

CHAPTER I

Introduction

1.1 Background

On social media platforms like Twitter, people often switch languages in their posts, which is called code-switching. Code-switching refers to the practice of alternating between two or more languages or dialects in conversation. Code-switching, according to Holmes (1992), is the act of a speaker switching between different languages. In essence, code switching involves switching between sentences. It's a common phenomenon in multilingual or multicultural communities, where individuals may seamlessly switch between languages depending on the context, audience, or topic of conversation. Despite seeing a lot of language switching on Twitter (X), some people still don't fully understand why it occurs. This gap in understanding makes it challenging to grasp how people communicate online.

According to Garcia (2018), code-switching serves a variety of communication functions, such as creating solidarity, establishing identity, and respecting the linguistic preferences of interlocutors. Li Wei (2000) a prominent linguist, has identified several functions of code-switching: Expressive Emphasis, Identity Construction, Social Integration, Audience Adaptation, Audience Adaptation, Expressing Intimacy and Solidarity, Expressing Intimacy and Solidarity.

Nessie Judge, a youtuber from Indonesia, is known for using code-switching on her tweets. Nessie Judge is recognized on YouTube as Nessie Judge. She is a singer, and celebrity in

Indonesia in addition to being a YouTuber. Nessie is more interested in producing horror content and conspiracy theories, and these topics are very interesting for the majority of Indonesians because of this, Nessie's name is now even more well-known online.

Evidently it can be seen from her YouTube videos that she often switches the language from Indonesian to English, and she also often does it on her Twitter (X) account, from that reason the researcher is interested in examining the tweets posted by Nessie Judge and what are the types of code switching are contained in her tweets. A detailed linguistic analysis of Nessie Judge's tweets might provide new insights into code-switching patterns among social media influencers.

1.2. Research Problem

- 1.) What are the types of code-switching used by Nessie Judge?

1.3. Research Objective

This paper seeks to provide an understanding of the following objectives:

- 1.) To identify types of code switching

1.4. Research Significance

The purpose of this study is to provide insight into the phenomenon of code-switching, focusing specifically on the tweets of Nessie Judge, aiming to enhance comprehension of the types of code-switching for individuals seeking deeper insight into this linguistic phenomenon. Future researchers can also gain insights into the methodologies used to analyze code-switching in social media discourse, which can inform future research designs and data collection strategies for studying code-switching in other online contexts or with different public figures. Moreover,

by analyzing how code-switching is utilized in their own tweets, public figures can gain insights into their communication patterns and linguistic strategies, fostering self-awareness that can aid in reflecting on their messaging and making informed decisions about how they engage with their audience.

1.5. Definition of Key Terms

- **Code-Switching**

Auer, (1998) provides a brief definition of code-switching, stating: "Code-switching is the juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems." This summarizes the core concept of code-switching as the alternation between languages or dialects in a sentence.

- **Tweets**

According to Cambridge dictionary, tweets is a short remark or piece of information published on the social media service formerly called Twitter. Tweets are brief messages that are used for sharing information, news updates, and exchanging ideas with other users.