CHAPTER I
INTRODUCTION

1.1 Research Background

In the age of digital communication, social media platforms like YouTube have become central to how people interact, share ideas, and express identity. In multilingual societies such as Indonesia, YouTube content often reflects the dynamic use of multiple languages, especially the practice of code-switching, where speakers alternate between languages or language varieties within a conversation or utterance.

Garasi Drift, a popular Indonesian YouTube channel focused on automotive culture particularly drifting and car modification has gained a substantial following due to its engaging and relatable content. The creators frequently blend Bahasa Indonesia and English in their speech, reflecting both global influence and local identity. This linguistic behavior is not merely incidental but serves specific communicative, social, and pragmatic functions.

Despite the prevalence of code-switching in digital media, there are still a limited number of studies that examine this phenomenon in the context of Indonesian YouTube content, especially within niche genres like automotive vlogging. Investigating the types and functions of code-switching in Garasi Drift not only contributes to the broader field of sociolinguistics but also enhances our understanding of how bilingual or multilingual content creators navigate and construct their identities online.

This study, therefore, seeks to explore the types and functions of code-switching used in Garasi Drift's YouTube videos, offering insights into how language is employed as a tool for communication, identity, and audience engagement in the digital age.

A situation referred to as "code-switching" happens when speakers intentionally switch from one code to another. According to (Wardhaugh, 2015), code-switching is a conversational technique used to construct, apply, ons between people with their rights and obligations and cross, or destroy boundaries. It describes a situation in f one language combines with another. Then, in writing as language's component sections combine into one spoken

According to Gumperz, (1977), code-switching is defined "as juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical systems or subsystems." Wardhaugh also states, "People can change the language of the words, phrases, clauses, or sentences in their utterances. Furthermore, code-switching can occur in conversation between speakers„ turns or within a single speaker's turn. In the latter case, it can occur between sentences (inter-sententially) or within a single sentence (intra-sententially)."

In 2017, Garasi Drift, which Dipo Dwiki Harsya and Ziko Harnadi own, is here to give education about car modification and also their daily lives as professional drifters. This research used the "Garasi Drift" YouTube channel as the object of research because, first, Dipo and Ziko are the most famous drifter content creators in Indonesia and also abroad. They also have a language that the audience can understand, not only that, but they also usually get invitations abroad to try out new cars that have not yet been launched in Indonesia. From here, we can say that Dipo and Ziko in the "Garasi Drift" YouTube channel use code -switching in every conversation to make the audience understand proper information delivery.

Based on the research background, this research is given the title "The Types and Functions of Code-Switching Used on Garasi Drift YouTube Channel: A Sociolinguistic Study."

1.2 Identification of Problem

Based on the background of the research, this research finds various problems, that can be analyzed:

1. When anyone talks in an alternative language compared to their interlocutors, sometimes people feel confused.
2. There is still a lack of attention to code-switching.
3. Garasi Drift uses the language that many people do not understand
4. There are still few theories that can interpret code switching in form of media

Scope of the Problem

focus on code-switching (from Indonesian to English, or
e types of code-switching on the "Garasi Drift" YouTube
arch will analyze several videos that contain information
modifications or onboard cams while drifting, and this
neory of code-switching from Hoffman (1991), Wardhaugh
rz (1982)

1.3 Research Questions

Based on the research background above, this research provides questions as follows:

1. What types of code-switching are used by Dipo and Ziko on the "Garasi Drift" YouTube channel?
2. What are the functions of code-switching in the "Garasi Drift" YouTube channel?

1.4 Research Objectives

Based on the existing problem statement, this research has an object that contains:

1. To identify the types of code-switching on the "Garasi Drift" YouTube channel,
2. To analyze the functions of code-switching on the "Garasi Drift" YouTube channel.

1.5 Significance of the Study

1.5.1 Theoretical Benefit

The benefit of this research is to improve lecturers' and students' understanding of sociolinguistics and how it involves language contact. Additionally, it is projected that both the lecturers and students will learn more, especially about code - switching. In addition, lecturers can learn about the way the language has changed in the modern era of code-switching by studying how it is utilized in textual form in YouTube conversations.

