

CHAPTER II

LITERATURE REVIEW

This chapter presents several theories of the study about of code switching, social media, and previous studies.

2.1 Code switching

Code switching is typically described as the practice of alternating between two or more languages. Code switching is borrowing of the words from another language to express a concept or describe an object for which there is no obvious word available in the language by using (Kartika Candra & Ulsi Qodriani, 2018).

Code switching has several functions. First is participants' solidarity which occurs when someone speaks his/her non-native language, he/she suddenly needs to be compassionate. Second is a topic switch that focused on the subject under discussion, since people are involved in bilingual or multilingual communication, it is possible for them to choose the language and switch that language in their speech. As a result, people in some communities choose different languages regarding the situations that demand them to speak (Candra & Qodriani, 2018).

Code switching is a common linguistic phenomenon that occurs in multilingual and multicultural settings. Over the years, researchers have identified various types of code switching. Here are some common types:

1. Intra sentential code switching

The classification of intra sentential code switches includes instances where a speaker changes languages within a sentence or phrase. Such code switching within a sentence can happened at different phrase and clause boundaries, known as alter national code switches, or it may occur randomly throughout the utterance, referred to as other code switches. The "other" code switches are characterized by their more arbitrary nature, taking place at natural language boundaries an lacking a consistent pattern compared to alter national code switches. Consequently, both alter national and her "other" code switches are encompassed within the intra sentential code-switching category.

2. Inter sentential code switching

Refers to a code-switching type where individuals switch between various language or dialects at the sentences or discourse level. In this mode of code switching, every sentence or segment of communication remain consistently in one language or code, but there can be a change in the language used from one sentence to the next. The decision to engage in this form of code switching is affected by factors such as the speaker's language proficiency, the social context, and the communicate objectives of the conversation.

3. Tag switching

Tag switching, referred to as “tagging” or “tag switching”. Is a form of code-switching in which people incorporate words, phrases, or tags from one language into a sentence or conversation predominantly conducted in another language. These tags are commonly employed to emphasize points, convey emotions, provide clarity, or express specific nuances. This type of code switching takes place within the general structure of a sentence, and the inserted tags serve communicative purpose.

2.2 Social media

Social media encompasses digital platforms and technologies designed to enable users to create, share, and exchange information, ideas, and multimedia content online. Its influence extends across multiple facets of society, reshaping how individuals socialize, communicate, and interact with one another. Social media offers valuable opportunities for language education, providing an interactive and engaging platform for language learners to practice, communicate and immerse themselves in the target language. Social media is also suitable for learners to learn languages and increase knowledge for education.

When using social media for language education, it is important to create a comfortable and respectful learning environment, ensuring that the content is aligned with educational goals. Integrating social media into language learning can make the process more dynamic. Interactive and fun for learners.

Currently the popular social media among millennials is YouTube. YouTube began in February 2005 and was founded by Chad Hurley, Steve Chen. And Jawed Karim who named it “YouTube.com”. through the YouTube platform, people started

to create a video sharing website on which users could upload, share, and view videos. (Alias et al., 2013).

YouTube has played a transformative role in the way people consume and share video content online. Its impact extends across entertainment, education, information dissemination, and social interaction making it a central platform in the digital landscape. YouTube provides a diverse and accessible platform to explore, learn, and engage with a wealth of language related information. It's a dynamic space where users can find content tailored to their interest and language learning goals (Chang, 2019)

2.3 Previous Study

The first study was conducted by Sari and Kusumawardhani 2021, entitled "Recognizing Code Switching and Code Mixing in Talk Show Catatan Najwa with Maudy Ayunda on YouTube". This research is beginning with finding on the appropriated object analysis in the talk show of Catatan Najwa with Maudy Ayunda on YouTube, Looking at the speaker's utterance in the recording of the Talk Sahow, tabulated the data analysis into several items of topic discussion, analyzing the content in the sentences and finding the appropriated code switching and code mixing, completing the data with library research, discovering the reason or the cause of the code switching in the sentences, and finding the types of code switching and code mixing in the collected data. Code switching and code mixing were used in the talk show *Najwa Shihab with Maudy Ayunda*. The kinds of code switching are Inter Sentential, Tag switching. The additional study can be undertaken in this talk show by evaluating the speaker's statement's grammatical errors and semantics analysis.

The second study "An Analysis of Code Switching in Leila S. Chudori's For Nadira" by (Candra & Qodriani, 2018), analysis of types and reason of using code switching by the characters in for Nadira novel. The writers applied Hoffman Theory which functioned to categorize the types of code switching, and Holmes which functioned to explain the reason why the speakers do code switching. Besides, this research also adopted qualitative method, since the analysis dealt with words instead of numbers. The results of the analysis showed that there are four types of code switching occurred in For Nadira novel. Those are intra sentential switches, inter sentential switches, establishing continuity switches, and emblematic switching.

Then, there are seven reasons influenced the characters in For Nadira novel switch their language. Those are to assert power, pride and status, to declare the solidarity, to express ethnic identity, to express self-emotion, to being more competence, to being more informative and to convey the speaker's attitude to the listener.

The previous studies were conducted by Najwa Shihab with Maudy Ayunda on YouTube and Leila S. Chudori's for Nadira; The first and second studies analyzed how code switching is used, while the last study analyzed how writers use code switching in books, namely Novels. This research is particularly important because previous research examined the redirecting of codes used by influencers in YouTube content. As mentioned in the first chapter, influencers have a significant impact in using code redirects and acting as public figures for their followers. As a result, certain individuals mimic the code-switching patterns used by influencers. The urgency of this study is to understand how language is used on social media, particularly on YouTube, which is carried out influencers. The subject of this study uses the same research as before, namely Maudy Ayunda.

