CHAPTER I

INTRODUCTION

This chapter describes the background of study to explain why this research is important to be conducted. It is also provides statement of problem, objective of the study, significance of study, scope and limitation, and definition of key terms.

1.1 Background of the Study

Communication is a part of human activity to share the information to other people. According to Botín (1984), communication is a system of language that can be used in a group of people. Communication has an important part in language or social context. These connections are complex such as there is a people who talk with their friend with slang words or swearing then they use formal language with their boss or lecturer and many more (Amberg & Vause, 2006). Communication is transferring and understanding information between one person to another. Accordingly, communication is an important part for human to do interaction based on the condition.

Sociolinguistic is the study about language that used in society that contains culture, background situation, and gender. According to (Hickey, 2012), sociolinguistic studies about a traditional language used in society because culture can be known from the language and it can be applied in all groups from all ages and gender. Holmes (2013) said, sociolinguistic also learn about social function and meaning behind the language because in this world people speak with a
different language, background, and culture. It can be concluded that sociolinguistic is an important part to learn linguistic because sociolinguistic related to daily life.

Code switching is a variety of sociolinguistic that switches two languages in conversation. According to Baker & Jones (1998) cited in Saghir (2010), code switching is switching of two languages, either the speaker is a multilingual and bilingualism that switch their language depends with their personal and social condition and the communication that they involved. Bilingual speaker identical with code switching, especially when both language are used in environment (Heredia & Altarriba, 2001). In brief, code switching is a bilingual people that can switch two languages, for example: I’ll go check your work later, jangan khawatir semua pekerjaan pasti di cek.

Besides code switching, code mixing is a variety of sociolinguistic that has a similar purposes with code switching as a combined of two languages in speech but has a different used. According to Saghir (2010), said that the researcher Wardaugh (2010) do not even differentiate between code switching and code mixing. However, the uses for both of it are different. According to Abdely (2016), code switching is different from code mixing because code switching only borrow the word from foreign language, for example: Andi sedang membaca dokumen di taman. Dokumen is an indonesian language that borrowed from English language document. Accordingly, the used of code switching and code mixing are different which is code switching, switch the two sentences of
different languages and for code mixing, borrow the word from foreign language and blend it with native language.

Talk about social media, *YouTube* is the popular video sharing site (Yoganarasimhan, 2012). According to Luscombe (2015) cited in Holland (2016), 3.2 billion of people that have internet access, more than 1 billion people accessing *YouTube* either being a user or a viewer. *YouTube* has a lot of content, from entertainment to education content. One of the content on *YouTube* in Indonesia is beauty content which is called as *beauty vlogger “Sarah Ayu”*. Beauty vlogger is the biggest *YouTube* user contains beauty content in their *YouTube* channel that has more than 45,000 user and 700 million views per month (Sykes, 2014). According to Pixability (2014), beauty vlogger can produce and publish beauty video but not as a member of the beauty product. The purpose of beauty vlogger is to give people information about their personal review about makeup or fashion such as, how to apply the right makeup and give an idea how to combine the outfit or even provide a daily life activity video (Sykes, 2014). For this thesis the researcher pick one of the famous beauty vlogger in Indonesia “Sarah Ayu”. Sarah Ayu has 188,000 subscribers and gains more than 14 million views.

This analysis was also used by student in University Sanata Dharma Yogyakarta, Riyanto (2010) conducted research about code switching in *Bukan Empat Mata* tv show, he also analysed about what type of code switching that used by the host of *Bukan Empat Mata* and the reasons why the host of *Bukan Empat Mata* used code switching. The reason why Riyanto (2010) choose this
analysis because *Bukan Empat Mata* is a famous tv show at that time and the used of code switching is very important in entertainment world and education. In addition, this analysis also used by university student, Ismi (2013) conducted research about *Hitam Putih* tv show, she analyse about kind of code switchin used by guest star in *Hitam Putih* and the most dominant code switching used by guest star. The reason why Ismi (2013) choose this analysis because code switching not only happen in daily activity, but also in tv show.

From previous researcher above that conduct a research about analyse of code switching almost the same with the researcher whic is conduct research about code switching used by beauty vlogger *Sarah Ayu* and analyse about the type of code switching that *Sarah Ayu* used and in which part that *Sarah Ayu* switch her language, but the different from previous research is the object that the researcher used is rare and the type of code switching that the researcher used by Poplack (1980) cited in Abdely (2016) is more simple and more specific for code switching as a blingualism. According to Milroy and Muysken (1995) cited in Boztepe (2002), Poplack (1980) type is fit with the definition of code switching as a bilingual people. The reason why the researcher conduct this research because code switching can help people learn different language and using a beauty vlogger as an object is interesting because beauty vlogger is the biggest content on *YouTube* (Sykes, 2014) and it is related to sociolinguistic because beauty vlogger is a media that become social influence (Li, Cui, & Ma, 2015 cited in Have, 2017) and term of social influence is identical with sociology (Buchegger & Hui, 2009 cited in Have, 2017) which is sociology related with sociolinguistic.
1.1 **Statement of Problems**

Based on the background of study above. This research has two problems to be analyzed, as follow:

a. What code switching are used by beauty vlogger “Sarah Ayu” in her video “Testing Full Face of New Makeup”.

b. What types of code switching are used by beauty vlogger “Sarah Ayu” in her video “Testing Full Face of New Makeup”.

1.2 **Objective of The Study**

The objectives of study are:

a. To know what code switching are used by beauty vlogger “Sarah Ayu” in her video “Testing Full Face of New Makeup”.

b. To identify what types of code switching used by beauty vlogger “Sarah Ayu” in her video “Testing Full Face of New Makeup”.

1.3 **Significance of the Study**

This research are expected to be useful for:

1. The Student Interest in Sociolinguistic

   This research is excepted to make a student feel interest to learn sociolinguistic. And also tell them about the phenomena in a language that used by society. So they are not only learning grammar, vocabulary, ect, but also they can learn more. The students are supposed to be able to be
more creative and they even can get a new knowledge based on what their interest.

2. The Readers

This research expected to motivate all the readers either from ELED student or common people to understand multiple perspectives which is the readers can know different culture style language and linguistic. Then, this research to motivate people to appreciate people work or art as a reflection of group society.

1.4 Scope and Limitation

This study concerns with analyzing about the code switching used in beauty vlogger “Sarah Ayu”. The limitation of this study is about type of code switching that used by beauty vlogger “Sarah Ayu”. This thesis will analyze about type and part of code switching that she used while she switch English and Indonesian language.

1.5 Definition of Key Terms

Five definitions of key terms are presented to avoid ambiguity, uncertainty, and misunderstanding in this study.

Communication : system of language that can used in a group of people (Botín, 1984).

Code switching: switch of two languages that used by bilingualism people (Heredia & Altarriba, 2001).

Code mixing: borrow the word from foreign language and mixing it with native language (Abdely, 2016).

Beauty vlogger: YouTube user that create a video about a personal review about makeup, fashion, and personal live activity (Sykes, 2014).