

CHAPTER I

INTRODUCTION

A. Background of Choosing Subject

Each human language is a complex amalgamation of knowledge and capabilities that empower its speakers to engage in communication and convey thoughts, feelings, aspirations, and anything else that requires articulation. Humans use language as a technique or method to communicate, both orally and in writing, through the structured and traditional use of words. Moreover, language serves as a means of communication within particular nations or communities. The role of language is important in determining the success or failure of communication in spoken conversations.

Rianda (2017) asserts that language is the paramount element of human existence, serving as the primary means by which individuals share knowledge and engage in communication with one another. Sociolinguistics is a field of study which examines connection between society and language. Regarding a correlation between society and language, a number of specialists expressed their views. According to Trudgill (2003), the purpose of sociolinguistics is to enhance our comprehension of human language by examining the language within its social context. This examination aims for gaining deeper knowledge of the connection and interaction between language and society. Language is an indispensable component of social life.

In the period of globalization, society may alter its mode of contact in response to the demands of the time. Individuals engage in global interactions with specific objectives, and in order to ensure the effectiveness of these interactions, it is crucial for people to use a language that is universally understood and recognized. Therefore, in the current global period, language is bound to disintegrate. Global communication needs to enable individuals to articulate their thoughts and ideas. An examination of English's historical perspective determines that English is considered a global language.

The worldwide English population has an impact on the sociolinguistic situation in Indonesia. English is increasingly gaining popularity in Indonesia as a foreign language, being widely recognized and favoured for learning. Indispensability of English has fostered a societal recognition of its paramount importance and utility in the context of globalization. This fact necessitates individuals in these countries cultivating a bilingual or multilingual environment due to their proficiency in many languages, surpassing their native tongue and the official language.

Bilingualism is a state in which two languages coexist throughout a linguistic community. (Hamers & Blanc, 1987). This contact facilitates the use of two languages in the same encounter, leading to a significant number of individuals becoming multilingual. Code-switching and code-mixing happen when multiple languages are present in social communication as a result of bilingualism and multilingualism. These occurrences arise when cultures exist in a bilingual and multilingual environment and when different languages are

employed for communication. Individuals residing in a bilingual region often exhibit a propensity to transition between languages.

While some scholars may consider code-mixing and code-switching to be synonymous, certain sociolinguists suggest other perspectives to elucidate these concepts. According to Richard and Schmid (2002), Code-mixing is the practice of blending two codes or languages while maintaining the same theme, whereas a code switching involves a speaker transitioning from one language to another because the other speaker is using a different language. Bilingualism itself promotes the practice of code-switching and code-mixing among beauty vloggers. Code-switching and code-mixing have become habitual in their vlogs as well as in several domains of the contemporary world.

In the present day, a significant number of individuals utilize vlogs as a means to submit their videos on the platform of YouTube. The videos showcase distinctive themes that captivate viewers' interest. Through the video, individuals have the opportunity to acquire knowledge in several domains, such as cuisine, culinary techniques, cosmetics, music, the English language, gaming, and a wide range of other subjects. Individuals select videos depending on their personal interests. A channel airs vlogs (video blogs). Vlogs are popular among teenagers. There are numerous channels or videos available in multiple languages that showcase distinct subjects on YouTube. However, the researcher specifically selected dining broadcasting videos or channels in which the hosts discuss or review food in both Indonesian and English languages, and then recorded and uploaded them as material on YouTube.

Occurrence In Indonesia, YouTube videos are gaining popularity, particularly among the culinary community, where numerous Indonesian food vloggers regularly submit their videos on the platform. Some individuals are utilizing the Indonesian language, occasionally mixing and switching it with English vocabulary. Various food vloggers on YouTube provide a subsequent example that illustrates this:

