



CHAPTER I

INTRODUCTION

1.1 Background of the study

YouTube has grown into one of the most popular platforms worldwide for sharing and watching videos. According to data Statista.com, the number of YouTube users is expected to increase by 232.5 million, or approximately 24.91 percent, between 2024 and 2029 (Degehard, 2024). Degenhard also predicts that YouTube's user base will reach 1.2 billion within the next nine years, setting a new record in 2029. Interestingly, the number of YouTube users has shown a consistent upward trend in recent years. The platform offers a diverse range of content covering topics such as entertainment, education, sport, music, and more. It is various content categories are engaging, educational, and entertaining.

The content of various YouTube videos is attracting. Naila Farhana, who through her YouTube channel, often discusses inspiring, humanist, and educational topics. As a content creator who focuses on cultural diversity and life stories, Naila Farhana makes many educational contents devoted to teaching English and how to implement it on a daily basis. The choice of words used in the narrative and interaction greatly influences the way the message is conveyed and received by the audience.

Naila Farhana is an Indonesian content creator known on YouTube for her focus on inspirational stories, travel documentaries, and in-depth interviews. She often covers unique topics that are rarely covered by mainstream media, such as individual struggles and cultural diversity. Her content also offers tips on learning English the easy way, with most of her videos delivered in English or mixed with Indonesian. Some recent titles that are entirely in English include *How to Speak English Spontaneously in Meetings and Stop Trying to Be Fluent*. Viewers are interested to see how she uses English naturally throughout her videos.

Analysis of language in the video of Naila Farhana can be considered a valuable way to deepen our understanding of linguistic studies, especially in the

field of lexical semantics. This area examines how words relate to each other in meaning and usage. Several key aspects are explored, such as collocation, synonymy, antonym, and polysemy. Among these, collocation holds particular significance, as it reveals how words are naturally paired and used together in context, helping learners recognize patterns of authentic language use.

Collocation is a part of lexical semantic that is relevant for understanding the patterns of language use in the content. The study of collocation is one of the approaches in linguistics that is relevant to understanding the patterns of relationships between words in various contexts (Yilmaz, 2020). Generally, collocation is found in many YouTube videos commonly about educational and inspirational content. The occurrence of two or more words in a text is the definition of Collocation (Rini & Moehkardi, 2002). This statement correlates with the statement from Baker (2018) that collocation refers to combinations of words that often appear together consistently and contribute to a specific meaning. It is also usually called as couple of words, where if one word is replaced by the other word, it builds a disordered and an incomplete meaning. In other words, the united meaning of the word combination itself is undelivered clearly. The collocation applied in Naila Farhana Channel provides insight into how certain words are used together repeatedly to build a narrative, express an idea, or create a specific impact of improving English speaking to the audience.

Collocations are based on real-life usage and can help people to sound more like a native speaker (Suarez, n.d.). One example of a collocation is the phrase *highly recommended*. While the phrase *very recommended* technically means the same thing, it sounds unnatural to a native English speaker. This is because *highly recommended* is a commonly used collocation, while *very recommended* is not. You can improve the naturalness and fluency of your English, by learning and implementing collocations.

Benson et al., (1986) cited in Bahns, (1993:57) divided collocation into two groups, the following is:



In English, as in other languages, there are many fixed, identifiable, non-idiomatic phrases and constructions. Such groups of words are called recurrent combinations or collocations. Collocations fall into two major groups: grammatical collocations and lexical collocations.

It can be concluded that collocation, according to Benson and Ilson, is a words combination that have a certain meaning. Collocation is categorized into two groups: Lexical collocation and Grammatical collocation. Lexical collocation focuses on the meaning of words and word choices. And, Grammatical collocation focuses on the grammatical parts.

There are several types of lexical collocation. Such as, Verb + Noun, Adjective + Noun, Noun + Verb, Adverb + Adjective, Adverb + Verb, Noun 1+ Noun 2, Verb+ Adv. All of which are frequently used in both written and spoken. These common patterns serve as the foundation for producing natural-sounding language, making them an essential area of study in vocabulary acquisition and language learning.

The example of collocation occurs in Naila Farhana's content entitled *How to speak English spontaneously in meetings*. This content explained about how to be more confident when speaks in the meeting by using English. In the minute:

Example

[00:05:40] you're actually reinforcing the idea that you can actually **communicate effectively** in English that....

[00:05:47] you actually can contribute um **valuable things** to the meeting the more you do it the easier....

In this content, she used phrase *communicate effectively* which this phrase is included in the part of lexical collocation with the pattern Adverb + Verb (Benson et al., 1986). This means, she tried to encourage the viewers that each time they speak up they can actually communicate in an effective way.

The grammatical collocation, according to Benson et al., (1986) in their introduction part of The BBI Combinatory Dictionary of English grammatical



collocations is stated the following combinations: Noun + Preposition, Noun + to Infinitive, Noun + That-clause, Preposition + Noun, Adjective + Preposition, Predicate adjective + To-infinitive, Adjective + That-clause.

