

## **CHAPTER 1 INTRODUCTION**

This chapter gives a few point discourses such as: background of the study, problems of the study, purposes of the study, significance of the study, scope and limitation, definition of key terms.

### **1.1 Background of the Study**

Dialect is something that's utilized to communicate between individuals from diverse locales. Each region must have a variety of languages. The existence of language makes it easier for someone to communicate even though they have differences in each country. Bilingualism is a term that refers to someone who can use many languages to communicate with more people. (Antoniou, 2019). People who use more than one language are multilingual.

Code-switching, on the other hand, loosely refers to the use of at least two languages in a communication exchange (Sakaria & Priyana, 2018). Code-switching happens when somebody talks the primary dialect and after that switches to the moment dialect in one discussion, for example, "*Hadiahnya bagus banget. Thanks!*". This code-switching happens when a speaker includes a brief expression in another dialect at the conclusion of an expression or sentence. Code-switching occurs due to changing situations, such as the setting, topic, participant, and purpose of the interaction. In differentiate to code-switching, code-mixing is done without any extraordinary purposeful. Not at all like code-switching, code-mixing is the method of combining two codes or languages without changing the subject (Mewengkang & Fansury, 2021).

The utilize of code-switching in social media is exceptionally much since presently there's a part of data and new words in several dialects with the same meaning, which are shorter and easier to understand. Like someone uses one language with long words but on the other hand, the second language has short words but with the same meaning. What is often found is Indonesian and then switches to English. Many influencers and YouTubers use this code-switching

in speaking because it looks more interesting and easier to explain. For example, the YouTuber the Connell Twins always use code-switching when speaking because they live in Australia but are also Indonesian citizens so their speaking style is like foreign citizens who are fluent in Indonesian too.

The researcher focuses on observing code-switching on The Connell Twins YouTube channel. Moreover, the content is suitable for entertaining and educating teenagers in everyday life and an increasingly developing era. From the previous description, the researcher is curious about analyzing the foremost overwhelming sort of code-switching utilized by The Connell Twins in YouTube substance entitled *An Analysis of Code-Switching used by YouTuber The Connell Twins*. In this investigate, the researcher focuses on finding code-switching sentences that appear so that they can be grouped according to the different types. What is different in this research is the analysis of each video content of the Connell twins, because in each content they say some sentences that are the same and said many times and some sentences have never been said in the video content. So, the researcher needs to observe in more detail the sentences that appear in the video because in their other video content the Connell twins also predominantly use Indonesian but they often switch to English. Observing each sentence requires extra patience because the code-switching is very fast, so by repeating the video it can be easier to memorize and understand the contents of the video.

There is one previous research that is related to the current research. This investigate could be a proposal entitled "*Analysis of Code Switching in 'Tetangga Masa Gitu?'*" by Prajadhipo Samjaya, Department of English Literature, Faculty of Cultural Sciences, Diponegoro University. This consider points to recognize and classify the code-switching wonder that happens within the circumstance comedy "*Tetangga Masa Gitu*" in the episode "*Demi Bola*". In her research, she used quantitative descriptive methods because this research presents numerical data. This data was taken in a conversation involving four television characters, Bintang, Adi, Bastian, Angel. The author found two types

used in comedy conversations, *Inter-sentential switching* and *Intra-sentential switching*.

*Inter-sentential switching* data reveals that Bintang has high competence. She is bilingual and uses Inter-sentential most often because she can speak Indonesian and English well. Meanwhile, Angel has a low frequency even though she is also bilingual. She has the lowest frequency because she has the least dialogue in this episode. Bastian doesn't utilize adjust English language structure in this basic clause since it is affected by Indonesian language structure in that clause.

*Intra-sentential switching* data it is divided into two, the first *in the form of phrase* explains that this switching appears four times and is only used by two television characters. The data shows that Bastian is ahead with 41.5% while Bintang is 37.7%, both of whom often show code switching to convey the intention of clarifying what they are saying and are expressions of what they are feeling. At that point the moment information from within the shape of single words clarifies that in this episode all the characters within the video express intra-sentence transitions within the shape of one word and typically a phenomenon of overwhelming intra-sentence moves within the shape of either expressions or single words. It can be seen that Bastian dominates the transitions in this episode not because of his bilingual competence but because he has a lot of dialogue and also the transitions occur due to imitation of a word or the words of his interlocutor. And there are also interjections in this episode that function to express the characters' emotions, for example, "bye, hello, no/nope, okay, please, and yes".

This previous research is different from the current research. Previous research used a quantitative design combined with descriptive methods for data collection. Meanwhile, the current research uses a descriptive qualitative method to collect data. Apart from that, the object of previous research was a YouTube video entitled "*Tetangga Masa Gitu?*" and the object of this research was a YouTube vlog from The Connell Twins entitled "*Belanja Bulanan Bareng Kita di Australia*". What previous research and this research have in

common is analyzing code-switching in the characters' speech. Apart from that, both studies used descriptive research as a research method.

## **1.2 Problems of the Study**

Two research problems can be studied:

1. What code-switching sentences did The Connell Twins used in the YouTube videos?
2. Why code-switching used in communication?

## **1.3 Purposes of the Study**

1. To describe the code-switching sentences often used by The Connell Twins.
2. To find out the used of code-switching in communication.

## **1.4 Significance of the Study**

This research is anticipated to assist instructors encourage understudies to more effectively get it the fabric being displayed and to present the meaning of concepts when presenting modern units. And after that make it simpler for understudies to ended up capable in English. This research is also expected to have a positive impact on readers so that there is interest in learning code-switching through videos from The Connell Twins YouTube channel.

## **1.5 Scope and Limitation**

The scope of this research includes the use of code-switching in public communication by YouTubers from Australia who often use code-switching to speak in public with various content they create. The limitation of this consider is analyzing the code-switching that utilized within the YouTube channel of The Connell Twins. The video content has a duration of 34:26 minutes with 443,384 viewers. This video was released on June 23, 2022. The video is included in the monthly shopping vlog in Australia, they do shopping activities while explaining what they buy by talking and using code-switching. The Connell Twins have 2.34 million subscribers and there are 317 video content.

## 1.6 Definition of Key Terms

- 1. Bilingualism:** Bilingualism may be a term that alludes to the communication of a individual in two distinctive dialects. A few analysts claim that if a individual can conversation at slightest some words in two diverse dialects, s/he is bilingual (Özşen et al., 2020).
- 2. Code-Switching:** Code-switching is when somebody changes the way they talk and moves back and forward between the two dialects. Such rotations take the shape of the following two sentences, such as when the speaker employments a moment dialect either to rehash his message or to answer to somebody else's explanation (Liu et al., 2021).
- 3. YouTube:** YouTube has become one of the largest websites on the Internet that utilizes the web to run its highlights. With YouTube, it can be used to post or display recordings or movements so that many people can see and appreciate them (Welbourne & Grant, 2016).
- 4. YouTuber:** Among the diverse shapes of substance dispersed by YouTube, video blogging (vlogging) is the foremost one shown in web diary organize, made through recordings made by so-called vloggers. Vloggers who share their vlogs on the YouTube arrange are called YouTubers. They are creators of diverse materials, who have an dynamic affect inside the net community, building solid associations with their peers, as well as with companies that utilize their recordings to form unused advancing procedures (Corrêa et al., 2020).