

## CHAPTER I INTRODUCTION

This chapter presents the introduction to the research, including the background, problem identification, research questions, objectives, and significance of the research which form the philosophical and practical basis for this study. The explanation can be seen as follows.

### 1.1 Research Background

Language cannot be separated from society. According to Maynard & Peräkylä (2003), the relationship between language and society is closely related, serving as foundation in sociolinguistic studies. Language forms human social behavior which is closely related to society where language is used (Maynard & Peräkylä, 2003). For instance, the use of dialects which reflect an ethnic identity, social class, and the dynamics of relationships between individuals which in this case explained that language becomes a space for social structures and realities to continue to be produced and reproduced.

Nowadays the communication is shifted towards the digital world. This happens due to the improvement of technology. This led to the disappearance of language boundaries between language speaking groups (Healey, 2016). Due to that factor, there is an increase of cross-cultural and cross-country interactions within the digital world. As a result, the society including Indonesian has developed to a dynamic society which shows through Indonesian who have transformed into bilingual and multilingual individuals rather than represent their monolingual groups (Irvan, 2024).

In today's digital era, the delivery of daily communication demands a

more innovative approach. The usage of interactive elements such as gamification is proven to be an effective solution for this case (Nitiasih & Budiarta, 2020). Also, the implementation of bilingual storytelling also holds a significant role in global interaction. The use of bilingual storytelling can facilitate vocabulary mastery and improve speakers' global awareness (Mahayanti et al., 2026). Furthermore, the utilization of foreign language in digital platform not only act as transfer tool, but also helps to build a communication space that is inclusive which therefore allows for emphatic connection, and openness towards cross cultural background (Padmadewi et al., 2025).

It can be seen that social media has transformed into a very dynamic social space and linguistic ecology. Among the various platforms available, YouTube is the largest and most influential social media, which facilitates its users to freely express themselves, share ideas, and communicate through audiovisual discourse. This virtual environment provides flexibility for individuals from different backgrounds to interact without geographical barriers. It is precisely in these interactive spaces on platforms like YouTube that contemporary linguistic phenomena, especially the practice of bilingualism and multilingualism are very clearly visible and applied naturally in everyday conversations.

One of the most communicative tools used to manage these interactions is code-switching. Code-switching refers to the alternating use or juxtaposition of two different grammatical systems within the same conversational exchange or discourse (Gumperz, 1977). In the past, code-switching was often misinterpreted as a sign of "broken" language. However, modern research has unambiguously

demonstrated that code-switching particularly at the intra-sentential level is a highly sensitive indicator of fluent bilingual competence, where speakers understand the grammatical boundaries between the two languages (Poplack, 1980). Within the broader contemporary sociolinguistic paradigm, this phenomenon goes beyond stiff code-switching; it represents the practice of translanguaging, where bilingual speakers dynamically and adaptively use their entire linguistic repertoire to maximize meaning creation (García & Wei, 2014).

Complex code-switching phenomena are uniquely prominent in YouTube content that discusses extreme social issues and behavioral anomalies, such as psychological manipulation, cults, and brainwashing. In this context, bilingual speakers tend to switch languages not only for lexical convenience but also as a strategy to articulate complex socio-psychological terminology, express intense affective stances (such as horror, disbelief, or empathy), and analyze criminal psychology concepts that do not yet have precise or impactful equivalents in Indonesian.

Although the phenomenon of code-switching in the digital realm has been extensively researched, significant research gaps remain. Several previous studies (Gumanay, 2026; Nugroho & Seinsiani, 2025; Nungki, Hakim, & Febriani, 2025; Nurchurifiani, Hanum, & Oktariyani, 2025; Sandi, 2023) have extensively analyzed the practices of code-switching and code-mixing on platforms such as YouTube, TikTok, and webinars. Most of these studies primarily investigate the practice of code switching in two-way interactive conversations that are casual in nature, such as webinars, podcasts, or lifestyle vlogs. Currently, there is still a lack of research that examines code transfer in planned or semi-planned

monologue narrative discourse, especially those that address extreme and sensitive social issues.