1. “Dan sekarang *out of nowhere* tempat ini lagi *viral* banget, terus tiba-tiba jadi penuh banget dan gua juga jadi penasaran ...” (Gerry Girianza on video “Jatuh karena pandemi sekarang jualan iga bakar 1 jam langsung ludes”)
2. “*Hallo* sahabat omay *welcome to* Farida Nurhan youtube. Eh *btw anyway* baswey omay lagi ada di Surabaya ya” (Farida Nurhan on video “Pedasnya ngegassss!! Lodeh cabe pak ghopar bikin dada omay deg-degan”)
3. “Sambal *yes*, sama paru *okay*. Jadi nasi lemak itu kalau di indonesia *similar* sama nasi uduk ya. Dan ini juga sarapan makanan dipagi hari Kalau nasi uduk kan *optional* juga tuh” (Tanboy Kun on video “Mencari makanan terbaik di Malaysia”)

As demonstrated by a number of Indonesian culinary vloggers, the speaker occasionally mixes or switches between English and Indonesian vocabulary within the sentence. Individuals who engage in the linguistic phenomenon of code-mixing and code-switching alternate and combine different languages. The researcher was interested to analyze occurrences that are taking place based on the explanations supplied. The researcher is now

determined to do research titled "An Analysis of Code-Switching and Code-Mixing Used by Food Vloggers."

This study enhances the comprehension of sociolinguistics research, particularly the examination of code-switching and code-mixing occurrences in Indonesia, provides valuable depiction the language situation everyday activities. Diversity of society has a direct impact on social interaction, resulting in a wide range of languages that reflect the different societies.

B. Problem Formulation

The study proposes to investigate the following research inquiries:

1. What are code-switching and code-mixing used by food vloggers on YouTube videos?
2. What are the reasons of food vloggers using code-switching and code-mixing in their YouTube videos when conducting reviews?

C. Objective of the Study

From existing research questions, this research is expected to achieve several objectives:

1. To identify the types of code-switching and code-mixing that are found in food vloggers videos on YouTube.
2. To describe the reasons of food vloggers using code-switching and code-mixing in their YouTube videos when conducting reviews.

D. Scope of Study

The researcher aims to focus the study's scope on analyzing and making it more relevant to the issues that will be covered. The researcher will cover analysis of code-switching and code-mixing employed by food vloggers. This research gathered information from the video utterances of food vloggers Gerry Girianza, Ken & Grat, Ria SW. They are a popular food vloggers in indonesia that have many subscribers on their YouTube channel. This research will specifically analyze the code-mixing or code-switching techniques use by food vloggers in YouTube videos to influence viewers and will explore the underlying motivations behind their use. In this study, the researcher employs a Sociolinguistics approach. To ensure comprehensible research, the researcher presents a foundational theory that elucidates the forms of code-switching. (Hoffman, 1991). Furthermore, the researcher incorporates Hoffman's theory (1991) to elucidate the various factors that contribute to language switching and mixing. Additionally, the researcher incorporates Saville-Troike's theory (1986) to present multiple explanations for code-switching.

E. Review of Related Studies

Code-switching and code-mixing analysis are extensively utilized and have been investigated by a large number of scholars. Prior to undertaking this investigation, the investigator identified certain commonalities among researchers.

The first research is conducted by Kasno Atmo Sukarto and Septriana Parlianti in 2022. They analyzed two problems. Two types of code switching and mixing that occur in videos Reomit Korean YouTube channel, as well as the reasons behind them. The researcher categorized the data according to linguistic elements and elucidated it using Hymes' theory. This research uncovers the presence of two unique phenomena in language usage, referred to as internal code mixing, external code mixing, internal code switching, and external code switching. Furthermore, researchers recognized that the speaker, the speaker's background, the presence of a third person, the listener, and the constraints of the code employed are the causes of code switching and mixing.

The second research is conducted by MizaAnisa Sari and Detti Lismayanti Miza Anisa Sari in 2016, with the title "An Analysis of Code Switching and Code Mixing Used by Radio Announcers at L-Bass Radio 96. 7 Mhz IAIN Bengkulu". This study proposes to analyze the utilization of code switching and code mixing by radio broadcasters at L-Bass IAIN Bengkulu, with reference to Hoffman's theory. There are three types of code switching: intra-sentential switching, inter-sentential switching, and retaining continuity with the prior speaker. Furthermore, three distinct types of code mixing can be identified: intra-sentential code mixing, intra-lexical code mixing, and code mixing involving an alteration in pronunciation. The findings indicated that the majority of the participants employed both code switching and code mixing in their discourse. This research also demonstrates that presenters from L-Bass

radio utilize code switching and code mixing in the programme "Fun With English" based on many factors, such as age, style, and social class.

