CHAPTER II
THEORETICAL REVIEW

In this chapter discuss theoretical review of the study based on expert’s opinion. The theoretical review is about definition of code switching, types of code switching, and definition of Youtube.

2.1. Definition Code Switching

Based on Cook in (Yulandari et al., 2018) mentioned that code switching is the process of “going from one language to the other in midspeech when both speakers know the same languages”. It means that the speakers speak from one language to another, so there is language changes used. It happened in order to make both speakers know or understand same language, so that the two speakers can better understand the language they use when communicating.

Quoted by Hymes in (Mabule, 2015) defines code switching as “a common term for alternative use of two or more languages, varieties of a language or even speech styles”. It means that code switching is said to be an alternative use of two or more languages. The use of these two languages can occur due to the diversity of languages or also because of the type of language in each different region that allows the use of other languages, it can be understood both sides.

Support by Romaine in (Ramadhani, Indriastuti, & Mustikawati, 2019) “Code switching can be defined as the use of more than one language, variety, or style by a speaker within an utterance or discourse, or between different interlocutors or situations”. It means that the phenomenon of the use of two or more languages is
now widespread and widely used by most people. It is no surprise that there is a lot of research on bilingualism or also the second language used by people today.

According to Akindele and Adegbite in (Yulandari et al., 2018) describe “Code switching as a means of communication which involves a speaker alternating between one language and another in communicative events”. It means that the use of Code-Switching in communicating is not strange. In communicating today, the use of two or more languages has often been encountered, either directly or indirectly. Speakers alternately use one language to another when interacting with others in a conversation event, this is so that communication between the speaker and the other person can be well understood.

From all definitions above, Code-Switching is said to be the change of language used by the speaker, from one language to another, where the interaction of languages occurs and those who communicate with each other understand the language used. In a conversation, the use of more than one language can occur when communicating, because the speaker when delivering a message feels that the listener less understood with what is intended by the speaker to the listener, then the speaker changes the language in a language that is more understood or understood by the listener. Not only that, sometimes the use of bilingual is currently widespread and familiar to just some people.
2.2. Types of Code Switching

According to Poplack in (Yulandari et al., 2018) devide some types as following: Tag Switching, Intersentential Switching and Intrasentential Switching.

- Tag switching is the insertion of a tag phrase from one language into an utterance from another language. Example : ”you should pay attention, dong!”.

- Intersentential switching occurs at a clause or sentence boundary, where each clause or sentence is in one language or another. Example : “Sometimes I talk in English, tapi kadang juga pakai bahasa Indonesia”.

- Intrasentential switching takes place within the clause or sentence and is considered to be the most complex form of switching. Example : ”If I say stand up ya berarti kamu harus bangun, berdiri! How dare you ignoring my order!”

Support by Hoffman in (Wibowo et al., 2017) shows some types of code switching based on the juncture or the scope of switching where language take place, there are:

1. Inter sentential Code-switching

This kind of code switching occurs between clause or sentence boundary, where each clause or sentence is in one language or other, as when Spanish English bilingual says: “Tenias zapatos blancos, un poco, they were off-white, you know”. In this example, the guy first speaks in Spanish and then switches the code using English clause in the end of the conversation.
2. Emblematic code switching

In this kind of code switching, tags, exclamation and certain set phrases in one language are inserted into an utterance otherwise in another, as when a Panjabi/English says: “It’s a nice day, hana?” (hai na? isn’t it). The word “hana” in Panjabi is as a tag.

3. Establishing continuity with the previous speaker

This kind of code switching occurs to continue the utterance of the previous speaker, as when one Indonesian speaker speaks in English and then the other speaker tries to respond in English too. For example: Speaker 1: What a traffic! We will get old in the road Speaker 2: Yup, you are absolutely right. Setiap hari maceet. In these types of code switching, the changes of language occurs in the structure of clause or sentence boundary, insertion with tags, exclamation and certain set of phrases, even the switch occurs to continue the utterance of the previous speaker.

