

CHAPTER 2

THEORETICAL FRAMEWORK

In this chapter, I explain about the conceptual theories related to sociolinguistics, pragmatics, vlogs, codes, code switching, and code mixing. These theories will assist me in explaining the rest of my research.

2.1 Sociolinguistics

Sociolinguistics is a branch of linguistics that studies how society or social factors influence language. It studies the impacts and interactions of language on various social factors such as ethnicity, social status, gender, cultural norms, and so on. Wardhaugh (2006, p. 13) defines sociolinguistics as the study of the relationship between language and society with the goal of gaining a better understanding of the language structure and how languages function in communication. Biber, D., and Finegan, E. (1994: 1) define sociolinguistics as the study of language in use. It focuses on the connection of language and society. The main objective is to address linguistic variation among societal groups as well as the variety of communicative settings in which men and women use their verbal repertoires.

Noam Chomsky in Romaine (2000, p.1) states that sociolinguistics focuses on differences in the use of language in society so that an object can be the object language learning another language. To be concluded, sociolinguistics is concerned with the social function of language in relation to its user. This makes it clear that sociolinguistics is the study of the use of language in a society that does not only focus on the formation of sentence structures, but also focuses on differences in language use and language development.

2.2 Pragmatics

Pragmatics is the study of the relationship between linguistic forms and their use. Yule (1996) regards the essence of pragmatics as encompassing four scopes. First, pragmatics is the study of the speaker's intentions. Second, pragmatics is the study of

contextual meaning. Third, pragmatics is the study of how more is conveyed than is said. Lastly, pragmatics is the study of expression in relation to distance.

In relation to the speaker's intentions, pragmatics is seen as the study of the meaning conveyed by the speaker and interpreted by the listener. As a result, this study is more concerned with analyzing what individuals intend with their utterances rather than with the isolated meanings of the words or phrases used in those utterances. It involves interpreting what individuals intend within a specific context and how that context influences what is being said. Consideration is given to how speakers organize their intended messages based on the individuals they are communicating with, the location, the timing, and the circumstances.

It can be concluded that setting refers to the description of the time, place, and atmosphere in which the events experienced by the characters in a story take place. The proper placement of the setting can enhance the story being conveyed and engage the reader in better understanding the specific events that occur within a story.

Based on the explanations above, the research aims to investigate the types of code switching used by Jharna Bhagwani in her communication as a young singer and beauty content creator. The research will analyze various pragmatic factors, including context, audience, and social identity, to explore how these factors influence the selection and use of different languages or linguistic varieties in her communication.

2.3 Bilingual

Bilingual comes from the word bilingualism which means two languages. It can be understood from this term what is meant by bilingualism, which is related to the use of two languages or two language codes. According to Mackey and Fishman (in Chaer and Agustina, 2010:84), bilingualism is defined as the use of two languages by a speaker in their interactions with others alternately. To be able to use two languages, a person must have a good command of both languages. First, the mother tongue or first language and the other language which is the second language (Chaer and Agustina, 2010:84).

Robert Lado (in Chaer and Agustina, 2010:86), says that bilingualism is the ability of a person to use a language equally well or almost equally well. Thus, according to Lado, mastery of both languages does not need to be equally good, less is fine as long as the speaker understands the language being spoken. The way to measure a person's good or bad bilingualism is by looking at a person's reaction to two languages.

It can be concluded that bilingualism is the cause of code switching and code mixing. People who are able or accustomed to using two languages in everyday life will mix their vocabulary or sentences with different languages. The speakers will use the two languages alternately and based on the situation and conditions.

2.4 Codes

Code is also one of the language phenomena studied in pragmatics. The sociolinguists or people studying a language must be familiar with a code. A code is a symbol of nationalism that is used by people to speak or communicate in a particular language a dialect, a register, an accent or a style on different occasions and for different purposes. In sociolinguistics, a code is a neutral term used to describe a language or a variation of a language. Wardhaugh (1986:83) states that code is a certain kind of system or language used by two or more people for communication when people communicate with each other, we can call the system they use code.

