

CHAPTER I

INTRODUCTION

This chapter focuses on general description of this study. It consists of six parts: background of the study, research problem, objective of the study, significance of the study, scope and limitation of the study, and definition of key terms.

A. Background of the Study

People may use multiple languages to express their feelings during the communication. The ability to speak more than one language in communication and interaction is called bilingual or multilingual. Aina and Simatupang (2024) mentions that people who are fluent in two languages are considered bilingual, and people who are proficient in more than two languages are considered multilingual. In sociolinguistics, code-switching is term used to describe the switching of two or more languages within a monologue or dialogue. Zuraida (2021) states that the practice of code-switching is typically performed by someone with balanced multilingual abilities. Various forms of code-switching can take place based on the specific context. Naibaho (2020) explains in some cases, code-switching can be empowering, enabling individuals to express their authentic identities. People may also revert to their native language when they feel at ease.

In recent times, people's ability to communicate has developed significantly, even by mixing and switching words from different languages within a single conversation. Putri and Simatupang (2022) state that besides

being used in daily life, the phenomenon of code-switching and code-mixing is increasingly applied on social media, particularly on the YouTube platform. Through YouTube, a great deal of information is conveyed by combining multiple languages, enabling broader and more diverse communication. According to Hutapea (2024), YouTube is one of the most widely used social media platforms in the world for sharing various types of videos and events from different parts of the world. In addition to serving as media for sharing information, YouTube is also utilized by many people as a platform to upload and publish videos they create on their own channels. Therefore, YouTube not only functions as a source of entertainment but also as a space for expressing creativity and sharing insights with a wider audience.

The phenomenon of code-switching in YouTube content is increasingly common, especially among bilingual creators. As a global platform, YouTube allows for more flexible language use, so many creators take advantage of code-switching in their communication. Maheswara (2022) mentions that various activities could be done on YouTube for example a tutorial, podcasting, vlogging, song covering, acting, etc. As mentioned by Kipchoge (2024), a person who uses YouTube, also known as a content creator, has the ability to switch languages within their video content to reach a larger audience or as a strategy to showcase certain aspects of their identity. Thus, in the digital dimension, code-switching can be seen as a representation of the evolving language practices influenced by technological advancements.

Several forms of code-switching will be discussed in this study, particularly in the informal and interactive speech sections. However, since this research will only use videos created by Xaviera Putri. Xaviera Putri is an Indonesian woman who received a scholarship to continue her studies in South Korea from high school to university. She is now an alumna of one of South Korea's top universities, the Korea Advanced Institute of Science and Technology (KAIST). Novita (2024) mentions on her article that Xaviera Putri completed a double major in Computer Science and Business Technology Management. Besides her busy academic schedule, Xaviera Putri is also known by netizens through her social media platforms on Instagram, TikTok, and YouTube as a content creator. She frequently shares captivating stories about her life in Korea and her daily activities on these platforms.

There are many researchers conducting studies on code-switching in various aspects, such as education and digital media. There is a study by Andani et al. (2022) titled *"Types and Function of Code-Switching Found in the Conversation of Daniel Mananta and Raline Shah on 'Daniel Tentang Kamu' YouTube Channel."* Intra-sentential code-switching as the most common type, with metalinguistic being the dominant function, was found in the study. Murtiningsih et al. (2022) conduct a study titled *"Code-Switching in EFL Classrooms: Factors Influencing Teachers to Use Code-Switching and Its Types."* The study identified five main factors influencing teachers to use code-switching in EFL classrooms: discussing specific topics, facilitating learning, managing the class, building social relationships, and encouraging

student participation. Then, the research by Maheswara (2022) titled *"Analysis of Code-Switching and Code-Mixing in Rintik Sedu YouTube Channel's Video"* analyzes inter-sentential and intra-sentential code-switching in personal videos on YouTube, identifying sixteen cases of Indonesian-English code-switching. The study highlights the common use of code-switching in digital content with a communicative function.

