

CHAPTER I

INTRODUCTION

This chapter consists of six subchapters which are background of the study, statement of the problem, objectives of the study, significance of the study, scope and limitation, and definition of key terms.

1.1. Background of the Study

Language use is important in delivering any information through any platform. Many types of social media can be the platform to publicize information throughout the world. One of the pioneers of social media is YouTube. YouTube brings many influences to the users by showing any information through the languages used by YouTubers. This social media was made in 2005 by Steven Chen, Chad Hurley, and Jawed Karim in San Mateo, California, United States (Rowell 2011). Technology supports YouTube as the platform which focuses on user-generated social media, which has brought huge influences on new trends and controversies to the users of new-media platform (Burgess 2011). This is a phenomenon where language use brings information and trends to YouTube users. Moreover, a language phenomenon in social media tends to relate with the society where the language is used.

People experience YouTube media by discovering and enjoying the contents. The language used in a YouTube video's contents is one of the aspects which the creator can deliver the aims of the video blog (vlog). Vlog or video blog is new media trend of delivering contents through audio visual platform that can be made by people depends on the creativity of the creator which further be uploaded on YouTube, Facebook, and other social media (Mandasari 2020). According to Werner (2012) the term vlogs are technically convenient videos in which an individual is positioned in front of a camera and discusses public viewership concisely, informally, and more or less personally (Werner 2012). This phenomenon of language in social

community is studied in Linguistics field. Sociolinguistics is the branch that studies the interaction between the phenomenon of structures or elements of language with sociocultural components of speech (Wardhaugh 2006). Language use phenomenon relates to the bilingual or multilingual society which the society must decide certain language variations they use during communication. Language choice happens when there are slightly two languages are involved, which makes the conversation more complex and the switches may involve the selection of different varieties of both languages (Hoffmann 1991).

The phenomenon of language choice also occurs in Indonesian YouTube content. Indonesian YouTubers tend to use more than one language in their video YouTube channel. One Indonesian YouTuber who is also involved in this language phenomenon is Gita Savitri Devi. Gita is one of the Indonesian YouTubers who has more than 1.3 million subscribers on her YouTube channel. The language phenomenon performed by Gita Savitri is code-switching, in which she switches languages in delivering the messages in her video blog (vlog). Gita is different from common Indonesian YouTubers who usually perform code-switching between two codes or languages which are Bahasa Indonesia and English. Meanwhile, Gita is a YouTuber who performs code-switching amongst three languages, Bahasa Indonesia, English, and German.

The influence of multilinguals community towards human being probably results inventive language use that can be termed as code-switching. Moreover, Wardhaugh (2006) stated that code-switching that performed by a speaker can be an indication that the speaker has a useful social skill. Hoffmann (1991) mentioned that the common understanding of code-switching is the substitute use of codes or languages or linguistics types within the same expression or during speech.

Hoffmann (1991) provided an example in her book which was taken from Oksaar (1974) where the code-switches from an Estonian-Swedish bilingual: “Möödunud aastal ma

sain *skåtti* [skat't'i] tagasi” (‘Last year I got some taxes back’) (‘skatt’ is Swedish for ‘tax’). Another example provided taken from an Estonian-American: “Nää, Sven, hîtshaiker tahab lifti” (‘Look, Sven, a hitch-hiker wants a lift), in this example the first switch is phonologically adapted, the second also morphologically) (Oksaar 1974: 494-8).

Nevertheless, the importance of language for individual in a community shows the identity of the speaker. Individual in multilingual community tends to build a custom such as code-switching by reason of marking their major identity in their typical field (Wardhaugh 2006). Furthermore, he stated that code-switching is frequently subconscious or it can be said that people may not be mindful that they have shifted or manage to report, following a dialogue, which code or language they performed for a particular topic discussed.

