

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, the question and scopes of the research, the objective and significance of the research, the operational definition and systematization of the research.

A. Background of the study

Language is a tool used by humans to convey their words, feelings and thoughts in communication. It is clear that using the appropriate language in society is very important. Because the message that will be conveyed will be received by listeners or people in the community without any misunderstandings. In this era of globalization, there are many people who have the ability to use more than one language. This phenomenon, where people can speak more than one language, someone who can speak more than one language is called a "bilingual" or "multilingual" person. Humans as social beings need a means to interact with other humans in society both in oral and written. In order to be able to interact with other social creatures, humans need a tool which is called as a language. Language is the essential thing in the entire of human life. The appearance of language is quite beneficial in society. They can express their feelings, ideas, intention, and etc.

Language is also as the identity of the nation that every country in this world has different languages which make them to be diverse. To be successful in communicating, we must consider the perspectives of others. People

communicate using their unique languages in every part of the world. People these days tend to increase their proficiency in using and understanding other languages in order to communicate widely. In a communication process, people occasionally mix or switch the linguistic code.

A person can communicate their thoughts and feelings and create their own personality by being communicatively proficient in two or more languages. They might also use it to fulfil their social and private requirements in the diverse language lives. Language can also be a symbol or sound used to interact with others, so language is the most helpful tool in social life. Similarly, Wardhaugh (2015) stated that a language is a set of illogical vocalizations utilized for interpersonal communication. Wardhaugh primarily emphasizes arbitrariness, vocal sounds, humans, and communication in his concept of language. As social people, human beings certainly need a tool to interact verbally and in writing with other people in society.

Indonesia is a one of the countries which has multilingual languages is made up of plurality of ethnic groups, cultures and languages. So, it is common for Indonesian people to speak with another language beside their mother language (mother tongue), national language, even a foreign language during their communication in society. Sociolinguistics is one of field of macro linguistic that study about the relationship between language and society, and how language is used in multilingual speech community. Related to the explanation, sociolinguistics is the study of the development and the level of use of language in society in which there is a discussion about bilingual and multilingual

languages. Actually, the concept of bilingualism and multilingualism is the same.

Bilingual and multilingual language is regarding the use of state of more than one language by a speaker when communicating with others. Moreover, in term of bilingualism and multilingualism, code switching often occur.

Switching a language into another language is a common situation in Indonesian people nowadays. It happens to every gender, age, status and society.

In this regard, Indonesia is a country that has a multilingual language consisting of a plurality of ethnicities, cultures and languages. So, it is common for Indonesians to speak a language other than their native language (mother tongue), the national language, and even a foreign language when communicating with the public. One of the foreign languages that are often used by people in the world is the English language. The English language becomes the international language because the English language is the oldest language also England is the country that has the most colonies. English is a world language that considered a language that is easy to learn, therefore there is a bilingual when a person is able to use two languages equally well.

The purpose of using two languages is to build good communication based on social factors in communication, such as the social context of interaction, topics, and communication functions. Indonesia has many types of languages used to communicate. The first is regional languages, such as Javanese, Sundanese, Balinese or Madurese. Languages used for communicate with

people who come from the same area, tribe, or ethnic group. The second language is the national language, Indonesian. This language is used as a formal language to unite various tribes, ethnic groups and cultures in Indonesia. The third is an international language called language English. Indonesians learn languages English to be able to speak with people around the world.

According to Spolsky (1998), bilingualism is a person who has some functional ability in second language. We may often hear bilingual people switch their language into another language. That phenomenon usually called code switching in sociolinguistics. Code switching occurs in bilingual and multilingual community when a person switches from one language, variety, or dialect to another one. People can do code switching in any kinds of situation and domain.

According to Hoffman (1991), there are three types of code switching namely: inter-sentential, intra-sentential, and tag-switching. Code switching involves the insertion of words, phrases, and sentence level from one language into another. English into Indonesian. Code-switching in bilingual and multilingual people that are emphasize, suit domain of knowledge, unequal, reinforce a request, communicate friendly or family bonding, suit of the language.

Code-switching nowadays becomes a trend or style of language variation in society. In Indonesia, this phenomenon occurs in Gen-z society which was acculturated with a foreign language. Using code-switching can make it easier to get a simple vocabulary to say that is not found in their mother language. It

is often heard in some national TV programs, on YouTube used by the content creators also in podcasts. In a communication process, code switching happens. The majority of people use two or more languages on a daily basis. Because Indonesians typically utilize their mother tongue or native language to communicate with their family and society, English has become the third official language in the country.

In this digital era, many people are familiar with YouTube. The reason why the researcher chooses this title and topic because YouTube has become a daily necessity for all ages, while speaking English for youtuber users in Indonesia has become a lifestyle and most millennials imitate what their favourite youtubers do so that unconsciously it becomes a style their life. This makes YouTube a social media loved by the public for their entertainment. Youtubers is a term for anyone who makes money by creating and uploading various videos on YouTube. YouTube has become a powerful space that affords new ways to consume, create, and share a video. Because of YouTube and similar media venues, video performance and education have been changing. Nowadays, one of the Indonesian inspiration women and famous person, Najwa Shihab, is also users are using English in spoken with her guest star in podcast part 1 and part 2 with different guest. They are all Indonesian actors, Najwa Shihab conduct interviews with them several times using different languages or switching both languages from Indonesian to English.