Quoted by Jendra in (R. Rahmina, 2016) secara gramatikal juga membagi alih kode menjadi tiga jenis, yaitu: (1) Tag codeswitching,(2) Inter-sentential code-switching, dan (3) Intra-sentensial code switching.

(“Grammatically also divide code switching into three types, namely: Tag code-switching,(2) Inter-sentential code-switching, dan (3) Intra-sentensial code-switching”).

From all definitions above, the Switching Tag does not change the meaning of the speech. Intrasential Switching occurs because speakers can master both languages when switching languages. Intersential Switching requires speakers to be
fluent in using a second language because its use is more complex and it requires flexibility for speakers to be able to speak two languages at once in the form of clauses or sentences.

2.3. Definition of YouTube

Based on Baskoro in (Nur, Rohman, & Husna, 2015)


(“YouTube is a video site that provides various information in the form of ‘moving images’ and can be relied upon. This site is indeed provided for those who want to search for video information and watch it directly. We can also participate in uploading videos to YouTube servers and sharing them around the world”). It means that the availability of various information on the youtube site will greatly facilitate us in getting information sources. For those who really want to find video information and watch it, YouTube is a mainstay for now. A lot of information is available and can be accessed easily on this site. Besides that on the YouTube video site we can also participate in uploading videos to the YouTube server, sharing the results of our creative ideas with many people which of course can benefit us all.

Support by Burgess & Green in (Mahameruaji et al., 2018)

*Awalnya, Youtube dipandang sebagai wadah untuk “menyiarkan diri”, serta menampung wacana budaya partisipasi dan kemunculan generasi konsumen baru yang lebih kreatif dan berdaya.*
(“Initially, Youtube was seen as a forum for "broadcasting itself", as well as accommodating cultural discourse on participation and the emergence of a generation of new consumers who were more creative and empowered”). It means that youtube is seen as a means of opening up to the outside world. And also youtube is used as a forum to accommodate discourse on participation culture where everyone shows their creative ideas to other people without any boundaries and raises the emergence of a new generation of consumers who will be more creative and empowered in various fields.

Quoted by Budiargo in (David et al., 2017) “Youtube adalah video online dan yang utama dari kegunaan situs ini ialah sebagai media untuk mencari, melihat dan berbagi video yang asli ke dan dari segala penjuru dunia melalui suatu web”.

(“Youtube is an online video and the main thing about the usefulness of this site is as a medium to search, view and share original videos to and from all corners of the world through a web”). It means that YouTube can be said as an online video site where the usefulness of this site is a tool for searching, viewing and sharing videos from us and others who are far away in all parts of the world.

Continue to Miller in (Nur et al., 2015) “YouTube juga merupakan sebuah komunitas berbagi video yang, berarti pengguna YouTube bisa meng-upload dan melihat berbagai macam video klip online, menggunakan browser web apapun”. (“YouTube is also a video sharing community, meaning YouTube users can upload and view various kinds of video clips online, using any web browser ”). It means that when YouTube users share videos. YouTube is used as a community to exchange ideas and thoughts. Not only for sharing videos, YouTube users can upload their creative videos so it can be seen by many people or download other creative videos
that the users like to watch. YouTube site itself can be accessed easily using a web browser.

From all definitions above, YouTube is present as a media for information distribution where we can easily get or access information quickly. YouTube is used as a forum for creating and distributing hobbies in the form of a video where can be uploaded and seen by many people out there. This is why makes YouTube a popular media today. It is because of easy access. Various information from parts of the world can be seen easily. As an electronic media that is accessed by many people, making YouTube can be a source of income for some people. Youtuber, which is this term we often hear and is familiar to our ears, is used for people who make content on YouTube. With the growing age, many people promote their businesses by making advertisements on YouTube or you can also ask a Youtuber to promote their products. Not only that Youtuber also often share their knowledge or provide creative tips that can be useful for everyday life, the income of being a Youtuber is very promising. So it is not surprisingly, many young people now aspire to become a Youtuber.