This phenomenon can be found in Gita Savitri’s video blog (vlog). As in one of Gita Savitri’s videos in playlist *Tentang Jerman*, entitled *Biaya Hidup di Jerman* in which she talked about the cost of living in Germany. An example of the performed utterances by Gita Savitri in her vlog:

“Kalau **Einzelzimmer** ini biasanya di dalem kamar lo itu, cuma ada kamar tidur atau paling banter tempat mandi, shower. Sementara kalau kitchen atau dapur lo harus share sama orang-orang di satu lantai, namanya **die flurgemeinschaft**. Terus di **Einzelzimmer** itu kadang-kadang juga ada yang sampai kamar madinya dan wc-nya harus share juga sama temen-temen satu **flur**.”

The utterances shows that Gita Savitri performs code-switching amongst Bahasa Indonesia, English, and German.

To broaden the information about the phenomenon, the performed phenomenon above is included in the term code. According to Wardhaugh (2006) the term code is useful because it is neutral. The terms such as *dialect*, *language*, *style*, *standard language*, *pidgin*, and *creole*

are persuaded to provoke emotions (Wardhaugh 2006). Nonetheless, code can be used by the speakers to hide special messages in communication.

Code-Switching is somewhat common and massive phenomenon in multilingual community, yet the research about this phenomenon is likely to be researched as a development of language choice in linguistics field. Therefore, this research is clearly need to be researched as the language grows from time to time.

There were four previous studies about code-switching which have been studied by researchers. These previous studies were proposed by Senja (2019), Pratama (2020), Ibar (2021), and Sari and Kusumawardhani (2021). The previous studies focus on analysing the types and functions of code-switching between two codes or languages which are Bahasa Indonesia and English. The setting of these studies is social media, YouTube, and the subject of the study is the celebrity who has a YouTube channel, Boy William, Deddy Corbuzier, Cinta Laura, and Najwa Shihab. These previous studies signify the results. There are several differences in the results which are the subjects are different artists or creator, theories from different linguists, and vlog settings of the researches. The similarity between the recent study and the previous studies is the subject in which the celebrity or the content creator who has YouTube channel. The differences between the recent and previous researches are the theories and the variations of the code or languages.

Senja (2019) studied the code switching performed by a celebrity named Boy William in his vlog called #NEBENGBOY. This research entitled *Code Switching Performed by Boy William In #NEBENGBOY Vlog Series*. This vlog took car as the vlog setting. The writer used the code-switching theory proposed by Holmes (2013) to identify the types and the plausible functions of code switching performed by Boy William. And the data were taken from three vlogs in #NEBENGBOY vlog series.

A year after, Pratama (2020) conducted a study on code switching performed by an Indonesian celebrity named Deddy Corbuzier in his podcast entitled *Close the Door (Podcast Deddy Corbuzier)*. The writer considered Deddy Corbuzier because of several reasons such as the guests or the interlocutors in the videos were numerous and were well-educated persons, and the topics in this podcast were interesting and controversial. Wardhaugh's theory (2006) used to identify the types of code-switching and Hoffman's theory (1991) applied to elaborate the plausible functions of code-switching performed by Deddy Corbuzier and the interlocutors in his podcast. The data were taken from three video podcast and the interlocutors among these videos were Agnez Monica, Putri Tanjung, and Cinta Laura.

Further, study done by Ibar (2021) focused on code switching found in Cinta Laura's utterances in YouTube videos. The writer applied types of code-switching by Hoffmann (1996) and functions of code-switching by Gumperz (1982). The researcher used the function of code-switching theory by Gumperz (1982) because this theory is suitable to define the functions of code-switching performed by Cinta Laura who speaks English is like a native, but she is a mixed-blood between Indonesian-German.

Moreover, Sari and Kusumawardhani (2021) studied on the code-switching and code-mixing performed by Najwa Shihab and the interlocutor, Maudy Ayunda in her show *CATATAN NAJWA WITH MAUDY AYUNDA ON YOUTUBE*. The purpose of this study was to find and analyse the types of code-switching and code-mixing performed by two well-educated Indonesian artists. The writer used types of code-switching theory by Poplack (1980) and the types of code-mixing theory by Hoffmann (1991).

In addition, these previous studies were analysing code-switching between two codes or languages, which are Bahasa Indonesia and English, meanwhile, the recent study analysed code-switching amongst three codes or languages, which are Bahasa Indonesia, English, and German.

