

CHAPTER 1

INTRODUCTION

1.1 The Background of the Research

The phenomenon of Indonesian-English code-switching can be found in daily life in Indonesia, including on TV channels. For instance, Boy William employs Indonesian-English code-switching as the host of the *'Breakout'* program on Net TV (Anggraeni & Dewi, 2020). Similarly, Cinta Laura also communicated using Indonesian-English code-switching when she was a guest star on the *'Ini Talkshow'* program, also on Net TV (Putu et al., 2022). Nowadays, this phenomenon not only happens in daily conversations but also on social media.

Social media is an internet platform where users can easily share information and content. It has a significant impact on communication during this day. Through social media, people can access any information, share their thoughts and experiences, and engage with a wide range of content. Some social media apps available today are Instagram, Facebook, Twitter, YouTube, TikTok, etc.

As one of the social media apps, TikTok shows us the creativity of content creators. Content creator is someone who creates content on social media. When creating video content, the content creators position themselves as speaker and their audience as the interlocutors. They talk to the audience as if they are engaged in a dialogue. It can be seen from the salutations or greetings used by content creators on social media like *'Hi guys kalian tau ga sih?'*, *'Hallo teman teman semua'*, or *'Hi precious people'*. Moreover, the dynamic and expressive intonation makes it more engaging. Interestingly, the content creators also switch the language from Indonesian to English when communicating.

The switching of two languages found in social media is sociolinguistically called code-switching. Bullock & Toribio (2009, p.1) define code-switching as the bilingual speaker's alternating use of two languages in the same discourse. Generally, code-switching is a linguistics phenomenon where the speaker switches from one language to another.

My observation of the language used by content creators on TikTok shows that Indonesian-English switching is widespread. This can be seen in the following utterances by three different educational content creators: Zhafira Aqilla, Xaviera Putri, and Clarissa Winata.

S1: *“Apa sih satu hal yang paling kak Zhafira syukuri dihidup kakak? **Hi precious people, if someone asked me about one of the things that I’m grateful for I would say it’s the opportunity to study abroad**”*.

(Zhafira, 2023)

S2: *“Halo semua! **After a long time, I was finally able to fly solo to a country other than Korea, you guessed it, I am flying to the United States.** Jadi aku pertama transit dulu di San Fransisco dimana aku nyobain roti yang enak banget”*.

(Xaviera, 2023)

S3: *“**This is a day in the life of an Indonesian Student in the UK,** edisi bertugas untuk Kedutaan Besar Republik Indonesia di London.*

(Clarissa, 2023)

Sentence (1) contains the use of Indonesian and English sentences. Zhafira started with an Indonesian sentence *“Apa sih satu hal yang paling kak Zhafira paling syukuri dihidup kakak?”* and then she switched to an English sentence

“Hi precious people, if someone asked me about one of the things that I’m grateful for I would say it’s the opportunity to study abroad”. Referring to Bullock & Toribio's (2009, p.1) definition, the shifting between the Indonesian and English languages in this sentence is called Code-switching.

Sentence (2) contains the Indonesian and English sentences. Xaviera switched from Indonesian to English language when talking about another topic. She started with a greeting using the Indonesian language *“Halo semua!”*. Then she continued with the English sentence **“After a long time, I was finally able to fly solo to a country other than Korea, you guessed it, I am flying to the United States”**. When talking about another topic she suddenly switched to the Indonesian language *“Jadi aku pertama transit dulu di San Fransisco dimana aku nyobain roti yang enak banget”*.

Sentence (3) contains the use of the Indonesian and English language within the sentence. It can be seen from the utterance the switch occurs within clause boundaries. The first clause uses English **“This is a day in the life of an Indonesian Student in the UK”**, and then the next clause uses Indonesian *“edisi bertugas untuk Kedutaan Besar Republik Indonesia di London”*.

I am interested in studying the phenomena of switching between the Indonesian and English language in one of the social media platforms called TikTok. TikTok is a short-form video allowing users to create short videos as creatively as possible known as ‘content’. There are several types of content available on TikTok such as entertaining content, cooking content, tips and tricks, review products, current news, and educational content (Rahmana et al., 2022).

This study will focus on one type of content which is Educational Content. Three creators who have been chosen are individuals with an educational background and also have made contributions to Indonesia as influencers. The first is Zhafira Aqilla, who completed her bachelor's degree (S1) at Osaka University and earned her master's degree (S2) at Harvard University. According to Nirmala, A. (2023), Zhafira is an Osaka University awardee of the Monbukagakusho/ MEXT Scholarship. She is also the founder of Taulebih.com, a platform for sexual education and reproductive health for Indonesian children. The second is Xaviera Putri. She is an undergraduate at KAIST (Korea Advance Institute of Science and Technology) University. As cited in Putri, D. (2024) Xaviera received a full scholarship from the South Korean government for her undergraduate studies in Korea. Additionally, she also released a book titled 'Kimchi Confession'. This book contains her experiences and stories during her schooling and college years abroad. Therefore, this book can offer the readers an insight into life abroad. The third is Clarissa Winata an undergraduate student at Newcastle University. She got a scholarship named The Vice Chancellor's Scholarship. This is awarded to students with excellent academic achievements.

After conducting this research, as a student who studies language, I can observe how these content creators utilize Indonesian-English code-switching in their TikTok videos when explaining something. This study also offers readers a lot of information relevant to college students such as study tips, scholarship programs, and other information related to activities while studying abroad. These three content creators switch between Indonesian and English because their audience mostly consists of Indonesian students.