

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

English is the first foreign language in the world that must be mastered by every human being who lives in this cyber era. Even in some countries, English is used as second language communication. This shows how important it is for everyone to be able to master conversational English. By speaking English in today's era, a person will be able to easily understand global information and be able to adapt to technological developments, because English has functioned as the language of science, technology, trade and global communication.

Basically, Indonesian citizens have been introduced to the language from an early age with mastery of multiple languages. This is because every Indonesian lives as an individual in various cultures and each culture has its own language. Thus, Indonesian citizens are basically bilingual. They can speak the national language, namely Indonesian, as well as being able to speak their own regional language. Therefore, in order to adapt and be able to compete in the global community, the Indonesian people do not have to stop there. They must be able to master other foreign languages, including English.

Along with the development of technology, the use of English in Indonesia is growing rapidly. English is now not only a foreign language subject at school, but also the language used in everyday life through conversations at certain events. One of the uses of English in conversation today, among others, can be seen on social media. In Indonesia, one of the social media used in this technological era is Vlog's. Vlog's is a series of digital audio file episodes through oral that can be used by listeners from their gadgets. It becomes an easy method to share information, knowledge or happiness to the general public. The topics can vary, ranging from information about sports, career development, culinary, traveling and others, but the most interesting topics usually involve the activities of a person's daily life. This Vlog's is carried out by activity hosts, namely channel owners, in the form

of information on personal or other people's activities which are sometimes in the form of interviews with the aim of bringing the topic to life to attract the attention of *netizens*. However, the vlog's channel has business value, because the owner of the vlog's channel is part of the Youtuber. Where Youtubers can make money from each video post which if they get a minimum of 1,000 views can make money around US \$ 3-5 or the equivalent of Rp 45-75 thousand.

Therefore, channel owners must have good communication skills including using the right language. It is expected that the delivery of information or interviews can run smoothly and not cause misunderstandings. With the right choice of words or language, the mission of conveying information, activity content or interviews in activities will be well conveyed. Thus, the interlocutors in these activities will be able to understand every word and question the channel owner has correctly, so that the content of the conversation becomes more alive. Thus, the results of these activities will be conveyed to viewers clearly and well, so that viewers will easily digest the information and have no difficulty in understanding the conversation. This situation will have its own charm to attract as many views as possible.

The development of the digital industry world has increased quite rapidly every year. There are so many new trends or jobs that have emerged from the use of digital media in terms of content creation, either from media in the form of text or in the form of video. Vlog is a video that has a certain theme that is packaged in the concept of journalistic documentation and published on a website. Vlog is one type of work or activity that is in great demand by content creators, especially on Youtube media channels. Usually video vlogs contain interests, opinions and thoughts. The term vlog is an abbreviation of video blog. Video vlogs are one of the most interesting types of media. Because vlogs are easy to access or view and understand right away, there's also a lot of long-lasting video content. Vlog is a video journalism documentation on the internet that contains information about life, thoughts, opinions, and interests. Vlog is a simplified version. But don't think it's easy to make a vlog.

One strategy that is often done by channel owners is usually by doing code switching in conversation or language. According to Ohoiwutun (2007: 271), code switching is the transition of usage from one language or dialect to another. To



understand the meaning of code switching, in Sociolinguistics, language is usually called a code. Where is one tool that has a major role in every conversation. Code switching or code switching can be called language switching. This translation completely occurs because of sociocultural changes in the language situation. These changes include factors such as the relationship between speaker and listener, language variation, purpose of speaking, topics covered, time and place of conversation.

Code switching is often used in every conversation, especially for intellectuals, artists, reporters, officials, teachers and students. Therefore in the world of social media, it has become a normal situation for channel owners on Vlog's to switch their language from one language to another. For example, the original language was Indonesian and then switched to English. This situation also shows a person's language skills.

