CHAPTER I
INTRODUCTION

A. The Background of Study

Communication is a matter of letting other people know what we think. Language is used only to refer to human's way of communicating, language has an important role in human life and has several usages for human as a means of communication and interaction in community life.

Sociolinguistics study the relationship between languange and society. They are interested in explaining why people speak differently in different social contexts, and concerned with identifying the social functions of languange and the way it is used to convey social meaning. Examining the way people use languange in different social contexts provides a wealth of relationships in a community and the way people signal aspects of their social identity through their languange (Holmes:2001).

In a bilingual or multilingual society, it is normal for people to be in the situation where a change between two or more languanges has to be made. That is called as Code switching. For bilingual speakers, code-switching is a valuable tool for various reasons. It offers another language to use when words in the primary language are insufficient. Traditionally, code-switching has been viewed as a strategy to compensate for diminished language proficiency. (Hymes:1875) Code switching motivated by situations, the speaker may use it to identify with a particular group of people. Equating code with languange, further describes

the two kinds of code switching, situational and metaphorical, for which the choice encodes certain social values. The phenomenon of alternation between two languange in the form code switching is widely observed in many settings and in many speech communities.The community, for instance, in many educational settings: university, formal educational classroom, language learning course, institution course, and even at home (Wardaugh:2010).

The phenomena can also be observed from social media service that use more than one languages to communicate. Recently Indonesian people used to switch their languange through the social media service. Social mediaas a communication channels or tools used to store, aggregate, share, discuss or deliver information within online communities. People obtain information, education, news, and other data from electronic and print media(Toni:2008). One of popular social media is *Twitter*. *Twitter* is a social microblog service available for free on *Twitter.com*. Social microblog is a way of sending very short messages over the Internet to other people. *(Wikipedia)* Original *tweet* created by the *Twitter* user themselves, it means the *tweets* come from the *Twitter* user's thought. *Twitter* refers to these short messages as *"tweets." Twitter* has grown rapidly and quickly gained popularity throughout the world. *Twitter* leads the second place as a social networking most visited in the world. *Twitter* contains information from many sources that will show up on the timeline. It is like sent a newspaper headline that always interesting for the user. User of *Twitter* come from varieties profession, such as student, celebrity, writer, teacher, or even president. The high popularity of *Twitter* causing this social network has been used for various purposes in

different aspects, for example as a facility of protest, political campaigns, learning facility, and as an emergency communication media. Nowadays *Twitter* becomes lifestyle for people.

Through *Twitter* people can find a phenomenon of bilingualism, as we know as Code-switching, this present study will focus on code switching in this case. The study of code switching in social media *Twitter* is an interesting study to be discussed. The user of *Twitter* often switch languange in some *tweets* because sometimes *Twitter* user hard to share their ideas in Bahasa Indonesia.

Research about code switching in network site has been done by Parveen and Aslam (2013) they analyzed the phenomenon of code switching in status and messages posted in social networking site Facebook by using Malik's ten reasons approach to code switching. The ability of the interlocutors who are able to speak more than one language fluently plays an important role during their interaction. The study has shown that lack of facility, lack of registral competence, along with habitual expressions are main reason for code-switching.

Chad (2006) analyzed code switching in sociocultural linguistics. The study shown code switching occurs for intra-group identity where it functions as a communication technique for aligning or alienating interlocutors depending on the situations. Code-switching involves speakers switching from one language to another, from one variety of language to another where speakers switch between formal and informal codes.

Mukenge (2012) analyzed the use of code switching as a communication strategy in the film Yellow Card. The research reveals that code-switching is

employed for the purposes of linguistic avoidance, whenever there is need to avoid a direct reference to the words and phrases. Code switching is also employed to express concepts that can only be identified through a specific language and to create humour in different speech situations. Also revealed is the fact that code-switching is intra-language, occurring within the same language (formal and informal English), and inter-language, occurring between two languages (Shona and English).

Code switching not only apparent in spoken discourse but also in online written discourse and the reasons for switching codes are similar to verbal communication. Kinds of switching phenomenon in the *Twitter* gets the writer's attention. Besides, the writer is interested in analyzing why the user of *Twitter* switch their language when they share their *tweets*.

In order to have an understandable research, the writer use an underlying theory that explains the types of code switching based on what is proposed by Blom & Gumperz (1971). In addition, the writer also uses Hoffman's theory (1991) and Saville-Troike (1986) that explains several reasons why people switch their languages.

B. The Problems of study

This study examines the following questions:

1. What grammatical type of code-switching is mostly used in social media *Twitter*?

2. What contextual type of code-switching is mostly used in social media *Twitter*?
3. What are audience's reasons switch the code in social Media *Twitter*?

C. The Scope of study

In this research, the analysis of the contextual types and grammatical types of code-swicthing in social media *Twitter* is focused on the tweets which will taken from timelines of *Twitter* user and the audiences' reasons people switch the code in *Twitter* through the questionnare.

D. The Objectives of study

In the relation of the problems of study, the objectives of study are:

1. To find out grammatical type of code-switching which is mostly used in social media *Twitter*.
2. To find out contextual type of code-switching which is mostly used in social media *Twitter*.
3. To explain audience's reasons switch the code in social media *Twitter*.

E. The Significances of study

Findings of this study are expected to be useful and relevant theoretically and practically.

1. Theoretically, the writer findings are expected to enrich the theories of code-switching. Finding of this study are considere being useful initially to

provide the information of what code-switching used by *Twitter* user when they express the context of situation.

2. Practically, it will give better understanding and new insight of how code-switching are related to the aspect of sociolinguistics study.

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