CHAPTER I

INTRODUCTION

A. Background of the Study

Language is an essential part of building communication with others. The relationship between language and society cannot be separated. Through language, people can express their messages, feelings, and thoughts, gain information, increase knowledge, and develop their experiences (Trisnayanti & Affini, 2021). According to Wardhaugh (2006), the connection between language and society to better understand language structure and function in communication is called sociolinguistics.

People must choose the proper language during communication to avoid misunderstanding. In this digital era, all aspects rapidly grow and change. It also has an impact on language style. Therefore, many people can communicate with more than one language nowadays. We often hear people switch their language in a particular situation. The phenomenon of switching language in sociolinguistics is called code-switching. Someone who can communicate in multiple languages often uses the switching language. Mastering two languages or more in communication is well known as bilingual or multilingual. They often switch from one language to another for some factors. It can be caused by location, family, and the factor of school (Rapini, 2022). Code-switching was also used to make their utterance more prestigious.

Switching language is also commonly used in social media. One of the most popular social media platforms is YouTube. There are many videos with various contents, such as podcasts. The podcast is audio or audiovisual, and it is a form of discussion that talks about a particular topic and is guided by a host (Ayu et al., 2020). Puella Id is one of the podcasts that exist on YouTube. Cinta Laura guides this educative podcast as a host and always invites a guest star to discuss some topics together. The podcast aims to motivate the young generation and women's empowerment. The topics in the podcast are not only about sharing personal life but also about social issues that are rarely discussed.

One of the guest stars of the Puella Id podcast who carried out switching language is Valerie Teresa Thomas. Valerie Teresa Thomas, well known as Valerie Thomas, is an actress and model. She is Indonesian, mixed Indian, Philippines, and Dutch from her father. Valerie grew up in a family with a strong entertainment industry presence. She is the daughter of Jeremy Thomas and Ina Indayati, a prominent Indonesian actress. She has a brother, Axell Matthew, who is also an actor. Valerie Thomas started her career in the entertainment industry at a young age. She has appeared in various films and television shows. One of her films is *"Romeo Ingkar Janji"* she is the main character in this film. Besides that, she also makes her own lipstick brand named *"Val."* For her education, Valerie Thomas studied at the British School Jakarta and continued her studies in London (Desyaningrum, 2022).

Due to her educational factors and environment, she often switches her languages from Indonesian to English and opposites. It can be seen when she

talks in the Puella Id podcast as a guest star. For example, *"I'm very adaptable. Jadi bisa ngomong sama banyak orang....", "You guys should know that sampai sekarang aku tuh masih pakai retainers..."*. In the podcast, she discussed her experiences, motivating the young generation in education, and current issues that happened to women. It inspires the viewers and makes the podcast interesting to research.

In this research, the researcher discussed the code-switching used by Valerie Thomas in the Puella Id podcast entitled "Valerie Thomas & Cinta Laura: Lokasi syuting harus aman dan nyaman untuk semua" on YouTube. This research aims to identify the types of code-switching using the theory by Poplack (1980) and Hoffman's (1991) theory to analyze the reasons for code-switching used by Valerie Thomas.

The reason for choosing this object is because the researcher sees a phenomenon of code-switching commonly used in our daily conversation. The use of switching languages has already become a part of communication nowadays. However, not many people know about this language style. People might not know about the use of code-switching and the reason why bilinguals or multilinguals switch their language in a particular situation. By studying this research, we can gain more knowledge about the phenomenon of switching language that grows rapidly containing the types and the reasons for using code-switching in daily conversation. Along with the explanation above, the researcher is interested in conducting the research entitled "Code-switching used by Valerie Thomas in the Puella Id podcast on YouTube."

B. Problem Formulation

Based on the background of the study, the problems are formulated as follows:

1. What are the types of code-switching used by Valerie Thomas in the Puella Id Podcast on YouTube?

2. What are the reasons for code-switching used by Valerie Thomas in the Puella Id podcast on YouTube?

C. Objectives of the Study

Based on the problem formulation, there are two objectives of this research as follows:

1. To identify the types of code-switching used by Valerie Thomas in the Puella Id podcast on YouTube.

2. To analyze the reasons for code-switching used by Valerie Thomas in the Puella Id podcast on YouTube.

D. Scope of the Study

This research focuses on code-switching used by Valerie Thomas in the Puella Id podcast entitled "Valerie Thomas & Cinta Laura: Lokasi syuting harus aman dan nyaman untuk semua!". The length of the video is 28:40 minutes. The researcher limits it to the types of code-switching by Poplack (1980) and the reasons for code-switching by Hoffman (1991).

