

**THE ANALYSIS OF CODE SWITCHING USED IN BOY WILLIAM'S
YOUTUBE CHANNEL**

THESIS

*Submitted as Partial Fullfilment of the Requirements to Obtain Bachelor of
Arts (S.S) In English Literature Program*



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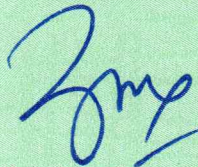
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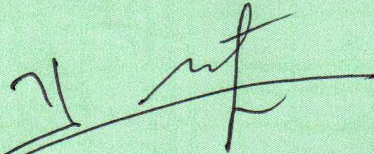
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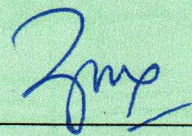
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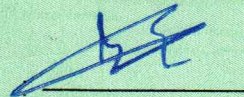
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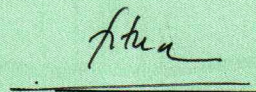
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ABSTRACT

Mukhbata. S, Fauzya Alya. 2025. *The Analysis of Code Switching Used in Boy William's Youtube channel*. Thesis. English and Literature Department, Faculty of Language and Arts, Universitas Negeri Padang, Padang. Advisor. Prof. Dr. M. Zaim, M.Hum.

This research aims to find the types, functions, and factors of code switching used in Boy William's Youtube channel. Data were collected from Boy William's Youtube channel and analyzed using Hoffman (2014) for types of code switching, Gumperz (1982) for function of code switching, and Holmes (2013) for factors of code switching. There were 79 utterances from four types of code switching used in Boy William's Youtube channel. These type consist of 7 establishing continuity with the previous speaker, 28 inter-sentential switching, 34 intra-sentential switching, 11 emblematic code switching. Intra-sentential switching is the most dominant type of code switching used in Boy William's Youtube channel. The function used in Boy William's Youtube channel were quotation, adresse specification, interjection, reiteration, message qualification, and personalization and objectivization. The most dominant function used was interjection. Then, the factors of code switching were participants, solidarity, social context and topic. The most fominant factors used in Boy William's Youtube channel was participants.

Key Words : *Code Switching, Youtube, Boy William*

ABSTRAK

Mukhbitha. S, Fauzya Alya. 2025. *Analisis Penggunaan Code Switching pada Channel Youtube Boy William*. Tesis. Jurusan Bahasa Inggris dan Sastra, Fakultas Bahasa dan Seni, Universitas Negeri Padang, Padang. Pembimbing. Prof. Dr. M. Zaim, M.Hum.

Penelitian ini bertujuan untuk menemukan jenis, fungsi, dan faktor dari peralihan kode yang digunakan di saluran Youtube Boy William. Data dikumpulkan dari saluran Youtube Boy William dan dianalisis menggunakan teori Hoffman (2014) untuk jenis pergantian kode, Gumperz (1982) untuk fungsi pergantian kode, dan Holmes (2013) untuk faktor-faktor pergantian kode. Terdapat 80 ujaran dari empat jenis pergantian kode yang digunakan di saluran Youtube Boy William. Jenis-jenis tersebut terdiri dari 7 untuk membangun kontinuitas dengan pembicara sebelumnya, 28 pergantian kode antar kalimat, 34 pergantian kode dalam kalimat, dan 11 pergantian kode simbolik. Pergantian kode dalam kalimat adalah jenis pergantian kode yang paling dominan digunakan di saluran Youtube Boy William. Fungsi yang digunakan di saluran Youtube Boy William adalah kutipan, spesifikasi alamat, interjeksi, reiterasi, kualifikasi pesan, serta personalisasi dan objektivasi. Fungsi yang paling dominan digunakan adalah interjeksi. Selanjutnya, faktor-faktor pergantian kode adalah peserta, solidaritas, konteks sosial, dan topik. Faktor yang paling dominan digunakan di saluran Youtube Boy William adalah faktor peserta.