The analysis of grammatical collocations and lexical collocations will be the focused area of study in this research in order to find the words that have the terms of collocation, therefore it eases the reader to understand the collocation. Furthermore, the researcher conducts research by analysing the Naila Farhana YouTube videos because collocations may seem natural to the person who uses the language more often

The researcher takes several related studies about collocation. The first study comes from Bella Gayatri. (2018). *An Analysis of Collocation in Hillary Clinton's Speech*. Faculty of Cultural Studies University of Sumatera Utara. This research similarity with theories from Benson and Ilson. The differences from this research were the data source.

The second study comes from Siti Rachmi (2023) *An Analysis of Lexical Collocation in King Charles' Speech*. Els journal on interdiciplinary studies in humanities. This research similarity with theories from Benson and Ilson. And the differences from this research are the data source. This research discussed about lexical collocation.

The third study comes from Taufik Akbar (2021). *The Analysis of Collocation in Discussion Papers at Al Markaz for Khudi Enlightening Studies (makes) in Makassar*. Journal of education, language teaching and science. This research similarity with theories from Benson and Ilson. The differences from this research were the data source.

The fourth study comes from Siti Kholijah Ray (2022). *An Analysis of Grammatical Collocation in the Jakarta Post Online Newspaper*. Tarbiyah and teacher training faculty state islamic university Syekh Ali Hasan Ahmad Addary Padangsidempuan. This previous research used the different theory of collocation. The similarity of this research is the variable, that is grammatical collocation.



The study of collocation in the context of Naila Farhana's channel is still relatively new and no one has researched this before. The contents of Naila Farhana can provide insight into language patterns, moral messages, and values that are intended to be conveyed through her narrative. By using the sound native language she uses, the researcher proposes to analyse the combination of words used by Naila Farhana in her contents. This research can contribute to the study of linguistics, especially in the context of digital content in Indonesia. It can also show how narratives in new media reflect the trend of language use in modern society.

1.2 Statements of the Problem

Based on the background, the following questions are stated as the problem of this analysis.

1. What are the types of collocation found in Naila Farhana's YouTube channel?
2. In what way, Naila Farhana applies the type of collocations in her YouTube channel?

1.3 Objectives of the Study

Based on the problem of the study, the objectives of this analysis are as follows:

1. To identify the types of collocation found in Naila Farhana's YouTube channel.
2. To explain how the collocation is applied in Naila Farhana's YouTube channel.

1.4 Significances of The Study

Theoretically, this research is conducted to explore Meaning in Language because word choice and collocation often reflect cultural and social values that want to be raised in the content. By analysing collocation, we can understand more deeply about the message delivery pattern used by Naila Farhana.

Practically, the study of collocation is necessary to be learned in order to make language more natural. It is simple for our brains to remember and use language in



phrases rather than as a single word. Then, it has alternative and deeper ways of expressing the language.

1.5 Scope and Limitation of The Study

This scope of this study is analysing collocation. The types of analysing collocation are focus on analysing in Naila Farhana's YouTube channel. The types of analysing collocation especially kinds and patterns of each type of collocation that are found in Naila Farhana YouTube Channel. The limitation of the study is on the source of data chosen that is the newest videos in since those videos in Naila Farhana YouTube channel are purely English.

1.6 Definition of The Key Terms

To clarify the key terms used in this study, some definitions are put forward:

- a. Collocation: The combinations of words that often appear together consistently and contribute to a specific meaning. (Baker, 1982).
- b. Youtube: YouTube clearly represents a disruption to existing media business models and is emerging as a new site of media power. It has received significant press attention, and is now part, however begrudgingly accepted, of the mainstream media landscape, but it is also regularly used as a vehicle for rehearsing public debates about new media and the Internet as a disruptive force on business and society, particularly with regard to young people. (Burgens & Green).
- c. Naila Farhana Youtube Channel: A channel on YouTube hosted by Indonesian content creator Naila Farhana, is an Indonesian content creator known through the YouTube platform with a focus on inspirational stories, travel documentation, and in-depth interviews delivered by using English.

1.7 Thesis Organization



Each of the five major chapters that make up this thesis focuses on a different facet of the investigation. The following is the structure:

Chapter One provides an overview of the research, including the background of the study, problem statement, research objectives, and significance of the study. It also the scope, setting the foundation for the subsequent chapters.

Chapter Two includes literature related to the topic. It reviews key theoretical frameworks, previous studies, and relevant concepts, identifying gaps in knowledge that the current research aims to address.

Chapter Three consist of the methodology chapter outlines the research design, data collection methods, and analytical techniques used in the study. It also discusses the rationale for the chosen methods and addresses ethical considerations.

Chapter Four presents the results of the research and analyses them in relation to the research objectives and questions. The discussion integrates findings with the literature reviewed, highlighting significant patterns, implications, and interpretations.

The Final chapter summarizes the main findings, restates their implications, and provides recommendations for practice, policy, or future research. It concludes with reflections on the limitations of the study and its overall contribution to the field.

