

CHAPTER I

INTRODUCTION

This chapter explains general outlines of the study. It provides background of the study, purposes of research, research questions, significance of the study, scope of the study, research methodology, and organization of the paper.

1.1 Background

The use of various languages has increased along with the ability of people to speak different languages interchangeably. The ability of people to use more than one languages (bilingual) often occur in today's society where many members come from different background and they are in contact with others. They have contact with others using direct communication or even facilitated by a media, namely communication tool. BlackBerry is one of the most popular communication tools recently. Beside its main function as communication tool, BlackBerry also enables the users to share their words through Personal Message of BlackBerry Messenger (PM of BBM) feature. People tend to express their words on PM of BBM using particular patterns of language use. BBM users seem to use code switching on their PM of BBM. Interestingly, they use code switching in limited 160 characters of BBM's Personal Message. They switch codes on PM of BBM by using some languages in certain pattern of switching types. Moreover, they have different reasons why they switch codes on their PM

of BBM. The phenomenon of switching codes in social network (i.e. BlackBerry Messenger®) relates closely to the bilingualism.

Humans interact with others who have different social background. It is a big possibility that they have different languages within their interaction or communication (Holmes, 2001: 1). This circumstance leads the emergence of bilingual or even multilingual society, where the two or more languages are used by people in a certain domain (Matthews, 2007). Within bilingual society, there is a tendency for people to accommodate the situation by switching the language, particularly when a new member arrives in the community (Holmes, 2001).

The type of switching the language phenomenon varied through several terms in linguistics. The two major terms in linguistics that are closely associated to the phenomenon of switching the languages within current utterance are *code switching* and *code mixing* (Gardner-Chloros, 2009). In many studies, actually there is a similar idea in defining the sense between these terms. However, the different view of linguists in distinguishing *code switching* and *code mixing* is necessary to be discussed.

According to Clyne (2000 in Kim, 2006: 45), *code switching* is the “alternative use of two languages either within a sentence or between sentences” (*intrasentential* and *intersentential*). On the other hand, Bhatia and Ritchie (2004 in Kim, 2006: 45) define *code mixing* as the combination of different linguistic units (morphemes, words, modifiers, phrases, clauses and sentences) particularly from two grammatical systems within a sentence (*intrasentential*). Based on these theories, it can be concluded that the term *code mixing* concerns about the

grammatical items between various languages that take place only within a sentence. While the concept of code switching covers general issue of switching the language that occurs either within the same sentence or between the different sentences (Clyne, 2000 in Kim, 2006: 45). Thus, the research will focus on the issue of *code switching* rather than another linguistic item that relates to *code mixing*.

Different studies have been conducted regarding to the issue of code switching. Valdes-Fallis (1977, in Duran, 1994: 4) defines code switching as “the use of two languages simultaneously or interchangeably”. Poplack (1980) claims that there are three types of code switching, namely *tag switching*, *intersentential switching* and *intrasentential switching*. In addition, Hoffman (1991) suggests seven reasons of people to use code switching; they are to talk about a particular topic, to quote somebody else, to be emphatic about something, as interjection, to use repetition for clarification, to convey intention in clarifying the speech content, and to express group identity. Furthermore, Saville-Troike (1986) mentions the other reasons of code switching, i.e. to soften or strengthen request or command and for real lexical need. Supporting the previous studies, Bautista (1999) states another reason of people to use code switching is for communicative efficiency.

Code switching occurs in many different speech communities, and it might be influenced by domains of language use. Holmes (2001: 21) mentions five possible domains which can be identified in many communities; they are *family*, *friendship*, *religion*, *education*, and *employment*. Moreover, the discussion about

relationship between domains and code switching will not only focus on the real fields where two speakers or more are involved in a direct conversation orally, but also it will be associated to the indirect conversation using media. In the past, people might only communicate each other in limited two ways of oral conversation and sometimes they used written form to do it. However, the development in technology supports people to have another media to interact and exchange information among them (Pratiwi, 2009).

Internet is one of the most crucial revolutions in technology's development that enable people worldwide to interact in real time without any limitation in time and space dimension (Suryahutami, 2011). The use of internet itself has developed from information source to beneficial media that gives more advantages to those who use it for communication (Martin, 2011). From many different internet-based tools that provide feature to connect people and enable them communicating, *BlackBerry* is one of the most popular communication tools in this past few years, particularly in Indonesia (Rao, 2012: 13). Based on the definition from businessdictionary.com (2012), *BlackBerry* is a mobile smart device that combines a number of functions including emails, web browsing, text messaging, schedule management, and mobile phone into one portable handset.

BlackBerry, which is considered as one of the most popular smart phones, has several features that facilitate the users to send and receive messages and other types of data such as picture, audio file, document, in real-time (Martin, 2011). This service is facilitated by *BlackBerry* through the existence of push email and *BlackBerry Messenger*® applications. *BlackBerry Messenger*® or

BBM is an application of instant messaging that is developed by Research In Motion, and exclusively created for BlackBerry smart phone (Martin, 2011). The users of this application are able to send messages that are delivered through the internet. In addition it applies BlackBerry PIN system which allows BBM to be used only between at least two BlackBerry devices.

