CHAPTER 1

INTRODUCTION

This chapter will explain some topics such as background of study, research problems, research objectives, scope and limitation, research significance, and definition of key terms.

1.1 Research Background

As human life, communication takes a big part in society. It is used to interacting, expressing our thoughts, ideas, feeling, and also sharing our knowledge through language. Consequently, communication cannot be alienated from the language which acts the important role in society. According to Wardhaugh (1986), sociolinguistics is the relationship among language and society that has purposes for catching a better understanding of the structure of language and the function of language in communication. It can be concluded that sociolinguistics studies all aspects of linguistics that is applied toward the connection between language and society and also the way it is used in different language situations.

In society, sometimes people want to communicate only in particular people or community. In truth, people try to use the language that not everybody knows or masters that language, so other people or community cannot disrupt their communication. Communicator is able to choose particular language to express their feeling to communicants in different purposes of communication.
One study found that “a code is a communication system used by two or more parties used on any opportunities” (Wardaugh, 1986, p.101). In line with the statement, people use different codes in different situation. It purposes to make them easier to discuss a particular topic, for instance, when people talk to interlocutor about work at economics, they may use the language that have relation with that field rather than the language that is used in daily conversation at home. As a result, a code can be defined as a system that is used by people to communicate with other.

When people choose a code in society, they are usually required to select a particular code whenever they choose to speak. At that time, they may decide to switch their language to convey their intentions, Bilingualism certainly becomes a factor for triggering people to easily do code switching (Kim, 2006). Put simply, when people choose code, they sometimes switch their language when they have communication with other. Code switching is a situation when communicants use more than one language in the execution of a speech act (Di Pietro, 1977). In early studies, the term ‘switch’ was used to describe the alteration between languages made by bilinguals according changes in a speech situation. In addition, according to Jendra (2010), code switching is a situation where the communicant intentionally changes the code used that is marked by switching from one to another. In brief, code switching is the use of more than one language in the same conversation which becomes one of the bilingual phenomenon that familiarly happens in society.

Talking about millennial era, it inevitably becomes a must that people use social media as their entertainment, including YouTube. In point of fact,
YouTube is a simple video-sharing site which contains of an active social networking community from YouTube members (Yoganarasimhan, 2011). According to public statistics, more than 48 hours of video content is uploaded every minute and 3 billion views are generated every day (Wattenhofer, Wattenhofer, & Zhu, 2015). YouTube has a lot of content and one of the most viewed and subscribed video categories is beauty vlog.

Today, Vlogger becomes the reality star in our world. According to Frobenius (2011), a vlog is a video created sequentially by vlogger and after editing, the video is uploaded to the internet, where viewers can rate it and leave comments on it. Beauty vlogger is the biggest YouTube user who creates video on beauty content about review make up, hairstyling techniques and products (Rapp, 2016). Beauty vloggers usually make their viewers as friends, gaining feedback from them such as accepting suggestions and constructive criticism. Beauty vloggers also offer some tips by sharing their personal thoughts. It successfully positioned themselves as YouTube celebrities. From this thesis, the researcher picks two of the famous beauty vloggers in Indonesia, Suhay Salim and Titan Tyra. Suhay Salim is one of the famous beauty vloggers in Indonesia who always uses code switching in every video. She has 911 subscribers and gains more than 86 million views. Meanwhile, Titan Tyra also one of the famous beauty vloggers who has good English accent and always uses full English on her video but sometimes uses English-Indonesian on her video. She has 437 subscribers and gains more than 35 million views.

On education side, the selection of media teaching is very necessary to improve students’ ability. Listening is a language skill that can be developed
through practice which is supported with the appropriate materials to listen to
(Liubinienė, 2009). In other words, listening skill focuses on the process rather
than the product, so for increasing student skill it can be through interactive media
for instance beauty vlogger video. Hence, the study of code switching in beauty
vlogger video will be introduced in listening class for University of
Muhammadiyah Malang students.

