

## CHAPTER 1

### INTRODUCTION

This chapter highlights key elements of the study, including the background of the study, research question, research objective, scope limitation, research significances, and definition of key terms.

#### 1.1 Background of the study

Nowadays in society, people build communication with various languages, especially in this era of globalization where communication is a trend (Laksono, 2022).

One of the most important communication tools in life is language, with language that can give opinions, thoughts and expressed feelings. Human intuitively to get along with other humans to their being, their statement, reveal their opinion and to influence others to their own interest, group interest and common interest (Dewa et al., 2022).

In today's era, many Indonesians have ability of speaking more than one language, which is called bilingual. Being bilingual in life has advantage like enchancing communication skills, and providing a foundation for personal and intellectual growth. Maintaining bilingualism throughout life can be rewarding experience as in this time, many people have skill to used more than one language or bilingual. Bilingualism means at first that the person is able to communicate in both languages and to apply the code switching in suitable situations; this includes speaking and understanding as well as reading and writing (KÖKTÜRK et al., 2016).

Code switching refers to switching between two or more languages in one conversation or communicate. Code switching is the ability to choose the language according to the speaker situational, topic of discussion, and so on, and to change the language in and interactional order according to sociolinguistic directions(Kaniadewi et al., 2022).

Code switching is a normal form of bilingual interaction, and requires a great deal of bilingual competence. In the individual, code switching isn't randomly distributed within sentences, but rather it occurs at certain points (Muysken, n.d.).

Communication happened through digital means such as social media or electronic. Social media refers to online platforms and websites that allow users to create and share content, engage in social networking, and interact with others virtually. These platforms facilitate the exchange of information, ideas, and multimedia content in various forms, such as text, image, videos, and audio. Social media platforms also provide tools for communication, such as messaging, commenting, and reacting to posts.

One of the most popular social media for millennials today is a YouTube. YouTube can be considered a form of social media (Purma & Moetia, 2023). Even though it is known as a video sharing platform, this platform also combines many features that are generally associated with social media platforms, for example interacting by liking, commenting, and sharing. And YouTube also attend as a platform for educational purposes (Karina et al., 2021)

Users are called influencers, influencers can also interact with other users by commenting on videos, liking or disliking contents, and subscribing to a channel they like. Influencers on YouTube often share information about brand, hobbies, or daily activities to gain support or input from viewers, in that way leveraging their viewers. Influencers increase popularity on YouTube to build trust and understanding with their followers. One example of an influencers who use YouTube as a communication platform with fans is Maudy Ayunda.

Based on the background of the study above, the researcher is interested in analyzing the types of code switching with the title “Analyzing Code Switching Used by Maudy Ayunda on YouTube Channel”

Previous research was conducted by Najwa Shihab with Maudy Ayunda on YouTube and Leila S. Chudori for Nadira; The first and second research analyzed how code switching is used, while the last research analyzed how the author uses code switching in a book, namely a Novel. This research is very important because previous research examined code switching used by influencers in YouTube content. Influencers have a significant impact in using code switching and act as public figures for their followers. The urgency of this research is to understand how language is used in social media, especially on YouTube, which is done by influencers. The object of this research uses the same research as before, namely Maudy Ayunda.

## 1.2 Research Question

Based on the background above, the problem can be formulated as: “What is the code-switching style used Maudy Ayunda in some of the video content on Maudy Ayunda YouTube Channel?”

## 1.3 Research Objective

To find out the code-switching style by Maudy Ayunda on Maudy Ayunda YouTube Channel

## 1.4 Scope and Limitation

In this research, the researcher focuses on recognizing the style of code switching used by Maudy Ayunda in Maudy Ayunda YouTube Channel (<https://www.youtube.com/@modmedia>). This research limits on 4 YouTube contents posted by Maudy Ayunda on YouTube videos 2023 February 1<sup>st</sup> – May 11<sup>th</sup> about Thoughts on GAP Year, Thoughts on Adulthood, Thoughts on The Powers of Language, and Thought on Priorities.

## 1.5 Research Significance

This research is significant because its contribution is useful to find out the phenomenon of code switching applied by celebrity and influencers found on YouTube. This research aimed to continue previous research and make references especially those that focus on code switching and bilingualism in social media.

## 1.6 Definition of keyterms.

Code switching, social media, YouTube.

## Code switching

Code switching is a linguistic phenomenon in which a speaker alternates between two or more languages or dialects within a single conversation, sentence, or discourse. Code switching is typically described as the practice of alternating between

two or more languages, whether simultaneously or interchangeably, within a single conversation (Morrisan, 2017)

### **Social media**

Social media represents a dynamic and diverse digital that has revolutionized the way individuals and communities communicate, exchange information, and interact with online content. Its ongoing evolution introduces fresh features and poses challenges in response to the ever-changing landscape of technology and user behaviors.

### **YouTube**

YouTube is a video sharing platform that is easy to access. YouTube's existence is a evidence to technology, inspiring us to continue pushing the boundaries of creativity, expression and understanding in the digital site.

