CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

In the field of sociolinguistics, the process of code-switching or code-mixing has received much attention because it is found in many societies that use more than one language. Inter-speech means that someone speaks English and then suddenly switches to the first language, while Intra-speech is a type of conversation where the speaker mixes two languages or dialects in one statement, for example using the English article 'the' in the middle of a statement or using a verb in the middle of an English sentence. This allows us to communicate our thoughts and feelings effectively and quickly to others.

Code switching is part of sociolinguistic study and one of the popular research topic in linguistics because it is a common phenomenon in bilingual societies. Exploring the phenomenon of code switching in bilingual society. The Main focus of this research is the types of code switching and the functions of using code switching. Hence, people will have better understanding about the structure of language and how the function of language in communication. Nowadays, code switching phenomenon does not only occur in communication in real life, but it can also be found in various communication media such as online media. Code switching is often applied by YouTuber or influencers especially on online platforms such as YouTube, Instagram, Facebook, Twitter to communicate with their viewers or followers.

This research on the use of "Code-Switching" by Najwa Shihab and Agnez Mo in the "Catatan Najwa X Agnez Mo" video on YouTube holds important relevance in the study of language and communication in Indonesia. Indonesia, as a multicultural country with high linguistic diversity, offers a variety of interesting linguistic phenomena to study, one of which is code-switching. Code-switching not only reflects an individual's linguistic adaptation to a particular social and cultural context, but also reveals the dynamics of power, identity, and solidarity in interpersonal interactions. Najwa Shihab, a well-known journalist and host, and

Agnez Mo, an international singer and celebrity, often use code-switching in their communication, which makes them an interesting subject to analyze.

By examining how these two figures use code-switching, this research can provide deeper insights into the communication strategies used by public figures in reaching a wide and diverse audience. The use of code-switching by Najwa and Agnez in popular programs on social media also reflects the influence of the media in shaping and disseminating language practices in society. In addition, this research can help in understanding how social, cultural, and professional factors influence one's linguistic choices, as well as how language is used as a tool for negotiating identity and power. Overall, this research on the use of code-switching by Najwa Shihab and Agnez Mo not only makes important contributions to sociolinguistics and communication studies, but also has far-reaching practical implications in the fields of education, media, and language policy.

Aside from being a means of communication, code-switching can also be seen as a tool used by speakers to express their identity as speakers. In this video, Najwa and Agnez use conversations in Indonesian and English. This is very relevant to the environment of Indonesian society which is starting to be affected by globalization and modernization. For this reason, the Indonesian language used by the public especially by the relatively older generation is starting to switch over to the younger ones. Gen Y or Gen Z are very familiar with the use of English, their idea of language, and the way they speak. Thus, this phenomenon is important to study, as it can provide insight into how language and identity interact with each other in a broader context.

This research on code-switching in Najwa and Agnez's interactions can also help researchers gain a better understanding of their strategies in communicating with a wider audience. In the midst of competition in the media world, the ability of code-switching becomes important to attract the audience. If this is examined in terms of a citizen's perspective, several functions of code-switching can be detected. Some of them are to emphasize a point, create a relationship of closeness, and demonstrate social level. For that reason, this research is relevant not only for understanding the communication of two public individuals,

but to understanding how the language pun plays a role in the level of self and treatment of individuals.

1.2 Identification of the Problem

The main problem identified in this study is the lack of a detailed analysis of code-switching in Indonesian media, specifically in high-profile interviews like the one between Najwa Shihab and Agnez Monica. While these linguistic practices of code-switching are common, their specific functions and implications in this context are not well understood.

1.3 Limitation of the Problem

This research focus solely on the specific episode of "Catatan Najwa x Agnez Mo | Catatan Najwa" available on YouTube. It will not cover other episodes or appearances by Najwa Shihab and Agnez Monica. Additionally, this research is limited to the linguistic aspects of code-switching such as Phonology, excluding other sociolinguistic factors such as audience perception and cultural implications.

1.4 Formulation of the Problem

1. What are types of code-switching used by Najwa Shihab and Agnez Monica in the specified YouTube video?
2. What are the code-switching linguistic techniques or strategies used by Agnez Monica in Najwa Shihab's podcast?

1.5 Objectives of the Research

The objectives of the research are:

1. To identify the types of code-switching used by Najwa Shihab and Agnez Monica in the specified YouTube video.
2. To find the function and analyze why Najwa Shihab and Agnez Monica use code switching on their podcast.

1.6 Benefits of the Research

Several benefits are anticipated to come from this research, including;

1. Enhanced understanding of linguistic practices to provide valuable insights into the use of code-switching by prominent public figures in Indonesia.

2. The writer hopes that this research will be beneficial for those who seek a deep understanding and knowledge of sociolinguistics, especially the phenomenon of code-switching related to public figures in Indonesia.

3. To provide insight into more detailed linguistic strategies and relate to how one integrates two languages in speech used by prominent public figures in Indonesia.

1.7 Systematic Organization of the Research

The Term paper has a systematic organization, the systematic author compiles a paper consisting of five chapters:

CHAPTER 1: INTRODUCTION

> This chapter provides an overview of the research, including the background, problem statement, research questions, objectives, significance, and the scope of the study. It sets the stage for the entire research by outlining the key issues and the rationale behind the study.

CHAPTER 2: THEORETICAL FRAMEWORK

> This chapter reviews relevant literature and theories related to code-switching. It discusses various linguistic theories and previous studies that provide a foundation for understanding the phenomena. The theoretical framework helps to contextualize the research within existing academic discourse.

CHAPTER 3: RESEARCH METHOD

> This chapter consists of research approach and method, research object and data, data collection technique, and data analysis Technique.

CHAPTER 4: CODE-SWITCHING USED BY NAJWA SHIHAB AND AGNEZ MONICA IN NAJWA SHIHAB'S CATATAN NAJWA X AGNEZ MO | CATATAN NAJWA YOUTUBE VIDEO

This chapter consists of data analysis and findings regarding code switching in the Youtube Video "Catatan Najwa x Agnez Mo | Catatan Najwa"

CHAPTER 5: CONCLUSION

This chapter summarizes the key findings of the research, discusses their implications, and provides recommendations for future research.