

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In the context of sociolinguistics, language and usage continue to change with times. Likewise, code switching, in this context is a result of the industrial revolution. In the 18th century, the first industrial revolution occurred, which was marked by the use of steam engines for the production of goods that were previously technology using human and animal power. Due to technological changes, the language will also change according to the conditions of the times. Within the language limits of human cognition changes due to their innate tendency to change, the user's inventive abilities, some human factors such as politeness, confusion, idleness, etc., and the passage of time.

New realities can force a language users to create new words and phrases. “*Brunch*” for instance, is a combination of “breakfast” and “lunch”; “*motel*”, comes from “motorist’s hotel”. One of the characteristics of the language is arbitrary, the meaning of words can change over time. In another words, arbitrary means changeable, and each words is relative in language. This means that one word can have the same form, but has a different meaning when used in a certain sentence. In abroad, the term “*gay*” defined as a person who was metrosexual, a man who interest in fashion or a noble hearted man and was married. Whereas today the term “*gay*” means people who are “*homosexual*” or sexually attracted to people of their own sex. Another example is term “*geek*” and “*nerd*” were used as insults, but today the word meaning has shifted to signifying and admired person who is highly skilled in technology. At present time, the term “*geek*” define someone who is generally knowledgeable, to the point of being obsessed about a topic. For instance, *wine geek*,

cars geek and every *geek* knows in detail about their object of their obsession. In the early 1900s when carnival was very popular, the “*geek*” was a carnival performer who performs sensationally morbid or disgusting acts, as biting off the head of a live chicken. The term “*nerd*” was first used in 1954 by a young doctor named Seuss in snippet of his sentence which reads “*a merkle, a nerd, and a seersucker too!*”. In general, it has the connotation of someone who is annoying, intelligent but unattractive, and chooses not to pursue social life.

The focus of sociolinguistics is on how language and society interact. The main focus is on how language varies among socioeconomic groups and the variety of communicative contexts in which men and women use their verbal vocabularies. Sociolinguistics, according to Biber & Finegan (1994), is the study of language in usage. Additionally, sociolinguistics is a branch of linguistics that studies languages as a social and cultural phenomena, according to Trudgil (1974). Sociolinguistics is the study of how language and society interact, with languages playing a key role.

Sociolinguistics, according to Holmes (2018), examines the connection between language and society. They are concerned with defining the social purposes of language and the means through which it conveys social meaning, and they are interested in understanding why we speak differently in various social contexts.

According to Chaer and Agustina (2010), there are two viewpoints in a variety of languages or diversity of languages. First, it is believed that linguistic variation among speakers and functional diversity contribute to language variety. Second, a multitude of languages exist to serve as a medium of communication in the various activities that make up society.

Every human interaction involves the transmission of information, including direct thoughts, ideas, intentions, feelings, and emotions (Chaer & Agustina, 2010). Speech is a component of the communication process, as is a speech occurrence in a speech scenario. Speech is the occurrence or presence of linguistic exchanges in one or more speech forms between two parties—speakers and listeners of the opposing speech—with a single speech point at a certain time, place, and circumstance. The speech act is essentially a grouping of several speech acts that are coordinated to accomplish a task. Speech and speech events are two symptoms that happen in a single communication process.

Context according to Mey (in Nadar, 2009) is an environmental situation in a broad sense that allows speech participants to be able to interact, and which makes their speech understandable. Context in sociolinguistics can be classified into various types such as social context, situational context, cultural context and others. The social context is related to the status of speakers or speech partners in speaking. a speaker with a higher social status has a different style of communication when interacting with a speech partner with a lower social status. The social context contains elements and functions in determining the purpose of communicating. Thus it can be said that linguistic interaction considers social interaction. In order for what is said in communication to be meaningful, it is necessary to pay attention to various factors related to inequality and social closeness.

This study was a sociolinguistics investigation of social context appears in the code switching utterances in the. Furthermore, the research attempted to provide empirical information concerning the social context of code switching in the webinar. There are many reasons for choosing this webinar. Firstly, the phenomenon of webinars in the era of disruptive technology is developed massively. Within a week, there is always information or promotions about the

existence of webinars organized by various parties, from universities, government, and non-government institutions. Secondly, webinars are currently an option that is widely used in the business and education world as an effort to welcome the disruptive technology, where all aspects of life cannot be separated from the development of technology. All sectors of life, especially the industrial sector, trade, tourism, and of course the education sector must be able to adapt and adopt technology for the advancement of the sector or at least just to survive in the midst of the storm of disruptive effects (disrupting stability) which is powerful and massive. Thirdly, a seminar is one of the activities that are often held on weekdays. However, considering the Covid-19 pandemic is still ongoing, seminar activities certainly cannot be carried out because seminars are synonymous with gathering many people. With advances in technology and information, currently, seminars can be held without having to meet face to face, but it can be done online.

