

# CHAPTER I

## INTRODUCTION

In this chapter, the researcher explains background of the research, the statement of the problem, the objective of the research, the significance of the research, scope of the research and the operational definition.

### **1.1 Background of the Research**

In this era, we will be faced with different society which has the different language. Language and societies are two things that cannot be separated. Both of them have a close relation. It refers to human role as a social creature in the world which needs to keep in touch with another human being. So, there are many people who use several languages to interact with other. People who are capable of speaking and writing two languages well are called “bilingual”. Spolsky (1998:45) defines bilingual is a person who has some functional ability in second language. It can be concluded that bilingualism is the use of two languages by speaker in the interaction with other speakers in different language. We may often hear that bilingual people switch their language into another language. In sociolinguistic that phenomenon usually called as a code switching.

Code switching is the one of alternative way to bilingual of two or more languages in the same conversation. According to Hoffman (1991), code switching is a situation in which two languages are used in the same utterance. So, code switching can be used by speakers who have different language and culture background. People can do code switching in any kinds of situation and domain to make the conversation running well. In Indonesia, some people use more than one language in their daily conversation. They tend to select their language depends on the context. For those who master foreign language, they sometimes switch from Indonesian into foreign language such as English for several reasons.

Nowadays, the use of code switching in the YouTube is very popular in Indonesia. According to (Lewis, 2018), YouTube has become the fourth most visited

website in the world. In YouTube, people can find everything they want to explore supported by audio and visual. There are many famous sites in YouTube, one of them is Vlog. Vlog or Video-Blogging is a form of blogging activity by using video medium and text or audio as a media source device (Magfiroh, 2018).

In Indonesia, Vlog began to be realized in 2009 when appeared a private recording video of famous actress and singer. The use of code switching between Indonesian and English in Vlog is very interesting to be analyzed. Besides, English is very important right now, after watching the Vlog, the viewers will not only get entertainment, but they can also make it as an object for learning about English.

Related to this research, code switching becomes an interesting topic to be discussed since many Indonesian people often access YouTube. This research focuses in analyzing Code Switching phenomena in Boy William Vlogs which are uploaded on Boy William YouTube channel. The researcher chooses Boy William Vlogs because most of his YouTube videos are contains of Indonesia and English. Then, Boy William is one of Indonesian public figure and actor who active in YouTube and also fluent in speaking both of Indonesia and English, even though he is not a native speaker.

Based on the explanation above, here the researcher conducted a research entitled “Code Switching Used in Boy William Vlog”. So, researcher wants to know the types of code switching and the reason of code switching in Boy William Vlog.

### **1.2 Statement of the Problem**

The statement of the problem in this research can be stated as follow:

1. What are the types of code switching used by Boy William in Vlogs?
2. What are the reasons of Boy William using the code switching in Vlogs?

### **1.3 Objective of the Research**

Based on the statement of the problem, the purposes of this research are:

1. To explain the types of code switching used by Boy William in Vlogs.
2. To explain the reasons of Boy William do the code switching in Vlogs.

#### **1.4 Significance of the Research**

Theoretically, the researcher hopes this research can be used as an additional reference for sociolinguistic research especially in code switching research and this research also expected to give information about the types of code switching and the reason of code switching for speaking and writing comprehension or other field of research.

Practically, the researcher hopes this research will help the student increasing the knowledge about code switching research and this research can be as student additional information and reference about code switching research.

#### **1.5 Scope of the Research**

From the statement of the problem above, it is necessary to limit the research in order to make it more specified. So, researcher can focus the research on the limitation.

In this research, the researcher focuses on the types of code switching and the reasons of code switching in Boy William Vlogs. The researcher uses Indonesian-English code switching from Boy William utterances.

Based on the Romaine's theory, there are three types of code switching, they are intra-sentential code switching, inter-sentential code switching and tag switching and the researcher focuses on all of the types of code switching

While, to analyzes the reasons of code switching and uses Hoffman's theory, there are ten reasons, they are talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition, intention, expressing group identity, soften/strengthen request/command, because of real lexical need and to exclude other people. And in this research, researcher focuses on seven reasons of code switching, they are ten reasons, they are talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition, intention and expressing group identity.

To prevent broader, the research focuses on Boy William utterances which contain of Indonesian and English code switching. The researcher takes three Vlogs from Boy William YouTube channel.

### 1.6 Operational Definition

To make this research easy to understand, the researcher defines the key term used in this study:

1. Code switching

Code Switching is a change of one language to another which used by individuals or speakers with variety or style within an utterance or discourse, or between different interlocutors or situations. It means that the switch of one language to another languages caused by the context of conversation and the culture of the speakers.

2. Boy William Vlogs

Boy William Vlog is a set of videos which contain an opinion, story or daily activity that usually written on a blog which hosted on Boy William YouTube channel. Because YouTube is very famous nowadays, it made most of people join to view Boy William Vlogs.