

CHAPTER I

INTRODUCTION

This chapter presents five parts that consists of research background, research questions, research purposes, research significances, and research terminology.

1.1 Research Background

Indonesia is one of the Asian countries which has diverse linguistic backgrounds. It has hundreds of various local languages spoken in more than 30 provinces. Those local languages become mother tongues according to their ethnic group. Moreover, as society demands continuous change, Indonesians may also speak other languages besides their mother tongue and their national language.

In Indonesia, English is taught as a foreign language. It is a compulsory subject in secondary school. As stated in Regulation of the minister of Education and Culture of the Republic of Indonesia Number 42 of 2018 concerning national language and litetature policy, 2018, sec. 11), foreign languages are the languages beside Indonesian and local languages. English as a foreign language can be used as a medium language in education which aims to support students' foreign language abilities (Law of the Republic of Indonesia Number 24 of 2009 concerning the language, flag, state symbol, and national anthem, 2009, sec. 29). It concludes that English is acquired as a foreign language competence by Indonesian students.

Most Indonesian people are bilingual. Indonesians mostly speak their mother tongue such as Javanese and Malay and the national language, Indonesian. Because they speak two languages, Indonesians select a language appropriately and switch them during their communication with other bilingual interlocutors of the same language. This language phenomenon is defined as codeswitching.

Codeswitching is a widely observed phenomenon in multilingual and multicultural communities. It is a well-known trait in the bilingual or multilingual speech pattern in any human society. Code may refer to language, dialect, or vernacular. Switching codes probably occurs to some extent in the speech of bilinguals. In addition, bilinguals normally choose a base language which is a dominant language in a way to communicate with their interlocutor, but they may also switch base languages if the situation, topic, interlocutor, interaction function, etc. necessitates it (Grosjean, 2018, p. 262). It cannot be denied that people who master more than one language are potential to do language switches in their talks. Moreover, the phenomenon of code-switching is not only discovered in spoken texts like conversations but can also be encountered in written texts.

Recently, spoken texts like conversations and dialogues are recorded in an audio-video format. Such records are uploaded through the internet. They can be found on websites, blogs, and social media platforms. Nowadays, social media becomes one of the common tools for communication where people share their ideas and connect. One of the most frequently used social media platforms is Youtube. It allows the users to share and search any topic. Some users also use Youtube as a way to share their ideas about language learning. Tips, tricks,

strategies, and materials of a certain language are an example of content posted by content creators.

In Indonesia, some well-known content creators share Youtube content about English language learning videos. Beside using Indonesian in their videos, the content creators also use another language they are proficient in. As the writer has figured out that certain Youtube content creators did codeswitching in the videos, the writer found that one of the Indonesian Youtube content creators who codeswitch in the uploaded videos is Naila Farhana.

Naila Farhana is an Indonesian person who has Youtube channel named “Naila Farhana”. Recently, Naila Farhana has been posting various content related to learning English such as *My Tips for You, 25 Frasa Dalam Bahasa Inggris, (25 Common Phrases in English), Going from Good to Great at Grammar, Like a Native*, and other English learning contents. As a result, the writer found that Naila Farhana did codeswitching from Indonesian to English in her Youtube videos.

There are several reasons the writer conducted a study on codeswitching encountered in Naila Farhana’s Youtube videos. The first reason, Youtube has been one of the most visited platforms in recent years. Since the way people use the internet has also developed, the use of the internet to support language learning may also increase. Such interactive materials are uploaded by content creators. The second, Naila Farhana is one of the Indonesian well-known content creators who uploads language learning videos. Naila Farhana frequently uploads tips, tricks, and other English learning lessons on her Youtube channel. This influences her Youtube channel being visited and subscribed to by hundred thousand of

subscribers, especially Indonesian subscribers who learn English. Naila Farhana's background as an Indonesian bilingual who is proficient in English influences her to do codeswitching encountered in her Youtube videos. It concludes that she is potential to be the subject of one of the bilingual language phenomena specifically codeswitching encountered in language learning Youtube videos. The third reason, a study on Indonesian to English codeswitching applied by a language learning content creator on Youtube is still limited. Analyzing an Indonesian bilingual content creator who shares English learning videos is interesting since the writer is not only hoped to provide valuable data on codeswitching encountered in Youtube videos but also give a positive view towards a bilingual's language ability.

Some researchers have analyzed codeswitching through videos in the past recent years like (Rahmaniah, 2016) and (Primayanda, 2018). The first researcher, (Rahmaniah, 2016), conducted research entitled 'Code-Switching Used by Kimmy Jayanti in *iLook* Program on Net TV'. The finding showed that Kimmy Jayanti performed inter-sentential switching, intra-sentential switching, and tag switching as underlined in (1), (2), and (3) respectively. The dominant code-switching performed by Kimmy Jayanti is intra-sentential.

(1) Model kumis yang tidak tepat bisa tampak membuatmu lebih jadul. So, stay to the right one." (Rahmaniah, 2016, p. 18)

(2) Coba cari jenis tas favorit kamu on our dictionary. (Rahmaniah, 2016, p. 20)

(3) Tapi, tahukah kamu setiap baju yang kamu miliki mempunyai tipe lengan yang berbeda-beda. I bet you noticed, but don't know their name, right? (Rahmaniah, 2016, p. 22).

Another researcher, (Primayanda, 2018), reported that 29 data of code-switching from English to Indonesian in her study entitled 'The Role of Code-Switching Phenomena in A Youtube Vlog by Sacha Stevenson', 10 were classified into inter-sentential codeswitching, 15 intra-sentential code-switching, and 4 tag or emblematic codeswitching. The research also found that code-switching functioned socially, that is to show any emotion or expression, to emphasize messages, and to replace words that do not exist in English as underlined in (4), (5), and (6) respectively.

