ABSTRACT

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Based on the fact that code switching phenomena can occur on every social media platform, such as Youtube, this study took Boy William's Youtube content "#NebengBoy" as the object of the study. This study aimed to find out the types of code switching phenomena in Boy William's Youtube content "#NebengBoy and described the reasons for those utterances containing code switching.

This study employed qualitative content analysis to analyse the data. The data were utterances containing code switching in two episodes of #NebengBoy. This study used documentation method for data collection. The results of the study showed that there were three types of code switching: 9 tag switching, 31 inter-sentential switching, and 62 intra-sentential switching. And there were seven reasons for those utterances containing code switching: 35 talking about a particular topics, 1 being emphatic about something (express solidarity), 12 interjection (inserting sentence fillers or sentence connectors), 4 repetition used for clarification, 20 intention to clarify the speech content for interlocutor, 2 soften and straighten request or command, 2 real lexical need.

The results of this study showed that from 88 data, intra-sentential switching was the most common type of code switching in both episodes. Besides, the most common reason for code switching in both episodes was talking about a particular topic. The other researchers can analyse the influence of code switching towards the attitudes or perceptions about code switching since this study only analysed the types of and reasons for code switching.