CHAPTER I
INTRODUCTION

This chapter provides the background of the present study, research problems, research objectives, limitations of the study, significances of the study, and definition of key terms.

1.1 Background of the Study

Switching a language with other languages is sometimes hardly avoided by people who have bilingual or multilingual abilities. Switching some languages by bilinguals or multilingual is also called code-switching when someone is switching back and forth between two languages or more (Poplack, 2001). There are many views regarding code-switching, some people considered it becomes a way for individuals in a system to be more productive with one another, while others identified it as the reason for people losing their identities or accommodating prejudices towards their social class, ethnicity, or religion. Some researchers believe that despite its negativity and positivity, code-switching might occur because of societal factors. These including interlocutors’ factors, physical situational factors, the topic of discourse factors, and social variables such as social status, race, age, etc.

In societies in which two or more languages are used, code-switching is considered as a common phenomenon. In Indonesia the citizens not only use one language, instead they combine it with other languages such including English. Setiawan (2016) in his study wrote that the use of code-switching used by Indonesian is to provide a solution to the complexity of translating a source
language into the Indonesian language. This is supported by Kim (2006), who stated that the fundamental reason behind code-switching is to make the utterance more understandable and meaningful. This phenomenon has been researched by many researchers on a societal as well as individual level, using examples of multilingual speech communities and individuals. However, the main focus of previous research related to this topic mostly on two main points; the first one is the role and effects of languages on the socio-political organization and the second one is as a strategy to achieve certain personal goals in everyday communication.

In line with the rapid development of information and communication, companies develop marketing activities through YouTube channels by asking them to try services or products and make reviews to increase sales. Personal opinions and experience from famous YouTubers have become one of the most valuable sources of information to help consumers in the purchasing decision process. In order to do give the information to the consumers, YouTubers need to provide a good review and explanation. In addition, the place of origin of the product they promote can be from other countries using different languages such as. Therefore, many YouTubers use code-switching in their videos as a way to improve their review and explanation in their videos.

However, the use of code-switching in a monologue as YouTubers do is barely explored by researchers. Most of the studies related to code-switching are conducted on dialogue or conversation between two or more people. Therefore, the present study examined the code-switching used by several Indonesian beauty vloggers on the YouTube platform. To find out what types of code-switching they
used and its functions, the researcher proposes to conduct a research entitled “Code-switching Used by Indonesian Beauty Vloggers”.

1.2 Research Questions

The research questions in this study are formulated as follows:

1. What are the types of code-switching used by Indonesian beauty vloggers on YouTube?
2. What are the functions of code-switching used by the Indonesian beauty vloggers on YouTube?

1.3 Objectives of the Research

The objective of this research is to analyze the code-switching used by Indonesian beauty vloggers. Particularly, this research identified the types of code-switching used by Indonesian beauty vloggers on YouTube and to find out the functions of code-switching used by Indonesian beauty vloggers on YouTube.

1.4 Limitations of the Study

Code-switching occurs when multiple languages are switched back and forth intentionally or not by people who have more than one language ability. This study accordingly limits the scope of the investigation to code-switching of Bahasa Indonesia and English used by two Indonesian beauty vlogger channels on YouTube who have the most subscribers. They are expected to have the biggest influence on their field. However, this sociolinguistic research only focuses on the investigation of code-switching using Poplack theory as for the type of code-switching and Gumperz theory for the function of code-switching.
1.5 Significance of the Study

This research contributes to both the academic and practice fields, specifically:

1. This study is expected to give a deeper insight related to sociolinguistics. Particularly, this study provides a deeper understanding of the theory of code-switching by Poplack which is utilized in analyzing the data.

2. Practically, this research is intended to provide information regarding the code-switching phenomenon, what it is, how and why it happened.

1.6 Definition of the Key Terms

1. Code refers to the neutral term which can be used to denote a language or a variety of language.

2. Vlogger is defined as video blogger who uses their vlogs to spread beauty cases from the video platforms.

3. YouTube is an online video-sharing social media platform www.youtube.com, where the researcher finds videos in order to get information.

4. Viewers are a group of people who watch videos on YouTube.