

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is a purely human and non-instinctive method of communicating ideas, emotions, and desires by means of a system of voluntarily produced symbols (Sapir 1921). In fact, language is important for humans in order to provide information and express emotions. Information and emotion can be received by communicating. On the other hand, Wardhaugh (2006) stated that language is “what the members of a particular society speak”. Thus, language is various for there are many countries in this world. The varieties of language represent each possession. Therefore, it indicates that language is related to society.

The term of study which informs the relationship between society and language is sociolinguistics (Wardhaugh 1986). It does not only try to reveal the correlations between linguistic structure and social structure, but also to observe any shifts that come to pass (Gumperz 1971). Thus, it explores the relationship within the varieties of language within each society. In that case, the participants are various. The participants represent each society. Hence, language has to be produced in order to provide information within society. Moreover, one can perform more than one language within society in daily communication.

The ability of people to either use or apply more than one language is known as bilingualism or multilingualism. Bilingualism and multilingualism are normal in many

parts of the world and that people in those parts would view any other situation as strange and limiting (Wardhaugh 2006). People who are bilingual or multilingual can produce one or more of the languages involved (Wardhaugh 2006). Therefore, it highlights that bilingualism or multilingualism requires people who have many linguistic repertoires.

The phenomenon above not only occur in every daily basis but also in social network media, for instance, YouTube. Wattenhofer, Wattenhofer, & Zhu (2012) stated, “YouTube is the largest user-driven video content provider in the world; it has become a major platform for disseminating multimedia information”. Moreover, YouTube is an enormous phenomenon in Indonesia. This is an interesting phenomenon because people can be well-known by public through YouTube. Therefore, some of YouTube stars or as well-known as YouTubers expand their careers by playing in movies or at least coming up in talk shows as the guest stars.

The phenomenon above can be found at one of Indonesian YouTuber channel which is known as Deddy Corbuzier. Deddy Corbuzier is capable to communicate more than one language. Deddy Corbuzier is able to utter Bahasa Indonesia and English. On the writer’s pre-observation, the writer found Deddy Corbuzier spoke to his guest star, “formulanya dong dan lu harus tau loh, bahwa orang jaman dulu sukses itu dengan jaman sekarang itu beda banget loh” with high intonation. Then, the guest star replied “iyalah of course”. Next, Deddy Corbuzier spoke “you cannot put that thing”. Then, the guest star responded “sekarang ada social media, lebih gampang lagi sebenarnya”

with high intonation. “Nah makanya, tapi lu gabisa kasih formula bokap lu ke orang-orang sekarang, it is not gonna o work” replied by Deddy Corbuzier constantly with excited intonation. The guest star also replied with excited intonation “ga bisa lah, lah itu kan quotes gua, lu jangan mengambil quotes gua”. Deddy Corbuzier replied with the laugh “Hahahah”. Then, the guest star responded “gua tuh selalu ngomong bahwa, setiap kesuksesan itu mau jadi pengusaha, semua tu punya formulanya masing-masing, punya racikannya masing-masing”. Then, Deddy Corbuzier replied constantly with the same words “punya racikannya masing-masing”. The example shows that Deddy Corbuzier combined two languages which are Bahasa Indonesia and English. Futhermore, the phenomenon produced by Deddy Corbuzier is known as code switching.

Close The Door (Podcast Deddy Corbuzier) is one of the contents that established by Deddy Corbuzier in his YouTube channel. The content is an audiovisual podcast. There two hundred and three videos of *Close The Door (Podcast Deddy Corbuzier)* content. The theme of *Close The Door (Podcast Deddy Corbuzier)* is the subject of talk, interlocutor’s thoughts, hence, it is various since the interlocutors are many. Normally, there is only one guest star. The topic of the conversation is varied, and the atmosphere of the content is relaxed.

In addition, to enlarge the explanation of code switching, this section outlines the term of code. Code is a variety of language (Wardhaugh 2006). Code is a useful

term because it is neutral. Dialect language, standard language, style, creole, and pidgin are included as a code. However, codes can be used to protect certain secrets.

The most general description of code switching is, involves the alternate use of two language or linguistic varieties within the same utterance or during the same conversation (Hoffmann 1991). The switch from one code to another code or mix to codes even within sometimes very short utterances and thereby create a new code in a process known as code switching (Wardhaugh 2006). Code-switching can arise from individual choice or be used as a major identity marker for a group of speakers who must deal with more than one language in their common pursuits (Wardhaugh 2006).