E. Review of Related Studies

Several previous researches have the same objects or theories relevant to this research. Previous research needs to be reviewed to determine the differences with this research and avoid plagiarism. The earlier researches are as follows:

The first research, "An Analysis of Code Switching Used in Cinta Laura Khiel Podcast," was written by Shendykhatama and Wardhono (2022). This research aims to know the dominant type of code-switching and the factors that appear in the Cinta Laura Khiel Podcast. This research used a descriptive qualitative method and used Brown's theory to analyze the type of code-switching and the theory by Hoffman to analyze the factors that appear in the podcast. The source data is from the utterances of Cinta Laura with Deddy Corbuzier, Boy William, Chef Juna, and Azka Corbuzier in her podcast Puella Id. The result showed that the most dominant type of code-switching in this research is inter-sentential switching with 173 data, and the most dominant factor of code-switching is repetition for clarification with 47 data.

The second research, "An Analysis of Code-Switching on Deddy Corbuzier Podcast: Sociolinguistics Approach," was written by Rahmi Sri Muliana (2022). This research aims to analyze the types and the reasons for using code-switching used by the presenter and guest stars on the podcast of Deddy Corbuzier. The theory applied in this research is by Poplack (1980) to analyze the types of code-switching and Hoffman's (1991) theory to analyze the reason for using code-switching. This research used a descriptive qualitative method.

The result showed that from the 3 types of code-switching, the most often found in the data was inter-sentential switching. Furthermore, there are 5 reasons for code-switching in this research: talking about a specific topic, quoting somebody else, repetition for clarification, interjection, and intention of clarifying the speech content for the interlocutor. The podcast showed the ability of the presenter and guest stars to communicate in multiple languages.

The third research, "Types and Function of Code Switching Found in The Conversation of Daniel Mananta and Raline Shah on "Daniel Tetangga Kamu" Video YouTube Channel," was written by Andani, Sulatra, and Jendra (2022). The aim is to find out the types and functions of code-switching. The data is from the utterances between Daniel Mananta and Raline Shah in "Daniel Tetangga Kamu" on YouTube. This research used the qualitative method and applied Poplack's (1980) theory, as cited in Romaine (1989:122), to find out the types of code-switching and used Appel and Muysken's (1987) theory to find out the function of code-switching. The result showed that the total data is 137 data consisting of 30 data (21,85%) of tag switching, 36 data of inter-sentential (26,19%), and 70 data (51,05%) of intra-sentential switching, which is the most often used in the conversation. Six functions of code-switching have already been found in this research, and the dominant function is metalinguistic because they want to impress the viewer with their English skill.

The fourth research, "An Analysis of Code Switching in The Hitam Putih Talk Show," was written by Yuli Royanti Siregar (2020). This research aims to identify and analyze the types of code-switching and the reasons for using code-

switching found in Hitam Putih talk show. The descriptive qualitative method was used. This research applied the theory proposed by Stockwell (2002) to identify the types of code-switching and the theory by Hoffman (1991) to analyze the reasons for using code-switching. The result of this research showed that 54 data analyzed contained 13 data switching tags, 35 data intra-sentential switching, and 6 data inter-sentential switching. There are 7 reasons for using code-switching found in Hitam Putih Talk show.

The fifth research is entitled "Code-switching Analysis in The Novel Entitled A Very Yuppy Wedding" which was written by Aswarini Sentana (2022). This research aims to discover the types of code-switching and the factors that influenced code-switching in the novel. This research used a descriptive qualitative method and applied the theory from Hoffman (2014) and Bathia & Richie (2013). The result showed 3 types of code-switching contained in the novel: intra-sentential switching, inter-sentential switching, and emblematic switching. The dominant type of code-switching found in the novel is inter-sentential switching. Meanwhile, the factors that the characters in the novel often use code-switching are mostly because of language attitude, dominance, and security.

After reviewing several previous researches, there was a comparison that made a difference with this research. The difference between the previous research to this research is the subject. The subject of this research is Valerie Thomas which aims to identify the types of code-switching using the theory of

Poplack (1980) and analyze the reasons for using code-switching with Hoffman's (1991) theory in the Puella Id Podcast on YouTube.

F. Method of Research

This research uses a descriptive qualitative method. The researcher is trying to study the phenomenon in people's surroundings. Moleong (2000) stated, "Qualitative research is a research method that generates descriptive data from people and observed behavior in the form of written or spoken words." Descriptive research aims to describe existing phenomena, good natural phenomena, and human engineering.

