CHAPTER 1

INTRODUCTION

1.1 Background of Study

As a social creature, humans have the drive to interact with other humans and it is supported by the growth of technology. It gives people the efficiency to communicate with other people at different places at the same time. Along with this phenomenon, besides the negativity that the growth of technology gives, it also has some good impacts such as, the amount of people that acquire more than one language is increasing massively. The effect of efficiency of talking to people on the other side of the world allows us to learn and speak two or more languages easily. These phenomena happen to lead to bilingualism and multilingualism. The practice of people using two languages is called bilingualism, and the person involved in the conversation is called bilingual (Weinreich, 1968). Therefore, along with people who speak two or more languages, comes up with a phenomenon where people use two or more languages while producing discourse which is called code-switching (Poplack, 2001).

The phenomena of code-switching and someone's patterns of code-switching are greatly influenced by their social backgrounds, which include their cultural upbringing, linguistic heritage, and community affiliations. People who navigate several social identities and modify their language use as a result frequently engage in code-switching. The linguistic repertoire of a person can be influenced by factors including their ethnicity, socioeconomic standing, and educational background, as well as the settings in which they use code-switching. For instance, members of bilingual or multilingual societies may switch their languages to express cultural identity, preserve social cohesiveness, or show support for a specific group. Vice versa, individuals from marginalized groups could use code-switching as a tactic to acquire acceptability or access to resources in dominant social contexts. In general, social background plays a key role in helping people understand the dynamics and reasons for code-switching in varied social circumstances.

Code-switching habitually happens in bilingual countries like Singapore, Filipina, and others. However, these phenomena also happen in Indonesia, especially among young people usually called millennials. One famous example of code-switching used by Indonesian young people happens in the community of 'Jaksel' accents they tend to tag switching their language. Gal (1998) states that 'code-switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, evoke or change interpersonal relations with their rights and obligations.' With what was already stated by Gal, the researcher is curious about what and why Indonesian uses code-switching between Indonesian-English. In Indonesia, we can easily find people who speak two or more languages by switching from one to another and code-switching happens because many people use English as a universal language.

The researcher is interested in taking this research as the topic is supported by the fact that the general public is mostly exposed to code-switching that happens in their daily life. Reyes (2004) in her study focused on the functions of code-switching in schoolchildren's conversations, the result of her research was that they switch languages due to lack of proficiency and as a strategy to communicate better. Yusuf, Fata & Chyntia (2018) in their research titled "Types of Indonesian-English code-switching employed in a novel" focused on investigating the type of code-switching between Indonesian-English novels. The result of this research shows that the most code-switching used is inter-sentential switching. Abbas & Setiawan (2020) in their research "How talk show presenters use code-mixing and code-switching on TV programs in Indonesia" focused on the dominant type of code-switching and code-mixing in talk shows on TV programs. The result of this research is the dominant code mixing used is a form of word insertion and the dominant code-switching used is intra-sentential switching. However, the main focus of previous research on this topic is the dominant type of code-switching used in the subject.

These days people are interested in listening to Podcasts on online platforms. It can't be helped that podcasts become a big hit to the general public through online platforms such as YouTube, Spotify, Noice, Instagram, etc. Podcast is digital audio files delivered via RSS to an Internet-connected computer or portable media player (Bottomley, 2015). The researcher is interested in analyzing the podcast on YouTube because, commonly, a podcast includes code-switching to communicate with the interviewer and the source person. The researcher is interested in watching Daniel Mananta's YouTube channel. While watching, it raises the researcher's curiosity towards what kind of code-switching he used the function it how code-switching could occur in our real conversations, and why it happens by analyzing a real conversation between two people. Inevitably, social background plays a part in shaping someone's cultural identity. This cultural identity affects the individual itself and the interlocutors. Therefore, it is also the compelling reason for the research in conducting this research with Daniel Mananta as the main subject to be analyzed. This research also discusses the relation of our interlocutors' social background that can affect people to do code-switching. The object of this research is the video of Viola Mananta as the guest on Daniel Mananta's YouTube channel. However, the reason for choosing the video of Viola Mananta is because she is known as the wife of Daniel Mananta. She is also a Native English speaker. In line with the objectives, this research aims to analyze the types and functions of code-switching used by Daniel Mananta in his podcast. Overall, this study aims to contribute to the existing knowledge on code-switching in Indonesian-English discourse and provide insights into the functions and nuances of this phenomenon in the context of podcast interviews.

1.2 Research Question

1. What are the types of code-switching used in Daniel Mananta's Video?
2. What are the functions of the code-switching exposed in Daniel Mananta's video?

1.3 Purpose of Study

The purposes of this research are to find out:

1. The types of code-switches used in Daniel Mananta's Video.

2. The functions of code-switch exposed in Daniel Mananta's video.

1.4 Scope and Limitation

This research is sociolinguistics research, more specifically code-switching related subject that focuses on discussing what code-switch was used in the video of Daniel Mananta's YouTube channel. This research also has some limitations, they are:

1. The research cannot be generalized because this research only focuses on one video of Daniel Mananta's YouTube channel.

2. This research only focuses on the code-switching analysis of Daniel Mananta's utterances in his video.

1.5 Significance of the Study

This research contains information about deep analysis of code-switching used in Daniel Mananta's YouTube channel especially in the episode Viola Mananta as the guest. It is expected that this research can help readers to know more about code-switching in Daniel Mananta's YouTube channel. It also can be utilized as a reference or comparable study for future research regarding code-switching.

1.6 Definition of the Key Terms

1. Code refers to the term used in conversation as a certain occasion among people to denote a language.

2. Code-switching is switching from one language to another language in a process of communication.

3. Podcast is digital audio files via RSS to an Internet-connected computer or portable media player