

**CODE SWITCHING IN BOY WILLIAM'S YOUTUBE
CHANNEL: *NEBENG BOY***

THESIS



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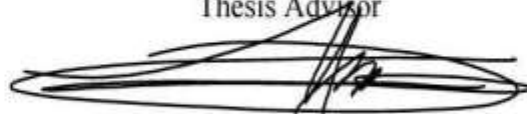
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himself. The speakers here change one code to another or they speak one language to another". This means that code-switching occurs in a bilingual society. The ability of a person to switch from one language to another is quite normal. Someone usually acquires multiple languages naturally. Their ability to use more than one language makes people frequently change their language in their communication. In short, the phenomenon of changing or switching two or more languages when communicating has become a common language behavior in society. Code-switching is one of the options people have for being able to communicate in English. English as a universal language will facilitate the access of many people to communicate so that English is a language that many learn. This allows a bilingual person to use code-switching when talking to other bilinguals to facilitate their conversation process.

The phenomenon of code-switching is something commonly done by Bilingual people. Given that the rapid development of the times allows Indonesians to learn foreign languages easily, including English. Currently, we are all provided by various platforms where we can easily get information in visual, audio, and audiovisual forms. Complete and varied information in audiovisual form can be found on Television, Youtube, etc. Code-Switching is one of the phenomena that occur in everyday life and can be found in those media platforms. In this research, the researcher will Identify code-switching occurring in two #NebengBoy videos on Boy William's YouTube channel with Sheryl Sheinafia and Daniel Mananta.

Many researchers have discussed code-switching before. The first previous study was from the thesis of Lailina Zulfa (2016) entitled "Code-

Switching in English Teaching-Learning Process of English as a Foreign Language (EFL) Classroom”. She focused on analyzing the use of code-switching that appears in the classroom used by teachers and students. The researcher conducted a descriptive qualitative study. This study uses a qualitative approach because the data are spoken. The data collection is; observation, documentation, and interview. The results showed there were 24 code-switching utterances consist of 6 utterances of tag switching, 12 utterances of intra-sentential switching, and 6 utterances of inter-sentential switching. The research also revealed that 47 utterances were identified as the functions of code-switching.

The second is from Ike Dyah Sintianingtyas's (2017) thesis entitled "Code Switching analysis used by English Teacher of the Eleventh-grade students of MAN Sukoharjo in the Academic Year of 2016/2017." In this study, the researcher focused on identifying and classifying the type of code-switching used by English teachers in eleventh-grade students at MAN Sukoharjo and interpreting the code-switching function used by English teachers of eleventh-grade students at MAN Sukoharjo. The data were analyzed using Poplack's (2004) and Gumperz's (in Romaine 1995: 162-164) theory. Descriptive qualitative research is used by the researcher to conduct this research using observation, interview, and note-taking methods to collect data about the use of code-switching in the classroom. The results of this study indicate that the type that occurs most often in teacher speech is inter-sentential with 59 data. While the most frequent function of code-switching is reiterations with 35 data.

The third is from the thesis of Nuri Afinah Rahmaniah (2016) entitled "Code Switching Used by Kimmy Jayanti in The" iLook "Program on Net Tv." In

this study, the researcher focused on the analysis of code-switching used by Kimmy Jayanti and to identify the most dominant type of code-switching used in the shows and the reasons why Kimmy Jayanti's code switch her language when she delivered a Television program. The descriptive qualitative approach was used by researchers in this study. The data identified were taken from the words of Kimmy Jayanti when she delivered a TV program. As a result, the researcher found intra-sentential switching with 47 data, inter-sentential switching with 34 data, and 9 data switching tags. There are 7 reasons to use code-switching found in this study with talking about a particular topic as the most dominant reasons with 41 data.

The fourth is from the thesis of Oshi Tania (2017) entitled "Code-Switching in Chapter Three of Efendi's *Unbelievable*." In this study, The researcher focuses this research on the analysis of the types of code-switching used in chapter three of the novel *Unbelievable* by Winna Efendi. After finding the types, the researcher focused on finding out the reasons for using code-switching in chapter three of Winna Efendi's novel *Unbelievable*. The qualitative descriptive method is a method used by researchers in conducting this research. The data were taken from chapter three *Unbelievable* by Winna Efendi. As the result, the researcher found intra-sentential switching as the most dominant type with 56 data. For the possible reasons for using code-switching, the researcher found talking about a particular topic as the most frequent reason with 68 data.

