

# CHAPTER I

## INTRODUCTION

### A. Background of the Research

Generally human are social beings. They need to communication activities to tell their feelings to another person. In social life, language has an important role in communication because language is a tool to convey a concept or feeling. This communication activity can be applied by verbal or nonverbal. Verbal communication is a form of communication delivered to communicant in written or unwritten way. Non-verbal communication is the communication process which is messages conveyed without words. These two methods have the same function it is to make the both sides understand about the idea or the information they trying to say through language.

Language helps people in the world to communicate and express sense from one person to another. Many languages emerge in the universe. They are distinguished by country, ethnic, and culture. Language has two systems that are spoken and written. They used to speak each other, write and e-mail and text. With language we can talk about knowledge, information, to convey message, feeling thought and so on.

English as international language is very important. English is the dominant business language and it has become almost a necessity for

people to speak English if they are to enter a global workforce. So, learning English is becoming more and more important nowadays. In Indonesia, English is learnt as a foreign language. Learning a foreign language can sometimes be difficult since the target language has different elements compared to the native language.

Language can be learnt from linguistics. Linguistics is the study of internal and external viewpoint languages. Linguistics divided into two parts that is pure linguistics and applied linguistics. Pure linguistics has five sub disciplines there are the study how the speech sounds called phonology, the study of structure of the words called morphology, the study of the structure of the sentences called syntax, the study of the meaning of the words is semantics and the study of language meaning of the speaker say from the context of the pronunciation is pragmatics. Applied linguistics has two sub disciplines like psycholinguistics and sociolinguistics.

Sociolinguistics is also called the combination of two discipline knowledge between sociology and linguistics has the means that sociolinguistics studies language in relation to social factors it tries to tell us the reason about the way why we speak differently in different social contexts, and it also concerned with identifying the social function of language and used to convey social meaning. Sociolinguistics focuses on differences in the use of language in society so that an object can be the object language learning another language.

Language switching can actually happen only in the language of bilingual and code switching describes the abilities of bilingual speaker. Bilingual is a person who is able to speak and understand two languages. The code here means the way to expressing something through the language using certain dialect, style, register or variety of language. Code switching phenomenon has become a trend or style of speaking in society, especially among youth people. They are very used to do code switching in their utterance.

The present study uses YouTube to find the social network structure of the video bloggers community. YouTube was selected for the study as it is the most popular platform for video blogging hosting. YouTube is the popular video sharing site based on Luscombe (2015) 3.2 billion of people that have internet access, more than 1 billion people accessing YouTube either being a user or a viewer (p. 70). YouTube has a lot of content, from entertainment to education the content. One of the content on YouTube in Indonesia is podcast content which is called as podcast vlogger "Deddy Corbuzier".

The reason why the writer chose this topic because code switching has an interesting topic to discussed, especially on Deddy Corbuzier's Video YouTube Channel. Then why the writer chose this YouTube Channel as the object of his research because the video uploaded on Deddy Corbuzier's YouTube Channel are not only for having fun, but also there is a message conveyed by Deddy Corbuzier's. Based on the

ideas above the writer is interested in taking a research with title *An Analysis of using Code Switching on Deddy Corbuzier's Video YouTube Channel*.

## **B. Question and Scope of the Research**

### **1. Research questions:**

- a. What are the types of code switching that used on Deddy Corbuzier's Video YouTube Channel?
- b. What are the reasons that Deddy Corbuzier's switch one language to another language on Video YouTube Channel?
- c. What is the most dominant type of code switching made by Deddy Corbuzier's on video YouTube Channel?

### **2. Scope of the research**

In this research the analysis just focused on the case of Code Switching Deddy Corbuzier's Video YouTube Channel from the start of the conversation until 20 minutes. The analysis takes the types and reason of code-switching to be analyzed. The research is analyzed by using Myers-Scotton theory such as inter-sentential and intra-sentential. Meanwhile for the reason for using code switching the researcher used Chaer and Agustina's theory. The reason for using code switching that argue by Chaer and Agustina such as speaker, listener or interlocutor, the presence of third person, change from

formal to informal, and change of discussion topic. By classifying and analyzing the meaning of code switching can be understood by us correctly.

### **C. Objectives and significances of the research**

#### **a. Objectives of the research**

With regard to the problem mentioned above, this study has three main purposes, namely:

- a. To identify code switching on Deddy Corbuzier Video YouTube Channel.
- b. To find out the reasons of Deddy Corbuzier do code switching in his language on Video YouTube Channel
- c. To find out the most dominant type of code switching made by Deddy Corbuzier on Video YouTube Channel

#### **b. Significances of the research**

The writer has conducted this research to the readers to increase knowledge about code switching. From general to specific purpose, the advantages given to English learners are, this paper can be used as a reference to learn how to determine the meaning code switching in English. This research will add the number of collection of scientific paper in the library, and also this can be a reference the next research

interested in the research code switching. The significance of writing is described as follow:

1. Theoretically

This research is primary useful for the reader to enlarge their knowledge about sociolinguistics especially in code switching because this research contains some theories that related with code switching.

2. Practically

- a. For Students

The student can deeply understand about code switching and they directly are able to apply into their daily life. They also can improve their ability in English through YouTube. Essentially, the writer hopes that this study can be useful for student and everyone who want to study about sociolinguistics.

- b. For other Researchers

The results of this research can give the motivation for the next researcher to look for code switching in another thing. For the next researchers, they can use this research as the reference if they want to conduct the research about code switching.

#### **D. Operational definitions**

After having read several books as the sources of primer data, and then understood so the writer can conclude some definition as the real existence of the title as follow

##### 1. Code

Code is the symbol of an expression system that is used to describe a certain meaning, the language system in a society and a particular variant in a single language.

##### 2. Bilingual

Bilingual is person who able to speak and understand two languages.

##### 3. Code Switching

Code Switching is user transition from one language or dialect to language or other dialects.

##### 4. Video

Video is the visual part of something broadcasted.

#### **E. Systematization of the research**

The systematization of the paper means to present the paper in well edited the composition, this paper is divided into five chapters as follows:

The systematization of the writing in this scientific paper in well edited composition and it contains glances of each chapter discussed. The writer divided this scientific writing in to five chapters, they are:

## CHAPTER I INTRODUCTION

This chapter gives the background of the research, the research question and scope, the objectives of the research, the significant of the research, operational definition and systematizations of the research.

## CHAPTER II THEORETICAL DESCRIPTION

This chapter consists of definition of language, sociolinguistics, bilingualism, code, code-switching, youtube, videos, and about Deddy Corbuzier.

## CHAPTER III METHODOLOGY OF THE RESEARCH

This chapter describes about the method of the research contain about the setting of the research, method of the research, Instrument of the research, technique of data analysis and procedure of the research.

## CHAPTER IV STUDY FINDING AND DISCUSSION

This chapter explains about the data description, the data analysis and interpretation of the research finding.

## CHAPTER V CONCLUSION AND SUGGESTION

This final chapter consists of summary and suggestion relating to the result of the research.