1.5.2 Practical Benefit

As an outcome, the data may be utilized by the lecturers and the students to show how switching codes are used in educational endeavors. Furthermore, to bridge the understanding gap between previous studies and current investigations into code-switching in the development of future communication methods, this research was done. In addition, it is anticipated that students will use code-switching to develop bilingual communication among their classmates.

ed Studies

f the sociolinguistic issues that has attracted many lines recent years is code-switching. This research describes lies that relate to this topic.

research from Kautsar, (2022) entitled "An Analysis of ing on Najwa Shihab's YouTube Channel" The study of

sociolinguistics investigates the relationship between language and society. Everybody interacts with others using a particular language style. By the numerous variants they possess, they might be able to change the language they use when speaking. In the study of sociolinguistics, this process of switching between languages is known as "code switching." In society, code-switching has been widely used. It takes place in Najwa Shihab, one of Indonesia's most well-known and renowned journalists. Thus, the purpose of this study was to examine the code-switching 2016that occurs on Najwa Shihab's YouTube video channel. The purpose of this study was to identify the different kinds and uses of code switching that are present on Najwa Shihab's YouTube video channel. It was a qualitative study. The documentation approach was used in this study's data collection. This study used content analysis, concentrating on examining the several kinds of code-switching that Hoffman outlined and Gumperz's argument regarding the purpose of code switching. Next, the Hoffman and Gumperz formula was used to count the types and functions of code-mixing. Following the video's analysis, forty data points about the different kinds and uses of code flipping were found. Tag switching was the lowest type of code-switching, whereas intra-sentential code-switching was the greatest type. However, the primary function of code flipping was to quote and precisely address

Second, a journal from Weda, (2022) entitled "Code Switching Analysis of Various Professions in Boy William's Video on YouTube". This research analyzes three YouTube videos by Nessie Judge entitled "Exlusive! BCL Opens Chronology of Events That Night!, Jerome Polin Happy National Examination Canceled!!! and Najwa Shihab's Choice About President 2019! Boy William Laughing!". The analysis mainly concentrated more on the switching of codes that was done by Boy William and the people he invites to collaborate with in his videos. This study aims to determine the types of code switching used by Boy William and the people he invites to collaborate with in his videos and find out the reasons why he uses them. This research provided use of descriptive analytic method and primarily concentrates on the ideas put ___nan and Poplack. The data in the data for this research ___nscripts of Boy William's videos, other data were collected ___citations including publications such as books, journals, ___theses, in addition to online sources. The data analysis ___sed in this study are based on Miles, Hiberman and ___ding data collection, data condensation, data display, and

finally drawing inferences from the findings in order to arrive at a conclusion. The final results of this study show that the utterances performed by various professions in their videos use 3 types of code switching including, intra-sentential switching, inter-sentential switching, and tag switching. As well as showing the function of using code switching used by various professions in their videos.

Third, a journal from Nurhasanah, (2021) entitled "An Analysis of Code- Switching and Code Mixing in Gita Savitri In Her Video Entitled Everything Wrong With Hustle Culture," and the several languages are used as communication tools throughout the world. Because of this, a large number of people speak more than one language. The capacity for multilingual speech brings on the sociolinguistic phenomenon known as code-switching. The circumstance of code switching occurs when someone He shifts his linguistic usage between the two. This is a regular occurrence everywhere, including in Indonesia. Numerous Indonesians who are bilingual or multilingual frequently engage in code-switching. Among them is the well-known young YouTuber Gita Savitry. This research aims to identify, categorize, and provide an explanation for the code swapping that Gita has employed. Moreover, the data was collected for this descriptive qualitative study. The analysis revealed that intrasentential switching accounted for 40 of the 80 instances of code switching that occurred in the speech video, or 10% of all code switching. The primary justifications for code switching include lexical needs, interjunctions, emphasizing or clarifying statements, and demonstrating solidarity.