Thus, this study analysed the types and functions of code-switching performed by Gita Savitri. By knowing code-switching, readers or researchers understood deeply the reasons of the languages used in vlogs performed by Gita Savitri who has particular characteristics as an Indonesian YouTuber who lives in Germany for more than ten years. Moreover, the effects of the society influence to someone's language skill as in German – where Gita Savitri is living.

The writer considered Gita Savitri as the subject in this study because of four reasons. First, she is a brand ambassador of *Ruang Guru*, one of the top online tutor agencies in Indonesia. Second, Gita is also the author of two phenomenal books entitled *Rentang Kisah* and *A Cup of Tea*. Third, her phenomenal book entitled *Rentang Kisah* has been filmed in 2020. Fourth, she is a multilingual Indonesian YouTuber with 1,3 million subscribers – who speaks Bahasa Indonesia, English, and German. The phenomenon of code-switching performed by Gita Savitri brought her identity as an Indonesian who lives in Germany. It is important to study a YouTuber who lives, studies, and works in Germany as well as Gita Savitri. This study showed that the languages used in a society can change someone's language choice during the conversation.

According to an article published by the Indonesian Ministry of Foreign Affairs in Berlin, Germany. There are 27,000 Indonesian people are administered and 7,000 of them are students. This fact relates to the phenomenon of language choice, which is code-switching. The more Indonesian citizens who live in Germany, the more common code-switching is discovered. As explained by Hoffmann (1991) the more common code-switching performed by the speakers the negative assumptions of this phenomenon in the society will decrease. Thus, the research of code-switching amongst Bahasa Indonesia, English, and Germany were useful in the society and scholars' area.

1.2. Statement of the Problem

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

1. What are the types of code-switching amongst three languages, Bahasa Indonesia, English, and German performed by Gita Savitri in her YouTube channel vlogs based on Wardhaugh's theory (2006)?
2. What are the probable functions of code-switching amongst three languages, Bahasa Indonesia, English, and German performed by Gita Savitri in her YouTube channel vlogs based on Hoffmann's theory (1991)?

1.3. Objectives of the Study

Regarding to the statements of the problem of the study, there are two objectives required to be achieved. The study is required to explain the types of code-switching amongst three languages, Bahasa Indonesia, English, and German performed by Gita Savitri in her YouTube channel vlogs based on Wardhaugh's theory (2006). Moreover, this study is expected to point out the probable functions of code-switching amongst three languages, Bahasa Indonesia, English, and German performed by Gita Savitri in her YouTube channel vlogs based on Hoffmann's theory (1991).

1.4. Significance of the Study

The study of code-switching is important remembering that people receive information through social media in various codes or languages. Thus, this study is expected to bring contributions theoretically and practically. The theoretical contribution from this study is to add knowledge and information on sociolinguistics specifically in code-switching study amongst three languages, Bahasa Indonesia, English, and German.

In practical contribution, this research will provide support reference for future research. Furthermore, this study will help researchers, writers, and readers who are interested in doing a study of linguistics phenomenon. Moreover, this research will help people who live in multilingual society to decrease negative stigma and acquire deeper comprehension towards sociolinguistics study, especially code-switching phenomenon.

1.5. Scope and Limitation

This study focused on code-switching performed by Gita Savitri Devi in her YouTube channel vlogs. Code-switching was amongst three languages, Bahasa Indonesia, English, and German. There were six video blogs (vlogs) chosen as the data sources. These videos were uploaded to her YouTube channel from 2016 until 2021. The writer selected the videos in which the existence of code-switching amongst three languages, Bahasa Indonesia, English, and German performed by Gita Savitri were analysed in this study.

1.6. Definition of Key Terms

1. Code switching: code switching is the language choice phenomena which substitute the use of two language or linguistics varieties within the same utterance or during the same conversation (Hoffmann 1991).
2. YouTube: YouTube is a platform which focuses on user-generated social media, has brought huge influences on new trends and controversies to the user of new-media platforms (Burgess 2011).
3. Vlog: Vlog or video blog is new media trend of delivering contents through audio visual platform that can be made by people depends on the creativity of the creator which further be uploaded on YouTube, Facebook, and other social media (Mandasari 2020).