

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the Study

Due to the digitalization era, many people spent most of their time using social media. Social media is a social forum that allows its user to create, share or exchange information, ideas, pictures, and videos in virtual communities and networks. YouTube is one of the social media that has recently become more popular among people. YouTube is free to use and can be an ideal space for people to discover things they like. On YouTube, people do many activities such as podcasting, vlogging, how-to-do, tips and tricks, and many more which required them to speak. In their interaction on YouTube, the writer found that people often switch their language whenever they speak. They often switch their language, mainly from Indonesian to English, and vice versa. As an English Department student, the writer has a personal interest in analyzing the code-switching phenomenon in their interactions.

Nowadays, many people are used to switching one language into another or mixing them in a conversation. There are lots of languages in this world, and even one country has more than one language. A country that has more than one language is called a multilingual country. In a multilingual country like Indonesia,

people can master more than one language besides their mother language (mother tongue). It affects the way people insert another language into their mother tongue in their daily conversations. Whether we realize it or not, people tend to switch from English to Indonesian and vice versa from time to time, and they tend to do it as a habit. These switches are called code-switching.

Code-switching cannot be denied has become a phenomenon in communication that occurs among people in a society. Code-switching happens when people choose to switch from one language to another when they are speaking. People are usually required to pick a specific code whenever they prefer to speak. They may also decide to switch from one code to another or mix codes, even within sometimes very short utterances (Wardhaugh, 2006). In short, code-switching is the switch of two different languages, for example, “See you later, *hati-hati di jalan ya*”. Code-switching happens in any gender, status, conversations, events like speeches, media (mass media and electronic media), seminar, and so much more (Wibowo et al., 2017). Code-switching is used for specific reasons and purposes. Akere (1977) as cited in Rahimi & Sadighian (2011) revealed that Sociological and Psychological factors like status, integrity, self-pride, and prestige have also attracted professionals’ attention as the potential causes of code-switching.

The ability to do code-switching cannot be separated from people’s ability to speak more than one language. One is people’s native language, and the rest is the foreign language that they master. However, in this modern era, the need to

master a foreign language is essential in many countries. In Indonesia, for instance, English as an international language has been taught from the very beginning of Indonesian education. It has been exposed to the student from elementary school to university level. As Indonesian people have been exposed to English, some people like to switch between Indonesian and English in their daily interaction. Due to digitalization, some people also do code-switching in social media. It can be seen from Sutrisno & Ariesta (2019), who state that social media has influenced people to use code-mixing in their communication in one of the most-seen social media like Instagram, as the public figures for the followers.

Code-switching phenomenon has become interesting to discuss as it has become a social trend in Indonesia. According to Hidayati (2011), Indonesian people who master more than one language tend to use several language varieties in communication. It means that Indonesia is a multilingual country that affects code-switching occurring anywhere and anytime in the society. Many Indonesian people, especially entertainers who have been used to code-switching, tend to choose a particular language for specific purposes and reasons. They like to do code-switching in social media such as videos on YouTube, Instagram, and Twitter.

Podcast, on its origin, is a series of spoken word digital audio files that a user can download or stream on a personal device for easy listening. Recently, podcasts have been adapted into a video format. In this version, the listener may both see and listen to the podcaster when talking with their partner. Deddy

Corbuzier is one of the YouTubers that brings podcasts into the new digital era. However, this study will use one of the podcast series entitled *Nessie Judge, Loe Tau yang Nonton Gue Cuma 200 Orang!?*. This video has been viewed by more than 2,7 million people and received more than 13,000 likes. It takes 41 minutes and 21 seconds for the duration.

Deddy Corbuzier's podcast serves the other side of interviews, which is different from what people see on TV. In a podcast, the conversation is run smoothly without being cut, edited, or restricted by some airing rules. So, the conversations that people watch on YouTube occur naturally. Deddy Corbuzier usually invites a guest to be his partner to discuss something. The guest usually comes from entertainers, such as presenter, singer, actor or actress, selebgram, or even other YouTubers. In this study, the writer will take one of Deddy Corbuzier's podcasts in his collaboration with a YouTuber, namely Nessie Judge.

The writer is interested in analyzing Deddy Corbuzier and Nessie Judge's YouTube video because they are bilinguals and often use code-switching when they are talking. They are also popular on YouTube and social media. Besides, Deddy Corbuzier also has other professions such as Indonesian mentalist, professional illusionist, and presenter. It is a proof that they are influencers that might significantly impact the viewers, particularly their subscribers. Up to now, Deddy Corbuzier has already gained around 11 million subscribers and has uploaded more than 660 videos, while Nessie Judge has more than 6 million subscribers. The writer conducts this study to determine what types of code-

switching Deddy Corbuzier and Nessie Judge use and why this code-switching happens.