Last, research from (Cakrawari, 2011) entitled "Analysis of Code-Switching and Code Mixing in the Teenlit Canting Cantiq by Dian Nuranindiya", contains a sociolinguistic study that concerns the events of code switching and code mixing events that occur in teenlit. The author examines six types of code switching and code mixing based on Hoffman's theory. The author examines six types of code switching and code mixing based on Hoffman's theory, while the author uses Hoffman's and Saville-Troike's theories in examining the causes of code switching and code mixing events of code-switching and code-mixing these six types and ten causes are determined based on tive classifications. are determined based on their assifications. This research is a descriptive-qualitative ualitative research that aims to describe the occurrence of g and code-mixing events that include the types and use code-switching. This study is a descriptive-qualitative

research that aims to describe the occurrence of code-switching and code-mixing events which include the types and factors that cause these events to occur. There are several steps are taken in processing and analyzing the data, namely by collecting all the data based on the characters in teenlit, then the data is classified according to the type and cause. classified according to the type and cause of each, after that identifying the data or categorizing the data and giving an explanation. categorizing the data and giving a brief explanation of each sample data. The analysis focused on the types and causes of code-switching and code-mixing events that occur in teenlit. Based on the results of the data analysis, it is concluded that the author of teenlit Cabting Cantiq, Dyan Nuranindya uses Indonesian as the main language used by the characters. the characters. In addition, Dyan also uses English, as well as local languages in her teenlit. in her teenlit works. From the results of the research, the author found 6 types of language switching and language mixing in teenlit. language mixing in this teenlit, namely intra-sentential switching, inter-sentential switching, emblematic switching, intra-lexical code mixing, establishing continuity with the previous speaker, and involving a change of language. previous speaker, and involving a change of pronunciation. Types of code-switching and code-mixing events The most dominant type is intra sentential code switching, because in the teenlit Canting Cantiq, there are many utterances inserted with words in English and local languages. and local languages. In addition, there are 10 causes of code-switching and code-mixing events, and the most dominant is expressive code-switching and the most dominant one is expressing group identity. This is because most of the young characters in this teenlit live in a modern community, so they are used to mixing Indonesian, English and local languages so they are accustomed to mixing Indonesian, English and local languages in their daily conversations in their daily conversations.

1.7. Theoretical Background

In this section, this research provides a theoretical background
ciolinguistics, bilingualism and multilingualism, code-
es of code-switching, functions of code- switching, and
YouTube. Then the theoretical overview provides types of
ng by Hoffman and Wardhaugh, and the functions of code-
Gumperz.

1.7.1 Sociolinguistic

Wardhaugh, (2015) the research in sociolinguistics emphasizes how language is utilized in social situations. During four decades, the most productive research in this area has resulted from finding out the way various types of language are viewed by culture. In addition, these areas lend themselves to scientific methods, including statistical testing, logical inference, and the development of theories.

According to Holmes & Wilson, (2022), Sociolinguists study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and with identifying the social functions of language and the ways it is used to convey social meaning. Examining the way people use language in different social contexts provides a wealth of information about the way language works, as well as about the social relationships in a community, and how people convey and construct aspects of their social identity through their language.

The three main groups of sociolinguistics involve characteristics of function, characteristics of the speaker, and characteristics of language varieties, according to Astri & Fian, (2020). In the speech community, they constantly engage with and modify each other. In addition, sociolinguistics is a study that links social context and language structure, as defined by Silaban & Marpaung, (2020). Therefore, sociolinguistics is the field of linguistics that examines the way language is applied in social contexts.

According to Collins, "Sociolinguistics covers a tremendous variety of aspects." It means that sociolinguistics is a phenomenon where a language develops according to the times. Not only that, in this sense, sociolinguistics is also needed as proof that every human being, not only technology but language, is currently a trend. In bilingual communication, two or more languages are used together.

1.7.2 Bilingualism

According to Hoffmann, (1991), bilingualism is one constant contacts, however, is that they always influence in some speech behaviour of the people involved - and therefore, their languages. Sometimes the languages are affected by change. With the passage of time, one community may gradual language shift, replacing bilingualism with

monolingualism, as is the case, for instance, in Brittany, where Breton is giving way to French. Or a sudden change in the conditions of life in a community may cause it to adopt a hitherto unused language on a widespread basis, as became common during colonial times in many parts of Africa and Asia.

