

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Code switching often occurs in conversation whether in formal or informal situation. Formal situation is a situation when someone talks in formal way. Formal situation could be seen when an employee talks to his boss. On the other hand, informal situation occurs when someone talks to friends and people that he knows very well. When the situation changes, the switch of code can occur.

Furthermore, code switching is the situation when the speaker switches one language to another language in a conversation. The speaker could switch from L1 to L2 or from L2 to L1. One of the factors that influences people using code switching is their ability to speak more than one language. Speaker who can speak two or more languages is called bilingual and multilingual.

Bilingualism is defined as the ability of the speaker to use two languages. It means that the speaker can speak from L1 to L2 very well. Language learners are also considered bilingual. Besides, multilingualism is the ability to use several languages or more than two languages.

Code switching could happen in one-way communication such as in Youtube video where it is usually used to inform, entertain or persuade the viewers. Many Indonesians create and upload their videos in YouTube. They are talking about all sorts of things based on individual's interest. These people who make videos and upload it to YouTube can be called as *vloggers*. In Indonesia, they are basically using Indonesian language but some of them often switch their language

into English utterances. Code switching which is use by vlogger can be seen in the following example.

Sacha: Tanpa passport pun diatas nama kamu, kamu tinggal pergi

aja ke pantai **go surfing, go diving!**

*(Sacha Stevenson, Enaknya Jadi Orang Indonesia Menurut Bule).*

The example is taken from the video of Sacha Stevenson's episode Enaknya Jadi Orang Indonesia Menurut Bule. In this episode, she was complaining about how hard her life as foreigner was. She had to deal with immigration office every time because she wanted to travel to other cities or other countries. It makes her really upset. In this case, Sacha switched her language from Indonesian language to English. Sacha did the code switching to show her personal thought to encourage Indonesian people to do more traveling activities.

## 1.2 Identification of the Problems

Based on explanation above, this study is focused on these following questions:

1. What are the types of code switching used by three bilingual daily vloggers?
2. What are the functions of code switching used by three bilingual daily vloggers?

## 1.3 Objectives of the Research

The research is conducted to analyze the types and function of code switching used by Youtubers especially Indonesian-English daily vloggers. The

study focuses on code switching that occurs either in one-way communication or in the conversation in the chosen video.

#### **1.4 Scope of the Research**

This research focuses on the use of Code switching utterances that occurs in the Youtube video. Thus, it will be focused on finding the types and functions of code switching from Indonesian to English that are found in the videos. The analysis is using the theory proposed by Bloom and Gumperz (1972). The analysis is limited to the use of code switching in three videos from three bilingual vloggers who has more than 10.000 subscribers on their Youtube channel.

#### **1.5 Methods of the Research**

The sources of the data are the video blog from Sacha Stevenson, Nessie Judge and Marv Jo that were taken from Youtube. The data of this research were taken from three daily vloggers with more than 10 thousands subscribers. The data are limited only to the videos with more than one thousand likes. All of the videos are viewed more than 50 thousand times and the duration of the videos are less than 15 minutes which were uploaded on the different date.

The writer choose it because in the videos the vloggers mostly talk in Indonesian language and randomly switch into English. The videos were downloaded from Youtube, one of the popular websites that provides shared videos.

Furthermore, videos were watched repeatedly. Then, three videos were transcribed and all the utterances which contains Indonesian to English code switching are note. From three selected videos, the writer found 20 data. Next the

writer presents the utterance which contains Indonesian-English code switching, the English code switching are typed in the form of boldface.

After that, the writer identifies type and function of code switching using the theory proposed by Bloom and Gumperz (1972). In analyzing the data the writer use context to support the analysis. Finally, the study is completed by giving the description of analysis in order to derive a clear result.

The last is presenting the result of analysis. The result of the analysis is described by using verbal language. The table is also used to show the types of code-switching and the functions of code-switching used by three daily *vloggers*.