The phenomenon above informs that the sentence produced by Deddy Corbuzier is code switching. Deddy Corbuzier switched the language from Indonesia with Jakartanese dialect to English. Generally, it occurs when two people are different ethnicities that have different codes or languages. Thus code switching occurs between people who have acquired at least two languages or codes.

There have been several previous studies concerning with code switching. Some of the previous studies were proposed by Prasiddha (2017), Upasasuba (2018), Windianto (2019), and Zakiah (2019). Those previous studies mostly intend to explore the classifications and functions of code switching. Moreover, the subject of those previous studies is Indonesian celebrity who has YouTube channel. There are Cinta Laura, Boy William, and Andovi Da Lopez. Those previous studies indicated different results. The different results occurred due to the differences between each subject and

theory. Thus, the writer wanted to highlight code switching used in a YouTube through the videos of Deddy Corbuzier YouTube channel which is *Close The Door (Podcast Deddy Corbuzier)*.

The writer chose three videos of Deddy Corbuzier YouTube channel which is *Close The Door (Podcast Deddy Corbuzier)* as the object of the study. The reason why the writer chose three videos to be analyzed for, is, because of the interlocutors in the videos. The interlocutors in the videos can use English. The participants are Agnez Monica, Cinta Laura, and Putri Tanjung. Agnez Monica and Putri Tanjung are non-native, while Cinta Laura is a native toward English. However, they are considered as high-educated persons. Further, the reason why the writer chose Deddy Corbuzier as the subject for he is also known as a high-educated person. Deddy Corbuzier is able to communicate more than one language. The ability of Deddy Corbuzier to speak English is relatively fluent. Deddy Corbuzier often switched the language used according to the video that the writer watched. Moreover, the interlocutor of the content are various, so Deddy Corbuzier has met a lot of people. However, Deddy Corbuzier is a non-native, hence, it creates the possibility for Deddy Corbuzier to switch one code to another within conversations. It is possible that the subject switches the language towards the guest star's linguistic repertoire. Furthermore, the writer wanted to analyze the types and functions of code switching performed by Deddy Corbuzier.

1.2 Statement of the Problems

Regarding to the background of the study, the statements of the problem are formulated as follow:

1. What are the types of code switching produced by Deddy Corbuzier in *Close The Door (Podcast Deddy Corbuzier)*?
2. What are the functions of the code switching produced by Deddy Corbuzier in *Close The Door (Podcast Deddy Corbuzier)*?

1.3 Objectives of the Study

Regarding to the statements of the problem of the study, there are two objectives need to be achieved, which are:

1. To identify the types of code switching produced by Deddy Corbuzier in *Close The Door (Podcast Deddy Corbuzier)*.
2. To describe the functions of the code switching produced by by Deddy Corbuzier in *Close The Door (Podcast Deddy Corbuzier)*.

1.4 Significance of the Study

This study gave contributions not only to the field of sociolinguistics but also to those who need it as a reference. In other words, it resulted in theoretical contribution and practical contribution. The results of this study were beneficial as additional information to sociolinguistics study, specifically, code switching study. Moreover, the outcomes of this study were expected to provide data concerning the types of code switching and the functions of code switching done by Deddy Corbuzier. The results

of this research also provided an overview on code switching study within Deddy Corbuzier in YouTube.

Meanwhile the practical contribution of the study was that the outcomes of this study were expected to support pupils in increasing the linguistic knowledge about code switching study. Furthermore, it developed as a reference for further studies on code switching, especially those produced by Indonesian celebrity. Hopefully, the results of this study supported people who live in a multilingual society to communicate well.

1.5 Definition of Key Terms

1. Code switching: involves the alternate use of two language or linguistic varieties within the same utterance or during the same conversation (Hoffmann 1991).
2. *Close The Door*: audiovisual podcast content that established by Deddy Corbuzier in his YouTube channel.
3. Podcast: a program (as of music or talk) made available in digital format for automatic download over the internet (Merriam-Webster 2020).
4. Types of code switching: situational switching, metaphorical switching, intra-sentential switching, and inter-sentential switching (Wardhaugh 2006).
5. Functions of code switching: talking about particular topic, quoting somebody else, emphatic about something, interjection, repetition used for clarification, express group identity, and intention of clarifying speech content for interlocutor (Hoffmann 1991).