

CHAPTER I

INTRODUCTION

A. Background of the Study

Communication becomes crucial since humans need to interact with one another as social beings. Society is a group of people who have different backgrounds making society heterogeneous. Interactions with people who have different cultures and languages are inevitable, especially in this globalization era (Ramírez-Esparza et al, 2020: 124). It is very difficult not to interact with people from different languages unless they live in a closed society and live in remote places. Bilingualism can arise due to demands to communicate with people who speak different languages (Özşen et al, 2020:42). Bilingual refers to a person who is fluent in two languages (Grosjean, 2012: 7). In society there are not only bilinguals but also many people who master more than two languages such as polyglots. It all involves the ability to be able to use more than one language. Communicating in multiple languages helps people interact with the wider society and expands personal, social, and economic opportunities (Ligtbown & Spada, 2006).

The competencies of speaking more than one language make a person have a choice of language or code when speaking. The phenomenon of code-switching and code-mixing is a common thing done by a bilingual or multilingual speaker. Code-switching can be understood as the exchange of several languages in a discourse. Meanwhile, code-mixing refers to the use of several languages in

one utterance (Park-Johnson, 2019:4). Sometimes, people switch languages consciously or subconsciously when they meet a person or group who speaks several languages.

Poplack (2000) divided code-switching into three types by grammatical aspects. The first is intrasentential switching, also known as “code-mixing” referring to the switching of linguistic units between two or more languages in a sentence, which includes morphemes, modifiers, phrases, clauses, and sentences (Ritchie and Bhatia 2004: 337). Furthermore, Muskeyn (2000) divided intrasentential switching or code-mixing into three namely insertion, alternation, and congruent lexicalization. The second is intersentential switching, which refers to language switching between different sentences in a discourse. The third is extrasentential, which refers to the use of discourse markers or sentence fillers from other languages. Furthermore, Ritchie and Bhatia (2004) reveal several reasons that encourage people to do code-switching, including being influenced by participants' roles and relationships; situational factors; message-intrinsic factors; language attitudes, dominance, and security.

YouTube has become a social media platform that facilitates online video-sharing services which are the most popular and visited (Walsh, 2022). There are many videos of various genres that people can easily access. For example, Wikijoy is a YouTube channel created by Ben and Joy, an Indonesian-American couple. They joined YouTube on August 20, 2018. Until March 2023, they have 143 thousand subscribers and their videos have been watched more than 16 million times. Both often share content in the form of vlog videos. Vlogs have

become the most popular YouTube genre (Werner, 2012 in Aldukhayel, 2019:3). Vlogs are activities of recording and talking to the camera while covering activities and the surrounding environment informally and briefly. Their videos are liked and watched a lot by YouTube users because Ben and Joy share video vlogs about their daily activities, stories, and experiences as a mixed couple. However, their ability to speak Indonesian and English makes them often exchange and mix the two languages on several occasions in their vlogs. For example, here is an excerpt of the conversation in one of their videos:

Ben : “Do you like noodles? Kita habis makan makanan Thanks giving dan Bosan lihat dibawah hotelnya jual instant noodles. Jadi kita bikin instant noodles.”

(“Do you like noodles? We just finished eating Thanksgiving food and Then feel bored. Looking at the bottom of the hotel that sells instant noodles. So, we cook instant noodles.”)

Vyn : “Is that ready?”

Joy : “Yeah, this is ready. Ini aku in the Queue nomer tiga. Ini buat Vyn. Okay Vyn, ayo let’s makan noodles. Papa ambil sendok boleh honey. Can I try for that one?”

(Yeah, this is ready. It’s me in Queue number three. This is for Vyn.

Okay

Vyn, let’s eat noodles. Papa, can you take a spoon, honey? Can I try for That one?”)

The conversation above occurred on one of the videos from the Wikijoys

YouTube channel. The context of the conversation occurred when Ben, Joy, and their son Vyn were at a hotel after celebrating Thanksgiving with Joy's family in Texas, USA. From the conversation above, it can be found that there is code-switching and code-mixing in Indonesian and English.