Code switching also helps channel owners to express what they want to say easily. To create an interesting atmosphere, channel owners must have the ability to make conversations run communicatively. Here, code switching is also a sweetener in conversation because it may be more familiar and seem insightful, so that the conversation is not monotonous and easier to understand. Through the use of the right language, it shows that the channel owner has spoken communicatively. The communicative code will be a way of transduction between intent and speech, as well as between speech and interpretation. Thus,

"Speakers and listeners may experience communicative code switching with changing languages, not changing with language changes, not changing without changing languages or changing codes without changing languages" (Auer, 1998).

Due to the language used, code switching can also be considered as code mixing. According to Hornbeger & McKay (2010), code switching occurs when two or more languages are used and often occurs from the speaker. While in other research Holmes (2001) said that, if the translation can also be motivated by the participants. Code switching often occurs when speakers have the ability to speak more than one language and they use the language simultaneously in the same context. It is mean, the speaker has no intention to change the meaning of the

utterance, while it is used to emphasize the purpose. Code switching terms are used interchangeably with code mixing. Some studies agree that code switching and code mixing are different, but some are not. Holmes (2001) said that code switching and code mixing are the same. People who have the ability to speak more than one language or are bilingual will use code switching in their speech. Code switching is potentially a result of bilingual speakers when they are not able to use the language correctly or do not find an equivalent. On the other hand, as Hoffman (1991) said that bilingual people tend to use language in their conversation whether it is to make the message, speech clearer or even they don't know the right way to use it.

The people may often hear bilingual people switch their language to another language. According to Spolsky (1995: 45) bilinguals are people who have several functional abilities in a second language. This phenomenon is commonly called code switching in sociolinguistics. Code switching occurs in bilingual and multilingual communities when a person switches from one language, variation, or dialect to another. People can do code switching in various situations and domains. According to Myers and Scotton (2006:239-240), code switching is the use of two languages simultaneously in conversation. Meyerhoff (2006:116) also states that code switching is a phenomenon of transfer between different varieties. Hoffmann (1991:110-111) explains that code switching is an alternative to using two linguistic languages, variations in the same speech or during the same conversation.

In this context of globalization, especially for learners who study English as a foreign language, it is impossible with the monolingual model. Code mixing and code switching are actually very helpful in The English Language Teaching (ELT), especially in cultural-specific matters (Mohan Kumar, 2020). The same state can be understood or perceived differently depending on cultural variations. This situation can be taken for example the word 'kiss' and its meaning in various different cultures. In Western culture, a 'kiss' is a natural way of greeting that shows love and affection. A boy can without a doubt kiss a girl. The people around him or the ordinary onlookers found it very common and natural. However it becomes very different in Eastern countries, the same 'kissing' is considered a serious crime, such as China, Indonesia, Malaysia, and some Middle Eastern or Arab countries. Kissing in public places, whether lovers or not, is strictly prohibited and even prohibited



(haram) in these countries. So the meaning carried by the term 'kiss' differs from one culture to another. Therefore, culture-specific terms such as 'kiss' should be interpreted through code mixing or code-switching to fit the sense in which it becomes a culture. Of course there are many things related to certain cultures but not in other cultures. In this case there is practically no way out except code mixing or code switching.

Thus in the English Language Teaching (ELT) it is a bilingual or even multilingual problem. In such a situation, limiting in one code (language) is very unlikely at the moment. Code mixing and code switching are most likely to occur at different frequencies and intervals. It doesn't matter how long the interval is. However, the occurrence of code mixing and code switching is slightly different. This means that code switching is intentional and the speaker must have grammatical knowledge of both the host and guest languages. On the other hand, code mixing occurs unconsciously and automatically.

Thus, code switching can help in ELT. However, ELT practitioners vary widely in their views of code switching issues regarding ELT teaching instruction. Some were found to be very harsh on code switching, as they emphasized a communicative approach or direct method. An undeniable fact is that English cannot be mastered through mother tongue teaching. Language education should place more emphasis on practicing and reciting the language being studied. So it is certain that there will be conversations or explanations in the form of code mixing and code switching (Mohan Kumar, 2020). From here, the transfer of linguistic knowledge is easier to capture, through educator conversations that are imitated directly by students.