Martin (2011) stated that BBM has several features, such as *a personalized BBM display picture* and *real-time message confirmations*. As another personalization feature, this application also provides *Personal Message* box that enables users to post or update their current activities, thought, or other things in 160 characters or less. A Personal Message or often shortened to PM, is similar to an e-mail sent between the users of Internet forum, bulletin board system, social networking site (such as Facebook), or chat room (Wikipedia, 2012). As well as Personal Message on BBM, it has the main function which allows users to send message in their own profile and show it to other users in the contact list of BBM. The BBM users tend to use Personal Message feature as a new mode of communication. They post a short status update on Personal Message of BBM in limited 160 characters.

Since the main function of BBM Personal Message is to post a short status update of users, it is interesting to relate the language use in people's BBM Personal Message with several linguistic issues. The existence of linguistic phenomena in BBM setting can be investigated through the appearance of code switching on Personal Messages posted by the users.

Pertaining to the foregoing statements, this study is conducted to investigate the appearance of code switching on Personal Message of BBM. The study covers the languages used in code switching, the types of code switching that occur on Personal Message of BBM, and the reason of BBM users to use code switching on their Personal Message.

1.2 Purposes of Research

This study is conducted to answer several questions regarding to the languages used in code switching by BBM users when they post short updates on BlackBerry Messenger® called *Personal Message (PM)*. This research is also essential to identify the types of code switching that occur. In the next stage, this research determines the reason of BBM user in using code switching on Personal Message of BlackBerry Messenger®.

1.3 Research Questions

According to the purposes of research, the research questions are formulated through the following questions:

- 1) What languages are used by BBM users in code switching?
- 2) What types of code switching that appear on BBM Personal Message?
- 3) What is the reason of the BBM user for using code switching?

1.4 Significance of the Study

The research is hopefully beneficial to contribute for several fields. In education, the research results are expected to support teacher to teach material about bilingual, code switching, and media use. In addition, the students hopefully get significance from the research to learn and understand more about bilingual, code switching, and qualitative method of research.

1.5 Scope of the Study

The research is limited to examine the occurrence of code switching on BBM Personal Message. Moreover, it will identify the language use in code switching, types of code switching, and the reasons of people to use code switching. The research involves students of university in Bandung who are already in contact with researcher's BlackBerry Messenger® and actively post Personal Message.

1.6 Research Methodology

1.6.1 Design

The study uses a descriptive qualitative method. A qualitative study involves description and analysis rather than the counting features (Alwasilah, 2006). Qualitative research is effective to obtain information about the values, opinions, behaviors, and social contexts of particular populations (Polkinghorne, 2005). According to The Overview of Qualitative Research Methods: A Data Collector's Field Guide (nd), a qualitative research consists of an investigation

that seeks answers to a question, systematically uses a predefined set of procedures to answer the question, collects evidence, produces findings that are not determined in advance produces findings that are applicable beyond the immediate boundaries of the study.

1.6.2 Respondents

The respondents of this study are the students of university in Bandung that actively update Personal Message on BBM. It consists of 20 female respondents and 5 male respondents. They are chosen as the respondents because they provide substantial contributions for this study and the researcher has free access to gather their data. Furthermore, the respondents will be labeled FR for Female Respondent, and MR for Male Respondent. The odd number of respondents involved in this study was due to the different frequency of BBM users in updating their Personal Message, where the female users tend to write a new Personal Message more frequently.

1.6.3 Data Collection

The types of data that will be used in this research include the transcription of BBM Personal Messages and the response of questionnaire. The starting action in collecting the data involves the identifying users' Personal Message on BBM that contains code switching. In addition, the data will be collected at possible places around the university in any time the respondents are available to give response for this research. As mentioned above, questionnaires are distributed as

the instruments to gather the data regarding users' reason to use code switching. Meanwhile, the types of code switching are identified through the transcription of Personal Messages of BBM.

1.6.4 Data Analysis

After collecting the data, the next stage to be taken is analyzing them through several steps. This analysis uses a qualitative content analysis which includes a procedural model of the text analysis and different techniques in applying it (Pratiwi, 2009: 8). Moreover, Mayring (2000, as cited in Pratiwi, 2009) suggests the first step of qualitative content analysis is defining the material that includes selecting the parts that are relevant to answer the research questions. The second step is analyzing the situation of data collection. On the third step, the material is formally characterized (the material documented with a recording or a protocol, there was an influence on the transcription of text when it was edited or not). The last step is defining the direction of the analysis for the selected text and what one actually wants to interpret them.

As the data from the questionnaires are gathered, the analysis is conducted in several actions. Polkinghorne (2005) states the sequential steps in analyzing the data involve organizing the data, transcribing the data from field notes (if it's necessary) into text data, coding the data (process of segmenting and labeling text to form descriptions and broad themes in the data). After codes of the data are gathered, the next action is building description and themes from the data. The

next phase is reporting the findings in form of narrative discussion. The final step is interpreting the findings that includes summary of the findings.

1.7 Organization of the Paper

The research will be presented into five chapters. The first chapter discusses the background of the research, purpose of the research, research question, significance and scope of the research, research methodology, and organization of paper.

The second chapter elaborates the review of related literatures that provide theoretical framework of the topic discussed. It is the basic view that relevant to the topic of code switching. Furthermore, the research method is discussed in the third chapter. It includes the design of research methodology, participants who take part in the research, data collection, and data analysis.

The research findings and discussions are presented in fourth chapter. It provides the presentation of data that are collected based on the research questions and the discussion of the findings. The last one, the fifth chapter contains of conclusion and suggestion of the research. It interprets and summarizes finding of the research, and gives suggestion for conducting further related research.