The last is from the thesis of Sianipar (2019) entitled "The Possible Reasons of Indonesian-English Code-Switching in Cinderella's Youtube Channel". In this research, The researcher focuses on the analysis of the types of

code-switching used by Cinderella's on her two beauty vlogs. After finding the types of code-switching, the researcher focuses on identifying the reasons for Indonesian-English code-switching found in two selected videos of Cinderella's. In conducting this research, the researcher analyzed the data based on Poplack's (1980) and Hoffman's (1991) theories. As a result, the researcher found 56 data considered as Indonesian-English code-switching. Meanwhile only four reasons for using code-switching found in the videos.

Code-Switching has been extensively studied in recent years. Much research has focused on analyzing code-switching and finding some interesting results. Previous research examines code-switching found in TV programs, in classrooms during the Teaching and Learning process between students and teachers, in novels, etc. However, previous research in this field was limited to the analysis of code-switching under certain conditions and the platforms used.

Despite the previous research relating to code-switching in several settings, as far as we know, none has been done using the actual conversation from youtube videos as their data to be analyzed. In the current era, many people have turned to digital media platforms such as youtube to get information. YouTube is one of the biggest media platforms that uses audiovisual that was recently most chosen by people. This platform is favored because it offers users to choose content that is related to their passions.

Cited in Youtube Revenue and Users statistic 2020, the CEO of Youtube, Susan Wojcicki revealed that YouTube is currently counting 2 billion monthly active users. This makes youtube the world's most popular video-sharing site, and in 2017 youtube was the second most popular site after Google.com. With their

slogan "Broadcast yourself", the offer presented by youtube is an information-sharing site in the form of audio and visuals where the users can become a medium itself. Hamdani (2018) said Youtube is the top and dominant platform used by internet users in Indonesia. YouTube, posted traffic of 558 thousand visitors every month from Indonesian netizens. YouTube users can spend even more time on the platform, averaging 23 minutes and 2 seconds of sitting. The number of channels that users visit can also be up to 11.3 channels per day. Regarding the reason, this research used YouTube videos as the data.

The current research analyzes the types of code-switching that occur in the youtube video. Previous studies also analyzed the data using the code-switching theory proposed by Poplack, Gumperz, and Romaine Susanto. The current study used Hoffman's theory to identify the data. The use of code-switching is increasing because many Indonesian people start learning English in both Academic and other fields.

The reason why the researcher chooses the YouTube video episode of Boy William's: *Nebeng Boy* to be analyzed is that Boy William is a famous Male Artist and Public Figure in Indonesia who has led many TV programs. Boy William tends to use code-switching in almost every TV program such as Breakout (NET TV), VJ MTV, Rising Star Indonesia, etc. Boy William begins his youtube channel on October 15, 2016, until now with 3,77 Million subscribers. He has created various content programs in his channel. One of the programs has a distinctive feature in his youtube videos. By modifying James Corden's Carpool Karaoke, Boy William has a special program in his channel called *Nebeng Boy*. In this segment, he will pick up Indonesian public figures and he will take the public

varieties in the same conversation". Code-switching is the use of two or more languages in the process of communication between a bilingual and another bilingual to make the interlocutor understand what the speaker wants to convey. The code-switching process is also carried out so that the communication process can run smoothly. Code-switching is a switch from one language to another language which completely different languages. When people first use code A (for example English) then they replace it with code B (in Indonesian), it can be said that the phenomenon that occurs is code-switching. People tend to switch words in totally different languages.

Gal (in Wardhaugh 1992, p.103) says that "code-switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, evoke or change interpersonal relations with their rights and obligations." This shows that in code-switching activities there's a reason for interpersonal relationships in which an individual switches language in his conversation based on fact or a need. Furthermore, Wardhaugh (2010, p.84), stated that "we will look mainly at the phenomenon of code-switching in a bilingual and multilingual situation." From the statement, it is clear that in bilingualism, we will find code-switching.

While according to Hoffman (1991, p.110), code-switching "involves the alternative use of two alternative linguistic languages in the same conversation." Sometimes bilingual speakers get into trouble when they talk to other bilinguals, so they change their language from a certain code into sentence construction to make the interlocutor understand.

Hoffman (1991, p.113) also explained, "code-switching often occurs in informal conversations between people who are familiar with and share common

4.2 Discussions

In this subchapter, the researcher presents the discussion to find out the result of the findings research. The result of types of code-switching used by Boy William, Daniel Mananta, and Sheryl Sheinafia. Both videos contain two languages used by the speakers, which are English and Indonesian. These two languages alternately use from start to finish of the video. The reason why there are two languages used in this video is that all the speakers are bilingual people. They are people who are proficient in using their second language which is not their native language.