Marjohan (1988:48) also supports that that Code is a term that refers to a variation. Codes are used in monolingual situations; the use of different codes depends on the language variety. A code is divided into code mixing and code switching (Stockwell, 2002). Code switching and code mixing occur when people mix two languages between the native language and English or other foreign languages. Code switching and code mixing are often used by people who speak two or more languages or so-called bilinguals. From the following statement, it can be concluded that code is the way people communicate in society. The use of code is conducted when someone is in a certain situation or intention. The code mentioned here is a dialect, a register, an accent or a style.

2.5 Code Switching

Rohmani (2013:4) states that code switching is one aspect of language dependence in a bilingual or multilingual society. This means that in a bilingual or multilingual society it is possible for a speaker to use various codes in speech acts according to the situation and various aspects that surround it.

According to Poplack (1980) as cited in Romaine (1989), there are three types of code switching that can be identified, they are inter-sentential switching, intra-sentential switching, and tag switching.

2.5.1 Tag Switching

Code switching tags are usually used from another language that is inserted into the spoken language or a language tag used by the speaker and then changed to a different language. Tag code switching occurs when speakers insert a short expression (tag) from a different language at the end of their speech. It also consists of single words, tags, interjections, fillers, and idiomatic expressions from one language into another. Examples of common English tags are “You know”, “I mean”, “so”, “right”, and etc.

Example of tag switching as follows:

- “Aku ke rumah Cinta, beneran ditawarinnya asparagus, ***right***”
- “***You know***, Dia kemarin jalan bareng gebetannya”
- “***I mean***, jangan ngeluh terus bisa?”

The utterances above, contain tag “right”, “you know”, and “I mean” at the end and the beginning of the sentence. Code switching tags are usually located at the beginning or end of a sentence. Therefore, the utterances above are tag code switching.

2.5.2 Inter-sentential Switching

Inter-sentential code switching occurs within sentence limits. Speakers in a conversation use different sentences or utterances in two different languages. According to MacSwan (1999), inter-sentential code switching involves shifting at sentential limits that occur within the same sentence or between the speaker's turns, where one clause or sentence is in one language and the next clause or sentence is in

another language, that require fluency in both languages for the speaker to follow the rules of both languages.

So, Inter-sentential switching occurs when a bilingual or multilingual switches from one language to another between different sentences. One sentence will be in one language while the other sentence will be in a completely different language.

Example of tag switching as follows:

- Speaker 1 : “Apa yang kita lakuin pertama hari ini?”
- Speaker 2 : “*So this is gonna be your first time doing makeup by yourself in a way I'm gonna guide you through it.*”
- Speaker 1 : “Why don't you go out with your homies, party maybe?”
- Speaker 2 : “*Aku lebih suka di rumah, rebahan terus nonton film, alias aku mager aja sih sebenarnya.*”

The example above shows speaker 1 and speaker 2 using two different languages while communicating. This can be identified as inter-sentential switching.

2.5.3 Intra-sentential Switching.

SavilleTroike (2008) explains that intra-sentential is the transition from one language to another language that occurs in the middle of sentences involving units' syntax of words, phrases, or clauses. According to Poplack (1980), this type is perhaps the most complex type among the others, because it can occur at the clause, sentential, or even word level. To be concluded, intra-sentential code switching is found when there is the use of words, phrases, or clauses in another language in a sentence or utterance.

Example of tag switching as follows:

- “Jangan kebanyakan, nggak perlu *cause your skin is already so good.*”
- “Aku bakal ngasih tau *how you're gonna apply your make-up*”
- “Kenapa saat itu aku ngerasa *it was the right thing to do*”

The utterances above are intra-sentential switching because they contain two different languages in one utterance which is English and Indonesian language. It uses Indonesian at the beginning of the sentence as the basic language. Then, use English in the following utterance.

2.6 Code Mixing

Code mixing is something that speakers may do unintentionally because they are unaware of the correct words or phrases in a particular language. According to Muysken (2000: 1) there are three types of code mixing. Afterwards, he categorized it into insertion, alternation, and congruent lexicalization (dialect).

2.6.1 Insertion

According to Muysken (2000), insertion is a process of code mixing that is considered as something similar to borrowing or insertion of foreign lexical categories or phrases into a particular structure. The insertion of a foreign lexical or phrasal category into a given structure is the process of code mixing. Ikhsani (2013:298) says that code mixing occurs only in pieces of one language that are smaller than a clause and a sentence, such as words or phrases.

