

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

Indonesian is a popular language in other countries. Culture, economy, politics, tourism are aspects of development that enhance Indonesian as a communication tool. These aspects are triggers for foreign people's interest in learning Indonesian. Foreign speakers who want to learn Indonesian was be supported by the state. The BIPA program is a facility provided to foreign speakers. The Indonesian people get a positive impression because of diplomatic relations from developments in Indonesian language learning (Maharani et al., 2018).

Several Asian countries such as South Korea, Japan, and China have also begun to be interested in Indonesian. South Korea is one of the countries that have a high interest in learning Indonesian. South Korea is interested in holding Indonesian and Malaysian language courses at several universities. South Korean people interested in Indonesian include students, civil society, and entrepreneurs. Bilateral cooperation between Indonesia and South Korea is cause many South Korean enthusiasts to learn about Indonesian (Tiara, 2021).

The famous foreign language in South Korea is Indonesian. For example, many bloggers, YouTubers, celebrities, and public figures are from that statement. In addition, social media influencers from South Korea create video content using Indonesian. The information show that Indonesian become a popular foreign

language in Ginseng. Influencers who create content using the Indonesian language are also a sign of the development of the Indonesian language in South Korea (Tiara, 2021).

Based on uploaded videos on YouTube by Bandung Oppa about the reasons South Koreans learn Indonesian, there are three, namely:

1. Indonesian is easy to learn. A language that doesn't have much grammar. Learning Indonesian is more straightforward than learning English. However, Indonesian becomes difficult to understand when Indonesians communicate using regional languages.
2. The country of Indonesia is a country that is increasingly developed and developing. The revolution caused a lot of information about Indonesia to spread to South Korea, so there was cooperation between South Korea and Indonesia.
3. South Koreans learn Indonesian to get jobs. The purpose of the statement above is that South Koreans are trying to get jobs in South Korean companies in Indonesia. Companies built by South Korea in Indonesia need Koreans who speak Indonesian well.

The source of Korean learning Indonesian above is from a one of YouTuber who is a subject in this research, namely Bandung Oppa, with the title "*Kenapa Banyak Orang Korea lagi Mau Belajar Bahasa Indonesia*". According to the explanation above, many Korean people become influencers. Influencers who are very popular in Indonesia are content creators on YouTube. Some famous Korean YouTubers in Indonesia are proficient in using the Indonesian language.

Jang Han Sol, Ujung Oppa, and Bandung Oppa are popular YouTubers in Indonesia. The three YouTubers are skilled in using Indonesian because ever lived in Indonesia (Annisa, 2022).

Sound change is a common occurrence in bilingual or more lingual speakers. Korean speakers who use Indonesian can cause the phenomenon of sound change. The sound change occurs because Indonesian is not the first language spoken by Korean speakers (Pritiwi & Indrawati, 2022). The sound change associated with the pronunciation of sounds can be studied using a phonological analysis (Maharani et al., 2021). Therefore, the phenomenon of language in Korean speakers is essential to research. This research uses phonology to be a theory. The theory in this research is by Fromkin and Abdul Chaer.

This study analyzes segment insertion, add new feature, and phoneme change of language the utterance in Short YouTube by Korean YouTubers with Indonesian language skills. The subject of this research is YouTuber Korean because more Koreans are learning Indonesian. The interest of this research is based on the phenomenon of the Indonesian language, which is very popular in South Korea. Another reason the Indonesian is popular is the influence of Indonesia-South Korea diplomatic relations. This is evidenced by the many South Korean influencers creating Indonesian content. Therefore, this research is feasible to provide an understanding to the people of South Korea who study Indonesian. Consequently, it is essential to check the narrative of Korean people to be able to speak Indonesian properly and correctly (Tiara, 2021).

The subjects used in this research are Jang Han Sol, Hwang Woo Joong, and Han Jongdae. The object in this research is obtained data from the utterance results of three subject at Short YouTube. The selection of place of the subject in this study is short YouTube videos uploaded by the three YouTubers using Indonesian. The three male Korean YouTubers became the subjects of research because they had a large number of subscribers and viewers, and the subjects became famous among Indonesian. In the selection of things that prioritize the popularity of the subject, it can attract the attention of readers.

Jang Han Sol is a South Korean citizen who has lived in Indonesia for 16 years. While in Indonesia, Jang Han Sol lived in the city of Malang. Jang Han Sol has a YouTube channel called Korea Reomit. Indonesians are the target of the Korea Reomit YouTube channel. Korea Reomit's YouTube channel was made in 2016 by Jang Han Sol. Jang Han Sol's YouTube achieved high popularity in Indonesia. Proficiency in Indonesian and Javanese with the "*medhok*" dialect is the reason Indonesian citizens know Jang Han Sol (Haikal, 2022). Korea Reomit has 5.16M subscribers with 1.2K uploaded videos. The content uploaded by Jang Han Sol is very diverse. The content shows some things in South Korea, Indonesia, and abroad. Some videos made by Jang Han Sol usually make some content by collaborate with other YouTubers.