Eka & Yusnia, (2022), states Bilingualism which concerns the use of two languages or language codes. In sociolinguistics, bilingualism is defined as the use of two languages by a speaker in his/her interactions with others alternately. a speaker in his association with other people alternately.

According to Francis, (2007) "Bilingualism is the term for speaking one or more languages. They use their two languages with different people, in different contexts, and for different purposes." When speaking to other bilingual or monolingual individuals, most multilingual or bilingual individuals significantly change their voice patterns by employing language. This is a consequence of speakers needing to be able to adjust to any type of communication situation. Even in monolingual environments, when there are only a maximum of two languages to be used, speakers are still frequently asked to discuss one code over another.

Kautsar (2022) states people who are bilingual use many languages for communication. These individuals communicate in different languages than their mother tongue every day. They usually mix their native tongue with another language for a different purpose. It has become so popular that speaking various languages in communication has become possible. However, several other factors, such as the location and timing of the communication and any special circumstances that may occur and impact language use , may influence this type of communication.

1.7.3   Multilingualism

Multilingual people include individuals who speak multiple languages, particularly their native tongue (B1), their nation's language [...] oreign language (B3). Anita, (2019). This shouldn't be [...] individuals to communicate in two or more languages, [...] ndonesia. It is argued that individuals who interact should [...] to communicate in a minimum of two languages, like a [...] e (Indonesian), a language of the region (Javanese, [...] alinese, etc.), or a foreign language (English, Arabic,

Chinese, etc.). As defined (Silaban & Marpaung, 2020), multilingual people are those who can communicate in more than two languages. The capacity to communicate effectively in three or more languages through an individual speaker or a community of speakers is referred to as multilingualism.

1.7.4 Code Switching and Code Mixing

The ability of someone to communicate in various tongues in daily conversation contributes to code-switching. As defined Mukenge & Chimbarange, (2012), it is the use of two languages in one utterance. Wahyu et al., (2016) states that the metaphorical code switching happens in a situation when a change of topic in the conversation requires a change in the languages used. Some topics may be discussed in either code, but the choice of code adds a distinct flavor to what is said about the topic. There are basically two types of code-switching: transactional code-switching and metaphorical code-switching. Concerning all of the communicative impacts the speaker wants to convey, metaphorical code-switching is used. For example, when lecturers wish to encourage student discussion, they switch from delivering formal lectures in Indonesian to using the area dialect. On the other hand, transactional code-switching belongs to a type of switching that is most frequently discussed as being controlled by speech event components like participants and topics. As an outcome, while the speech event's component elements speaker, topic, listener, and setting remain identical, the language employed has changed the interaction's tone.

Gumperz, (1977) states that code mixing is part of one language by a speaker while essentially using another language. A piece of language refers to a word or phrase in one language that is mixed into another language. Code switching is a change of language from one language to another language altogether. But if the speaker mixes language a to language b at the level of clauses or phrases, this is called code-mixing.

1.7.5 Types of Code Switching

l on a few of the definitions provided above, it may be
t multilingual and bilingual speakers are more likely to use
g, but monolinguals may also be considered to do so.
ng has been divided by Hoffman (1991: 112) intra
tching, inter-sentential switching, and tag switching.

a.) Intra-sentential switching

The practice of switching between two language with a simple sentence or clause is referred to as intrasentential switching. The speaker may exchange morphemes, lexical components, or even whole words in this instance. Switching codes inside a sentence or between phrases is referred to as intrasentential switching. Example: "I'm going to the store mañana for some groceries."

b.) Inter-sentential switching

Inter-sentential Code-Switching happens with a sentence. The speaker seamlessly transition between language without or indicating a clear switch. This switching is indirectly associated with the setting and attitude of the conversation. Unlike the previous courteous, this transition involves a lot more than changing an adjective or two. In addition, this transition ought to happen between the bare minimum of two clauses, which may potentially mean two sentences. Example: "I don't know what to do. Mejor vamos a preguntarle."

c.) Tag switching

Tag switching is a word or phrase from another language which is inserterd into a sentences. The only thing the switch does is serve as an ethnic identity marker in the other language through the use of an interjection, tag, or sentence filler. Code-switching with sentence tags that appear before or after a sentence is referred to as tag switching. This means adding a tag in one language to an otherwise spoken phrase in another tongue. Example: "I really enjoyed the concert, ¿no?"