Human life requires a process and wide range of communication, so it is possible for speakers to use more than one language. When two or more languages are used interchangeably by a speaker, it can be said that the person uses code switching. According to Myres and Scotton in Piantari et al. (2011), code switching is transitional of using one code to another language code, while code mixing is the use of language units from one language to another to expand the style or variety of language, including usage words, phrases, clauses, idioms, and greetings (Kridalaksana, 2008).

Code switching is an event that occurs frequently in places where people speak different languages together. In webinars, for example, people tend to use code switching from one language to another during their communication activities. In Indonesia, apart from using Bahasa Indonesia, they also use English. This phenomenon is very common for code switching events which the communication activities are carried out alternately can give the use of two languages. In webinars,

the researcher often observed the phenomena of code switching from Bahasa Indonesia to English and vice versa from English to Bahasa Indonesia. This happened because of English has become an international language, business language and technology language. The code switching occurs because there are no rules binding and prohibiting the use of two languages interchangeably in an event discourse in every context of communication. This is also shown by the phenomenon of webinars in Indonesia especially which use English titles or topic, but in their communication, the speakers do not use English, but Bahasa Indonesia.

The code switching phenomenon seems to be felt by the people in the webinar because the strategy of using two languages in the process of communicating by people on the webinar, however, it would have the potential to appear code switching. In webinars, every utterance that occurs between the speaker and the interlocutor is not only aimed at establishing communication but also conveying the intent. The code switching that occurs in the webinar is based on the same background and the same perception between the speaker and the interlocutor regarding the things being discussed so it is not hinder the communication. Social context of code switching in the webinar can be viewed as a context of using language from one language to another that includes participants identity, time of speech event and place of speech events (Zamzani, 2007). Social context of code switching in the webinar refers to switching language from the speaker to the interlocutor who have the same background of understanding by the speaker and the interlocuter so that the interlocuter can understand what the speaker meant when uttering a particular speech. This is in line with the theory of Poedjosoedarmo (1985) who refers to this social context as components of speech which includes twelve elements which are the development of the concept presented by Dell Hymes. This is related to the speech components used in the webinar. According to Poedjosoedarmo (1985), the social context that affects the use of language is referred to as a

memotechnical concept, namely (1) the first person or speaker, (2) the second person or interlocuter, (3) colors of emotion, (4) the purpose of the conversation, (5) the presence of a third person and other items surrounding the conversation scene, (6) speech order, (7) the topic being discussed in the conversation, (8) speech medium, (9) tones and situation of speech, (10) speech scene, (11) speech register or genre (12) rules or linguistic norms (Poedjosoedarmo, 1985). Then, how the code switching occurred in the webinar based on Chaer and Agustina (2004) who presented two forms of code-switching namely internal code-switching and external code-switching. The reasons why the code switching realized in the way they are were analyzed by applying reasons why code switching used in webinar by Malik (1994) theory namely lack of facility, lack of registrational competence, mood of speaker, habitual expression, to emphasize a point, semantic significance, to show identity with a group, to address a different audience, pragmatic reasons and to attract attention.

This assumption is reinforced by other studies that basically if it happens contact between the two languages, it has the potential to cause code switching. Another study that found this phenomenon is Muhammadong (2009), he assumes that code switching occurs because the factor of the familiarity of speakers and interlocutors, the presence of other speakers, mastery of two languages, mentioning terms, and describing foreign terms. In addition, Liyana (2018) found that factors of using code switching are to familiarize the situation, to make a sense of humor, to look prestigious, to respect the other person and to tell the secret.

Meanwhile, those theories have the discrepancy with this research which is the use of code switching that occurs in the webinar also affects the social context in the community. The social context that occurs in social relationships or also as changes to the balance (equilibrium) of social relations and all forms of changes in social institutions in a society which influence its social,

including values, attitudes and behavior patterns among groups that exist in the community. This can be seen from the social interactions of the people in the webinars who switch from one language to another. When the code switching occurs, it can be seen that the conversation between the speaker and the interlocutor become more intimate and there is a solidarity in it. In addition, code switching from English to Bahasa Indonesia or vice versa occurs in webinars as a result of the development of English as the technology language so that people related to the world of technology tend to use English in their social interactions.

This theory is relevant in the use of code switching that often occurs in the world of webinars. This is the background of conducting this research, because the researcher want to further prove social context appear in the code switching utterances in the webinar.