Inganatun Nafi'ah conducted a previous study related to this topic in 2013 entitled "*An Analysis of Code-Switching in the Novel Miss Pesimis by Alia Zalea*". This study is qualitative research focusing on library study. The study tried to investigate the types of code-switching found in the novel. She also revealed the reasons why the characters do the switching. The finding shows that there are five types of code-switching found in the novel. They are Intra-sentential switching, Inter-sentential switching, emblematic, establishing continuity with the previous speaker, and Involving a change of pronunciation. The finding also indicates seven reasons for the characters using code-switching: expressing their group identity, being emphatic about something, Interjection code-switching, talking about a particular topic, repetition use for clarifications, and intention of clarifying the speech content for the interlocutor. Widya Novianti did another study in 2013 entitled "*The Use of Code-Switching in Twitter*". This study explored the types of code-switching occurrence, language use, and the reason behind that. She used Twitter users as sources of the data. The study's result reveals that intra-sentential switching is the most frequent type used, with Indonesian-English as the most language combination used. The main reason that triggers code-switching occurrence is the real lexical need.

The reason for choosing this topic is that the writer realized the occurrence of code-switching in social media, especially on YouTube as a popular social media



among people. The writer explored Deddy Corbuzier's podcast to understand the process of code-switching's occurrence and find out the type and context in which this code-switching mainly occurs. The previous studies above conducted an analysis of code-switching types that is quite similar to the writer's. These studies used written materials in the form of a novel and twitter captions. Unlike the previous studies, the present researcher used spoken materials as the source of the data. Using a YouTube video is interesting because YouTube is a very popular online video platform. Retrieved from Duffett (2020), YouTube is the largest online video digital channel with more than 2 billion users. It greatly influences the viewers because the contents are mostly on topics that the viewers are curious about. Moreover, it can certainly impact the viewers' ways of thinking, lifestyles, etc. The writer chose a podcast video because the speakers speak naturally without any scripts, which is very close to daily conversations occurring in the community.

## **1.2 Field of the Study**

The field of this study is Sociolinguistics.

## **1.3 Scope of the Study**

This study focuses on code-switching. The study's scope has been limited to the analysis of code-switching types and the reasons why this code-switching happens in Deddy Corbuzier's podcast. In this case, the writer used a YouTube video

of Deddy Corbuzier's and Nessie Judge is the guest. The analysis is also limited to the first 30 minutes of the YouTube video.

#### **1.4 Research Questions**

1. What types of code-switching happen in Deddy Corbuzier's podcast?
2. What are the reasons for code-switching used in Deddy Corbuzier's podcast?

#### **1.5 Objectives of the Study**

With regards to the problems mentioned above, this research is conducted in order to achieve the following objectives :

1. To identify the types of code-switching which happen in Deddy Corbuzier's podcast.
2. To reveal the reasons for the code-switching used in Deddy Corbuzier's podcast.

#### **1.6 Significance of the Study**

The results of this study are expected to contribute to the teaching-learning process in the Sociolinguistics class, particularly in the field of code-switching. Furthermore, the writer hopes that this study may motivate students more to learn a foreign language, especially English, and show them the phenomenon of code-switching, which often happens in daily conversations

#### **1.7 Definitions of Terms**

1. Conversation

The conversation is a joint activity in which two or more participants use linguistic forms and nonverbal signals to communicate interactively (Brennan, 2013).

## 2. Code-switching

Code-switching is the switch between two or more particular codes whenever bilingual or multilingual people choose to speak. The switches may include one word or just a short utterance (Wardhaugh, 2006).

## 3. Podcast

A podcast is one type of media that online content creators can choose to create and upload to the internet. At the same time, the podcaster is the creator and the publisher of the podcast. "Similar to blogging, podcasting involves the podcaster publishing content to the Web on a regular basis, only the content of a podcast is recorded sounds rather than written text." (Rozema, as cited in Shea, 2020).

## 4. YouTube

YouTube is an American online video-sharing platform that allows users to upload, view, rate, share, create playlists, report, discuss videos, and subscribe to other users (Duffett, 2020).

## 5. YouTuber

YouTuber refers to a person who uploads, produces, or appears on online video-sharing platform YouTube (Garcia, 2016).