The third research is conducted by Eka Susilawati and Diah Iis Andriani in 2023, entitled "Code-Switching and Code-Mixing Analysis in Indonesian Songs Lyrics by UNITY". The aims of this study were to classify various forms of code-switching and code-mixing, and to ascertain the underlying motivations for their utilisation within song lyrics. This study utilised a descriptive-qualitative methodology and applied Hoffman's (1991) theory to assess the data. The aim was to analyze the many manifestations of code switching and code mixing in song lyrics and ascertain the underlying motivations for their utilisation. The findings of this study revealed that inter-sentential switching and intra-sentential mixing are frequently employed in song lyrics. Moreover, the utilisation of code switching and code mixing serves the objective of elucidating the speech content for conversational partners.

The fourth research is conducted by Kadek Rina Desiyana Putri, Ni Made Verayanti Utami, and Ni Nyoman Deni Ariyaningsih in 2022. The research is titled "Code switching and Code mixing Found in the Shallow Stuff's Utterance." The analysis employed Poplack in Romaine's theory (1995) to analyze the types of code switching, Muysken (2000) to analyze the types of code mixing, and Marasigan (1983) to analyze the functions of code mixing. The objective of this research is to identify the specific instances and purposes of code switching and code mixing between Indonesian and English in the verbal communication of Shallow Stuff, an Indonesian beauty vlogger, as

observed in three videos from her YouTube channel. The findings suggest that Shallow Stuff predominantly engages in intra-sentential switching, which refers to the practice of switching between languages within a single sentence. This is particularly evident in her frequent transitions between English sentences. On the other hand, insertion is the predominant type of code mixing, as indicated by the findings.

The fifth research is “Code Switching Used in Vlogs by Indonesian Youtuber “Gen Halilintar” by Nur Annisa Hafid and Sahril Nur in 2022. The researcher analyzed the types of code switching used by speakers of different age groups and the reasons behind their language switching. They employed Poplack and McCormick's theory to examine the types of code switching and Hoffman and Saville-Troike's theory to analyze the reasons for code switching. The analysis resulted in discovering that the object frequently engaged in intra-sentential code switching, with a total of 31 utterances. The reasons for employing code flipping can include interjections, with up to 12 utterances.

In sum, the previous studies have the same topic as the research. The code-switching and code-mixing in sociolinguistics. This study used different theories. The first study used Hymes' theory (1974). The second and third study used Hoffman's theory (1991). The fourth study used 3 theories from Poplack in Romaine (1995), Muysken (2000), and Marasigan (1983). The last study used 4 theories from Poplack (1980), McCormick's (1994), Hoffman (1991), and Saville-Troike's (1986).

Furthermore, the researcher employ two theories. Hoffman (1991) framework will identify the types of code-switching and code-mixing used by food vloggers. Hoffman (1991) and Saville-Troike's (1986) will be used to describe the reason behind food vloggers using code-switching and code-mixing in their YouTube videos when conducting review. These two theories are employed in order for the study to become comprehensive.

F. Method of Research

The determination of the research method is a critical undertaking for any scholar embarking on a scientific investigation. Organizing the research methodology is the first stage prior to conducting data collection and analysis. The researcher designed this research methodology depending on the analyzed problem and the primary objective of the investigation. In this scenario, the researcher carefully examines the data, including its source, the methods used to collect it, and the tools used to analyze it.