As the subject of this research, the second YouTuber is Ujung Oppa. Hwang Woo Joong is the actual name of the Ujung Oppa YouTube channel owner. Hwang Woo Joong's ability to speak Indonesian was obtained by exchanging lessons at the University of Indonesia in 2004. In 2017, Ujung Oppa

decided to stay in Indonesia. Hwang Woo Joong has been a foreign citizen in Indonesia for 15 year (Nugroho, 2021).

YouTube Ujung Oppa has 2.44 subscribers with 251 video uploads. Since a year ago, Ujung Oppa has been creating content more frequently using the YouTube Short feature. The YouTube Short content is a video this subject made with his wife. Ujung Oppa is a YouTube that uploads videos about Indonesia. The YouTube channel is the cause of Hwang Woo Joong's popularity in Indonesia. Ujung Oppa's YouTube is getting more and more famous because Hwang Woo Joong converted to Islam and married a woman from Bandung (*Ujung Oppa*, n.d.).

Bandung Oppa is the third YouTuber used as the subject of this research. Bandung Oppa is a YouTuber whose real name is Han Jongdae. The choice the name Bandung Oppa is a YouTube channel because Han Jongdae likes the city of Bandung. In 2018, Han Jongdae started his career by creating content on YouTube. Han Jongdae makes various exciting content on his YouTube channel. These contents include learning Korean, content about culinary in Indonesia, culture in Indonesia, and others. YouTube Bandung Oppa has 1.16M subscribers, with 479 videos uploaded. Bandung Oppa is a student majoring in Indonesian at Hankuk University of Foreign Studies (HUFS), South Korea. Therefore, Han Jongdae is proficient in using Indonesian (Aulia & Rosalina, 2022).

Each YouTube channel selected three videos to get data of the research. The video content chosen from each YouTuber is three Short YouTube uploads with the most views and content with many likes. Short YouTube is the one of

media to obtain data by utterance three Korean YouTubers, so analyzing every word each YouTuber produces is easy. Usually, videos with many viewers can make different understandings of everyone. The difference in viewer interpretation caused by the Korean YouTuber's narrative is not easy to understand because there is a language phenomenon in Indonesian among Korean speakers and others.

The first video is content from the YouTube channel Korea Reomit with 1.1M views and 73k likes, titled *"Pemilahan Sampah Di Korea! Kalau Buang Harus Tahu Jenisnya"*. The second content has 847K views and 32K likes, entitled *"Kalau Positif, Apa Benar Tes Rapid Antigen Bakal Muncul 2 garis?"*. The third video content, titled *"Ketemu Pak Jokowi di Australia @KristoImmanuel"*, has 744K views and 44K likes.

The second content to obtain data is a video from the Ujung Oppa YouTube channel. Video content from this channel makes more YouTube Short than vlog content. Ujung Oppa's first video has 35M views and 1.2M likes with the title *"Ngakak Perbedaan Suara Binatang di Korea dan Indonesia"*. Content titled *"Bahasa Korea Yang Kedengaran Bahasa Indonesia Kasar [Pasangan Korea-Indonesia]"* has 27M views and 1M likes. The third YouTube short from Ujung Oppa's content is a video entitled *"Cara Orang Korea Ngomong Bahasa Indonesia"*, with 20M views and 804K likes.

The last Short YouTube content was from the Bandung Oppa YouTube channel. The most views on Bandung Oppa's YouTube Short were 1.2M views and 54K likes, entitled *"Alasan Orang Korea Takut Orang Indonesia."* The

second content, "*Alasan Orang Korea Suka Bandung*," has 1.1M views and 57K likes. The last subject studied has 803K views and 31K likes, titled "*Kenapa Orang Korea Tidak Mau Menikah?*". The study analyzed the speech sound of three YouTubers.

Several analyses of phonological studies have been carried out, namely by the title "*Analisis Kesalahan Berbahasa Dalam Tataran Fonologi Pada Kanal Youtube Net Drama*" research by Intan Safitri in 2020. This study used the descriptive qualitative method. This study's data source is a Net Drama YouTube channel video. The data collection method in this study used listening and noting. The results of this study indicate language errors at the phonological level on the YouTube channel "Net Drama" as many as 27 data (Safitri et al., 2020).

The second analysis, "*Analisis Kesalahan Berbahasa Tataran Fonologi Pada Grup Band Korea Selatan Super Junior*," is research by Dapika Maharani. This study used Super Junior as a subject of the research. This study used the descriptive qualitative method. The data collection technique in this study was a listening and note-taking process. The findings from the results of this study are that Super Junior members make 42 language errors (Maharani et al., 2021).

The previous study titled "*Proses Fonologis Pada Pidato Berbahasa Indonesia Oleh Duta Besar Korea Selatan – Indonesia*," is research by Lia Amelia Nurkhanah, Lia Maulia Indriyani, and Inu Isnaeni Siddiq. The object of the study is the word by South Korean ambassador as the subject of this research. The research method used is descriptive qualitative. The technique used in this research is the listening and note-taking technique. The result of the discussion in

this study is the discovery of 49 phonological processes (Nurkhanah et al., 2022).

