

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

After analyzing videos from the YouTube platform that discuss language attrition towards the native language by Jenny Liao, this research concludes that there are 5 social factors from the 10 selected data points that cause the Cantonese language attrition experienced by Jenny. These factors are factor 1: Integration Pattern (Assimilation); factor 2: Cohesiveness; factor 3: Enclosure; factor 4: Social Dominance; and factor 5: Attitude. Of all the factors found in the data, the most dominant factor that caused Jenny's Cantonese language attrition was factor 2: Cohesiveness. In addition, this research concludes that the influence of English as a social factors are very influential on Jenny's Cantonese language acquisition, because the social factors of the dominant language environment can encourage Jenny to move away from her first language for the sake of social adjustment and a new identity in the dominant language environment, where she lives, because of the pressure she gets.

4.2 Limitations

The research entitled Social Factors Behind Cantonese Language Attrition as Depicted in NBC News' YouTube Channel is far from perfect. This research aims to identify the social factors that influence Cantonese language attrition experienced by Jenny as the main subject in this research. This research can be used as a reference for research on social factors that affect first language attrition as a heritage language with different research objects. This

research is useful to increase knowledge about the influence of domination and frequency of language use in the phenomenon of language attrition.

4.3 Suggestion

The author suggests that future researchers examine the influence of social factors in the decline of native language ability with different objects to deepen the analysis of each factor further. Future research is also expected to analyze factors from various domains of language use to gain a more comprehensive understanding of the causes of language attrition that occur.