Example of Insertion as follows:

- “Dia akan shock kalau dengar cerita ini”
- “Berita hoax mudah sekali tersebar di media sosial”

From those examples above, the words “shock” and “hoax” are English word which inserted in Indonesian language. In general, insertion happens because the speaker or writer is not familiar with the meaning of the word in their native language. Therefore, they mix the words with the insertion.

2.6.2 Alternation

In the case of alternation, there is a true switch from one language to the other, involving both grammar and lexicon, and it is just regarded as a special case of code switching, as it takes place between utterances in a turn or between turns (Muysken, 2000:5). Alternation occurs between clauses which implies alternation is used when the speaker mixes their language with phrases.

Example of alternation as follows:

- I can get kinda emotional kalo ngomongin soal ayah. Cuman he is such a great dad.

- Hari ini aku *little bit sick*. Jadi aku lupa.
- Sejujurnya, *my mom actually* beli mobil itu *is for my birthday*.

From the examples above, we can see that the speaker mixes the language that they used in English in the middle of the utterances. Therefore, it can be concluded that in alternation because speakers mixed the language into a form of phrase.

2.6.3 Congruent Lexicalization (Dialect)

Congruent lexicalization is the influence of dialect within language use. Muysken (2000) explained that congruent lexicalization occurs when the two languages share grammatical structures. It can be the influence of dialect within language use and can be replaced lexically with elements from either language.

Congruent lexicalization is a type of code mixing employed by the speaker when the language is influenced by the speaker's dialect. It means that when someone creates a language, the English term produced by the speaker is similar to the foreign language. There are a few words in Indonesian that are similar to those in English.

Example of congruent lexicalization as follows:

- “*Video*-nya sudah bisa dilihat di besok pagi”.
- “Saya baru pulang dari *bank*”
- “Adikku senang melukis *abstrak*”

Each of the sentences above contains English word “video”, “bank”, dan “abstrak”. For Indonesian people those words have been very familiar. Phonologically, both English and Indonesian people pronounce them more or less the same. It can be stated that congruent Lexicalization (Dialect) is an absorption word from another language that is often spoken by the people in the society.

2.7 Vlog (Video Blog)

Video blog also known as a vlog, is a popular form of digital content where an individual records and shares experiences, stories, or information through videos. Video blogs are commonly published on platforms such as YouTube, Instagram, or other social media platforms. The word 'blog' is something we are all familiar with

these days. When video blogging, a person record stories, experiences, advice, or anything else to share them on the internet. To vlog is to effectively add a video aspect to it. So instead of a weblog, it's a video weblog or video blog.

According to Lee (as cited by Wati, 2021:10), vlogging typically features a single person speaking to a camera about range of topics, including personal topics or those relating to the wider world. A vlog allows individuals to share their thoughts, knowledge, skills, or daily life through a video.

In a video blog, a person usually speaks directly to the camera or records activities and events in their life. Liu (2021:206) says that vlog uses a real perspective and a slow-paced style to create a sense of simplicity that is loyal to the reality of life. It is different from other videos and is more like a condensed documentary. A vlog is a video that you share in order to communicate with the viewers online.

Vlogging has successfully created a new trend for people's lifestyle. The amount of time spent watching digital video has increased by 120 percent, from 26 minutes each day to over an hour (MediaKix, 2020). Certain types of video content have shown to be in high demand and popular among consumers as viewing habits change increasingly toward online video.

According to the following statements, vlogging allows individuals to create content for social media, and the existence of social media itself provides people with a new type of interaction. The varied content of vlogs has established a new source of knowledge for people. The distribution of information through videos that expose their real lives and experiences offers something new and accessible to individuals of all ages. The increasing number of vlogs and vloggers has had a significant impact on how people's culture of creating and receiving information has altered. Vlog also can be utilized to facilitate collaborative work and the creation of learning communities.

2.7.1 Content

According to the KBBI (Indonesian Dictionary), "*konten*" (content) refers to information that is available through media or electronic products. Meanwhile, according to Simarmata (2011), "*konten*" (content) is the substance, type, or unit of

digital information. Content can be in the form of text, images, graphics, videos, audio, documents, reports, and so on. In other words, content encompasses everything that can be managed in electronic format.