1.7.6 Functions of Code-Switching

Code-Switching have each functions in every communication. There are several functions stated by Gumperz, (1982) as quoted by (Rosyidha, 2017)

a.) Quotation

Gumperz, (1982:75) states "In many instances of code-[swit]ching passages are clearly identifiable either as direct [quot]ations or as reported speech. The example from [Rosy]idha, (2017: 35) quoted by Halim and Maros, (2013: 129)

[...]t for slimming treatment. *ah moy* [*A Chinese dialect to*

refer to a young lady] spa said "*x mau minum AIS aaa…ais kasi itu LEMAK BEKU. minum air panas aja ooo..*[*no ice for you aaa…the ice will solidify your fat. Just drink hot water ooo..*]" nodded obediently in front of her, reached home & grab chilled soda. "*mana ada ais? Sejuk saja maaa…[there"s no ice? It"s chilled*" :ppp

b.) Adressee Specification

According to Gumperz, (1982: 77), "In a second set of examples the switch serves to direct the message to one of several possible adressees. This occurred very frequently in the Austrian village when a speaker turned to someone standing aside from a group of conversationalists". Rosyhida, (2017: 36) quoted by Halim and Maros, (2013: 130) gave an example

"has headache preparing timetable for the 1st time ~~ *tima kaseyy la kpd* [*thanks to*] Ophelyatie Zin *atas tunjuk ajar yg diberikan* [*for your assistance*] :)"

Addressee specification can be seen from the example above by mentioning the name of her friend to directly send the message to thank her friend for her good deed even though the message has been posted.

c.) Interjections

In other case, the code switch serves to mark an interjection or sentences filter, Gumperz, (1982: 77). Interjection expresses strong feelings or emotions. Therefore, somehow the base language expresses interjection more clear rather than the other language. Gumperz (1982: 77) gave an example of interjections more fully in (25)

"(25) *Spanish-English*. Chicano professionals saying goodbye, ' after having been introduced by a third participant, taking y:

ell, I'm glad I met you.

ndale pues (O.K. swell). And do come again. Mm?

d.) Reiteration

Gumperz, (1982: 78) said "Frequently a message in one code is repeated in the other code, either literally or in somewhat modified from. In some case such repetions may serve to clarify what is said, but often they simply amplify or emphasize a message". Gumperz, (1982: 78) also gave an example

" (28) *Spanish-English*. Chicano professionals:

A: The three old ones spoke nothing but Spanish. Nothing but Spanish. *No hablaban ingles* (They did not speak English)."

e.) Message qualification

The function of message qualification based on Gumperz, (1982: 79) is "Another large group of switches consist of qualifying constructions such as sentences and verb complements of predicates". Message qualification can be seen in the example from Rosyhida, (2017: 38) quoted by Halim and Maros, (2013: 130)

"Crafter"s rule: *Kalau tengah banyak idea jangan berhenti* [*Don"t stop if you"re flooded by ideas*]."

In the example above, the use of English seems to be the launching pad for user"s qualification in Malay. Thus, the message will be better understood the other language.

f.) Personalization versus objectivization

As Gumperz, (1982: 80) states "In the code last, relatively large group of instances function is somewhat more difficult to specify in purely descriptive terms. The code-contrast here seems to relate such things as: the distinction een talk about action and talk as action, the degree of ker involvement in, or distance from, a message, whether tement reflects personal opinion or knowledge, whether it s to specific instances or has the authority of generally n fact."