Since the digital era, Indonesian people get information in the form of visual and audio data easily. Complete information in the form of audio and visuals can be found on Vlog's. In vlog's, it is common to find some public figures or several hosts who use code switching when they speak on Vlog's. One of the Vlog's shows that use code switching is "Boy William" on his Youtube channel.

Based on the explanation above, the researcher is interested in researching codeswitching in a channel on Boy William's VlogsthroughYoutube content. Therefore, the author took a thesis research with the theme: CODE SWITCHING



ON VLOGS: AN EXPLORING CODE SWITCHING FOUND ON BOY WILLIAM'S VLOGS AS ENGLISH LEARNING MEDIA. This study aims to highlight the phenomenon of code switching in Boy William's speech as a Vlog's host. The purpose of this study was to determine the causes of code switching used by Boy William and the dominant type of code switching used by him. That listening to vlog's videos that use code switching to add new vocabulary for viewers, especially for students in the field of English. The "Vlog's" program was taken as the object of research, because nowadays people often find code switching on Youtube content, especially on Vlog's Boy William. Vlog's viewers are mostly teenagers and adults. He often changes his language from Indonesian to English or vice versa, as a style of speech or language.

1.2 Research Question

Departing from the background of the research and discussion above, the author focuses on the formulation of the problem as follows:

1. What types of code switching does Boy william use in the vlogger youtube program?
2. What are the benefits for the audience of Boy William's vlog for their English learning?

1.3 Objective of the Research

These are objective of the research:

1. To analyze the type of code switching used by Boy william in the vlogger podcast program.
2. To identify the benefits for the audience of code switching for their English learning by the vlogger youtube program by Boy William.

1.4 Scope and Limits of the Research

To facilitate the research process, researcher will focus on analyzing the types of code switching used in the video. The data obtained for this study were taken from the words found in the YouTube vlog's Boy William. This study only focuses on analyzing the types of code switching that appear in the video and analyzing the use of code switching. The researcher only focuses this research on finding the code switching used by boy william when they communicate using their language. The



following is the title of the vlog that will be researched Episode 1 EXCLUSIVE: “Boy William Gak Jadi Nikah!” | #THE FAMILY Episode 3 EXCLUSIVE “Boy William Terharu” | #THE FAMILY.

1.5 Significance of the Research

The result of this study are expected to provide benefits both theoretically and practically for all parties:

1.5.1 The Theoretical significance

Code switching and code mixing can also be used to express group identities. The academic communication method of their discipline group, is clearly different from other groups. In other words, the way people communicate is different from people outside the community.

1.5.2 The Practical significance

Practically, this research is expected to provide an overview to readers in analyzing code switching, especially the Department of English Education, Faculty of Teacher Training and Education, Sunan Giri Bojonegoro University, and provide empirical sources for researchers and future readers. with an interest in linguistic studies.

1.6 Definition of Key Terms

So, that there is no misunderstanding of this discussion, especially regarding the title "Code Switching on Vlog's Channel: An Exploring Code Switch", the author will provide a special explanation of the terms used in this discussion.

Code Switching Derived from the words code and switching. Code is a term used by someone in a conversation using a certain way of communication. Codes are usually used on certain occasions among certain people. Code switching is the process by which a bilingual transfers their language from one language to another in the communication process. the speaker has good knowledge of grammar, the language of the host and the language of the interlocutor.