When bilingual people gather and communicate, they will often change their language to another language that is not their first language. Boy William lived in America and New Zealand for his education. That's what makes English already attached to him. Likewise, Sheryl Sheinafia graduated from Raffles International School. She's very used to using her second language which is English in her daily life. Daniel Mananta is graduated from Edith Cowan University Perth, Australia. Their supportive educational background for learning English is the main reason why they often switch their languages when communicating. Fellow bilinguals, there will be times when they will be more comfortable using their second language.

The code-switching theory described by Hoffman (1991) can describe the code-switching in 'Nebeng Boy 7th and 10th episodes'. They are types and reasons for code-switching. Code-switching is classified into three types and seven reasons. The researcher found that the use of Indonesian-English code-switching by the speakers of the videos more range. However, the result shown through the pie chart that intra sentential switching is the most dominant type of code-

switching, and talking about a particular topic is the dominant reason for doing code-switching.

The researcher found 95 utterances of code-switching in the videos 'Nebeng Boy 7th and 10th episode'. In the types of code-switching in these videos, the researcher found 24 utterances of inter-sentential switching, 65 intra-sentential switchings, and 6 tag switching. As a result, findings show that the speaker of 'Nebeng Boy 7th and 10th episode' which are Boy William, Daniel Mananta, and Sheryl Sheinafia prefer to use intra-sentential switching when they communicate with each other with a 64% contribution. It is shown that the most dominant switch happens when they switch their languages in the same sentences.

The researcher found 33 utterances of talking about a particular topic in the reasons for doing code-switching in 'Nebeng Boy 7th and 10th episode'. One utterance of the quote of someone's word, 4 data of being empathetic about something, 18 data of interjection, 16 data of repetition used for clarification, 10 data of expressing group identity, and 13 data of clarifying the speech content for the interlocutor. The speakers of these two videos contributed to talking about particular topics as the most dominant reason in this video with a contribution of 35%. It is shown that they prefer to switch their language to talk about particular topics when they are talking to their interlocutors.

This study has similarities to Sianipar's (2019) research, which using youtube videos as the data to analyze the types of code-switching and the reasons for using code-switching. The result of this study revealed that Cinderella tends to switches her languages within the sentence boundary. It shows that intra-sentential switching is the most frequent type of code-switching used by Cinderella in the two selected videos.

But on the other side, this research of code-switching in 'Nebeng Boy 7th and 10th episode' is different from the previous study. This can be seen from the data sources in this research, the researcher used the actual conversation with the existences of the speaker and interlocutor. Meanwhile, the previous study of Sianipar (2019) used the monologue video where there are no actual interlocutors. The difference also can be seen from the result of reasons for using code-switching. The study of Sianipar (2019) only found four reasons for using code-switching since the selected video used in the study contains a monologue in which there is no particular interlocutor.

This research reinforced the findings and the results provide important information to readers about the benefits of learning code-switching. Multilingual code-switching or bilingualism has an advantage for everyone when they are trying to learn two or more languages, along with languages that are less complicated to understand, pleasant to speak another language, avoiding false impression information, and meaningful ambiguity.

This video uses Hoffman's theory of types and reasons for code-switching. The speakers switch between two languages which are English and Indonesian when they communicate with the interlocutor. A descriptive qualitative method was used in this research. The main reason the researcher uses this method is that the research data is from the speaker's utterances. The researcher found the detailed problem in the methods when collecting data which is the data source was taken from a youtube video which means the researcher has to transcribe it manually.

The result of the analysis shows 95 utterances of code-switching in the 'Nebeng Boy 7th and 10th episode'. The researcher found 24 data of inter-sentential switching, 65 data of Intra-sentential switching, and 6 data of tag switching. Regarding these reasons, Intra-sentential switching is the most dominant type used by the speakers because the switch occurs within the sentence boundary. The second most frequent type the speaker used is inter-sentential switching. From the result, there are 24 data of intra-sentential switching which means they switch the words or phrases in completely different sentences. The least type the speakers used in tag switching. From the result, there are only 6 data shown tag switching.

The data of reasons for code-switching showed that there are 7 reasons that they used in their utterances. Those are: Talking about a particular topic, quoting somebody else, be empathetic about something, Interjection, Repetition used for clarification, expressing group identity, and clarifying the speech content for the interlocutor. Those reasons were chosen because the analysis of the sentence spoken by Boy William, Daniel Mananta, and Sheryl Sheinafia is appropriate with Hoffman's classification of the reasons for code-switching.

The researcher found 33 data for talking about a particular topic as the most dominant reasons for code-switching. The reason why the speakers tend to switch their languages is that they are talking about a particular topic in the conversation with other bilinguals.

The theory of this research applied to the videos published on April 06, 2018, and February 28, 2018. The results showed that the speakers in the two videos were worthy of analysis by considering the aspect of their ability to speak

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