The difference between the first study and this study is that the first study examines code-switching in structured interviews on a YouTube channel, whereas this study observes code-switching used spontaneously and interactively in YouTube content which was not studied in that study. Then the second study was conducted in EFL classroom learning, which served as a teaching strategy, whereas this study will focus on digital media, where code-switching is used as a strategy for communication and identity expression. Lastly, the third study was analyzing code-switching and code-mixing in Rintik Sedu's videos, but this research specifically highlights the Indonesian-English code-switching strategies used by Xaviera Putri in her YouTube content. Some of these differences indicate that this research provides a new perspective on the role of code-switching in the language strategies of YouTube creators.

Xaviera Putri was selected over the other creators due to her intriguing experience as an international student at KAIST (Korean Advanced Institute of Science and Technology), one of the well-known universities in South Korea. She develops into a multilingual creator who frequently switches her

languages when sharing her real-life South Korean experiences. Additionally, she shares any type of educational content, including advice on how to learn English by her own.

This research aims to explore the types and possible functions of code-switching in Xaviera Putri's YouTube content, particularly in the informal and interactive sections. Unlike previous studies that focused on structured interviews or academic environments, this research highlights code-switching that occurs spontaneously in creator interactions, thus better reflecting natural language use in social media. This research is expected to provide a new perspective on how code-switching is used not only to facilitate communication but also as a way to build connections with the audience and express identity on social media.

B. Statement of The Problems

1. What types of code-switching does Xaviera Putri use in her video?
2. What are the functions of code-switching in Xaviera Putri's video?

C. Purpose of the Study

1. To investigate the types of code-switching used by Xaviera Putri in her video.
2. To find out the function of code-switching in Xaviera Putri's video.

D. Significance of the Study

The findings of this study are intended to be useful for students, readers, and further researchers. It indicates:

1. For students:

This research can help students, especially those studying linguistics and communication, understand more about the phenomenon of code-switching in digital media, especially YouTube.

2. For readers:

This research provides insights into how and why code-switching occurs in YouTube content. Through this study, readers will be able to recognize the role of code-switching in communication, identity expression, and audience engagement.

3. For further researchers:

This research can serve as a reference for researchers who are interested in exploring code-switching on digital platforms, especially YouTube. This research contributes to the existing literature by offering a qualitative perspective on bilingual content creation, as well as opening up opportunities for further research on language use, digital identity, and sociolinguistic patterns in online interactions.

E. Scope and Limitation of the Study

This study analyzes the types and functions of code-switching on Xaviera Putri's YouTube channel. It focuses on the use of code-switching, specifically the switching between English and Indonesian. The researcher examines four selected videos from Xaviera Putri's channel, those are *"How to get in MIT? The Pros & Cons of Studying Abroad feat. My sister! USKR[ENG/IND],"* *"JEALOUS of your own sister 🤔 Q&A w my Sister! [ENGIND],"* *"Kakak*

Adik Beasiswa ke Universitas Top Dunia Semua, Kok bisa? | Podcast Nugget Sisters Ep.1,” and *“Ternyata ini yang paling penting bagi Ortu kita? | Podcast Nugget Sisters Ep.2.”* This study applies the theories of code-switching types by Poplack (1980) and functions by Gumperz (1977). It focuses only on Xaviera Putri’s utterances in the selected videos. The limitation lies in the video selection, which involves natural and interactive conversations with her siblings. Therefore, the findings do not represent all of her YouTube content but are limited to the chosen samples

F. Definition of Key Terms

1. Code-Switching

Code-switching is a linguistic phenomenon where Xaviera Putri spontaneously switches between languages during communication, ranging from single sentences to broader discourses.

2. Xaviera Putri’s YouTube channel

Xaviera Putri, an Indonesian who studied in South Korea, has a YouTube channel that shares her experiences, study tips, motivation, and self-development. Since September 24, 2018, she has amassed 554 thousand subscribers and uploaded 134 videos.

3. Language use

Xaviera Putri uses verbal forms to communicate on her YouTube channel, incorporating different contexts based on her goals.