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Types Of Code-Switching Taken on Bicara Cinta YouTube Channel

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ABSTRAK

Alih kode semakin menjadi hal yang umum saat ini dalam percakapan karena individu ingin berinteraksi lebih luas dan cenderung lebih fasih dalam berbagai bahasa. Penelitian ini bertujuan untuk mengetahui jenis-jenis alih kode pada Channel YouTube Bicara Cinta. Data diambil dari Channel YouTube Bicara Cinta dengan episode terpilih berjudul "Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu" dengan durasi dua puluh tiga menit. Dalam episode tersebut, Cinta Laura mengundang Frederika Alexis Cull yang dikenal sebagai Miss Universe Indonesia 2019 dan topik yang mereka bahas adalah tentang betapa sulitnya melawan *body shaming* dan juga bahaya gangguan makan. Metode pengumpulan data dilakukan dengan empat teknik, yaitu: memilih dan mengunduh video, menonton dan mendengarkan video berulang kali, menyalin ucapan ke dalam bentuk tertulis, kemudian mencatat dan mengklasifikasikan data ke dalam jenis kode. Beralih. Selanjutnya metode yang digunakan dalam menganalisis data adalah metode deskriptif kualitatif. Data dianalisis menggunakan teori alih kode yang dikemukakan oleh Poplack (1980). Dari hasil analisis didapatkan total 60 data dengan 3 jenis alih kode yang berbeda, yaitu 48 data alih intra-sentential, 8 data alih antar-sentential dan 4 data alih tag.

Kata kunci: alih kode, Cinta Laura, YouTube

ABSTRACT

Code-switching is increasingly a common occurrence nowadays in the conversation since individuals want to interact more widely and tend to become more fluent in various languages. This study was concerned to find out the types of code-switching in the Bicara Cinta YouTube Channel. The data was taken from Bicara Cinta YouTube Channel with a selected episode entitled "Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu" with a duration of twenty-three minutes. In that episode, Cinta Laura invited Frederika Alexis Cull as Miss Universe Indonesia 2019, and the topic they discussed was how hard it is to fight body shaming and also the dangers of eating disorders. The method for collecting the data was carried out by four techniques, they were: selecting and downloading the video, watching and listening to the video repeatedly, transcribing the utterances into a written form, then taking a note and classifying the data into the types of code-switching. Furthermore, the method used in analyzing data was a descriptive qualitative method. The data were analyzed using a theory of code-switching proposed by Poplack (1980). From the analysis, it was found that 60 total data with 3 different types of code-switching, namely 48 data of Intra-sentential switching, 8 data of Inter-sentential switching, and 4 data of Tag switching.

Keywords: code-switching, Cinta Laura, YouTube

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INTRODUCTION

Language is the most important communication tool to convey messages or intentions between one person to each other. People can express ideas, feelings, hopes, experience, and desires to other people.

Through communication, people can be connected to each other. In every country, people have their own language to interact with each other. Holmes (1995) mentioned that linguistics is the study of language and the branch of linguistics that focuses on the

interaction between language and society is called sociolinguistics. Wardaugh (1998) stated that the aim of better understand language structure and communication processes, sociolinguistics is concerned with examining the connections between language and society. From those statements by Wardaugh, sociolinguistics describes how members of society communicate with one another through language and language cannot be separated from social life.

People nowadays are more likely to learn and improve their multilingual skills. Learning two or more languages can help to shape identity and boost confidence. To smooth the information exchange, some people switch their first language to a second language, and it's called bilingual people. Spolsky (1998) stated that Bilinguals are individuals who are fluent in two languages. In both formal and non-formal activities, bilingualism is commonly used by the community. Not only that, we often encounter that in advertisements, TV programs, social media, songs, newspapers, and others. Switching between a mother language into a second language while speaking is known as code switching. According to Grosjean (1982), code switching is a very effective communication tool that also meets linguist needs. The phrase refers to the process through which a multilingual speaker who possesses communicative competence typically shifts or alternates between two language types or codes during a single discussion. Code switching can happen in a conversation between speakers' turns or within a single speaker's turn (Wardaugh, 2006). Code switching can also happen within a single sentence (intrasentential) or between sentences (inter-sentential) in the latter scenario. In a conversation, the combination of two or more different languages or varieties in one speech event, especially done by bilingual or multilingual speakers is known as code switching (Aziz, 2020). Therefore, it can happen in both oral and written texts like novels, comics, and other works of literature. Poplack (1980) mentioned that there are 3 different types of code Switching, those are tag switching,

inter-sentential switching, and intra-sentential switching.