Online seminars or web seminars are seminars, presentations, lectures or workshops conducted online, likened to face-to-face online meetings delivered by using internet media which can be attended by many people in different locations. Through this online seminar, people can interact directly, through pictures (video) or text (chat). In this case, webinar is an activity to develop the language used in online technology. Therefore, many people use code switching in webinar for communication and interactions can run smoothly. The code switching utterances in the webinar contain the social context which is the speaker communicates to the interlocutor who have the same background of understanding by the speaker and the interlocutor so that the interlocutor can understand what the speaker meant when uttering a particular speech. For example, in the context of technology webinar, the speakers and the interlocutors have same background of understanding so that they can understand and interact each other when they are communicating. This case can be seen from the example utterances:

“Oke, di Codepolitan itu sekarang lagi ada beasiswa kelas *online Project Based Geolocation with Laravel* dan kelas ini terbatas buat 2300 peserta pertama aja. Jadi kalian yang mau daftar, yang

mau bisa akses kelas ini gratis buat yang mau dapatin sertifikat bisa langsung cek di bit.ly/beasiswahere”(Okay, now at Codepolitan there is an online class scholarship Project Based Geolocation with Laravel and this class is limited to the first 2300 participants. So those of you who want to register, who want to be able to access this class for free, for those of you who want to get a certificate, you can check directly at bit.ly/beasiswahere)

The context of the utterance is when the moderator informed the scholarship for Codepolitan community. The code switching utterance above namely *online Project Based Geolocation with Laravel*. The code switching utterance above contained ten social contexts, namely (1) the first person or speaker, (2) the second person or interlocuter, (3) colors of emotion, (4) the purpose of the conversation, (5) the topic being discussed in the conversation, (6) speech medium, (7) tones and situation of speech, (8) speech scene, (9) speech register or genre (10) rules or linguistic norms. The first person or the speaker is the moderator of webinar who is a community engagement at Codepolitan company who is female. While the interlocuters are the audiences of the webinar namely students at a Codepolitan company or outside the company who are learning about programming and technology. The emotion that appeared in the utterance is enthusiasm, which could be seen from how the moderator informed the scholarship for Codepolitan community to the interlocuters. The purpose of the utterance was to inform the interlocuters about the scholarship for Codepolitan community. The utterance used spoken language in informal situation and it occurred in the webinar room. The topic of the utterance that used polite language is about the scholarship for Codepolitan community. The utterance above did not contain two elements of social context, namely the presence of a third person and the speech order. The absence of the third person element because the utterance was only uttered by the moderator as the first person (speaker) and the audiences of the webinar as the second person (interlocuter). While the absence of the speech order in the utterance is because the interlocuters did not respond the speaker directly.

Based on research conducted by previous researchers, it appears there are differences with this research. First, in terms of research subjects, this research took the data from webinars and the research on code switching utterances in the webinar was conducted on the social context elements. Second, this research was conducted to describe what social contexts appears in the code switching utterances in the webinar especially about technology webinar which is there are code switching utterances that are applied by the speakers in the webinars.

Based on the existence of social context appears in the code switching utterances in the webinar, this study products new finding of how the code switching changes become a theory in the social context of webinar. Besides, this study can be useful to expand knowledge on code switching theoretically and practically especially social context appears in the code switching utterances in the webinar which was discussed in this study. The findings of this study answered the problems of the study.

1.2 Focus of the Study

Code switching is one of the largest aspects to be discussed. This study focused on social context appears in the code switching utterances in the webinar. Specifically, the common focus are what social context appears in the code switching utterances in the webinar, how the forms of code switching occured in webinar and what factors underlying the code switching in the webinar.

1.3 Problems of the Study

The problems to be answered in this study are formulated as the following:

1. What social context appears in the code-switching utterance in the webinar?
2. How are the forms of code switching occured in the webinar?
3. What factors are underlying the code switching in the webinar?

1.4 Objectives of the Study

With reference to the problems previously, the objectives of the study are:

1. to analyze social contexts appears in the code switching utterances in webinar
2. to describe how the forms of code switching occurred in webinar
3. to explain what factors underlying the code switching in the webinar

1.5 Significances of the Study

The findings of this study are expected to be useful theoretically and practically.

1. Theoretically, the readers can enlarge the theory knowledge on social context of code switching in order to get some information on social context appears in the code switching utterances in the webinar, how the forms of code switching occurred in webinar and what factors underlying the code switching in the webinar.
2. Practically, these findings are useful for:
 - a. The other researchers who want to learn more about code switching, especially social context appears in the code switching utterances in the webinar, how the forms of code switching occurred in the webinar and what factors underlying the code switching in the webinar. Besides, it can participate in giving knowledge contribution related to language theory especially in code switching and other sociolinguistic aspects.
 - b. For the lecturers , it is expected can provide proper understanding and understanding about code switching in linguistics. especially social context appears in the code switching utterances in the webinar, how the forms of code switching occurred in webinar and what factors underlying the code switching in the webinar.

- c. For the students or the readers who want to get more knowledge about sociolinguistic aspects especially social context appears in the code switching utterances in the webinar.
- d. The result of the research will be an additional literature which can be used by the next researchers.

