CODE SWITCHING USED BY PUBLIC FIGURES IN DEDDY CORBUZIER'S PODCAST: SOCIOLINGUISTICS APPROACH

THESIS

By :
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ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
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Submitted in Partial Fulfillment of the Requirements for the Degree of Sarjana Sastra

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Rika Fiorensera
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I, Rika Fiorensera NPM No. 171210029

Hereby declare that thesis entitled

CODE SWITCHING USED BY PUBLIC FIGURES IN DEDDY CORBUZIER'S PODCAST: SOCIOLINGUISTICS APPROACH

Is the real work from myself and I realized that this thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, January 27th, 2021

Rika Fiorensera
171210029

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The term paper has been examined on the date as indicated below

Batam, March 4th, 2021

Nurma Dhona Handayani, S.Pd., M.Pd.
SUPERVISOR

ABSTRAK

Penelitian ini difokuskan pada analisis alih kode yang digunakan oleh tokoh masyarakat dalam podcast Deddy Corbuzier. Peneliti menggunakan pendekatan sosiolinguistik. Sosiolinguistik adalah disiplin ilmu gabungan antara sosiologi dan linguistik yang berarti hubungan antara masyarakat dan bahasa. Dalam hal ini sosiolinguistik adalah hubungan timbal balik dan pengaruh antara perilaku bahasa dan perilaku sosial. Peralihan kode terjadi ketika seseorang bilingual. Tujuan dari penelitian ini adalah untuk mendeskripsikan jenis alih kode yang digunakan dalam podcast Deddy Corbuzier. Ada tiga jenis seperti pengalihan tag, pengalihan intersetensial, dan pengalihan intrasentensial. Analisis data menggunakan teori (Stockwell, 2007). Peneliti menggunakan metode penelitian deskriptif kualitatif dengan menggunakan metode penelitian (Sudaryanto, 2015).Penelitian kualitatif deskriptif ini dilakukan dengan menyimak dan menganalisis percakapan video sebagai data yang kemudian ditranskripsikan dalam bentuk tertulis. Analisis isi digunakan sebagai metode untuk analisis data. Pengumpulan data dilakukan dalam bentuk dialog dengan faktor-faktor yang ada. Data diperoleh dari Deddy Corbuzier yang memiliki konten dan podcast di channel YouTube. Setelah mendapatkan dan menganalisis beberapa percakapan dalam podcast Deddy Corbuzier, peneliti dapat menemukan beberapa data terkait penelitian dan untuk hasil penelitian ini peneliti menemukan 5 data terkait untuk jenis pengalihan tag, 3 data terkait pengalihan intersentensial, dan 16 data terkait pengalihan intrasentensial. beralih. Hasil penelitian menunjukkan bahwa alih kode intra-sentensial merupakan jenis yang paling sering digunakan. Selain jenisnya, ada juga faktor yang mempengaruhi alih kode. Faktor tersebut terbagi menjadi 4 yaitu Peserta, Solidaritas, Status dan Topik. Peneliti menemukan 4 data untuk partisipan, 2 data solidaritas, 1 data status, dan 2 data topik. Hasil penelitian menunjukkan bahwa bahasa Inggris sering digunakan oleh tokoh masyarakat dengan cara bertukar kode dalam percakapan dan obrolan sehari-hari.

Kata kunci: Dwibahasa, Peralihan Kode, Podcast, Sosiolinguistik

ABSTRACT

This research is focused on the analysis of code switching used by public figures in Deddy Corbuzier's podcast. Researchers use a sociolinguistics approach. Sociolinguistics is a joint scientific discipline between sociology and linguistics which means the relationship between society and language. In this case, sociolinguistics is the reciprocal relationship and influence between language behavior and social behavior. Code switching occurs when a person is bilingual. The purpose of this research is to describe the types of code switching used in Deddy Corbuzier's podcast. There are three types such as tag redirects, interstent redirects and intracentential redirects. Data analysis using theory by (Stockwell, 2007). Researchers used descriptive qualitative research methods using research methods (Sudaryanto, 2015).This descriptive qualitative research was conducted by listening to and analyzing video conversations as data which were then transcribed in written form. Content analysis was used as a method for data analysis. The data were collected in the form of a dialogue with the existing factors. Data was obtained from Deddy Corbuzier who has content and podcasts on YouTube channels After obtaining and analyzing several conversations in Deddy Corbuzier's podcast, the researcher was able to find some data related to the research and for the results of this study the researcher found 5 data related to the type of tag switching, 3 data related to intersentential switching, and 16 data related to intrasentential. switching. The results showed that intra-sentential code switching was the type most frequently used. Apart from the type, there were also factors that influenced code switching. The factors are divided into 4, namely Participants, Solidarity, Status and Topics. The researcher found 4 data for participants, 2 data for solidarity, 1 data for status, and 2 data for topics. The research findings show that English is often used by community leaders by switching codes in daily conversations and chats.

Keywords*: **Bilingual, Code-Switching, Podcast, Sociolinguistics***

MOTTO AND DEDICATION

MOTTO

The past is already gone, the future is not yet here. There's only one moment for you to live, and that is the present moment.

Gautama Buddha

DEDICATION

This thesis is proudly dedicated to my beloved father and mother, and all of my family, all lecturers and staff at Putera Batam University.

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Rika Fiorensera

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