

CHAPTER I

INTRODUCTION

A. Background of the study

When people speak, they often switch from one language or style to another in certain situation. Thus, phenomena of switching from one language to another language is called code switching. Wardaugh (2006:101) asserted that code switching is a phenomenon of switching from one language to another language in bilingual or multilingual communities. For example, in view of the fact that there are hundreds of regional languages in Indonesia, it can make people switching code to adjust the situation.

Nowadays, code switching phenomena become a trend of communication in society. Those phenomena can occur on every social media platform, such as Youtube. There are many Youtube contents that contain code switching phenomena. The phenomena of code switching can be found among others in Boy William's Youtube content "#NebengBoy". Boy William is an Indonesian actor, presenter, rapper, and VJ. He started his career by winning the model election in 2009. Now, he is also known as a youtube content creator. He has 1.740.000 subscribers in his Youtube channel. The most viewed content in his Youtube channel is #NebengBoy program. In that program, Boy William picks up Indonesian public figures, drive them around Jakarta, talk about their inspiring life's story, and of course, they do carpool karaoke together. The writer is interested to analyse it because Boy William often switches from Indonesian language to English while talking with the guest in #nebengboy, and vice versa. Besides, that program gets high attention from Indonesian youth generations.

Other researchers found some results in their research which are relevant to this topic. Khasanah *et al.*, (2013) accomplish their research to the hosts of "Gaul Bareng Bule" conversation. They conclude six reasons of code

switching and code mixing, they are setting, solidarity expression, topic, quoting, emphasizing, and feeling expression. In their study, an intimacy among the the hosts, the foreigners, and the audiences were found as the reason of the code switching and code mixing. While Retnawati& Mujiyanto (2015) were conducting their research in “Code Switching Used In Conversations By An American Student Of The Darmasiswa Program” in 2015, they figured that code switching affect the abilities of involved languages in conversations. It affects to the loss of English language ability and the gain of Indonesian language ability. Another research was conducted by Wibowo *et al.*, (2017) which found three types of code switching; tag, inter sentential, and intra sentential and three types of code mixing; insertion, alternation, and congruent lexicalization in the sixth president of Republic Indonesia ‘s speech at the national independence day. All of the previous studies above analysed code switching from different platforms like the television show, the Darmasiswa program, and the president’s speech.

Based on the description above, the writer was interested to analyse code switching phenomena in Boy William’s Youtube Content “#NebengBoy”. The writer focused analysing the types of and reasons for those utterances containing code switching in Boy William’s Youtube Content “#nebengboy”.

B. Scope and Limitation of the Study

The scope of this study was sociolinguistics and the limitation of the study was code switching phenomena in Boy William’s Youtube Content “#nebengboy”. This study took 2 Episodes entitled:

1. *Pilihan Najwa Shihab tentang presiden 2019! Boy William ketawa!* - #NebengBoy S2 Eps. 5
2. *Vincent Raditya CURHAT ke Boy William* - #NebengBoy S3 Eps. 7

C. Research Question

Code switching has become appealing topic to be explored, especially code switching employed by Indonesian

Content Creator “Boy William”. According to the background above, the writer discovered the research questions as follow:

1. What are the types of code switching phenomena in Boy William’s Youtube content “#nebengboy”?
2. What are the reasons for those utterances containing code switching in Boy William’s Youtube content “#nebengboy”?

D. Purpose of the Study

In line with the problem of the study, the writer discovered the objectives as follow:

1. to find out the types of code switching phenomena in Boy William’s Youtube content “#nebengboy”.
2. to describe the reasons for code switching phenomena in Boy William’s Youtube content “#nebengboy”.

E. Significance of the Study

The writer expects this study will give the contributions as follow:

1. For student: The results of this study are expected to give knowledges about code switching and hopefully the student can apply code switching into their daily life.
2. For teacher: The teacher can enlarge the possibility of using English teaching video as learning media to comprehend code switching phenomena in teaching, since in the field of education sometimes teacher needs to switch their language for signaling topic change, giving explanation, and building social relationships to students.
3. For other researcher: The result of this study can be a reference for other researcher who is interested to enhance study about type of code switching and reason of using code switching. It can be used as additional reference and information in using better utterances.
4. As for the pedagogical implication: code switching could be applied as a tool to keep the conversation running by translating new vocabulary or by restating a

whole sentence from the target language to the first language and vice versa.

F. The Definition of Key Terms

1. Sociolinguistic is the study of how [language](#) is used by different groups in society (Cambridge dictionary:2019). In this study, sociolinguistic has a role as the umbrella of code switching itself.
2. Code switching is a situation of language switching in bilingual or multilingual societies. In this study, code switching occurs during the conversation in #nebengboy.
3. #nebengboy is a content of Boy William's Youtube channel that adopts James Corden Carpool Karaoke in The Late Late Show with James Corden