

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Code-switching is a situation where someone switches two or more languages in an utterance without changing the topic (Poplack, 2001). Through the influence of globalization and the impact of technological advances, people know and learn new languages easily. Over the world, there are a lot of languages that are used by people in each country. A country can have more than just one language, including local languages. As the result, there are a lot of people who use code-switching in their utterances, especially celebrities. The researcher chose to study this matter because this phenomenon where people who speak more than just one language switch their language is increasing in today's society, especially with the existence of the code-switching used by celebrities, who are most likely followed by many people. There must be reasons why they choose to use code-switching. Therefore, this raising phenomenon was chosen by the researcher to perceive what type and what reason push celebrities to use English language code-switching.

Celebrities are public figures. As mentioned by Turner (2013) in his book, according to Daniel Boorstin (1971:58), celebrities are people who are famous or well-known, and they are deliberately set up to suit people's excessive expectations of human perfection. A person or group that is known as a celebrity tends to appear in television shows such as infotainment, and soap operas, as well as on social media platforms such as Instagram, YouTube, podcast, and others.

In today's society, celebrities are not just the ones who are famous on TV but also on other social media platforms, such as Instagram, which is known as "Instagram Celebrity/Celebgram", or TikTok which is known as "TikTok Celebrity" and also on YouTube. They are also known as influencers, because their lifestyle and habits are most likely influenced and followed by many people. Celebrities in Indonesia nowadays tend to switch their language from Indonesian to English or vice versa on any occasion they are in, especially in infotainment. This phenomenon is possibly influenced and followed by their followers. The researcher chose Sophia Latjuba because as an actress and influencer she often code-switches when speaking and many people follow her on social media. Sophia Latjuba was born in German August 8, 1970. When she was 10 years old, she moved to Indonesia and debuted as an actress in the 80's (Wikipedia, 2023). Sophia Latjuba tends to talk in English and switch to Indonesia.

There are a lot of shows that can be attended by celebrities, and one of them is a podcast. Podcast stands for iPod broadcasting. Podcasts are digital audio documents that are produced and distributed online through various platforms for public distribution and aim to inform and entertain the audience (Imarshan, I. (2021)). Podcasts are in a digital form; therefore, they can be accessed directly from the audience's devices. Henceforth, this research discusses the use of code-switching by Sophia Latjuba in a podcast video entitled "Sophia Latjuba – Gue Masih Butuh Lakik" on Deddy Corbuzier YouTube channel and aims to analyze the type of code-switching and the reason for using code-switching.

1.2 Theoretical Framework

1. Sociolinguistics and Bilingualism

Sociolinguistics is one of Linguistics branches that deals with the relationship between language and society. According to Wardhaugh (2010:12), Sociolinguistics is concerned with studying the relationship between language and society in order to get a better understanding of the structure of language and how it is affected and functions in human communication. Sociolinguistics studies all the use of language by humans in any social conditions and relationships. As Fishman (1970:21) stated in his book, sociolinguistics deals with small-group interaction and large-group membership, language use and language attitudes, language, and behavior norms, and also the change of the norms.

In Sociolinguistics, there is a term called bilingualism that is being studied at. Bilingual can be simply defined as the ability of someone to speak and use more than just one language. A bilingual person is someone who has at least a basic understanding of one of the four basic language skills (reading, writing, speaking, and listening) in a language other than his mother tongue. (Hamers, B. 2000). Trudgill (2002:64) said that individuals who are bilingual in English and their mother tongue are becoming more popular as a result of the widespread use of English as a lingua franca and the consequent extensive teaching of the language in schools.

2. Code-Switching

There are some codes that bilingual people can use when they want to use more than one language or change from one language to another, which is known as code. Code-switching is one code that can be used by bilingual people in their communication. Code-Switching can be defined as the way someone chooses to switch from one code to another, thereby creating a new code (Wardhaugh, 2010:98).

3. Type of Code-Switching

There are several types of code-switching that can be used by people. According to Poplack (1980), several types of code-switching that can be used by people are:

a. Tag switching

Tag switching in code-switching is the way someone inserting other's language tag or exclamation into the language they used (Poplack, 1980).

For example:

A: You don't know how to speak Spanish, ¿*VERDAD!* (Poplack, 1980)

In the utterances above, the speakers use Spanish tag switching in their utterances, which is ¿*VERDAD!*

b. Inter-sentential switching

Inter-sentential switching is an insertion of the second language in the middle of the first language (Poplack, 1980). The speaker could start his utterance in one language, continue it with another language in the middle, and end it with the first language he used.

For example:

A: But I wanted to fight her *CON LOS PUÑOS*, you know (Poplack, 1980).

In the utterance above, the speaker switches from English Language to Spanish in the middle of her utterance. The speaker started her utterance using English, then added Spanish in the middle and ended it with English.

c. Intra-sentential switching.

In intra-sentential switching, the speaker uses or adds the second language words or clauses within the utterance in the first language (Poplack, 1980).

A: He was sitting down *EN LA CAMA, MIRANDONOS PELEANDO, Y* really, I don't remember *SI EL NOS SEPARO* or whatever, you know (Poplack, 1980).

From the utterance above, the speaker switches from English to Spanish within her utterance.

4. Reason for Code-Switching

According to Hoffman (1991) in his book entitled *An Introduction to Bilingualism*, there are several reasons people use code-switching, which are:

a. Talking about a particular topic.

When someone is having a conversation with other people or has stated something particular, they might want to switch from one code to another. This situation can be caused by a lack of facility in the relevant register or because certain items trigger off various connotations that are linked to experiences in a particular language (Hoffman, 1991).

b. Quoting somebody else.

