

CHAPTER I

INTRODUCTION

This chapter presented background of the research, statement of the problem, objective of the research, significance of the research, scope of the research and operational definition.

1.1 Background of the Research

Language is what the people speak to communicate something in a particular society. Then, society is a group of people who have the same purposes. Society has a various discussion in the order for having the same purposes, thus they have a language to communicate (Wardhaugh: 2006). The example is Indonesia has Indonesia or Bahasa as the first language. It is used to share, discuss, and have a conversation with each other. Using only Bahasa in communication is one of the phenomena of monolingualism. Monolingualism based on Wardhaugh (2006) is the ability to use only one language in communication.

Nowadays, almost of Indonesian people use two or more languages in communication. Take an example they can use Bahasa and English or another language. This phenomenon is called Bilingualism or Multilingualism. Some reason are in Indonesia, students have subject English in school, not only that some information from the internet commonly uses English as the international language. This makes Indonesian people have to learn English well and use these language for some purposes.

Being bilingualism or multilingualism can be an important thing for society. A monolingual individual would be regarded as lacking an important skill in society, the ability to interact with people freely from many places. Internet allows people to interact with each other in a different place, or a different country. These facts make people have to learn English, although we learn it from school we still need some activities to improve that. So, they can use English well besides using Bahasa.

In the use of some languages there is a phenomenon called code-switching. Muller and Martin (2005) said that code-switching is the used of two or more

languages in the same speech situation. People switch one language to another in their communication based on many situations and conditions. The way people switch one language to another sometimes uses to make a difference between formal and informal situations. They also switch their language to show their solidarity in society. Take an example of English Education Department, students and lecturers use English to communicate with each other. But they also change it into Bahasa when communicating with other people, so they can understand what they are mean.

This generation people grow up with great technology and also the internet that makes us easier to learn something. YouTube is an online video sharing platform which provides many kinds of video including education video. The previous research conducted by Astani, Rukmini, & Sutopo (2020) showed some reasons for the impact of code-switching in “Nebeng Boy” vlog. The research showed that vlog is one of the interesting objects to help people learn other languages. From the video, the subjects switch English and Bahasa in their conversation.

Millennial generation prefer to use YouTube as one of the technology to learn something include English. It will be fun for them to learn about English with Youtube than learn it from class. It is because some of youtuber could give information about learning English in fun way or they use some topic then use it to learn English. It will make them easily to understand and motivate them to improve their English skill autonomously.

One of many the channels on YouTube which has videos about learning English is Nessie Judge. This channel has famous content which is Nessie Horror or Nerror. The videos Nessie switch English and Bahasa, this fact made most of the viewers request Nessie to make a video about how to learn English. This channel has some learning English tips for viewers and many viewers like it. English tips that talk about simple ways or steps to learn English easily and fun. When delivering the information Nessie used two language Bahasa and English, Thus it has code-switching in the utterance. These videos about English tips have been seen by more than one million viewers.

There are more videos on youtube or other video platforms, and various content there. Then, many of them used two or more languages when delivering their information. The previous research also showed that the use of code-switching are common in our society now. Especially in English Education Department in UMK, students usually switch English and Bahasa in their communication based on their purposes. It is important to understand how language and society create one unique phenomenon called code switching. This is can give positive impact on anyone like it can be a bridge to learn English easily. Thus, the writer intends to conduct the research entitled “Code-Switching in The Videos of Learning English Tips by Nessie Judge Channel on Youtube”.

1.2 Statement of the Problem

Based on the background above, the writer would like to formulate the problems as follows:

- 1) What are the types of code-switching in the videos of learning English tips by “Nessie Judge” channel on YouTube?
- 2) What are the social functions of code-switching in the videos of learning English tips by “Nessie Judge” channel on YouTube?
- 3) What are the impacts of code-switching in the videos of learning English tips by “Nessie Judge” channel on YouTube?

1.3 Objective of the Research

Based on the statement of the problems, the writer states the objectives of the research as follows:

- 1) To find out the types of code-switching in the videos of learning English tips by “Nessie Judge” channel on YouTube.
- 2) To explain the social functions of code-switching in the videos of learning English tips by “Nessie Judge” channel on YouTube.
- 3) To describe the impacts of code-switching in the videos of learning English tips by “Nessie Judge” channel on YouTube.

1.4 Significance of the Research

It is expected that the result of the study will give significance contribution theoretically and practically as follows:

1. Theoretically

This research could enrich the knowledge about the use of sociolinguistic especially code-switching in learning English by video.

2. Practically

a. For the teachers

The teacher could be able to use sociolinguistic to teach English and make the student easily understand the material well.

b. For the students

The students could be able to easily understand about sociolinguistics especially code switching to learn English.

c. For the researchers

This research could be used by other researchers as a reference to conduct the next research.

1.5 Scope of the Research

The scope of the research are the videos learning English tips on YouTube by Nessie Judge Channel. The writer focuses on the role of code-switching in the videos to find out the types of code switching in the videos. The writer explains the social functions of the utterances which have code-switching from the videos, and then describes the impacts of code-switching used by Nessie.

The data of this research are three English tips videos on YouTube by Nessie Judge Channel. The video entitled “Cara2 Belajar Bahasa Inggris A La Nessie” released on 7 June 2018, “Tips Belajar Bahasa Inggris! (Nessie Judge)” released on 18 April 2019, and “Cara Gampang lancar Bahasa Inggris” released on 21 May 2020.

1.6 Operational Definition

To reduce misunderstanding and misinterpretation, the writer needs to clarify the operational definition as follows:

1. Code-switching is one of the linguistic phenomena in which people switch one language to another in a certain purpose.
2. The videos of learning English tips by Nessie Judge Channel means videos that contain simple ways or information to learn English easily in Nessie Judge Channel.
3. YouTube is an online video sharing platform from America which allows the users to have their own videos and watch videos, it also offers many contents include music, short film, and others.

