mother tongue and second language as cognitive and communicative tools to enhance understanding and engagement, particularly in multilingual environments (Ratminingsih et al., 2024). Through translanguaging, individuals can shift between languages to express or produce meaning (Barahona, 2020). In addition, translanguaging also helps to increase confidence in using their language without fear of limitations (García & Kleyn, 2016). By utilizing all of their linguistic resources, individuals can create meaning and negotiate, providing comfort and motivation to use English, create meaning, and demonstrate knowledge (Yüzlü & Dikilitaş, 2022a). Furthermore, translanguaging enables them to use their language repertoire effectively, thereby enhancing critical thinking, facilitating language development, improving cognitive and literacy skills, and facilitating information gathering (Yüzlü & Dikilitaş, 2022b).

Nowadays, with the development of digital technology, translanguaging practices are easily observed in everyday contexts. Although it is a pedagogical strategy, this practice can also occur outside of the classroom learning process. Translanguaging has now become a trend among multilingual speakers and has been applied in social interactions on digital media. Multilingual speakers can utilize translanguaging to communicate effectively with a global audience through social media such as Instagram,

TikTok, and YouTube. Translanguaging is used in the digital space as a creative strategy for speakers to create rich meaning in communication with their audience by utilizing their entire language repertoire (Shalihah, 2024).

In social media, translanguaging practices often occur where the speaker combines various languages in one digital discourse (Dumrukicic, 2020).

TikTok is one of the most popular platforms today, providing a distinctive communication style that is short and visually appealing. With its short video format, TikTok provides an opportunity for people to express themselves through language, visuals, audio, and text (Misir, 2023). Through short videos, content presentation becomes engaging and interactive, making it effective for audiences and language learners (Nitiasih et al., 2023). The short video format also allows the speaker to reach a wider audience by combining languages flexibly according to their needs (Asyrofi & Wati, 2024).

The existence of different linguistic and cultural backgrounds is a factor that reinforces the practice of translanguaging on social media (Shalihah, 2024). This is particularly evident in content creators with multilingual backgrounds, such as Sunny Dahye, a South Korean influencer who has grown up in Indonesia and actively uses two languages, English and Indonesian, in her TikTok content. The phenomenon of translanguaging on Sunny Dahye's TikTok is interesting to investigate because it presents authentic linguistic practices in the digital space, where the boundaries between languages become blurred and reinterpreted in social and performative contexts. The

practice of translanguaging in the digital space is important because it provides a new perspective on its functions and use patterns.

Translanguaging as a pedagogical approach has been extensively researched in the classroom, but as a communication strategy, translanguaging is also effective in the digital space. Most previous studies show that translanguaging as a pedagogical strategy is effective in improving student understanding, explaining concepts, and building an inclusive learning environment (Liando et al., 2023; García, 2009). However, there is still limited research on translanguaging in social media, especially TikTok. Therefore, this study is important to examine how translanguaging is used as a communication practice in digital spaces. This study aims to identify the types of translanguaging and measure the frequency of each type of translanguaging. The analysis not only observes the linguistic form but also the function that emerges through the practice of translanguaging. This study uses structural analysis as a micro-linguistic approach to observe how linguistic features are realized in translanguaging practices. The structural approach is used as a technical tool to map the patterns and positions of linguistic elements in speech. This approach remains consistent with the principles of translanguaging because the analysis is conducted with the understanding that speakers activate their entire linguistic repertoire in an integrated manner, rather than as separate codes. Thus, this study can provide a more comprehensive understanding of how translanguaging acts as a dynamic social practice in the context of digital communication.

1.2 Identification of the Problem

The phenomenon of language use on social media, such as TikTok, demonstrates how individuals creatively utilize their bilingual or multilingual abilities in various situations. One of the phenomena is the practice of translanguaging, which is a communication strategy that utilizes the flexible use of two or more languages in communication to convey meaning. However, there are still limited studies on translanguaging practices in the digital space, especially on platforms that are now widely used by the younger generation. Therefore, the researcher is interested to conduct research on translanguaging practices on social media such as TikTok. The phenomenon of translanguaging is still rarely discussed, which is why the researcher chose to conduct research on this topic. Meanwhile, content creators with a multilingual background, such as Sunny Dahye, are interesting to investigate because she actively uses two languages, English and Indonesian, in her TikTok content. This study aims to identify types of translanguaging and measure the frequency of each type of translanguaging. The analysis not only observes the linguistic form but also the function that emerges through the practice of translanguaging.

1.3 Limitation of the Study

This study focuses on analyzing the types of translanguaging and their frequency of use in Sunny Dahye's TikTok videos. Several videos from Sunny Dahye's TikTok account were selected as the subjects of this study, and her

translanguaging practices are the object of this study. It is hoped that these limitations will clarify the scope of the study and provide direction for further research.

1.4 Research Question

The problems to be researched in this study can be formulated as follows.

1. What types of translanguaging are used in Sunny Dahye's TikTok videos?
2. What is the frequency of use of each translanguaging in Sunny Dahye's TikTok videos?

1.5 Objective of the Study

Based on the formulation of the problem above, the objectives of this study are:

1. To find out the type of translanguaging is used in Sunny Dahye's TikTok videos
2. To find out the frequency of use each translanguaging in Sunny Dahye's TikTok videos

1.6 Significance of the Study

The significance of the research can be divided into two, namely theoretical significance and practical significance, as follows.

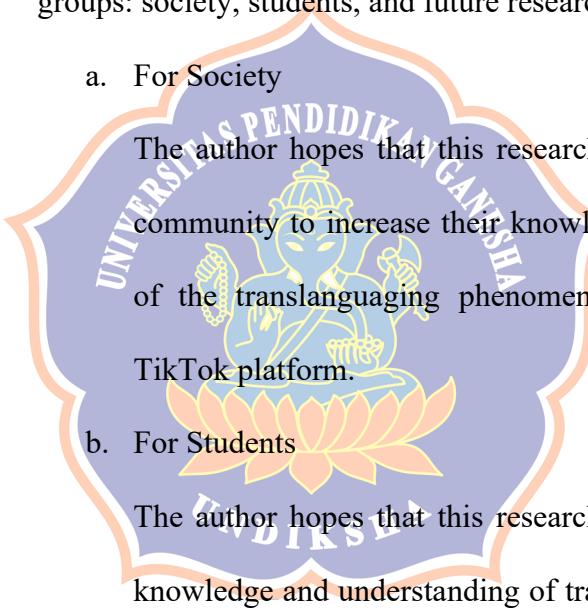
1. Theoretical Significance

The theoretical significance of this research is expected to enrich wider information and knowledge about the phenomenon of translanguaging practices in social media, especially in Sunny Dahye's TikTok video.

2. Practical Significance

The practical significance of this research is represented by three groups: society, students, and future researchers.

a. For Society



The author hopes that this research will be useful for the community to increase their knowledge and understanding of the translanguaging phenomenon that occurs on the TikTok platform.

b. For Students

The author hopes that this research can increase students' knowledge and understanding of translanguaging practices, especially in social media platforms such as TikTok. This research is specifically for students majoring in foreign languages at Ganesha University of Education because the phenomenon of translanguaging is still a topic that is rarely discussed.

c. For Future Researchers

The author hopes that the results of this research will provide more knowledge to be used in subsequent studies or research on the same topic.

