CHAPTER I

INTRODUCTION

1.1. Background of the Research

In daily communication, we often see people use more than one language. This kind of person is called a bilingual or multilingual person. Bilingual is a person who can speak more than one code and they switch the code for some reason (Wardhaugh, 2010, p.11). The ability to use more than one language is called bilingualism or multilingualism (Trudgill, 2003, p.24).

A bilingual person speaks one language and then switches into another language in the first, middle or at the end of their utterances. In sociolinguistics, it is called code-switching. Code-switching is defined as an alternate use of two languages or more languages in the same utterances, conversation (Grosjean, 1982, p.145) or linguistics varieties within the same utterance, or during the same conversation (Hoffman, 1991, p.110). Moreover, Poplack (1980, p.583) defines code-switching as the alternation of two languages within a single discourse, sentence, or constituent. This example illustrates the code-switching phenomena between English and Spanish:

Sometimes I'll start a sentence in English *y terminó en español.*
'Sometimes I'll start a sentence in English and finish it in Spanish'
(Poplack,1980, p.594)

The example above contains code-switching between English and Spanish. In the beginning, the speaker uses English then switches to Spanish. Based on the example, it can be seen that the switch occurs at a clause, or sentence boundary where each clause or sentence is in a different language (Romaine, 1995, p.122).

Today, many people in Indonesia can speak not only the native language or local language but also foreign language. English as an international language is the most foreign language which is spoken widely in Indonesia.

When a bilingual person speaks with others, he/she often switches from the first language to the second language. The phenomenon of shifting the language has seen everywhere such as in daily life, for example when English teacher teaches in the class, radio announcer does the broadcasting, tv presenter is hosting the programs, and so on. Now, since in the globalization era with the advent of technology, the phenomena of switching code also occur on internet communication.

Lately, the internet allows people around the world to communicate through social media applications. Social media is one of the internet devices that allows people to communicate with other people around the world by sharing their ideas or experience such as Instagram, Facebook, Twitter, and YouTube. This study is discussed about code-switching that is used by children vloggers on one of social media that is YouTube.

YouTube is one of the most popular social media. According to Technopedia Dictionary, YouTube is a video-sharing website where registered users can upload and share videos with anyone able to access the site. There are many kinds of videos on YouTube, such as beauty tutorials, experience, tips and tricks, music videos, daily vlog, learning videos, etc. People who upload, produce, or appear in videos on *Y*ouTube are known as YouTubers (oxford dictionaries). The example of Indonesian YouTuber is Raditya Dika, Ria Ricis, Atta Halilintar, Nessi Judge.

So far, most of the YouTubers are adults. Today, children are also YouTubers. In Indonesia, we know some of children YouTubers such as Saleha Halilintar, Qathan Halilintar, Baby Monela, Nicolle Anabele, Zara Cute, Maitsa Chantika, Naisa Alifia yuriza, Romaria Simbolon, and others.

Some children YouTubers are bilinguals. This can be identified from their videos. Some of the children YouTubers are Saleha Halilintar, Naisa Alifia Yuriza, and Nayfa Krasnaya. In most of their videos, they primarily speak in Indonesian language but they often use English language in their utterance when speaking. General observation on their channel reveals that they often switch from Indonesian to English. This language use can be seen in one of Naisa's videos as written below:

"Langsung masak dong kerupuknya. **It's so amazing!**
(Yuriza, N. (2019, October 31). Eksperimen Masak Telur Di Aspal. [Video Files] Retrived from https://youtu.be/F88JsONuomw)

Naisa switched from Indonesian into English language while talking about the crackers she cooked. Similarly, another YouTuber, Nayfa, also switched from Indonesian to English on her YouTube channel as can be seen in the following script:

" Oke langsung aja aku tunjukin bahan-bahan dan cara pembuatannya. **Let's get started!**
(Krasnaya, N. (2019, May 8). Membuat Banana Strawberry Ice Cream Sendiri. [Video Files] Retrieved from https://youtu.be/fi4gz-_6UkDs)

The same switching is also encountered in Saleha Halilintar's videos. Saleha often switches from Indonesian to English as shown in the script below:

" **First,** kita **pouring** Nutelanya dulu"
(Halilintar, S. (2019, November 2). Masak Nutella Brownies di Rumah Baru. [Video Files] Retrieved from https://youtu.be/di6gz-_3kLDs)

The scripts above revealed that code-switching is a common phenomenon among Indonesian children YouTubers.

