

CHAPTER I

INTRODUCTION

This chapter gives an overview of the study. It consists of background of the study, research questions, research objectives, significance of the study, scope of the study, clarification of the key terms and organization of the paper.

1.1 Background of the Research

Communication is the most important aspect in people's daily life. It is used to make better relationship with others. People around the world communicate one another by using language. It helps them to share many things, such as their interests, purposes, and many more related to their language in their social life. It is just like what is said by Chaer (2010) that communication greatly influences society, not only in a small environment like a village or city but also in a broader area like a country or throughout the world itself. Then, this kind of condition leads us to language differences. Because of them, people tend to learn or even speak two or more than one language at the same time.

As people know that the use of two languages is known as bilingualism, whereas the use of more than two languages is usually called multilingualism. Both of them are learned in sociolinguistics. Then, the

appearance of them in social context leads people to switch languages. One of them is known as code switching.

Appel (1976, as cited in Chaer, 2010) defines code switching as the phenomena switching of the use of languages because of the change of situation. Spolsky (1998) also states that code switching is a changing process from one language to others in the middle of utterance. There are three types of code switching according to Poplack (1980); tag-switching, intersentential switching and intrasentential switching. Meanwhile, Gumperz (1982) in detail divides code switching functions into six genres. They are quotation, addressee specification, interjection, repetition, message qualification and personalization versus objectification.

Appel (1976, as cited in Chaer, 2010) states that code switching also appears in some aspects of a human's life, and one of them is in technology. Technological progress has led people to deal with the internet and its contents. Computer is one of technology which is very popular nowadays. Many people use even depend on computers and also the networks for their activities. The internet is one of the networks that is often used for many purposes.

Facebook is the most popular form of networking in recent years (statisticbrain.com). Facebook is a free-access social network founded by Mark Zuckerberg in 2004. The benefit of Facebook is seen from applications it has. It contains photo tagging, quizzes, even chat like Yahoo Messenger. Besides,

Facebook can also reflect an identity of someone. Facebook users operate it by building their identity for the first. People can easily share with their friends with Facebook. It makes Facebook become very famous.

One of the interesting things is the behavior of users in operating Facebook. Then, one of them is making status. They tend to post their status often. The status contains many things related to what is happening to them. The way they deliver the message on their status has many variations. They use different language patterns which are then commented by the others that use the same patterns of language. Users tend to use code switching in updating their status on Facebook. This is backgrounded the writer to find out the types and the functions of code switching and also to reveal the user's reason of using code switching appearing on Facebook that related to sociolinguistic research.

There have been previous studies related to this research but with different research objects. Some of them are as follows:

Hanifa (2008) investigated listener's perception and expectation on Indonesian-English Code Switching used by radio announcer. It discussed about what the types and the functions were used on listener's perception and expectation on Indonesia-English code switching.

Wasilah (2011) discussed about Code Switching in English Teaching at Al-Irhaam Global Islamic School (AGIS). This research aimed to find out the types of code switching, find out the functions of code switching, as well

as reveal what factors made the teacher switch the language in English Teaching at AGIS Elementary School.

Other similar research was also discussed by Setiawati (2012). This research discussed about Code Switching in Citra BahanaLimbangan (CBL) 91,7 Fm Bandung Radio. The problems which are analyzed on it was phenomenon of code switching which was always used and appeared in CBL Radio related to the types of code switching and the types of grammatical model of code switching.

1.2 Statement of Problems

According to the background above, the research is formulated through three main questions below:

1. What are the types of code switching that occur on certain English University Students' Facebook status?
2. What are the functions of code switching that occur on certain English University Students' Facebook status?
3. What are the potential reasons of using code switching on their status on Facebook?

1.3 Research Objectives

In this research, there are three objectives based on the research question above. They are:

1. To find out the types of code switching that occur on certain English University Students' Facebook status.
2. To find out the functions of code switching that occur on certain English University Students' Facebook status.
3. To identify the potential reasons of using code switching on their status on Facebook.

1.4 Research Significance

This research is expected to give positive contributions. Theoretically, it is hoped to add the reader a knowledge of sociolinguistics, especially bilingualism, multilingualism and code switching. Then, practically, this research can help other researchers when they do this kind of this research.

1.5 Clarification of Terms

In order to avoid misunderstanding that lead to the confusion in reading this research, the writer clarifies the terms.

1. *Code-switching* is the alternation of two languages within a single discourse, sentence or constituent. (Poplack, 1980)
2. *Facebook* is the most popular form of networking in recent years.(statisticbrain.com)and it refers to Facebook account.
3. *Status* refers to Facebook users' status.
4. *Users* or *Facebook user* or *English Department Student* refers to 50 eighth semester English Department Students (*BSI* and *PBI*) at UIN Sunan Gunung Djati Bandung who have already have an

account Facebook and also have already make a friend with the writer's account.

1.6 Organization of the Paper

On the first chapter, the writer discusses about background, research questions, research objectives, significance of the study, scope of the study, clarification of terms and organization of the paper.

The second chapter discusses about the review of the literature. It serves as a base for investigating the research and explains about some literature terms that are used as the concept of the research. They include the theories of sociolinguistic, code switching includes the types and the functions of code switching, the reasons of code switching, and the explanation of Facebook phenomenon.

The third chapter discusses about the methodology of the research. On this chapter, research problems and research methods are explained. Besides, an explanation of how to gather the data, classify and analyze them.

Chapter four discusses the result of the research from what the writer has found. It presents the types of code switching occurring on Facebook status, explains the functions of code switching occurring on Facebook status and describes the reasons why the users use code switching on their status.

Then, finally, the last chapter consists of the interpretation toward the result is discussed as the conclusion with some suggestions.