Content in a vlog refers to the specific information, material, or theme that is presented and shared through video. It encompasses what the vlogger chooses to showcase, discuss, or demonstrate in their videos. The content in a vlog can vary depending on the vlogger's niche, interests, and target audience. An information or story that is completely based on an idea held by the vlogger to be conveyed to their target audience based on the presented theme or topic.

According to Panuti Sudjiman, a theme is an idea or concept chosen by the author as the basis for constructing a story. [Panuti Sudjiman, *Memahami Cerita Rekaan (Understanding Fictional Stories)*, (Jakarta: Pustaka Raya, 1992), p. 50.] This viewpoint is further supported by Atar Semi, who states that a theme is a central idea that serves as the foundation. Within the theme, there are issues and the author's message or purpose to the readers.

Furthermore, in determining a theme, vloggers are free to choose the theme that will serve as the foundation of their video's story. According to Budi Darma, the themes that authors choose for their stories can be drawn from the realm of everyday life and encompass genuine human issues such as love, fear, happiness, suffering, and limitations.

Based on the explanation above, in the context of vlogging, the author refers to the content creator, and the reader refers to the audience. Therefore, a theme helps provide focus to the vlog's content, builds personal identity and brand, and aids in content planning. By having a consistent theme, vloggers can maintain consistency and build a strong narrative. Additionally, a theme also helps attract target audiences who are interested in the same topic, build a focused community, and create more relevant content. By paying attention to the theme, vloggers can create directed, consistent, and engaging vlog content for their audience.

2.7.2 Storytelling

Storytelling is the art and technique of conveying a message or information in an engaging and captivating manner to an audience. Storytelling experts emphasize the importance of having a good narrative structure, using emotional elements to build a connection with the audience, and creating compelling conflicts to sustain the reader or listener's interest. These experts also highlight the power of storytelling in influencing people's perceptions, emotions, and behaviors. By telling relevant stories, the impact and appeal of the message can be enhanced, making the information easier to understand and remember for the audience.

Additionally, the use of visuals, dialogue, and strong characters is also crucial elements in storytelling. Experts also emphasize the importance of practicing and continuously developing storytelling skills to enhance the ability to effectively communicate messages.

Robert McKee, a renowned writer and scriptwriting consultant, developed a comprehensive approach to storytelling known as "Story" or "The Principles of Creative Structure." He emphasizes the importance of strong characterization, compelling conflict, and good structure in crafting an engaging and captivating story. Rather than focusing solely on the "mechanics" of simple fiction techniques like plot or individual dialogue, McKee examines narrative structure and what makes a story interesting or not. This approach can be as applicable to other genre or narrative forms, such as screenplays or other forms of writing, and can also extend to non-fiction as long as the goal is to "tell a story".

Based on the explanation above, storytelling plays a crucial role in the context of vlogging. By applying storytelling principles in vlogs, vloggers can create content that is engaging, captivating, and connects with the audience. Through the use of good narrative structure, emotional elements, and the development of compelling conflicts, vloggers can enhance the appeal and impact of their content. Storytelling also enables vloggers to build deeper relationships with their audience, influence their perceptions and emotions, and deliver messages more effectively. Thus, implementing storytelling

in vlogs helps improve the quality and success of vlog content while building a stronger community of fans.

2.8 Podcast

Podcasts are currently becoming a trend in Indonesia. A lot of content creators and influencers create a broadcast-based radio content or commonly known as podcasts. The viewers feel interested in this kind of content because there is an interesting discussion process that is presented in a relaxed manner. The term podcast was first proposed by a journalist from The Guardian, Ben Hammersley, in 2004. The word podcast itself stands for play on demand and broadcast.

Robinson (2009) states that podcasts are audio or video files on the web that can be downloaded freely to a computer and listened to on any computer or portable playback device that supports MP3 files. Podcasts enable learning anywhere, anytime. Podcasts allow students to access educational content at home, while commuting to university or work, or doing any other activity.

Podcasting as a new technology has huge potential in enhancing second language learners' listening and speaking skills (Stanley, 2005). Furthermore, According to Nunan (1997), the production of podcasts provides students with plenty of meaningful language use, which is highly desirable for second language acquisition. Therefore, podcasts can be a platform for listeners to learn new languages, such as English. After learning another language, listeners begin to use it in daily conversation. It is resulting in the use of code switching and code mixing by the speakers.