1. Data and Source of Data

The study employs a descriptive qualitative methodology to systematically, objectively, and accurately portray a particular region or situation (Issac and Michael, 1987). Furthermore, researcher utilizes qualitative approach in addition to the descriptive method. This strategy is based on textual data instead of numerical numbers (Sudaryanto, 1993). Since the gathered data is presented in the form of sentences, the approach is labeled as qualitative. The research employs a qualitative methodology

because the collected data is descriptive in nature, capturing phenomena expressed through words, sentences, and utterances.

Primary and secondary data are the two distinct classifications of the data source, according to Rahardi (2001). The researcher acquires primary data directly from the primary source, while getting secondary data indirectly. The objective of this study is to examine the occurrence of code mixing and code switching. The researcher will examine the particular occurrences of code mixing employed in each sentence and elucidate the underlying rationales for these linguistic transitions. The goal is to comprehend the factors that contribute to the phenomenon of code mixing and code switching.

This research's data consists of code-switching and code-mixing words, phrases, and sentences spoken by food vloggers in YouTube videos where they provide culinary commentary or reviews. During an argument, data realisation can manifest as a solitary word, clause, complex clause, or a complete sentence. The data source was the videos of Indonesian food vloggers, who have more than one million subscribers on YouTube. There are 3 food vloggers, which are discussed and presented below:

a. Gerry Girianza

Gerry Girianza Ekaputra, a renowned YouTuber and chef, was born in Sukabumi on January 10th, 1985. This guy, originating from Sukabumi, achieved the status of a finalist in the prestigious Top Chef competition in 2013. After that, he received numerous opportunities to

host culinary shows. Gerry made the decision to establish a YouTube channel named Gerry Girianza, which has amassed a following of 1.36 million subscribers. He simultaneously integrates two notions, specifically travel and culinary.

b. Ken & Grat

Ken and Grat are a husband and wife team who are involved in the world of food. They have 2.84 million subscribers. They also often taste the most delicious food in every corner of the area, rate it, and then upload it to their YouTube account.

c. Ria SW

Ria Sukma Wijaya, also known as Ria SW is an Indonesian content creator and cuisine YouTuber. She is a super eccentric woman who was born on April 29th, 1988. She is also a famous food vlogger and has 4.31 million subscribers.

2. Methods and Techniques of Collecting the Data

Sudaryanto (2015) asserts that data collection strategies are the means by which researchers endeavor to obtain an ample amount of data. The research methodology employed in this study is the *simak* or observation technique. Furthermore, the researcher stated that the listening method involves carefully examining language usage in the subject of investigation, thus making it a research technique employed in language studies. In addition, the researcher used the *simak bebas libat cakap* or non-participative observation technique. In this method, the researcher just

watches the language process without taking part in it. The study utilized the data obtained from each food vlogger's video on their YouTube channel. In addition to passive observation, the researcher utilized the *catat* or note-taking technique. The researcher employs it to assist in elucidating or classifying the acquired data. Here are the steps that the researcher follows to obtain data:

- a. The researcher selects a video from the YouTube channel of Gerry Girianza, Ken & Grat, and Ria SW where their speech exhibits instances of language mixing and switching.
- b. Next, the researcher converts the video into written text through transcription.
- c. Afterwards, the researcher identifies the presence of code mixing and switching by thoroughly analysing the transcript.
- d. Last, the researcher categorized data according to the form and reason of code mixing and switching observed in the utterances of food vloggers in their videos by using the note-taking technique.

3. Methods of Technique Analyzing the Data

According to Putra Seno (2001), researchers must process and analyze the data collected from samples, informants, and the object of study as part of the data analysis process. Researchers must process and analyze the data in accordance with the research design and type.

Content analysis is a data analysis technique commonly employed by researcher. In this research, the researcher follows several stages to analyze the data, as outlined below.

- a. The researcher making a table to classify the types and reasons of code-switching and code-mixing that shows on the video
- b. Classifying the data according to the types and reasons of code-switching and code-mixing, according to the theories of Hoffman and Saville-Troike
- c. Providing an analysis of types and reasons of code-switching and code-mixing observed in the utterances of Gerry Girianza, Ken & Grat, and Ria SW on their YouTube channel
- d. Reaching a clear and well-supported conclusion