Someone who is bilingual can also switch codes from one language to another while quoting someone else. When someone is talking about some particular topic in one language, for example, in Indonesian Language and wanted quote an English motivator's tagline, they have to switch from Bahasa to English (Hoffman, 1991).

c. Being empathic about something

When people are bilingual and empathic about something, they might also want to switch the codes because they might feel that it is more convenient for them to state their empathy in their second language (Hoffman, 1991).

d. Interjection.

Interjection is also one of the reasons why people switch from one language to another. Interjection is an exclamation mark that is usually used to express feelings, such as gosh, goodness, well, cheers, oh no, and etc. (Hoffman, 1991).

- e. Repetition used for clarifying speech content for the interlocutor.

People can also switch from one language to another when they want to repeat or clarify some content to make sure that they are well understood by the interlocutor (Hoffman, 1991).

The other possible reason why people code-switch according to an article from Binus University Language Center Archives, is because the language they switched into is considered a prestigious language, which makes them feel like they sound cooler than other people in general (Sari, C. C. (2020)).

1.3 Review of Previous Studies

In this study, there are some previous studies that also studied Code-Switching. The first study is an article published in Passage by Andita (2013), entitled “Code-Switching in Indonesian Idol 2012 Program: A Case Study of the Judges’ Comments and the Viewers’ Attitudes”. The aim of the research was to investigate the types and functions of code-switching and the viewers’ attitude to the use of code-switching in a singing competition in Indonesia called Indonesian Idol. This research employed a qualitative method and 23 videos were downloaded to collect the data. In this research, the researcher found all of the three different types of code-switching and ten functions were used in Indonesian Idol 2012 program. Intra-sentential code-switching was the most frequent type found in the research.

The second study is a research article published in *International Journal of English Linguistics* by Ahmad Abdel (2014) entitled “Socio Linguistics Study of Code-Switching of the Arabic Language Speakers on Social Networking”. In his research, his objective was to examine the phenomenon of code-switching used by bilingual (Egyptian Arabic and English) students in their Facebook accounts, about what are the reason and effects of using code-switching. He concluded that many Facebook users use code-switching as a tool to enhance their interaction on Facebook. He also stated that code-switching can also occur in people’s electronic discourse, not just in their speech. (p.85)

The third study is a research article published in *Linguistica* by Riris Desnia and Meisuri (2014). The article entitled “Code-Switching in Social Media Twitter” previously analyzed the types and reasons why people switch their language on Twitter. This research was conducted by using qualitative method. The researchers concluded that the most dominant types of code-switching that were used by people on Twitter are Inter-sentential and metaphorical code-switching. The researchers also found that the most common reason was due to the lack of equivalent lexicon in the languages.

The fourth study is a research article published in *Language Circle: Journal of Language and Literature* by Saptina and Yan (2015) entitled “Code-Switching Used in Conversation by an American Student of the Darmasiswa Program”. Students of the Darmasiswa program came from many countries and have diverse mother tongues and cultural backgrounds, so they may use more than one language to interact with one another. Therefore, in their research, they were focused on investigating the types and the factor of the phenomenon. As the result, they found out that the most frequent type of code-switching used by the students is the intra-sentential

code-switching. Significantly found that the student uses code-switching in their utterances mostly to clarify the content of speech.

The fifth study is a research article published in *International Journal of Advanced Research and Review* by NiemaHamad and Ammar (2016), entitled “Types and Functions of Code-Switching in The English Language Used by Iraqi Doctors in Formal Settings”. This research aimed to analyze the types and functions of code-switching used by Iraqi Doctors. The data were collected by using questionnaire and tape recordings of the doctors’ discourse. After doing the research, the researchers concluded that the frequency of code-switching use was high, and the intra-sentential type is mostly used. The researchers also found out that Iraqi doctors used English mainly for communicative or linguistic purposes because the doctors thought that English is more expressive and informative than Arabic.

The last study is a research article published in *Metathesis* by Adi (2017) entitled “Code-Switching in Critical Eleven Novel”. The writer of this research chose the Indonesian novel *Critical Eleven* written by Ika Natassa which was published in 2015 to be analyzed. The writer focused on analyzing the types of code-switching in the *Critical Eleven* Novel. The researcher used a descriptive qualitative method in analyzing the data. After doing the research, the writer found out that 9 utterances are using inter-sentential code-switching, 11 intra-sentential code-switching, and 9 tag switching. The writer also concluded that there are eight reasons found about why the characters switch their language in the Novel.

1.4 Research Questions

In doing the research, the researcher focuses to find out what is the types and reasons why celebrities choose to use code-switching in their utterances. Based on the background of the

research and the aim of the studies, here are a few questions that the researcher wants to apply as follows:

1. What are the types of code-switching used by Sophia Latjuba in her utterances?
2. What are the reasons why Sophia Latjuba use code-switching in her utterances?

1.5 Objectives of the research

According to the research questions of the research that have been mentioned before, therefore the objective of this research are:

1. To analyze the types of code-switching used by Sophia Latjuba in her utterances.
2. To determine the reason why Sophia Latjuba use code-switching in her utterances.

1.6 Scope

Among the use of English by celebrities, this research scope and limitation is code-switching. In which, the researcher focuses to analyze the code-switching that being used by Sophia Latjuba in a podcast video entitled “Sophia Latjuba – Gue Masih Butuh Lakik” on Deddy Corbuzier YouTube channel. The researcher focuses on analyzing Poplack’s types of code-switching which are tag switching, inter-sentential, and intra-sentential. Moreover, the researcher also analyzes the phenomena of why the celebrities used the code-switching in their utterances.