The study of code switching was also conducted by previous students.
Soenaryo (2016) conducted the research namely code switching used by the hosts
in Break Out show at Net TV. The reason why Soenaryo (2016) chose this
analysis was because code switching not only occurs in daily activities but also on
TV program and one of the programs is Break Out which is a famous program at
that time because most people like the Break Out program especially teenagers
and adults. He focused on analyzing the code switching used in informal
conversation, the types of code switching and the function of code switching. The
findings of Soenaryo’s research were there three types of used in Break Out,
which are tag switching, intra-sentential switching, and inter-sentential switching.
He also found five referential function, which are directive function, expressive
function, phatic function, metalinguistic function, and poetic function.

Another research finding who used this analysis is Salsabila (2018). She
investigated the code switching used by Beauty Vlogger Sarah Ayu in video
Testing Full Face of New Make Up which is analyzing the types of code
switching that Sarah Ayu’s used. Salsabila (2018) found 5 inter-sentential
switching, 8 intra-sentential switching, and there is no tag switching used in that
video. The reason why Salsabila (2018) chose this analysis was because code
switching is useful to people who learn different language and use a beauty vlogger as an object is interesting because beauty vlogger is the biggest content on YouTube and it is enriching Sociolinguistics findings.

From previous researchers that compiled about the analysis of code switching are different from this present study, Soenaryo (2016) has completed a study on code switching used by the host in Break Out Show at Net TV. Another research is Salsabila (2018). She has completed a study on code switching used by beauty vlogger Sarah Ayu in video Testing Full Face of New Make Up. Meanwhile, this present study is analyzing the type of code switching used by two beauty vloggers, Suhay Salim and Titan Tyra who often use code switching in their videos. The analysis of code switching used Romaine’s theory (1995), which are tag switching, intra-sentential switching, and inter-sentential switching. Another difference is the researcher tends to introduce code switching in Listening class. The researcher introduces how the beauty vlogger video can provide learning about code switching in Listening class for students of University of Muhammadiyah Malang. The reason why the researcher uses beauty vlogger as a teaching media is because beauty vlogger is the biggest content on YouTube which can be a social media influencer for the audience (Hearn & Schoenhoff, 2016). Therefore, it can be an interesting media to obtain students’ comprehension in listening skill.

1.2 Research Problems

Based on background of study above, the researcher formulates two statements problem as follows:
1. What are the types of code switching used by beauty vloggers Suhay Salim and Titan Tyra?

2. How are the code switching used by beauty vloggers Suhay Salim and Titan Tyra introduced in listening class?

1.3 Research Objectives

Based on the problems that are mentioned above, the researcher has purposes as follows:

1. To find out the code switching and identify the types of code switching used by beauty vloggers Suhay Salim and Titan Tyra.

2. To introduce of code switching used by Suhay Salim and Titan Tyra on teaching learning process in listening class.

1.4 Scope and Limitation

The scope of this study concerned about the code switching used by beauty vloggers on their videos. On the other hand, the limitation of this study is analyzing the types of code switching used by Suhay Salim and Titan Tyra, and introduced the code switching on teaching learning process especially in listening class.

1.5 Research Significance

The researcher expects that thesis gives some contributions as follows:
a. This study is expected to give an example of the types of code switching used in millennial era not only on TV program but also on Youtube.

b. It can increase the writer’s and the reader’s comprehension about the existence of sociolinguistic phenomenon especially the phenomenon of bilingualism used in society.

c. This research gives a reference as the supporting material to lecturer and students of English Language Education Department for explaining code switching for sociolinguistics study in teaching learning process.

1.6 Definition of Key Terms

Six definitions of key terms are intended to avoid ambiguity, uncertainty and misperception in this research.

**Sociolinguistics**: the relationship among language and society that has purposes for catching a better understanding of the structure of language and the function of language in communication (Wardaugh, 1986).

**Code**: a communication system used by two or more parties used on any opportunities (Wardaugh, 1986).

**Code switching**: a situation when communicants use more than one language in the execution of a speech act (Di Pietro, 1977).
**Vlog** : a video created sequentially by vlogger and after editing the video is uploaded to the internet, where viewers can rate it and leave comments on it (Frobenius, 2011)

**Beauty vlogger** : YouTube users who create video on beauty content about make up review, hairstyling techniques and products (Rapp, 2017).

**Listening class** : a regular class that is offered by University of Muhammadiyah Malang for the first semester until the third semester of English Language Education Department students.