The types of intrasentential switching or code mixing found were insertion, alternation, and congruent lexicalization. Insertion can be found in the sentence “Ini aku **in the Queue number** tiga.” The sentence is considered a type of insertion because there is a single constituent of English is inserted into the structure of the Indonesian language. The alternation can be found in the sentence “Jadi kita bikin **instant noodles**.” which shows that there is a constituent from Indonesian followed by constituents from English. The type of congruent lexicalization can be found in the sentence “Kita habis makan makanan **Thanks giving** dan bosan lihat dibawah hotelnya jual **instant noodles**.” Can be seen that Indonesian and English share grammar and lexical structure. The type of intersentential switching can be seen from the transition between sentences from English “Do you like noodles?” when Ben spoke to his son Vyn, then switched to Indonesian “**Kita habis makan makanan Thanks giving dan Bosan lihat dibawah hotelnya jual instant noodles**.” when talking to the viewers. Extrasentential also occurs in the conversation where there is an insertion of interjections in English such as “okay” and “yeah”.

Several reasons influenced Ben and Joy to did code-switching and code-mixing in the conversation above. Based on analysis of the transcribed utterances and observation of the context. In terms of participant role and relationship, Ben and Joy can speak both Indonesian and English. Both often switch or mix the two languages when communicating. However, they were trying to speak Indonesian to their Indonesian viewers. Based on situational factors, it appears that they tend to switch their language to English when speaking to their infant children.

Furthermore, there is no reason that is due to the message intrinsically. The reason is due to language dominance, Joy tends to do code-switching and code-mixing by incorporating elements of English as her mother tongue as a result of her lack of fluency in speaking Indonesian. In terms of security, Ben and Joy feel free and do not worry about speaking both Indonesian and English since they understand each other's expressions.

Several previous studies have also been conducted on code-switching and code-mixing. The first research has been conducted by Sari (2022) with the research entitled “Code-switching and Code-mixing in Classroom Presentation of Indonesian EFL Students.” The research was aimed at investigating the types and reasons for code-mixing and code-switching among EFL students in UINSI Samarinda classroom presentations. Another study by Mutmainnaha et al (2022) was conducting the research entitled “An Analysis of Code-mixing Used by Major Characters of Layangan Putus Tv Series Yeni.” The objectives of this research were to find out the types and reasons for the use of code-mixing by major characters of the Layangan Putus tv series.

This research objective is to analyze the types and reasons for code-mixing and code-switching done by Ben and Joy, an Indonesian-American couple, in their YouTube Vlog. The researcher saw a phenomenon of language exchange, especially between Indonesian and English, that often occurred among them. Based on these points, the researcher is interested in conducting research about code-switching and code-mixing in YouTube vlogs on the Wikijoy YouTube channel.

B. Problem of the Study

Based on the description in the background, the researcher will conduct research with several questions, as follows:

1. What types of code-switching and code-mixing done by Ben and Joy in their YouTube vlogs?
2. How are code-switching and code-mixing realized by Ben and Joy in their YouTube vlogs?
3. Why are code-switching and code-mixing done by Ben and Joy in their YouTube vlogs?

C. Objective of the Study

Based on the research question above, this study has objectives that include:

1. To find out the types of code-switching and code-mixing done by Ben and Joy in their YouTube vlogs.
2. To elucidate code-switching and code-mixing done by Ben and Joy in their YouTube vlogs.
3. To explain the reasons for code-switching and code-mixing done by Ben and Joy in their YouTube vlogs.

D. Scope of the Study

The scope of this study is focused on analyzing Wikijoy's YouTube vlogs regarding the types of code-switching done by Ben and Joy concerning the theory by Poplack (2000), that code-switching is typically classified into three types, namely intrasentential switching (code-mixing), intersentential switching, and

extrasentential switching. As for the type of code-mixing based on the theory of Muskeyn (2000), he stated that there are three types of code-mixing, namely insertion, alternation, and congruent lexicalization. In addition, this study is focused on the reasons that influenced Ben and Joy to do code-switching and code-mixing concerning the theory by Ritchie and Bhatia (2004). They stated that several reasons influenced people to do code-switching, including being influenced by participants' roles and relationships; situational factors; message-intrinsic factors; language attitudes, dominance, and security.

. Significance of the Study

The researcher expects this research on analyzing code-mixing and code-switching used by Wikijoy in their Videos makes valuable contributions.

1. Theoretically

This research is expected to enrich the reader's understanding of code-switching and code-mixing, especially for the types and the reason why people do code-switching and code-mixing in daily conversation such as in YouTube vlogs. In addition, it is also expected to give additional references to other researchers in conducting further research about code-switching and code-mixing in different objects and problems.

2. Practically

This research is expected to influence people's perspectives on the code-switching and code-mixing phenomena in society and improve their ability to speak effectively in a multilingual society.