(4) After that maybe go to the String concert. Buka internet, cari tiket murah. Ooh you got a promo ticket three hundred thousand. Awesome!
(Primayanda, 2018, pp. 10–11)

(5) And then get very disgusted because you really like tupai. (Primayanda, 2018, pp. 11–12)

(6) Kalau untuk saya lakukan semua hal itu, wah...banyak red tape, man.
(Primayanda, 2018, pp. 15–16)

The previous studies have analyzed codeswitching with different data and findings that become valuable references for the writer to conduct the present research on the same language phenomenon. However, the present research differs from prior studies. The present study concerns more on the codeswitching

utterances from Indonesian to English in language learning video settings. Regarding Naila Farhana's linguistic background, codeswitching encountered in Naila Farhana's videos must show that it is a phenomenon of her language ability as a bilingual. By analyzing the types and functions of codeswitching encountered in Naila Farhana's Youtube videos, this research is hoped to contribute as a valuable source on one of codeswitching studies on Youtube videos.

Nevertheless, studies on codeswitching may be widely observed from lexical, grammatical, pragmatic, sociolinguistic, psycholinguistic, and other point of view that it may take a longer time to study each aspect altogether. Studies on codeswitching may also involve types, functions, patterns. To give an in-depth explanation of certain aspects of codeswitching, the present research specified the study on the types and functions of codeswitching from Indonesian to English in Naila Farhana's utterances encountered in Naila Farhana's Youtube videos. There are three videos on 'Naila Farhana' Youtube channel that contain frequent codeswitching. They are *Mau Tips Lancar Belajar Bahasa Inggris, Pelajari 5 Kunci Sukses* (Be Fluent in English, learn 5 successful keys), *Cara Bahasa Inggris Tanpa Ngeblank* (Learn English without Going Blank) and *American Accent_ Cara Belajar Aksen Amerika* (American Accent_ How to Learn American Accent). These videos are about personal development in learning a language, overcoming one of the language barriers, and practicing to be like an American native speaker. The videos also have frequent Indonesian to English codeswitching with a longer duration than other uploaded videos. It is hoped to enable the writer to collect more data on Naila Farhana's codeswitching. Thus, this research used the descriptive

method to attempt to analyze the types and functions of Naila Farhana's utterances using theory from (Miles & Huberman, 2014). Therefore, the writer formulated a study entitled "Code Switching from Indonesian to English Encountered in the Three Naila Farhana's Youtube Videos".

1.2 Research Questions

Based on the explanation stated in the research background, the following research questions are addressed:

- a. What types of codeswitching encountered in Naila Farhana's videos entitled *Mau Tips Lancar Belajar Bahasa Inggris, Pelajari 5 Kunci, Cara Bahasa Inggris Tanpa Ngeblank*, and *American Accent_ Cara Belajar Aksan Amerika*?
- b. What are the functions of codeswitching encountered in Naila Farhana's videos entitled *Mau Tips Lancar Belajar Bahasa Inggris, Pelajari 5 Kunci, Cara Bahasa Inggris Tanpa Ngeblank*, and *American Accent_ Cara Belajar Aksan Amerika*?

1.3 Research Purposes

Concerning the research questions above, the aims of this research are:

- a. To identify the types of codeswitching uttered by Naila Farhana in Naila Farhana's Youtube videos entitled *Mau Tips Lancar Belajar Bahasa Inggris, Pelajari 5 Kunci, Cara Bahasa Inggris Tanpa Ngeblank, and American Accent_ Cara Belajar Aksen Amerika.*
- b. To identify the functions of codeswitching encountered in the three Naila Farhana's Youtube videos entitled *Mau Tips Lancar Belajar Bahasa Inggris, Pelajari 5 Kunci, Cara Bahasa Inggris Tanpa Ngeblank, and American Accent_ Cara Belajar Aksen Amerika.*

1.4 Research Significances

The writer hopes that this research will give theoretical and practical perspectives of codeswitching for the following parties:

- a. For lecturers, this research is expected to be a valuable reference for language research in codeswitching especially on how to analyze someone's codeswitching utterances in Youtube videos.
- b. For teachers, it is hoped that this research will be the reference for teachers to comprehend codeswitching and to figure out the types and functions of code-switching students' utterances in the classroom during teaching-learning process.
- c. For students, this research will lead to the understanding of types and functions of codeswitching as one of the bilingual's language phenomena and to provide data of the real usage of code-switching to be aware of the use of codeswitching in the classroom discourse.
- d. For readers, this research is expected to enrich readers' knowledge about language alternation especially Indonesian to English codeswitching encountered in someone's utterances in Youtube videos.
- e. For other writers, this research will be the reference for conducting further research related to codeswitching, especially on Indonesian to English codeswitching encountered in someone's utterances in Youtube videos.

1.5 Research Terminology

To avoid misunderstanding about the terms, the operational terminology applied in this research is defined as follows:

- a. Naila Farhana is an Indonesian content creator who has been posting various English learning videos on her Youtube channels.
- b. IaSCS is one of the types of codeswitching which occurs within a sentence.
- c. IrSCS is one of the types of codeswitching which occurs between a sentence.
- d. TS is one of the types of codeswitching which occurs as an exclamation.
- e. Q is one of the functions of codeswitching used to maintain the authenticity of a message.
- f. AS is one of the functions of codeswitching used to address a message to a particular person.
- g. R is one of the functions of codeswitching used to repeat a message.
- h. I is one of the functions of codeswitching used to express strong emotions or feelings.
- i. MQ is one of the functions of codeswitching used to emphasize a message
- j. PO is one of the functions of codeswitching used to convey personal opinion.
- k. FE is one of the functions of codeswitching interpreted as difficulty in finding right words.