

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Research**

Languages switching sometimes happen when someone is communicating or conveying information. Language switching in communication can occur when someone knows another language besides the mother tongue itself. Someone who can speak another language other than their mother language is called bilingualism or multilingualism. Bilingualism occurs when someone can speaks more than one language while multilingualism occurs when someone can speaks more than two language even can three, four or five language. Because of that, the language switching itself is called code switching.

Code-switching happens when someone changes the language used in communicating. They used a language in certain parts and return to using the language used in other parts. Some people who can use more than one language often to switch languages whenever they speak, this belongs to code-switching. On other hand, code-switching can be used whenever people speak in formal or informal depending on the context itself.

The phenomena of code switching can be found in our daily life. There are many languages that people can be used every day. In Indonesia uses Bahasa Indonesia as a national languages and local languages such as Batak language,

Minang language, Javanese language and many more. For foreign language such as English, Mandarin, French, Dutch and the other. According to Bokamba (as cited in Stapa and Khan, 2016) code switching emphasizes a bilingual or multilingual speaker's use of language and from one grammatical system to another. Sometime people use code switching in their languages from one language and switched in another language for several reason.

Code switching is part of sociolinguistics. Sociolinguistics is the study of society and language. This also has a linkage between language and society in communication. According to Holmes & Wilson (2017) sociolinguistic is a study about language and society and both of them has a relationship . Sociolinguistic they are interested in explains the different about how we speak in social circumstances and also concerned to identify. Social function from language and how to use to conveys social meaning. This is also supported by Trudgill in (Yuliana et al.,2015) sociolinguistic is a part of linguistic with concerns about language as a social and culture phenomena. This is to find out about language and society that have a close connection with the social science, mainly, in human geography, sociology, anthropology, and social psychology. So, sociolinguistic discussed about structure of language and focuses how a languages is used. It can be function well, the part of sociolinguistic is to manage a languages as a function in society or in the other word sociolinguistic deals with a languages society.

When we communicate, there are various ways to deliver them . We can deliver our thoughts, aspirations, and inspiration. In the case of delivery, it can also be direct or indirect. Through directly, when we speak in front of a public

audience or in front of the class, it looks like speeches and presentations. For indirect, through letters or e-mail, to our speech partner or who we will talk to. The researcher will discuss about speech. Speech is an activity to speaking in public. Speech is delivers to express an opinion, statement or give the idea about something to audience. Speech usually performed from people who give a speech about statement or thing that should be delivered. Speech is made by a leader or expert that has a ability about knowledge to their audience. On other hand, speech is important to communicate and for giving aspiration, inspiration or giving the idea that should be delivered by other people that needed.

The researcher taken the target person data from Sandiaga Salahudin Uno speech uploaded on Youtube. Sandiaga Salahudin Uno is an Indonesia Citizens, he was born in Rumbai, Pekanbaru on 28 June 1969. He is married to Nur Asia and has four children. He was graduated in the bachelor of business administration from Wichita State University in 1990 and master of business administration from George Washington University. He as a businessman and has a company with his partner, the name of his company is PT. Saratoga Investma Sedaya. Sandiaga Salahudin Uno also is a political person he has been vice governor of Jakarta on 16 October 2016 until 18 September 2018. Sandiaga Salahudin Uno resigns from his position in vice governor because he would be candidate vice president in 2019 with his partner Prabowo Subianto.

The researcher wants to analyze code-switching in Sandiaga Salahudin Uno speech that uploaded on Youtube. To analyze the problem the researcher found in frome utterance when he speaks. So, to know about the utterances the researcher

used code-switching to analyze about that. The purpose of this research is to identify about the types and functions of code switching by Sandiaga Salahudin Uno speech. It is a phenomenon when people used to happen in daily conversation because almost use code-switching to conversation and English is a foreign language in Indonesia, so when they did not know the sentence or word in English or Indonesia they use to switch into Indonesia and English to deliver information. While in Sandiaga Salahudin Uno speech, he is able to speak Indonesia and English, usually when he speaks he uses code switching in randomly.

The researcher found the problem based in the article from Sandiaga Salahudin Uno. He said always use mix or switch in his language and also have to be able to blend in with millennial people and follow the way they speak. He said that millennial generation are looking for hits that continue, looking for high relevance, looking for the authentic, looking for relevant ones, and looking for what is viral. Moreover, the researcher wants to find out the uses of code-switching that can express more meaning. Then, this topic is chosen because of two main reasons. First of all, the researcher is really interested in linguistics especially code-switching. Second, this is related to Sandiaga Salahudin Uno speech because he always switches his language.

The researcher uses the theory to reinforce this thesis. The theories from Charlotte Hoffmann's theory to analyze the types and Function of code switching. According to Hoffmann (2014:113), there are four types of code switching. Intra sentential code switching, inter sentential code-switching, emblematic or tag switching and establishing continuity toward previous speaker. For the function

the researcher also uses theory by Hoffmann (as cited in Stapa & Khan, 2016) there are ten functions of code-switching. To Talk about a particular topic, To Quote somebody else, To provide emphasis about something, To make interjection, To repeat in order to clarify, To Expressing group identity, To show Intention of clarifying the speech content for an interlocutor, To soften or strengthen a request or command, To meet a real lexical need or to compensate for lack of an equal translation, last is To exclude others when a comment is intended for an exclusive audience.