Kata Kunci: *Pergantian Kode, Youtube, Boy William*

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The researcher would like to thank all those who have provided support and encouragement. Although this thesis is not perfect, the researcher hopes that this work can provide benefits and positive contributions to readers. Hopefully, the insights and findings in this thesis can make a valuable contribution to the field and benefit those who utilize them.

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CHAPTER I

INTRODUCTION

1.1 The Background of the Problem

Nowadays, it is common to see people communicating in multiple languages. People who are capable of speaking more than one language fluently is called bilingual (Jendra, 2010:69). According to Zenab (2016:3), bilingualism refers to the habit of using two languages bilingually or more alternately. In other terms, bilingualism is the use of two or more languages both individually and collectively. The most common language used in Indonesia for interpersonal communication is English as a foreign language. English has emerged as a popular language for interpersonal communication. Speakers regularly switch between languages when two or more are spoken in a community, this is called code switching . In the communication process occurs code switching.

Language or language variations are referred to as code in sociolinguistics. Code switching is a situation when the speakers purposefully flip from one to another to alter the code being used. Code switching, according to Wardhaugh (2010:98), is a conversational technique used to build, evoke, or alter interpersonal ties with their rights and obligations. Code switching is a word used frequently to refer to the alternative employment of two or more languages, linguistic variations, or even speech styles, according to Chaer and Agustina (2010:108). People occasionally switch code switching while entering a new social context. It is simple to use the switch when there is a clear

change in the circumstance, such as the arrival of a new person, according to (Holmes, 2013:35). Code switching is a variant of speech or communication in society that compels speakers to make serious speech code decisions based on the situation and information they are communicating to the interlocutor.

Trends or people's ways of speaking emerge from the phenomenon of code switching. Code switching does not only appear in everyday conversations but also in television shows and social media. Famous people who appear on television or social media also use it a lot. One of the social media that is often used today is Youtube. According to Wattenhofer, Wattenhofer, and Zhu (2012), YouTube is the largest international social media network with video content. YouTube is a media sharing site, which is a type of social media that facilitates its users to share video and audio media. People use YouTube both in viewing the latest news, looking for information, even for entertainment such as watching movies, listening to songs or watching various tutorials. YouTube was designed as a very popular video sharing site, especially among the younger generation. Most of the younger generation use YouTube in their daily life. In Indonesia, public figures are competing to create video content on YouTube, one of which is Boy William.

Boy William is one of the celebrities who actively creates content on youtube. The content he creates always features with many guest stars, he has several playlists on his YouTube channel. One of the playlist is *Nebeng Boy*. Boy William is one of the Indonesian celebrities who uses English in his daily life, even he is like a native speaker. While still in school, Boy had

lived in America and New Zealand. That's what causes English to stick with him. When speaking in real life, especially when he was making videos on his channel he often switches his languages to Indonesian into English or he often switches code.

Furthermore, there were some previous studies about code switching to take as references. The first research was conducted by Rino Tri Wahyudi, M. Bahri Arifin, Ririn Setyowati (2018). The title of the research was "Code Switching in Eastern Film". This study was analyzed the types and social factors triggering the characters in performing code switching. They used Poplack theory for types of code switching and used Holmes theory for social factors of code switching. The result showed that the researcher discovered 81 different forms of code switching in the movie Eastern Promises. The second research was conducted by Ni Made Dwi Yanti Wiraputri, I Komang Sulatra, I GB Wahyu Nugraha Putra (2021). The title of the research was "Code Switching Found In Cinta Laura's Video On Her Instagram TV". This study was analyzed the types and the reasons of code switching used in Cinta Laura Instagram TV. They used Poplack theory for the types of code switching and used Hoffman theory for the reasons of code switching. his study shows that there are three types of code switching found and six reasons of code switching found. Another study is conducted by Maria Yasinta Juita, Komang Dian Puspita Candra, and I B Gde Nova Wiranta (2022). The title of the research was "Code Switching Analysis in Sadena dan Sandra Novel". This study was qualitatively examined using Hamers and Blanc (2000) theory,

which mentions three types of code switching: inter-sentential switching, intra-sentential switching, and extra-sentential code switching or tag switching. The result showed that Intra-sentential switching has become the most common in Sadena dan Sandra Novel, with extra-sentential switching or Tag switching having the lowest frequency.

