CHAPTER I

INTRODUCTION

Chapter 1 explains the basic idea related to the study. It unveils the background of the research, the problems of the research, research objective, research significance, scope and limitation, and definition of key terms.

1.1 Research background

Sociolinguistics is the study of the link between language and society, of language variation, and of attitudes about language (Spolsky, 2010). It is definitely cognized that the various languages are spoken across the world. Consequently, using more than one language for communication with others is acceptable and it is considered normal in multilingual society. This is predominantly known as the phenomenon that creates a term called code switching (henceforth: CS) in communication. Abdel (2014) defines that CS is the act of conversing in another language, besides the language which is innately owned or mother tongue. Code switching is also mentioned as a language contact phenomenon which generally appears in numerous formal and informal contacts of bilingual speakers like social contexts and situation include official meeting, classroom interaction, religious sermons, and conversation between peer or family. Based on the aforementioned explanation, CS can be concluded as the social contact phenomenon bilingual or multilingual speakers which aim to acquire more than one language during the conversation and it can happen intentionally or unintentionally.
Multiple languages people can produce a phenomenon called CS. Meanwhile, CS exists due to a variety of factors; why CS applied by people during their interaction habitually. It can be underlined that Holmes (2013, as cited in Inuwa et al., 2014) emphasizes that some certain factors arouse the way people speak like where they are speaking, who are listening to them, or what they are talking about. To boot, in accordance with previous research done by Inuwa et al. (2014), the results of the study unveils that the two languages alternation is a conversational strategy typically utilized by bilinguals to deliver social meanings for the efficient communication, which is frequently influenced by some social variables of the two or more languages. In a nutshell, the CS application used by the speaker is aroused by several factors, they are a partner in conversation, the situation, and the place, in which it is employed as a strategy to communicate and negotiate meanings to get their target of communication. Nevertheless, some people may produce the different types of CS as well. Poplack (1981, as cited in Jingxia, 2010) identifies that there are three categories of CS, they are tag, inter-sentential and intra-sentential switching. First, tag-switching is the addition of a tag phrase from one language into an expression from another language. Then, inter-sentential takes place at a clause or sentence boundary, in which each clause or sentence is in one or other languages. While intra-sentential switching occurs inside the clauses or sentences and it is recognized to be the most intricate arrangement of switching.

In many occupations, CS is very easy to find. There are some previous studies related with the code switching. Irwansyah (2007) analyzes the kind and
appearances of code switching utilized by Academia Fantasy Indonesia 3 (henceforth: AFI 3) reviewers in the AFI 3 elimination concert aired by Indosiar. He explains that there are five varieties of code switching utilized by the reviewers of AFI 3 aired by Indosiar: situational code switching, internal code switching, metaphorical code switching, external code switching, and intersentential code switching.

Furthermore, Anindita (2008) finds out the types and the factors of CS and the use of code mixing which is detailed in the opinion of the readers Kedaulatan Rakyat post. She enlightens the external and internal code switching which arose in the Reader’s opinion column of Kedaulatan Rakyat. She discovers that the external code switching is switching from Bahasa to English and Bahasa to Arabic. In contrast, the internal code switching in the data is switching from Bahasa to Javanese. Code mixing phenomena in her paper denotes to smaller units such as the addition of character set letter, short form, proper noun, lexical word, phrase, incomplete sentence, and the insertion of single full sentence and two sentence units. Likewise, Robania (2018) finds out the types and the factors of using CS in student exchange program at Tongren University-China and she dug out the most frequent type of code switching occurred on student exchange program at Tongren University-China was intra-sentential switching than both inter-sentential and tag-switching. Based on her research, the factor motivating the use of CS were the participant, social context, formality, the topic, the purpose and lack of vocabulary.
Based on the aforementioned explanation, many aspects of code switching have been identified by other researchers, yet there is no research which identifies code switching in online game, especially in *Mobile Legend* game. Therefore, the writer attempts to conduct a research entitled the code switching used by Mobile Legends gamers in their live game Vlog at YouTube.

### 1.2 Research Problem

This research is intended to discuss some research problems as follows:

1. What are the types of code switching used by Mobile Legends gamers in their live game Vlog at YouTube?
2. What are the viewers’ thought of the factors that influence the gamers to use the code switching?

### 1.3 Research Objective

The problem of this study raises purposes of study below:

1. To analyze the types of code switching used by Mobile Legends gamers in their live game Vlog at YouTube.
2. To analyze the viewers’ thought of the reasons that influences the gamers to use the code switching.

### 1.4 Scope and Limitation

This study of Sociolinguistics covers a lot of aspects. It needs to be set in order to avoid misunderstanding. Considering the identification of problem, the research focuses on the point discussion of code switching. The limitation of this
study concerns only on types of code switching used by Mobile Legends gamers in their live game Vlog at YouTube. In addition, its limitation is in finding out the types of code switching and the viewers’ thought of the factors that influences the gamers to use the code switching. Lastly, the researcher chooses “Jess No limit” as the vlogger to observe. The researcher’s reason of choosing two videos from jess no limit are because these two videos have the most like than other videos and in the two video jess no limit’ most often switch to other language. The researcher’s reason of choosing Jess No limit are he is a top global Mobile Legend player and renowned as one of the best players. Moreover, he has many subscribers and it is about 2.2 million subscribers in his YouTube channel.

1.5 Significance of the Study

The result of this research is expected to provide some acquaintances for:

a. Students

It is completely essential for students to understand the CS’ phenomenon to get more awareness of CS function. As matter of fact, the students are not only required to understand knowledge during teaching learning process but also try to avoid misunderstanding in communication among people. Consequently, students can completely acquire the use of CS and apply it appropriately in real life.

b. Lecturers

Teaching Sociolinguistics is dealing with many aspects. In accordance with this research, one of aspects in Sociolinguistics is meticulously described toward
its type, function and some supporting theories. Considering that, it delivers contribution to the lecturer in their teaching. Subsequently, lecturers are expected to equip themselves with the insight of Sociolinguistics aspect, especially code switching so as to be able to implement it in their teaching. Implementing CS, the teachers are able to deliver the lesson effectively. Moreover, the students can easily find a way to understand the lecturer's explanation due to the use of CS. Last, this research occurs in the context of gamer vlog. Utilizing this research, the lecturer can acquire fruitful sources/references that the game can help the student in learning process.

c. Future Researchers and Digital library University of Muhammadiyah Malang

   This research is expected to be a relevant reference for future researchers to conduct the research about CS and it will be one of useful references to develop CS studies in the future, especially in sociolinguistics area. By the same token, this research can be utilized to improve Digital Library University of Muhammadiyah Malang research for this specific field as a consideration for conducting research related to CS.

1.6 Definition of Key Terms

a. Sociolinguistics

   *Sociolinguistics* is the study of language in use, language in society (Meyerhoff, 2006).
Sociolinguistics is a developing branch of linguistics and sociology which examines the individual and social variation of language. Spolsky (2010, as cited in Halima, 2012).

b. Code

Code is a system used for communication between two or more parties (Wardaugh, 2006).

c. Code-switching

Code-switching is viewed as bilingual/multilingual practices, that is used not only as conversational tool, but also as a way to establish, maintain and delineate ethnic boundaries and identities (Lowi, 2005).

d. Types of code-switching

Types of Code-switching are referred to patterns of inter-sentential and intra-sentential (Wardhaugh, 2006)

e. Mobile Legends

Mobile Legends Bang Bang is a multiplayer online battle arena (MOBA) game designed not only for mobile phones but also can be played on the PC.