For strengthen this research, some previous research is used to this research on code-switching. There are many studies that add contributions to the development of ideas in the research. First, from (Yusuf et al.,2018), *the title is "Types of Indonesian-English code-switching employed in a novel"*. First, the research describes about multilingual country. This researcher use theory of Hoffman for the type and function. This research use qualitative nature method with the identified, note, analyzed and categorized. The result from this research is 63.2 % for inter sentential switching, 20, 9 % for intra sentential switching, 12, 4% for tag switching and 4.4 % for establishing continuity with the previous speaker.

Second research from Stapa & Khan (2016) the title is *"Functions of Code-Switching: A Case Study of a Mixed Malay-Chinese Family in the Home Domain"*. First, the research describes social environment of Malaysia various language are used in daily communication. The phenomenon of code-switching is the norm in Malaysia; Malaysians code switching between Malaysia language

(national language) and English (second language) in their daily conversations. The theory uses in this research from Hoffman and the theory from Appel and Muysken. This research use qualitative method, the data for this research from the recordings of the conversations that the researcher collected to help understand the central phenomenon under study. This research fills the gap in research into code-switching and also contributes to new findings on code-switching in a mixed Malay-Chinese family in Malaysia.

Some of the previous research use the same theory of Hoffman for the function of code-switching and both of theme use qualitative method, the first research take the data class observation, recording and sample technique of sampling but from the second research the data taken from the recordings of the conversations that the researcher collected to help understand the central phenomenon under study. A few weeks before the data collection, were informed and verification was given about the context of this study.

The researcher interested to analyze code switching from the explanation above code switching always uses in daily conversation even not only in Indonesia all people in the world use code-switching in their utterance. In this research, the code-switching by Sandiaga Salahudin Uno speech is analyzed because the conversation in the talk show happens naturally. Hence, the researcher wants to find out about uses of code switching that can express more meaning in his speech. Then, chosen because of two main reasons there is type and function.

## **1.2 Identification of the Problem**

The researcher identified some the results of the deepening and understanding the structuralist the principle of code-switching. Based on the background of the study above, the researcher would like to identify the problem as follow:

1. Types of Code Switching In Sandiaga Salahudin Uno Speech.
2. The functions of Code Switching In Sandiaga Salahudin Uno Speech.
3. The most of frequency Code Switching in Sandiaga Salahudin Uno Speech.
4. What is the comparison speaking between economic and politic in Sandiaga Salahudin Uno.

## **1.3 Limitation of the Problem**

The researcher identification of the problem and the researcher limit the research in Sandiaga Salahudin Uno Speech just take the data from his speech that uses code-Switching in speaking, the research limits the research into two categories:

1. Types of Code Switching In Sandiaga Salahudin Uno Speech.
2. Functions of Code Switching In Sandiaga Salahudin Uno Speech.

## **1.4 Formulation of the Problem**

Based on the limitation of the problem, the researcher formulated the research question below:

1. What are the types of Code-Switching in Sandiaga Salahudin Uno Speech?
2. What are the functions of Code-Switching in Sandiaga Salahudin Uno Speech?

### **1.5 Objectives of the Research**

In this research, the researcher found some objectives why the researcher does this research below:

1. To find out the types of Code-Switching in Sandiaga Salahudin Uno Speech?
2. To figure out the functions Code-Switching in Sandiaga Salahudin Uno Speech?

### **1.6 Significance of the Research**

1. Theoretically

Theoretically, the researcher is expected to give further information about Code-Switching and also expected to enhance our knowledge, experience, especially regarding our knowledge of Code Switching. The researcher will become a comparison for future research.

2. Practically

Practically, the researcher enriches the student of English language and linguistic knowledge in the sociolinguistic field especially in Code Switching, the kind of Code-Switching in Sandiaga Salahudin Uno speech. The researcher is expected to give more practical contribution to the research in describing the phenomenon of Code-Switching in Sandiaga Salahudin Uno Speech.



## 1.7 Definition of the Key Terms

This research used three terms related to the title that is the definition of Sociolinguistic, Code Switching and Speech

**Sociolinguistic Approach** : In code switching there is has an approach for those who want to analyzes. It's a sociolinguistic approach, it concerns with the language and social. The function is to fulfil for individual speakers and for the large scale in social group.

**Code Switching** : In this linguistic situation the speakers would alternate they speaks in two language when they are in conversation with bilingual person .Trousdale (as citied in Chahayani, 2015).

**Speech** : Speech is the expression of or the ability to express thoughts and feeling by articulate sounds. Usually, speech is an activity of public speaking or giving a speech to express opinion, giving a picture of a person. Sopian (2016).