Based on thus, the writer is interested to study further how the children vloggers switch codes in their videos. Thus, the study aims to investigate the English forms used by the vloggers and determine their grammatical categories, and to identify the types of code-switching as well as the probable reasons for switching the code.

1.2. Research Questions

This research concerns the use of code-switching that used by three children vloggers' videos on YouTube as reflected in the following questions:

1. What are the forms of grammatical categories of code-switching by the three children vloggers?

2. What are the types of code-switching used by the three children vloggers?

3. What are the probable reasons that might affect the children vloggers switch code?

1.3. Objectives of the Research

Based on the research problem above, the research objectives are as follow:

1. To identify the forms of grammatical categories

2. To identify the type of code-switching used by three famous Indonesian children vloggers

3. To determine the probable reasons for code-switching by three famous Indonesian children vloggers

1.4. Scope of the Research

Code alternation or change in languages according to the domain can be in the form of code-mixing, code-switching, and style-shifting (Gumperz, 1976). This research is focused only on code-alternation or code-switching by paying

attention more to switching by Indonesian children vloggers. Code-switching can be studied from different theories. Wardaugh (2006) proposes different types of code-switching. He stated two types of code-switching, which are situational switching and metaphorical switching (Wardaugh, 2006, p.104). This research analyzed the types of code-switching using Poplack's (1980) theory which are inter-sentential switching, tag switching, and intra-sentential switching.

The English form used in code-switching can be viewed from different grammatical theories. Here, Kolln and Funk's (2012) theory is used to identify the grammatical categories. Similarly, the reasons for switching can be seen from different perspectives such as Pragmatics and Sociolinguistics. Here, the probable reason for switching is determined by referring to Hoffman's (1991) and Suwito's (1985) theory.

The data for this study is limited to three Indonesian children. Since there are great numbers of videos available in each channel, the writer limits into one topic, which is cooking video.

1.5. Methode of the Research

This is a descriptive study of code-switching. It is based on library research where the data are obtained from videos published on Youtube.

1.5.1. Data and Source of Data

The object of this research is the language of three famous Indonesian children vloggers. The data for this research are taken from their videos about cooking which is uploaded on their YouTube channel. The duration of each video is about 5-13 minutes. The data are all utterances containing English words,

phrases, or sentences found in the three children vloggers' videos. The children vloggers are Saleha Halilintar, Naisa Alifia Yuriza, and Nayfa Krasnaya.

The reason for choosing these children vloggers is because they frequently switch Indonesian and English language rather than other children vloggers. Another reason is that they are very popular children vloggers in Indonesia. They have more than 1M subscribers on their YouTube channel. In February 2020, Naisa Alifia has 6,35M subscribers with 150 videos which have been uploaded, Saleha Halilintar has 1,78 subscribers with 75 videos which have been uploaded, and Nayfa has 1,34 subscribers with 103 videos which have been uploaded. Since there are great numbers of videos available in each channel, the writer chooses the video based on the same topic from the three YouTuber, and only cooking videos are available in their channels.

1.5.1. Data Collection

The data is collected by doing the following steps. Firstly, searching the videos about cooking in Saleha's, Naisa's, and Nayfa's on YouTube channels. Secondly, downloading the three cooking videos form each channel. Thirdly, watching those videos and observing the occurrence of code-switching used by the children vloggers. Fourthly, transcribing every utterance that contains English; every English word is bolded to mark that they are data. Finally writing the English words, phrases, or clauses used by vloggers.

1.5.2. Analysis Data

There are some steps in analyzing the data. Firstly, explaining the topic that is discussed by the children vloggers that found in their YouTube channels. Secondly, classifying the grammatical categories of English words, phrases, and

clauses used by vloggers refers to Kolln and Funk's theory. Thirdly, identifying the switch based on the categorization of the types of code-switching refers to Poplack's theory. Fourthly, identifying the probable reasons for switching code by referring to Hoffman's theory. Finally, a conclusion is made based on the result of the analysis and the finding.

In analyzing the data, this study applied Shana Poplack theory because she did not differentiate between code-switching and code-mixing. Hoffman and Wardaugh also did it as Poplack. They did not differentiate code-switching and code-mixing but differentiate it in the types.