The similarity of this research with the first research is using a descriptive qualitative method, observing and noting techniques, and using YouTube as a data source. The first journal used the same process or technic to get the data for this analysis. The difference between this research and the first research is the difference in theory and different subjects. The subject used in the first study was data collection from the YouTube Net Drama channel. On the Net Drama YouTube channel, the thing is not only Koreans. However, Net Drama also includes Japanese, Indians, Nigerians, Australians, Colombians, Chinese, Brazilians, and Chinese.

This study uses three South Korean YouTubers to serve as subjects. The subjects produce words at the Short YouTube. Then, the word utterance by the subject is the subject of this research. The theory in the first research is a phonological analysis with different limitations from this research. Limitations in the first previous study were the reduction of phonemes, the addition of phonemes, and the replacement of phonemes. While the limitations of this study use segment insertion, add new feature, and phoneme changes.

The similarities between this research and the second study are using descriptive qualitative methods, listening and note-taking techniques, using YouTube as a data source, and use the same subject. The difference between the second research and this research is the theory used.



The similarities of third previous study with this research are using descriptive qualitative methods, listening and note-taking techniques, use YouTube as a data source, and the same subjects. The difference between the third previous study and this research is to analyze using phonological analysis based on Abdul Chaer's theory. This study uses phonological analysis based on two theories by Victoria Fromkin etc. and one theory from Abdul Chaer. As understood, the amount subject used in the third study with this research is different. The third previous study only used two Korean ambassadors' speeches as a subject for getting data. Therefore, this study uses three South Korean YouTubers to subject to the research to get data.

The theory used in the first and third research is the theory of Masnur Muslich. The second study used the same theory as this research, namely the theory of Abdul Chaer. But, Abdul Chaer's theory used in the second research only analyzed three events due to morphological processes. Besides that, this study uses Fromkin's theory and Abdul Chaer's theory. This research uses Abdul Chaer's theory like previous research with another type. So, the explanation above shows that this research is phonological research with different theories from the same and different experts. Therefore, this research is one of the phonological studies that are an additional insight for Korean speakers who speak Indonesian.

This study uses the same object, namely the word utterance by the subjects. But, there is one previous research that did not just use Koreans as a subject of the study. However, this study uses a different theory from earlier

studies. Therefore, the existence of research with the same thing and other approaches can produce other data.

The results data from this research make this scientific paper an addition to research on language phenomena in South Korean. This additional research is a form of research that can be used to explain Indonesian vocabulary with other theories. The research results can be used to give a reference to Korean speakers discover any failures and problems with the Indonesian pronunciation system.

Based on the description above, it can use references for phonological research with Korean or other subject and objects research for another study with the same thing. Based on the explanation above, it can be concluded that research entitled *"An Analysis of Segment Insertion, Add New Feature, and Phoneme Change of The Indonesian Pronounced by Korean YouTuber"* is appropriate to do.

## **1.2 Problem of the Study**

1. What is the segment insertion of the Indonesian pronounced by Korean YouTubers?
2. What is the add new feature of the Indonesian pronounced by Korean YouTubers?
3. What is the phoneme change of the Indonesian pronounced by Korean YouTubers?

## **1.3 Objective of the Study**

1. To describe a segment insertion of the Indonesian pronounced by Korean YouTubers.

2. To describe an add new feature of the Indonesian pronounced by Korean YouTubers.
3. To describe a phoneme change of the Indonesian pronounced by Korean YouTubers.

#### **1.4 Scope and Limitation of the Study**

The scope of this study is to use study of phonology by selecting three YouTubers from Korea who create YouTube content using Indonesian. The limitations of this study is Indonesian pronunciation from the Korean YouTuber. The Korean YouTuber use in this research namely three Korean YouTuber who can speak Indonesian, ever live in Indonesia, and has many subscribers.

#### **1.5 Significance of the Study**

The theoretical benefit of doing this research is to provide an understanding of Phonology for students in linguistics. This research is also expected to provide convenience to beginners who study the branches of linguistics. Besides that, this research can improve thinking skills in knowledge based on the application of phonological theory, which was previously obtained from the course. As a result, this research makes understanding one branch of linguistics easier for beginners who study phonology.

The practical benefit of this research is providing convenience for Korean beginners learning Indonesian. One other practical benefit is giving information about the occurrence of language phenomena among Korean speakers. Besides that, this research can also be used as a reference for lovers of all things South

Korea. The results of this study can be used as a reference for students of Koreans to be able to speak Indonesian properly and correctly and become more proficient in speaking Indonesian. Good pronunciation according to the sound in Indonesian and correct according to the big Indonesian dictionary to be able to distinguish between formal and informal vocabulary.

### **1.6 Definition of Key Terms**

1. **Indonesian** is the official and national language of the Republic of Indonesia which is commonly used as a unifying tool for various people with different socio-cultural backgrounds and languages
2. **Korean People** are one of the major ethnic groups in the East Asia region that uses Hangul as the official language in Korea
3. **Content of Video** is a variety of formats and information presented with sound and moving images, and can also be played repeatedly
4. **YouTube** is a popular video sharing website that facilitates users to upload videos and can be accessed by other users from all over the world for free.