1. Data and Source of Data

The data are facts or actual information collected to answer the research questions. Hornby (2010) stated, "Data is defined as any information or facts that is used in deciding and discussing something". According to Arikunto (2010), the data source is defined as the subject that gives the information or the data that is obtained. The data collected in this research are the utterances in the form of sentences that contain code-switching. The source of data taken from the Puella Id podcast entitled "Valerie Thomas & Cinta Laura: Lokasi syuting harus aman dan nyaman untuk semua!". In this research, the utterance of Valerie Thomas as a guest star in the Puella Id podcast will be the data that the researcher identifies and analyzes.

2. Method and Technique of Collecting Data

According to Sudaryanto (1993), there are two methods of collecting data, as follows: the observation method *(metode Simak)* and the Interview method *(metode cakap)*. The observation method *(metode Simak)* focuses on observing the use of the researched language. Meanwhile, the Interview method *(metode cakap)* is a method that needs an informant and an interview to collect the data for the research.

In this research, the researcher applies the observation method by Sudaryanto (1993). Practically, this method is done with tapping. Tapping is a basic technique that involves tapping someone else's language to collect data. This technique will be carried out with four advanced techniques, which are explained as follows:

a) *Teknik Simak bebas libat cakap* (non-participative observation technique), is a technique that is used to understand a phenomenon but the researcher does not participate in the conversation.

b) *Teknik Simak libat cakap*, is a technique that involves the researcher in the conversation of the community. The researcher tapped the use of the language not the message of the speech.

c) *Teknik Rekam* (record Technique) is a technique for recording data using a recording tool prepared by the researcher.

d) *Teknik catat* (note-taking technique) is a technique for writing or describing the data that have heard, seen, or experienced.

Based on the explanation above, the researcher applies the non-participative observation technique *(teknik Simak bebas libat cakap)*, record technique *(teknik rekam)*, and note-taking technique *(teknik catat)*. The steps for collecting data are as follows:

1) Downloading the video entitled "Valerie Thomas & Cinta Laura: Lokasi syuting harus aman dan nyaman untuk semua!" on Puella Id YouTube Channel.

2) Watching and listening carefully to the podcast.

3) Taking note of the data that may contain code-switching.

4) Classifying the data systematically based on the theory of Poplack (1980) and Hoffman (1991).

● **Data Classification**

The researcher provides examples of data classified based on the types and reasons for code-switching in the table below.

No	Data	Types of Code Switching			Reasons of Code-Switching
		Tag Switching	Intra-sentential Switching	Inter-sentential Switching	
1	"*Sebenarnya sih,* **I suck at beer pong. I suck at everything that is to do with cups.**"		✓		Talking about a particular topic
2	"*Aku paling benci,* **this is my pet peeve.** *Aku gasuka banget kalau orang ngunyah, tapi mulutnya dibuka.*"		✓		Repetition used for clarification

3	*"Aku belajar nih.* **I'm a student, I'm a quick learner.**"			✓	Intention of clarifying the speech content for interlocutor

3. Method and Technique of Analyzing Data

After collecting the data, the researcher starts to analyze the data. In analyzing the data, the researcher uses the identity method *(Metode padan)* of Sudaryanto (1993). Sudaryanto (1993) stated that the identity method *(metode padan)* is a method of analyzing data whose determining tool is outside, apart, and not part of the language concerned. There are five kinds of identity method *(metode padan)* such as referential method, phonetic method, translational method, orthographic method, and pragmatic method.

In this research, the researcher uses a pragmatic method. The pragmatic method is where the determining tool is the interlocutor. There are several steps to analyze the data, as follows:

1) Preparing the data that contain code-switching

2) Analyzing and identifying the types and reasons of the data based on the theory of Poplack (1980) and Hoffman (1991).

3) Describing the data collected to answer the research problems in more detail.

G. Significance of the Study

The significance of the research can be described as follows:

1. To the writer

   This research is made to fulfill the requirement to obtain a Sarjana Sastra degree in the English Literature Department of Universitas Ahmad Dahlan. In addition, it is also to apply the material that already learned before.

2. To the university

   This research entitled "Code-switching used by Valerie Thomas in the Puella Id Podcast on YouTube" can be added to the thesis collection in the sociolinguistics study and can be a teaching material for linguistics courses.

3. To the readers

   This research may give more comprehension to the readers or students who want to enrich a sociolinguistic study, especially focusing on code-switching.

4. To the other researcher

   This research can be a reference for other researchers who are interested in analyzing a similar study.

H. Presentation

This research is presented in four chapters. Chapter one is the introduction which consists of the background of the study, problem formulation, objectives of the study, scope of the study, review of related studies, method of research, significance of the study, and presentation. Chapter two consists of the

theoretical approach and theoretical framework. Chapter three consists of results and discussion. The last, chapter four consists of a conclusion and suggestion.