CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is an important aspect in society today. People need each other to communicate in order to convey their needs and to share what they feel even if they come from different areas and have their own language. In spite of the differences that they have, they try to learn how to establish and maintain a good relationship in communicating each other. When people interact with each other in society they use a language, and in the world with different languages, people learn and use two or more languages in order to be able to communicate with others, this phenomenon is known as bilingualism and multilingualism. Bilingualism is the ability of an individual or members of a community to use two languages effectively while multilingualism is the ability to use more than two languages. Scotton (1993) cited in Mesthrie (2008) argues that multilingual speakers may switch languages according to situations in a way that monolingual speakers switch styles of the same language natively. Since people are involved in multilingual communication, it is possible for them to code switch their speech. They who live in a bilingual or multilingual community have a tendency in using language combination in their speech towards the conversation in order to make a good communication each other, expertise called those combination as code switching. Nowadays, switching languages is commonly used because it often occurs in daily conversation such as on the radio, on the television, and even on the internet. Internet is one of the most popular communication tools. It gives many advantages for people, especially to communicate with others. People tend to use internet to keep in touch with people they know through one of facilities in the internet named social media.

In this generation, social media is a massive thing for people. Social media has become an integral part of modern life. People use social media to stay connected with friends and family, share news and updates, and engage in conversations about topics of interest. It also provides an avenue for businesses to promote their products and services and engage with their customers. Social media has made it easier than ever to reach a global audience, allowing people to connect with individuals and groups around the world. While it has its benefits, it is important to remember that it can also be a source of misinformation, so it's important to be critical of the content you consume. Also according to Al Arif (2019) "The social media help the students improve their English skills from the content of the social media that is more varied and this encourages students in English language learning using social media." Presently, there are many popular and widely used online social network sites such as Twitter and Instagram. Twitter's popularity become bigger to the next era, plus it has so many tools to use. At first twitter has 280-characters limit per tweet to inspires users to be creative and brief, but now twitter has increased the characters limits to 4000 that makes twitter have a lot of function now. It is a platform for people to share what they have and not afraid to speak out.

There are a wide variety of entertainment settings using social media, mainly for perfect tools for artists or influencers to communicate with fans, public and even their friends, and also express what is going on in their mind mostly informally. They write a 'tweet' on their own language.

This research aims to discuss the code-switching that Shasa Zania do in her social media. The data gathered from two Shasa Zania social media account which is Instagram and twitter. Shasa Zania as public figures often employ more than one language in her social media. In the practical use of the languages, Shasa Zania use code-switching in her

tweets. The code-switching in the Shasa Zania tweets is interesting to be observe related to English education, especially in Indonesia. Many Indonesian students put their idols as their role models. Therefore, the code-switching can facilitate English learners, especially for English education program students to learn more about the language.

Code switching helps English learners to link communication due to lack of learner's language. In other words, learners may switch their code in order to help them learn English better. Code-switching is also a useful way for language learners to transfer their knowledge of the subject being learned by the learners (Pollard, 2002). This issue also happens in the researcher experiences which also it becomes the trigger for the researcher to conduct this research. This research aims to observe the types and the factors of code switching in Shasa Zania social media in order to assist the Indonesian English learners to learn more.

1.2 Research Questions

1. Which types of code-switching are used by Shasa Zania in her social media tweets?
2. Which factors influence Shasa Zania to switch her code in her social media tweets?

1.3 Purpose of the Study

This aims of the study are :

1. To analyze the types of code switching used by Shasa Zania in her social media tweets.
2. To identify the factors influencing Shasa Zania to switch her code in social media tweets.

1.4 Limitation of the study

This study discuss the code switching that Shasa Zania do in her social media account and aims to observe the types and factors of code switching in Shasa Zania tweets.

This research is limited to discuss the types of code switching used by Shasa Zania in her social media account and what factor influence her to switch her code. The tweets from Sasha Zania social media account is the main resource of the research. The researcher will observe her social media account at a certain time. The findings of this research cannot be generalized to other code-switching research because of the small size of sample chosen in this research

1.5 Significance of the study

When the aims of this then the results of the study will provide some important significance as study are gained, follow :

This research is expected to give English learners especially English education program students more information about code switching and hopefully can motivate them to learn and apply the knowledge they get from this research. They might have limitation about English vocabulary, and by allowing them to do code switching during the learning process, the English learners have given a chance to explore their knowledge and help them to boost their confidence in using English.

1.6 Definition of Key Terms

1.7.1 Code Switching

Code-switching refers to the practice of alternating between two or more languages, dialects, or varieties of speech within a conversation, sentence, or discourse, depending on the context or the social setting. Poplack and Sankoff (1984) stated, is simply the alternate use of the two language.

1.7.2 Social media

Social media refers to online platforms and applications that allow users to create, share, and interact with content, as well as connect with others in virtual

communities. Hung and Yeun (2010) social networking technologies are used in various contexts for improving communication affectivity

1.7.3 X

X is a microblogging platform where users can post short messages, called tweets, up to 4000 characters long. It is used for real-time updates, news sharing, discussions, and expressing opinions.