Therefore, this research was conducted to fill this gap by focusing specifically on the speech produced by Nessie Judge, a highly influential bilingual Indonesian content creator. This is because "#HISTORYTELLING" segment which specifically deals with heretical sects and psychological manipulation is that this specific thematic niche requires its speakers to use a very complex level of code switching. And in this case, the use of the specific thematic niche is because of the needs for very specific lexicons. An activity or discourse that is specific can lead to such specific lexicons to maintain the realness and sharpness of the meaning from the phenomenon (Budasi et al., 2021). In this case, the videos were chosen due to its specific topic such as the use of crucial linguistic instruments to articulate dark socio-psychological terminology (e.g., brainwashing, grooming, manipulation) and to express intense affective attitudes. The specific meeting point between the discourse of the true-crime monologue and the practice of syntactic code transfer is the main novelty of this research.

## 1.2 Problem Identification

Based on the background above, the problems in this research are identified as follows:

- a) The practice of code switching in digital media is often analyzed in a relaxed two-way interactive setting. As a result, the specific syntactic patterns and structural complexities of code switching used in intensive single-speaker monologue narratives (such as real-crime content and history-telling) have not been extensively researched.

- b) There is a lack of comprehensive sociolinguistic research that specifically examines the functional motives of code switching when a speaker discusses extreme social anomalies (e.g., sectarianism and psychological manipulation). In such contexts, bilingual speakers face unique lexical and emotional demands, thus requiring specific research into how code switching serves as an affective and psychological communication tool for content creators

### 1.3 Research Question

Based on the problem identified above, the research questions can be formulated as follows:

1. What are the types of Indonesian-English code-switching used in Nessie Judge YouTube videos?
2. What are the factors contributing to the Indonesian-English code-switching used in Nessie Judge YouTube videos?

### 1.4 Research Objectives

Based on the research question mentioned above, the objectives of this research can be formulated as follows:

1. To identify and describe the types of Indonesian-English code-switching used in Nessie Judge YouTube videos.
2. To analyze and explain the factors contributing to this Indonesian-English code-switching used in Nessie Judge YouTube videos.

### 1.5 Research Significances

This research is expected to make a significant contribution both theoretically and practically. Theoretically, this research will enrich the literature

in the field of Sociolinguistics by providing insights and empirical evidence regarding the mapping of syntactic forms of code-switching and its causative factors in interactive oral discourse in contemporary digital media. Practically, the results of this research can be used by digital content creators as a linguistic reference to design inclusive bilingual communication styles in order to build social closeness with audiences in virtual spaces. In addition, this study also educates the wider community that code switching is a reasonable and adaptive social communication strategy not a marker of language "damage" as well as being able to be a solid literature reference for future researchers interested in exploring sociolinguistic phenomena on social media platforms.

#### 1.6 Definition of Key Terms

To avoid ambiguity in this research, several key terms are defined as follows:

##### 1.6.1 Code-Switching

A sociolinguistic phenomenon involving the use of two or more languages within the same discourse or conversation.

##### 1.6.2 Intra-sentential Switching

A type of code-switching that occurs within a single sentence or clause (incorporating English elements into Indonesian sentence structures).

##### 1.6.3 Sociolinguistics

A branch of linguistics that studies the relationship between language and society, and how language is used in social contexts.

##### 1.6.4 YouTube

The video-sharing social media platform where the linguistic

interactions in this research took place.

#### **1.6.5 Nessie Judge**

The research subject, a bilingual content creator who uses a mixed language style in the "#HISTORYTELLING" segment.

#### **1.6.6 Qualitative Research Model**

A research approach used to explore and understand the meanings given by individuals or groups to a social or humanitarian issue, by focusing on the depth, context, and communicative function of discourse rather than numerical measurements (Creswell, 2014).

