

CHAPTER I

INTRODUCTION

This chapter contains the background of study, research problem, research objective, significant of the study, limitation of the study and definition of key terms.

A. Background of Study

Nowadays, we can find people who are bilingual in society. It is not rare to hear people switching their language while speaking. In 1998, Spolsky defined that bilingual is a person who possesses some functional abilities in second language. Usually, they change their language from mother language to another language to define or tell a word that is difficult to explain in their mother language. Thus, people use “code switching” to make easier in explaining things. Code switching is a term from sociolinguistic field. People can use code switching in many situations, conditions and places. The use of code switching can be executed by anyone, regardless of age. The common phenomenon of code switching usually occurs in bilingual or multilingual community.

As Indonesian, we learn English because English is a language that should be learnt in our curriculum. It makes us categorized as bilingual or multilingual people. Being bilingual or multilingual people mean we speak more than one language. Since we have ability to speak more than one language, we tend to mix the languages. A condition where we speak more than one language and mix them

is called “Code Switching”. Code switching is also used in school to help both teacher and student in learning activity.

We could find bilingual or multilingual people anywhere. Especially in Indonesia, people speak at least 2 languages: Indonesian language and local language. Bilingual people can be spotted on TV, our surroundings, social media, or we can even consider ourselves as a bilingual person if we speak more than one language. School teaches us to learn more than one language because it is convenient. The common additional language that is taught in school is English. English is international language that connects people from different countries. Many countries consider English as important foreign language and school decides to add English as a subject that should be taught in the curriculum. There is no doubt that the existence of language is very important. Like language in general, the function of learning language is to communicate and to find information. There are 4 types of skills that must be mastered if you want to be considered proficient in speaking English, namely reading, speaking, writing and listening. It is not easy to master these four skills. Especially in language, we need to learn grammar, vocabulary and pronunciation.

The use of code switching can be implemented anywhere and in any social situations. We can use code switching in social media. We live in global era where technology has really developed rapidly. There are many well-known social media platforms people usually such as Facebook, Twitter, YouTube, Instagram, and WhatsApp. According to Wikipedia, YouTube is the first social media created in 2005. We can watch many kinds of videos in YouTube depends on the purpose.

YouTube have some roles such for education purpose or entertainment purpose. It is not difficult to search a video of a speaker talks using two languages in YouTube. When you want to learn language in YouTube, usually the speaker speaks in two languages and mix them to make the viewers understand what they are trying to convey. The speaker or the person who makes the video can be considered as “YouTuber”.

YouTuber is basically a person who has a channel and usually makes video/content frequently. Due to the popularity of YouTuber, you can find many kinds of YouTubers. According to Wikipedia, here was digital trend and has become an international phenomenon in 2020s. The existence of online entertainer namely Virtual Youtuber Japan has been noticed in internet. Virtual YouTuber is a YouTuber who uses two-dimensional or three-dimensional persona that is originated in Japan. The distinctive characteristic of VTuber is they do not show their true faces. Instead, they use personas. YouTubers who use this virtual persona are called Virtual YouTubers, or often referred to as VTubers. The Vtubers get a good reaction from people who like animated characters. Just like YouTubers who show their real faces, the VTubers also create various contents. There are also VTubers who speak more than language and it is common to find them using mixed languages when talking in their streaming.

Kureiji Ollie is an Indonesian VTuber associated with Hololive. According to the official website, her debut date was on 4 December 2020. She is the part of the second generation of Hololive Indonesia. Her virtual persona has zombie-like appearance. She is known as a hyperactive zombie. Ollie is fluent in Indonesian,

Japanese and English. It is shown in some of her videos that she talks not only in Indonesian. The interaction between Ollie with the viewers or with her collaboration partner is quite interesting too. Due to her popularity, she gained 1 million YouTube subscribers on 24 March 2020. There are two reasons why the researcher chose Kureiji Ollie. First, Ollie can speak more than one language: Indonesia, English, and Japanese. Second, Ollie often switches between two languages: Indonesia and English. In other words, she meets the requirements of this study, namely a bilingual who code-switches.

Based on the background explanation above, the researcher is interested to know about the types and the reasons for code switching used by the Virtual Youtuber Kureiji Ollie. Therefore, the researcher decides to conduct descriptive qualitative research entitled **“An Analysis of Code Switching Used by Kureiji Ollie on Her YouTube Channel”**.

B. Research Problem

According to the background of study, the researcher came up with the following research issues:

1. What are the types of code switching used by Kureiji Ollie on YouTube?
2. What are the reasons for code switching used by Kureji Ollie on YouTube?

C. Research Objective

Based on the problems, the objectives of the research are:

1. To know the types of code switching used by Kureiji Ollie on her YouTube channel.
2. To know the reasons for the code switching used by Kureiji Ollie on her YouTube channel.

D. Significance of the Study

The results of the study are expected to provide theoretical and practical significance:

1. Theoretical Significance

Through the research, this study is expected to enrich the understanding of code switching.

2. Practical Significance

- a. For the teacher

This research is expected to give additional information about code switching and its reasons. Hopefully, the teachers can overcome their limitation in teaching English by using code switching.

- b. For the students

This research is expected to give useful knowledge about sociolinguistic especially about the use of code switching.

E. Limitation of the Study

The purpose of research is to know the code switching used by Kureiji Ollie and its function. The focus of research is limited to some extents:

1. The research focused on knowing the types of code switching used by Kureiji Ollie on her YouTube channel.
2. The research focused on knowing the reason of code switching used by Kureiji Ollie on her YouTube channel.

F. Definition of Key Terms

In this section, the researcher describes about the term of this study to give more explanation about the content of this study. The definition is as follow:

1. YouTube

YouTube was launched on February 14, 2005 by Steve Chen, Chad Hurley and Jawed Karim. It is a popular social media and online video sharing owned by Google. There are more than one billion of YouTube users over the world. The number of viewed videos are more than one billion hours each day. YouTube can be used by people who have different ages. It can be accessed through PC and mobile. It provides various videos, such as videos made by content creators, the clip of movies/films, music video, educational video, entertainment videos, and many more.

2. Code Switching

A situation where there is someone who speaks more than one language. The change of language in a certain situation is called “Code switching” in sociolinguistics. Code switching frequently occurs between people who are capable to speak more than one language. People tend to mix two languages when speaking, for example speaking using Indonesian and English, Indonesian and Javanese, etc.

3. Kureiji Ollie

Kureiji Ollie is a virtual youtuber from Hololive ID. She can speak many languages, especially Indonesia and English. During her stream, she tends to code-switch between two languages: Indonesia and English.