CHAPTER I

INTRODUCTION

1.1. Background and Reason of Choosing Title

English becomes the unifying language of the world. In this era, many people has usually used english to communicate. As the connecting language for communication, it is very important for us to learn English. As we know it today, if we can speak English and speak fluent, of course it will be easier to communicate with foreigners who come from other countries. Not only that, with English we can expand the insight and knowledge that exist in parts of the world. Learning languages is not only from one source, but also it can be from other sources such as electronic media, books or joining language associations.

Learning foreign languages can be learnt anywhere for example, by utilizing technology, now we can learn foreign languages, especially English through digital media by utilizing technological sophistication. Everyone can easily add the knowledge of language and the world. YouTube is one of the way to learn language because it is to be the most popular media that is used by almost everyone in the world. YouTube also facilitates its users to share videos that are made by themselves or can also just watch video clips uploaded by others. Many videos uploaded on YouTube such as news, educational videos, videos made by vloggers, or video tutorials on daily activities.

People who are known in the youtube is called as youtuber, for example: Ria Ricis, Atta Halilintar and Sacha Stevenson. Sacha Stevenson for example, she is a Youtuber from Canada and lives in Indonesia. Sacha Stevenson shares interesting
and entertaining experiences while living in Indonesia and the result of that is many upload videos which made by her are watched by many people. In presenting the topic in the video Sacha Stevenson uses two languages: English and Indonesian.

Nowadays there are many people who can use two languages or more. They often speak as bilingual or multilingual. The use of other languages or using one or two different languages in a conversation with the intention of adjusting to certain situations is Code-Switching. This change makes it possible for speakers to be able to convey more of the intended message to be addressed. A youtuber has to communicate well and be able to convey the intended message well and clearly so that it can make a conversation feel closer so that the audience can be carried away by the atmosphere and the message can be delivered right on target.

The writer chooses this title *Code Switching used by the Youtuber Sacha Stevenson* because the writer is interested in code switching used by Youtuber. The writer want to find out more about what factors cause the occurrence of code switching.

1.2. Statement of the problem

Based on the background, the writer emphasize the analysis on three problem as follows:

1. What types of code switching does Sacha Stevenson used?

2. What are the meaning of Code-Switching found in Sacha Stevenson Youtuber?

3. What is the dominant type of code switching that is used by Sacha Stevenson?
1.3. Scope of the problem

The writer limits this paper into Code Switching used by the Youtuber Sacha Stevenson. The writer will discuss about types, meaning, and dominant type of code switching. These procedures will be analyzed more in the third chapter.

1.4. Method and Procedures

This paper uses descriptive qualitative method. Descriptive qualitative method can be done in two ways, there are library research and internet browser. The writer not only collects data through the research library but also through the internet browser. As quotation Kriyantono in (Akhmad, 2015) explains the definition of descriptive qualitative “yakni suatu teknik yang menggambarkan dan menginterpretasikan arti data-data yang telah terkumpul dengan memberikan perhatian dan merekam sebanyak mungkin aspek situasi yang diteliti pada saat itu, sehingga memperoleh gambaran secara umum dan menyeluruh tentang keadaan sebenarnya”.

(“namely a technique that describes and interprets the meaning of the data that has been collected by giving attention and recording as much as possible aspects of the situation under study at that time, so as to obtain a general and overall picture of the actual situation ”).

The procedures used to finish this paper such as, watching video in youtube to understand more about the contents, analyzing the video and collecting data from books, journal, internet especially youtube video. This procedures also includes source data, using technique of collecting data and technique of analyzing data.
The writer sets this paper into four chapters. In the first Chapter the writer talks about the Introduction such as Background and Reason of Choosing title, Statement of the problem, Scope of the problem, and Method and Procedures. Then the writer continue to give some references regarding to the title known as Theoretical Review in the second chapter. Next in the third Chapter, the writer discuss types, meaning, and dominant type of code switching. Finally in the forth chapter is about Conclusion and Suggestion.