

CHAPTER I

INTRODUCTION

This chapter presents the rationale, research questions, objectives of the research, methodological outline, the scope of study, weight & relevance, and clarification of key terms.

1.1 Background of the Research

Wardhaugh (2010) states that “The choice of one code over another is clearly related to the situation.” When people talk or communicate using code choices, it is related to the situation. Code is divided into code-mixing and code-switching, but here this research wants to discuss code-switching only. In linguistics, code-switching is the use of another language in a conversation to adapt to another role or situation or because of another participant. According to Romaine, as cited in Wijaya (2022) claims that using more than one language with different styles or variations spoken by different speakers or interlocutors because of the situation will be called Code Switching. So to summarize, code-switching mostly occurs in the bilingual community. Speakers of more than one language are known for their ability to code-switch or mix their languages during their communications. In addition, Poedjosoedarmo, as cited in Melly Wijaya (2022), stated that "Code can be defined as a system of speech and the application of linguistic elements that have unique characteristics that are in harmony with the speaker's background, the relationship between the speaker and the interlocutor, and the situation. Codes can be seen not only as languages but also as a variety of languages that include dialects, jargon, and stylistics. Codes are usually formed by language variants used to

communicate within an actual language community. The next term to consider is code-switching. This refers to shift or change in language use. Once a particular code has been established, there is no need to adhere to it continuously. People can and should switch from one code to another when necessary. This situation is called code-switching.

YouTube platform is the world's number 1 video sharing website. Some people also call YouTube a video-based social media. Because it cannot be denied that YouTube is the first site that is accessed when someone needs a certain video. There are various kinds of video clips uploaded by various groups of users. Starting from tutorials, music clips, film trailers, educational videos, short films, television films, video blogs, and so on.

If you look at its history, YouTube was founded in February 2005. YouTube founders, Jawed Karim, Steven Chen, and Chad Hurley then established YouTube's headquarters in San Bruno, California, United States. To date, there are recorded videos with a total duration of 400 hours uploaded to YouTube every minute. If calculated based on these calculations, there are at least one billion hours of YouTube content watched every day.

Regarding the explanation above, this research was conducted to explore several important issues by using code-switching specifically on the YouTube platform. This research will analyze the types of code switching on Nessie Judge's YouTube channel. This research data was taken from Nessie Judge's YouTube content with the title "***JANGAN NONTON KALO GAK KUAT!! | #NERROR.***" This research focuses on the sociolinguistic form of code-switching. It is also hoped that this research can provide the information needed by everyone who studies

code-switching so that they can gain a better understanding of the types of code-switching in communication.

Researchers are interested in this topic because it is a phenomenon that is currently occurring on social media. Then researchers are also interested in Nessie Judge's channel because the language style used contains many elements of Code-Switching and she is also a public figure who has many followers with 10.3 million subscribers and become a new style among young people. Most of the people use code switching in their daily conversations, they are not aware that they are using code switching in their communication. Apart from that, people assume that everyone has various reasons for using code switching on their social media. The results of this research are expected to provide valuable knowledge in code switching and to enrich the literature collection of related theories used in this research. This research concerns the process of switching Indonesian codes to English and English to Indonesian. The reason why researchers chose to investigate code switching on YouTube was because researchers wanted to know the types of code switching that appeared in Nessie Judge's YouTube content. This research is supported by a journal by Celli Raes Sinaga, David Togi Hutahaean (2020) regarding the use of code switching by Reza Arap on Deddy Corbuzier's YouTube channel. This research focuses on analyzing the types of code-switching used by Reza Arap on Deddy Corbuzier's YouTube channel. The researchers implemented qualitative research based on content analysis, using methods such as searching for videos, watching, listening to audio, and identifying examples of code switching.

Wardhaugh's theory, which distinguishes between situational and metaphorical code switching, was used to categorize the data. This research aims to

answer two main questions: 1) What types of code switching are used by Reza Arap on Deddy Corbuzier's YouTube channel? 2) What is the dominant type of code switching used by Reza Arap on Deddy Corbuzier's YouTube channel?

The conclusion drawn from this research is that the identified examples of code-switching can be categorized into two main types: situational and metaphorical. These findings highlight the importance of situational code switching in the context of Reza Arap's communication on Deddy Corbuzier's YouTube channel.

Future research will specifically focus on this type of code switching, using the same qualitative content analysis methods. To narrow the scope of the study, the researcher will not differentiate between situational and metaphorical code switching. This decision is based on Hoffman's theory, which focuses on four main types of code switching: inter-sentential redirection, intra-sentential redirection, and tag redirection.

Febriyanti (2021) examines the code-switching phenomenon that occurs in the film "Melbourne Rewind." The main focus of this research is to identify the most frequently used types of code switching in films. This research uses a qualitative descriptive method, collecting data through observation, recording and interviews.