All of the previous studies above analyzed code-switching from different platforms like movies, Instagram, and novels. Therefore, the researcher planned to conduct research about code-switching found in Boy William's YouTube channel. The researcher focused on the types and functions of code-switching, as well as the factors that caused code-switching.

1.2 Identification of the Problem

Based on the background of the problems above, previous studies had only discussed the types and functions of code-switching. However, the researcher identified that there were still few researchers who had discussed the factors of code-switching. Therefore, this study analyzed the types, functions, and factors of code-switching.

1.3 Limitation of the Problem

In relation to the problem identification mentioned above, the researchers limited the problem of this study. This research limited the topic to be analyzed, the types of code switching, the functions of code switching, and the factors of code switching.

1.4 Formulation of the Problem

The problem can be formulated as follows: How did Boy William code-switch on his YouTube channel?

1.5 Research Question

The research questions found in this research are:

1. What were the types of code switching found on Boy William's YouTube channel?
2. What were the functions of code switching that were found on Boy William's YouTube channel?
3. What were the factors that caused code switching on Boy William's YouTube channel?

1.6 Purposes of the Research

Based on the research questions, the purpose of the research are :

1. To identify and explain the types of code switching used in Boy William Youtube channel.
2. To identify and explain the functions of code switching that found in Boy William Youtube channel.
3. To identify and explain the factors that caused code switching in Boy William Youtube channel.

1.7 Significance of the Research

This study was significant for a several reasons. First, the findings of this study were supposed to provide information regarding the various types of code-switching in communication. Second, it was hoped that it would be a means of providing information regarding the functions and the factors for code-switching usage. The findings of this study are theoretically intended to be used as references for future research to better understand the use of code-switching.

1.7 Definition of Key Terms

1. Code switching is a situation when the speakers purposefully flip from one to another to alter the code being used.
2. Bilingualism is the use of two or more languages both individually and collectively.
3. YouTube is a media sharing site, which is a type of social media that facilitates its users to share video and audio media.
4. Boy William is one of the celebrities who actively creates content on youtube. The content he creates always features with many guest stars, he has several playlists on his YouTube channel.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

5.1.1 Types of Code Switching in Boy William's Youtube channel

There are four types of code switching found in Boy William's Youtube channel such as, establishing continuity with the previous speaker, inter-sentential switching, intra-sentential switching, and emblematic code switching. From 79 utterances found, intra-sentential switching was the most dominant type of code switching used with 34 appearances on the Boy William Youtube channel. The use of intra-sentential switching in this utterance refers to the practice of switching between languages within a single sentence.

5.1.2 Function of Code Switching in Boy William's Youtube channel

There are 6 types of the function of code switching found in these videos, such as quotation, addresses specification, interjection, reiteration, and personalization and objectivization. The most dominant function used is interjection with 34 occurrences. In this case, interjection is used to indicate an interjection or sentence filler in different situations. The speaker's use of an interjection or a sentence fragment into the expression used to convey emotions or get attention.

5.1.3 Factors of Code Switching in Boy William's Youtube channel

There are 4 factors of code switching, namely participants, solidarity, social context and topic. Participants was the most dominant factors used with 29 appearances. The use of participants refers to communicate with their companions for certain purposes.

So, the result showed that the speakers in the videos on the Boy William Youtube channel were deserving of examination in light of their dual-language proficiency. The future research should find effective solutions to code-switching issues.

5.2 Suggestion

According to the research's findings, there are numerous opportunities for future research on the subject of code-switching, because this study solely looks at the kind and the rationales in accordance with the pertinent theories. As a result, the researcher recommends that future researchers interested in this topic will examine data from different sources.

Code-switching can be analyzed in a variety of ways, not just from television, novels, or films, but also from YouTube, podcasts, radio, advertisements, social media, the community, and much more. Because of this, code-switching research may take some forms in the future.

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