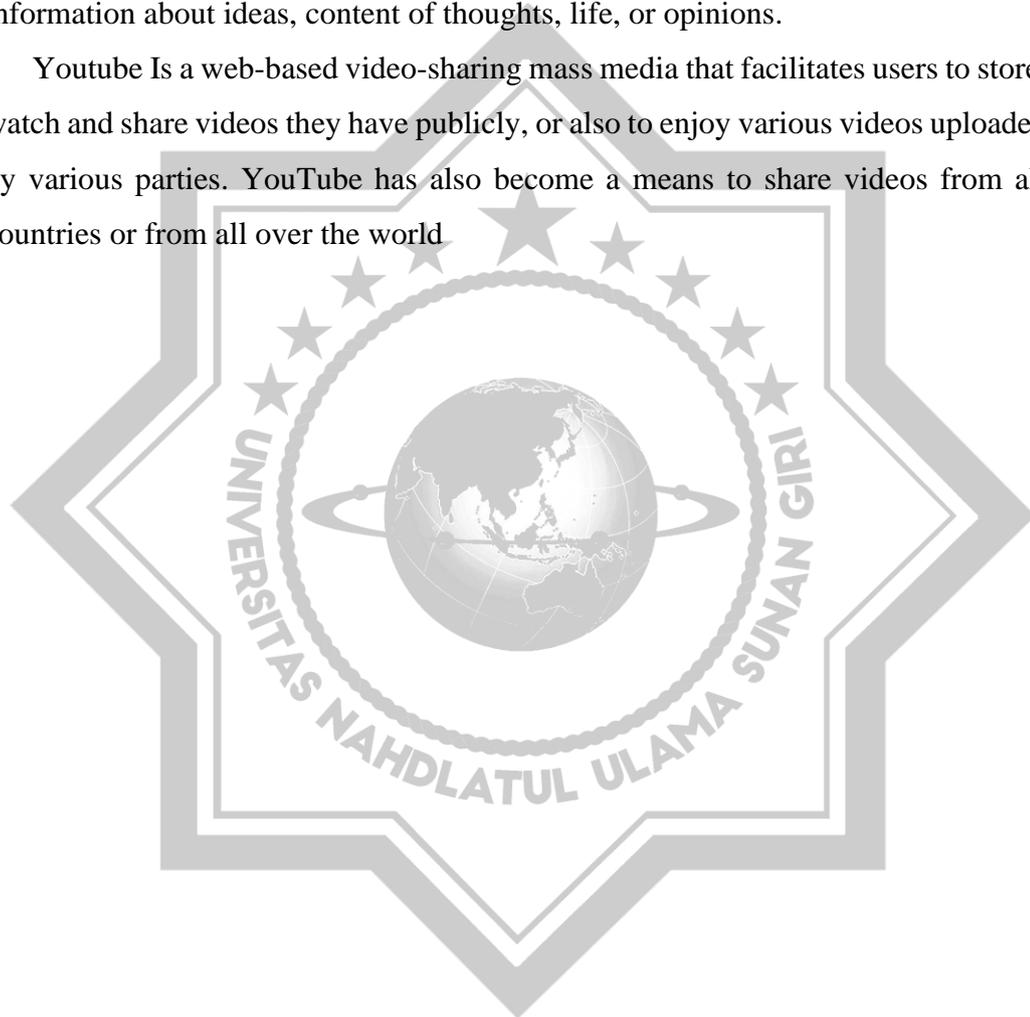
Learning Media Is the learning process of students with educators and learning resources in a learning environment that includes teachers and students exchanging information. Learning is an activity carried out by the teacher so that student behavior can change for the better. Media is a means of communication channel.



Media is a communication tool that can assist in the needs and activities of which its nature can make it easier for anyone who wants to use it.

Vlog stands for "Video Blog" or also known as "Video Log". From the abbreviation vlog, it can be seen the meaning of vlog. Vlogs are video journalism documentation that we often encounter on the internet. Usually vlogs display more information about ideas, content of thoughts, life, or opinions.

Youtube Is a web-based video-sharing mass media that facilitates users to store, watch and share videos they have publicly, or also to enjoy various videos uploaded by various parties. YouTube has also become a means to share videos from all countries or from all over the world



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