This study emphasizes the function of code switching and recognizes its implications in entertainment, especially in the context of films. It is considered necessary under certain conditions and challenging to avoid as it aids in material explanation and serves as an icebreaker. This research highlights the important role of code switching in character communication in films, with a variety of types and

functions, emphasizing the various functions and positive implications for dialogue dynamics.

Although there are similarities with previous research, such as identifying types of code switching and research methodology, the main difference in future research lies in scope. Previous research focused on the film medium, while future research will explore code switching in the context of YouTube as a primary source of inquiry.

Azizah, Erlangga (2022) about code switching used by Sarah Sechan and Richard Kyle in Sarah Sechan's TV show. The main focus of this research is to analyze the use of code switching in the conversation between Sarah Sechan and Richard Kyle during a TV show. The research was conducted using descriptive qualitative methods. Research findings show that there are three types of code switching used by Sarah Sechan and Richard Kyle during talk shows.

This study serves as a valuable resource for those interested in understanding code switching and its various types, especially in the context of conversations in media such as TV shows. This provides insight into how languages are used mixedly or interchangeably and contributes to a better understanding of this linguistic phenomenon.

Although there are similarities with previous research, such as identifying types of code switching and research methodology, the main difference in future research is the scope of the research. Previous research focused on TV show conversations, while future research will explore code-switching in the context of YouTube as a primary source of inquiry.

Of the three studies exploring code switching, this study differs in its context (YouTube content, classes, TV shows) and methodology (content analysis, qualitative observations, and data collection from YouTube). However, collectively, they contribute to our understanding of code switching in various communication environments.

In future research, the focus will be to study the use of code switching according to Hoffmann's theory in the context of YouTube channels. This research aims to investigate and analyze specific examples of code switching carried out by content creators on YouTube. By applying Wardaugh's theoretical framework developed by Hoffmann, this research aims to explain the reasons, functions and implications of code switching in the context of online video content.

1.2 Research Question

This research is designed in a qualitative design and it aims to analyze and interpret the code switching as found in social media YouTube. Moreover, this research will document the process as well as the perceived result of the code-switching in social media YouTube. The inquiry would be guided by the following general question, at least at its initial stages:

- 1). What types of code-switching are found in Nessie Judge on her YouTube content?

1.3 The Objective of The Research

In line with the problem above, this study is meant to answer the question. What the researcher expected from the analysis is:

- 1). To find out the types of code-switching used by Nessie Judge on her YouTube content.

1.4 Methodological Outline

This research is carried out in a qualitative design as it attempts to analyze and explain code-switching in talks or conversation events.

To collect the data, the researcher used utterances from Nessie Judge's YouTube channel entitled "*JANGAN NONTON KALO GAK KUAT!! / #NERROR*" based in Indonesian and English on her YouTube channel.

1.5 Scope of Study

In this research, the scope of the research only focuses on the use of code-switching on Nessie Judge's YouTube channel entitled "*JANGAN NONTON KALO GAK KUAT!! | #NERROR*" with the duration of 14:51 minutes.

1.6 Weight and Relevance

An analysis can be beneficial for developing knowledge and insight and also can be applied to daily living. This analysis has two main significances theoretical and practical. Theoretically, this study is made to enrich the study of sociolinguistics especially in code-switching. Practically, since this study is specifically focused on analyzing the types of code-switching, this research may be useful for the readers, especially for those who live in a bilingual or multilingual community, which can help them to have better communication or interaction in society.

1.7 Clarification of Key Terms

To make some key terms clear to avoid some misunderstanding of the readers. It is important to interpret and define the meaning of some key theories dealing with this research:

1. Code-switching: "In using more than one language with different style or

variety which uttered by the speaker or different interlocutors because of situations will be called Code Switching. So to summarize, code-switching occurs mostly in bilingual communities. Speakers of more than one language is known for their ability to code-switch or mix their language during their communication. Romaine as cited in Melly Wijaya (2022)

2. YouTube : “YouTube is a video-sharing website created by three former PayPal employees in February 2005. This website allows users to upload, watch, and share videos. The company is headquartered in San Bruno, California, and uses Adobe Flash Video and HTML5 technologies to display a wide variety of user/creator-generated video content, including movie clips, TV clips, and music videos. In addition, amateur content such as video blogs, short original videos, and educational videos are also available on this site.” Wikipedia

3. Content Creator: “Content creation is an activity that disseminates information transformed into images, videos and writing or referred to as content, which is then distributed through platforms, one of which is the social media Instagram. As time goes by, content creators now need to have special skills. What's more, now Instagram users have made Instagram a business area, creating product branding,

personal branding and corporate branding. It can be concluded that content creators themselves are a manifestation of contemporary PR activities. The job of the content creator is to collect ideas, data, conduct research and create concepts to produce content. Produce content that matches the desired identity and branding. Striving to meet the agreed goals of a piece of content. For example, promotional, educational, entertaining or providing information purposes. Then adapt the content to the platform the selected. In this case, a content creator can produce work for multi-platform and evaluate the content that has been broadcast.” Sundawa Y. A. & Trigartanti W. (2019)