1.7.8   YouTube

Integrating videos into the teaching and learning process can make educational settings more interactive and enjoyable in today's age. A lot of videos are available that have to do with educational material. The video is a teaching tool that teachers may use with their pupils. Students will gain a better comprehension of the subject matter when videos are employe d in the teaching and learning process. Additionally, students can focus intently on features of their surroundings and visual cues, including posture, gestures, clothing, and facial expressions. Meaning can be determined from the image alone, even without spoken language. Video performance and instruction have evolved as a result of YouTube as well as similar media platforms. YouTube has an extensive selection of educational movies that are valuable to users. The only devices required for students to access YouTube are a computer or a mobile phone. The students can learn a lot from the YouTube videos. Watching YouTube may provide them with new ideas. Employing YouTube in the classroom is one of the most innovative ways to create a fun atmosphere for the students. On the social media platform YouTube, people can interact with one another by watching, sharing, and making comments on videos. Many people can use the website YouTube to both make and watch content Latta et al., (2011). Videos of all kinds, including music videos, movies, movie trailers, video blogs, and more, can be posted to YouTube.

CHAPTER II
RESEARCH METHODOLOGY

2.1 Research Design

This research used a qualitative research design to analyze the subject matter. Because the data is conveyed as words rather than numbers, according to Moleong, (2009), qualitative research is a method that produces descriptive data from people's spoken or written statements regarding their personalities and their behavior. The data gained is then analyzed according to its results. Creswell et al., (2007) in stating that the research used quotes and ideas presented orally rather than quantitatively to show different points of view.

2.2 Data Collection Method

2.2.1 Source of Data

This research was obtained from three videos from the "Garasi Drift" YouTube channel as the data. And focused on Garasi Drift's vlog while outside of Indonesia. 3 videos are selected as the object of research subjects: "*Impian Ziko yang Menjadi Kenyataan, Drifting di D1GP Odaiba Bersama Drifter Legend!!*", "*Apakah ada Mobil Diesel di Jepang? | Osaka Auto Messe 2025*", and "*Apakah Mobil Listrik Lebih Bagus? | Nyobain Ioniq 5 N di Barcelona*. 3 videos was chosen due to their relevance for code-switching because those videos were taken outside of Indonesia, where there are interactions with foreigners.

2.2.2 Instrument of the Research

The steps of document analysis involve gathering and reviewing significant records related to the topic, object, or theory during analysis. To assist with the observation process, researchers can additionally utilize equipment, including notebooks, laptops, and applications (both offline and online).

2.3 Data Analysis Method

In descriptive qualitative research, the objects or phenomena being studied are described in depth, and the information is interpreted using these narratives. In this study, the data analysis will follow an organized approach. earch will collect data first by watching the videos on the ube channel, and then after the data is collected it will Hoffman's theory about the three types of code-switching, tential switching, inter-sentential, switching, and tag perz's theory about the functions of code-switching which ressee Specification, Interjections, Reiteration, Message

Qualifcation, and Personalization versus Objectivization. And after then the data will be analyzed and observed to identify the types and functions of code-switching as Data 1, Data 2, Data 3, etc. And last, the data will interpret the analysis of the types and functions of code-switching.

2.4 Research Procedure

The steps of this research were used to conduct a study entitled "The Types and Function of Code-Switching Used on Garasi Drift YouTube Channel: A Sociolinguistic Study," using the types of code-switching theory by Hoffman and Wardhaugh and the functions of code- switching theory by Gumperz as follows:

> a. Watching selected videos on the "Garasi Drift" YouTube channel, entitled "*Impian Ziko yang Menjadi Kenyataan, Drifting di D1GP Odaiba Bersama Drifter Legend!!*", "*Apakah Ada Mobil Diesel Di Jepang | Osaka Auto Messe 2025*", and "*Apakah Mobil Listrik Lebih Bagus? | Nyobain Ioniq 5 N di Barcelona*
> b. Take note the conversation that showed code-switching
> c. Categorized the findings that were issued as the types and functions of code-switching
> d. Analyzed the types and functions of code-switching based on the theoretical framework
> e. Drawing a conclusion