CHAPTER I

INTRODUCTION

In this chapter, the researcher presents: Background of study, Research problems, Purpose of the study, Significance of the study, Scope and limitation, and the last is the Definition of Key terms.

1.1 Research Background

Living among people which belong to bilingual or multilingual society requires us to acquire the language spoken in certain community. The use of two languages in the same utterance is called code-switching and code-mixing. Code-switching and code-mixing seem to occur in daily conversation of bilingual or multilingual society as the result of the speakers’ habitual activity or intention to do so. Developing communicative competence in two or more languages gives individuals opportunities to express their feelings and thoughts and shape their identity. It also helps them satisfy their individual and social needs in the different contexts of the languages used. The phenomena of code switching and code mixing of languages have long intrigued scholars who have examined what triggers such occurrences (Muysken, 2000; Wei, 2005).

Nowadays, people interact with others via social media by using many kinds of languages or switch language. Some of social media which are very popular today are Instagram and Facebook. In Instagram caption, and Facebook’ status updates, we often find some users use code switching to show their idea and feeling. Code switching that happens usually is not realized by users.
Moreover, many Thais frequently communicate with each other on Facebook and many of them are able to use English to a great extent. Sometimes, they shift and mix both languages together which is in linguistic terms called code switching and code mixing (Wilaiporn Kongkerd: 2015).

Further, research on code switching in network site has been done by Riris Desnia Sihombing (2014) that analyzed the types of code switching and reasons why people switch their language in social media Twitter by using Hoffman and Saville-Troike’s reason approach to code switching. There are eight reasons why people switch the code in the social media Twitter, the most common reasons for people switch the language is due to the lack of equivalent lexicon in the languages. It is because of real lexical need are main reason for code-switching. In addition, Tajudin (2013), investigated languages used in code switching on personal message of BlackBerry messenger (PM of BBM), the types of code switching, and the reasons of BBM users in using code switching.

Different from the previous research, the researcher is interested in investigation the use of code switching use in Instagram caption and Facebook by some Thai Students in University of Muhammadiyah Malang. The researcher assumes that there is still limited number of study of the use of code switching in Instagram and Facebook. Moreover, people commonly connect their Instagram captions to Facebook status updates. These findings might show the obvious description of kinds of code-switching mostly used in Instagram and Facebook by Thai students in University of Muhammadiyah Malang as well as their reason why they use code switching.
1.2 Research Problems

Based on the background of study, the writer formulated the research problems as follows:

1. What types of code-switching used in Instagram and Facebook by Thai students in University of Muhammadiyah Malang?

2. What are the reasons of using code-switching in Instagram and Facebook by Thai students in University of Muhammadiyah Malang?

1.3 Research Objectives

According to the problem of study above, the purposes of the study are:

1. To identify type of code-switching using in Instagram and Facebook by Thai students in University of Muhammadiyah Malang.

2. To identify the reason of using code-switching in Instagram and Facebook by Thai students in University of Muhammadiyah Malang.

1.4 Scope and limitation.

The scope of this study is that the researcher focuses on using code-switching in Instagram and Facebook. The subjects are limited to Thai students at University of Muhammadiyah Malang. The researcher takes fifteen students coming from English Language Education, Bahasa Indonesia, Tarbiyah, Electrical Engineering, International Relationship, and Management Department of 2013-2016 Academic year as the subjects of this study.
1.5 Research significance

The researcher expects the result of this study will give additional information to the reader and contribute to the development of code switching. This study of sociolinguistics especially the student of English Department can choose the code switching as the object of research, because many interesting aspects can be analyzed related to sociolinguistics study especially in social media. For further researchers, the writer expects the result of this study could be used as the reference for them to analyze the code switching on social media. Also, the researcher expects that the result of this study can be used meaningfully as an understanding concept by the students who learn about sociolinguistics.

1.6 Definition of key term

To get a definitive understanding of the concepts of this study, the following definition of key terms is given:

1) Codes-switching

Code-switching refers to the mixing, by bilinguals (or multilinguals), of two or more languages in discourse, often with no change of interlocutor or topic. Such mixing may take place at any level of linguistic structure, but its occurrence within the confines of a single sentence, constituent, or even word, has attracted most linguistic attention. (Shana Poplack:2001).
2) Social Media

Social media is engaging with consumers online. According to Wikipedia, social media is internet-based tools for sharing and discussing information among human beings. Social media is all about networking and networking in a way that espouses trust among parties and communities involved. Any website which allows user to share their content, opinions, views and encourages interaction and community building can be classified as a social media. Some popular social media sites are: Facebook, YouTube, Twitter, Digg, MySpace, StumbleUpon, Delicious, Scribd, Instagram, Flickr etc. (Ms. Sisira Neti Asst. Professor, 2011)

3) Thai student

Thailand students refer to the Thai students who get scholarship in studying at English Language Education, Bahasa Indonesia, Tarbiyah, Electrical Engineering, International Relationship, and Management Department at University of Muhammadiyah Malang Academic year 2013-2016.