Thus, based on the phenomenon's above, the researcher intends to analyse the types and the functions of code switching in Najwa Shihab's Video

YouTube Channel with the title “The Sociolinguistic Aspects of Code Switching in “Catatan Najwa” YouTube Channel”. The reason why the researcher used Video YouTube Channel as the subject of this research is because Najwa Shihab is the best presenter, who is really smart, independent, has higher communication with native and has a lot of achievement in National and International Nomination. In addition, Reza Rahardian, Nadiem Makariem, Arie Keriting, Tompi, Anang Hermansyah, Denny Sumargo, Onadio Leonardo and Rocky Gerung are Indonesian actors with outstanding acting ability. Hopefully, this research could enrich knowledge about code switching because there are many theories related to code switching used in this study and readers can understand the types of code switching and how to analyse it.

B. Question and Scope of the Research

From identification of the problem and discussion above, the researcher formulates the problem. The problems of this research are:

1. What are the types of code switching found in “Catatan Najwa” YouTube Channel?
2. What are the reasons of using code switching found in “Catatan Najwa” YouTube Channel?

C. Objective and Significant of the Research

1. Objective of the Research

From the problem of the study the researcher formulated the objective of the study related to the problem above as follow:

1. To identify the types of code switching found on “Catatan Najwa” video YouTube channel.
2. To find out the reasons of using Code Switching found in “Catatan Najwa” video YouTube channel.

2. Scope and Limitation

Based on the background of the problem, this research focused on analysing the types of code switching based on Hoffman. There are three kinds of code switching which are intra-sentential, inter-sentential and tag switching. And this research used video YouTube channel in the episodes “Susahnya jadi Perempuan: Catatan Najwa” part 1 and part 2. In analysing the video, the researcher looked for the code switching from Indonesian language to English.

3. Significance of the Research

Hopefully, the result of the research will bring some benefits to the theoretical and practical use of language.

1. Theoretical Significance

Theoretically, the result of this research is expected to enrich the study of English. Especially in code switching and to help the readers to understand more about sociolinguistics. The benefits of the research are highly expected to make significant contributions to sociolinguistics research. In particular, the result of this research can be used as a reference for those who are interested in the study of code-switching phenomenon research, or this thesis can be used as a 10 reference to do other research about code switching from the other point of view. Furthermore, this research is useful for studying the types and speech functions of code switching in the English learning process.

2. Practical Significance

Practically, the research findings are expected to be useful for English teachers, the teacher can use this paper to enrich their knowledge of language in bilingualism, because in educational field sometime teacher switch their language for signalling topic change, giving and clarifying explanation and enacting social relationship. For students, they are able to deeply understand about sociolinguistic knowledge especially code switching, and directly can apply into their daily basis life. They can also improve their ability in English through YouTube. While, for other researchers, the result of this study can increase the knowledge about code switching and also, the result can be used as reference to conduct further research.

D. Operational Definition

a. Code-Switching

Language use of more than one language during a conversation. Holmes states that bilingualism is the ability to speak two languages with equal or nearly as good. Technically, this opinion refers to the knowledge of two languages, how the level by one.

b. Sociolinguistics Aspect

Sociolinguistics is the study of the sociological aspects of language. The discipline examines how different social factors, such as ethnicity, gender, age, class, occupation, education, and geographical location can influence language use and maintain social roles within a community. Sociolinguists are interested in how we speak differently in varying social contexts, and how we may also use specific functions of language to convey social meaning or aspects of our identity. Sociolinguistics teaches us about real-life attitudes and social situations.

c. YouTube

A video-sharing website created by three former PayPal employees in February 2005. The website allows users to upload, view, and share videos. The company is headquartered in San Bruno, California, and uses Adobe Flash Video and technology to display a wide variety of user/creator-generated video content, including movie clips, TV clips, and music videos. Apart from that, amateur content such as video blogs, short original videos, and educational videos are also present on this site.

E. Systematization of the Research

In this research, the writing is arranged systematically so that it is easy to read and understand by the readers. This research generally consists of five parts. The description of each part will be explained in the following points.

Chapter 1 introduces the research background, defines the questions and scope of the research, explains the purpose and meaning of the research, explains the operational definitions used in the research, and describes the overall research systematization of the contents of this research.

Chapter 2 describes a succinct explanation of what code switching is and the many kinds of code switching. All related theories are written as analytical tools. Because without theory, we cannot account for the research carried out without a scientific basis.

Chapter 3 describes the research methods, along with research procedures, data collection techniques, data analysis techniques, and data sources used in this study. Explains the research method and components related to the research method used. The components in question consist of location, research subjects, research methods, research instruments, data collection techniques and data analysis techniques.

Chapter 4 discusses the information gathered for this study's data was described, examined, and interpreted. What is obtained in the field, that is what is reported and will be discussed in as much detail and clarity as possible.

Chapter 5 provides conclusions based on the analysis carried out in the fourth chapter and provides suggestions regarding the importance of research

and suggestions for further research regarding of code-switching types found

in

“Catatan Najwa” Youtube Channel.