2.9 Previous Related Studies

I use several references of previous studies to compare the similarities and the differences with my research. The first research is written by Bonita (2021), entitled "An Analysis of Code mixing Found in Cinta Laura Kiehl's Video YouTube Channel". This research focuses on analyzing the code mixing found in Cinta Laura Kiehl's videos. Cinta Laura Kiehls is a famous Indonesia celebrity who are a singer, actress, model, and also an influencer. A qualitative approach is used in this research. The data of this study are only utterances which contain code mixing uttered by Cinta Laura

Kiehl. The results of the research are there found fifty-two data which consist of three types of code mixing: Intra-Sentential Code mixing (forty-nine data), Intra-Lexical Code mixing (three data), and Involving a Change of Pronunciation has no data. The most used type is Intra-Sentential Code mixing which is interjecting or inserting English words or phrases into Indonesian sentences.

The second research examined by Maghfiroh (2018), titled “An analysis on form, function, and reason of code switching and code mixing used in vlog of Shirin Al Athrus”. This research focuses on form, function and reason of Code switching and Code mixing used in Shirin’s Vlog entitled “How I Start My Career, First Magazine Cover, Dubai Cloting haul, and My Lombok Trip” which are uploaded on Shirin’s YouTube channel. Shirin Al Athrus is one of Indonesian influencer and model who is fluent in speaking Indonesian language and English. The result of the study is that the researcher found there is one hundred thirty-three data of Code switching and one hundred thirty-eight data of Code mixing used by Shirin. According to Maghfiroh, there are five reasons of using Code mixing. Those are two data talking about particular topics, ten data interjections (Inserting sentence fillers or sentence connectors), three data repetition used for clarifications, twenty-nine data intention of clarifying the speech content for interlocutors, and ninety-four data because of real lexical needs.

The next research was conducted by Tri (2022). The title of the research is “An Analysis of Code Mixing Found in Nessie Judge YouTube Channel”. This study focuses on analyzing and aims to find out the types and levels of code mixing in Nessie Judge’s YouTube video. Nessie Judge is one of the famous Youtubers in Indonesia. The data of this study were collected from Nessie’s video entitled “*Cara Gampang Lancar Bahasa Inggris*” and the YouTube script as the data source. This study employed content analysis which focused on analyzing the types of code mixing which defined by Hoffman and the levels of code mixing that argued by Suwito. The result of the study is that the researcher found fifty data in the types and levels of code mixing. While, in the levels of code mixing in the video, the classification of code mixing word level is seventeen data.

The last research is written by Astri and Fian (2020), entitled “The Sociolinguistics Study on the Use of Code Mixing in Gita Savitri Devi’s YouTube Channel Video”. Gita Savitri Devi, one of Indonesian YouTuber, does code mixing in some of her videos. Therefore, this research focused on code mixing appears in Gita Savitri Devi’s YouTube channel video. This research is focused on analyzing the types of code mixing of Hoffman by applying content analysis. Furthermore, the result of the types was calculated by using Sudijono formula. In this study, the writers found that there were fifty-two data in types of code mixing. The type of intra-sentential of code mixing was the highest type and involving a change of pronunciation was the lowest one.

Following the reading of the previous studies, on code switching and code mixing, I found that the similarity between the third and fourth studies used the theory proposed by Hoffman. This theory is quite popular among researchers to be used in their studies. I also found that the four previous study above are using influencers and celebrities’ vlog in their YouTube channel to be the source of the data.

The difference between my research and the previous four studies is the use of different subjects. I examined the use of code mixing and code switching by Jharna Bhagwani, an Indonesian influencer. I intend to conduct similar research on code mixing and code switching used by Jharna Bhagwani from several YouTube videos and different YouTube channel to enrich the source of the data and find the factor of the language use. I also use a different theory proposed by Poplack (1980) and Muysken (2000). The findings will contribute to a better understanding of code switching and code mixing patterns in the domain of beauty content creation, providing valuable insights into sociolinguistic aspects of Jharna Bhagwani's communication style and the dynamics of language use in digital media.