The phenomenon of code switching has increasingly become a common occurrence in the conversation since individuals want to interact more widely and they tend to improve their ability to use and comprehend other languages. Nowadays, most people use social media to get information, entertainment, and also to communicate through their smartphones like Instagram, Facebook, YouTube, etc. By using social media, they can express their idea and share the information in visual or audio easily. The development of social media also gave a big impact on the phenomenon of code-switching. YouTube is a social media to share information and entertain people in front of audio-visual, they can upload the video on their YouTube channel. It contains a variety of content such as horror, travel, music, film, comedy, daily life, and education (Wikipedia)

There are many content creators who share the video using more than one language on their YouTube channel. One of them is Cinta Laura on "*Bicara Cinta YouTube Channel*". Cinta Laura Kiehl is known as a German-Indonesian actress, singer, and model in Indonesia. She began her career in 2007 and has starred in several blockbuster films and TV shows. Cinta became the face of several national and worldwide companies as a result of her achievement. She has received several acting and singing awards during her career, including two from the Nickelodeon Kids Choice Awards. Cinta not only succeeded in her career but also in her academic pursuits, earning an honors degree from Columbia University New York within only three years. Cinta manages a charitable organization called the Soekarseno Peduli that works to renovate crumbling schools in Bogor, Indonesia. In her content, she invited some actresses or actors to be interviewed. One of them is Frederika Alexis Cull as Miss Universe Indonesia 2019.

This study uses code switching as the topic because code switching has become a trend in several countries, especially in Indonesia. In their communication, most

people can switch from one language to another language. In addition, the Code-switching phenomenon is easy to find in everyday life. The reason why this study used the *Bicara Cinta* YouTube channel as the data source is because Cinta Laura as a host of that channel often changes the language that she uses when she speaks to provide the audience with a better understanding of her conversation. Besides, in this episode, Cinta Laura invited Frederika Alexis Cull as the guest stars which both of them are bilingual people. The topic that they talked about was also interesting and inspired many people. In this study, the researcher focused on identifying the types of code-switching found in the *Bicara Cinta YouTube Channel* entitled "Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu" with the theory of code switching proposed by Poplack (1980).

There are several previous studies related to this study that also concern code switching. These previous studies provide an overview of the problems discussed by the researchers and also the theories they use. In the studies of "Types of Indonesia-English Code Switching Employed in a Novel" by Yusuf et al (2018) in the novel entitled *Antologi Rasa* written by Ika Natassa and "The Study of Code switching in *Alogaritma Rasa* Novel" by Alus et al (2021) which both of them using Novel as a data source. Yusuf et al (2018) used the theory of code switching from Hoffman (2014) and found that inter sentential switching was the most dominant type with 62.3% occurrence; meanwhile, Alus et al (2021) using the same theory in this study proposed by Poplack (1980) and found that the dominant type is intra-sentential switching with 58 data. Another study conducted by Reformadita et al (2021) entitled "Code Switching Analysis on Pixar's *Coco* Movie" and "The Use of Code Switching in Sunnydahye's Instagram Caption" written by Clara et al (2021) both use the same theory that was proposed by Poplack (1980). As the result, Reformadita et al (2021) found that the most dominant data is tag switching with 64 data and Clara et al (2021) found the dominant data is intra-sentential with 20 data. A study that

used Podcasts on YouTube which is similar to this study is "An Analysis of Code Switching Used by Reza Arap on Deddy Corbuzier's YouTube Channel" Sinaga, C et al (2020) used theory from Wardhaugh (2006) and found that the types of Code switching in that podcast is situational with 15 data and metaphorical 10 data. From those previous studies, it can be concluded that code switching can occur in various media and everyday life, that's why this topic is very interesting to study.

METHOD

This study is qualitative research. In collecting the data, observation and note-taking techniques were used. Therefore, the data collected through several steps, those are: first, selected and downloaded the video on YouTube. Second, watched and listened to the video repeatedly. Third, transcribe the conversation into a written form. Then, take note of the code switching found in the utterance and identified all the utterance which contains the type of code switching. The data are described factually and systematically following code-switching theories proposed by Poplack (1980). The findings of the data analysis were presented in both formal and informal modes. The findings were shown in table form to demonstrate the occurrence and percentages of the categories of code-switching in a formal way, and an informal way to describe the data descriptively.

RESULT AND DISCUSSION

According to Poplack (1980), he divided into three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching. The following table shows the findings of all types of code switching in Cinta Laura and Frederika Alexis Cull's utterances on the *Bicara Cinta* YouTube channel:

Table 1. Tabulation of Types of Code Switching

No	Types of Code Switching	Occurrences	Frequency
1	Intra-sentential Switching	48	80%

2	Inter-sentential Switching	8	13%
3	Tag Switching	4	7%

The table above presents the results of the Types of Code Switching found in Cinta Laura and Frederika Alexis Cull's utterances from the Bicara Cinta YouTube Channel. The researcher found sixty (60) data.

1. Intra-sentential switching

According to Poplack (1980), Intra-sentential switching switches the code within a sentence.

Data 1

"It's actually something that I have deal with selama bisa dibilang 8 tahun dan Binge-eating disorders adalah situasi dimana siapapun bisa mempunyai disorders ini ya"

(It's actually something that I have dealt with for almost 8 years and binge-eating disorders are situations where anyone can have this disorder, right?)

The sentence above can be identified as intra-sentential switching. The speaker begging her speech in English then switches it into Indonesian within a sentence then continues again in English. The data showed that almost all the words were used in the English language. The utterance started in English language but in the middle of the sentence, she switched to the Indonesian sentence *"selama bisa dibilang 8 tahun dan"* followed by the English language again. Therefore, the utterance in the data above is identified as intra-sentential switching because the speaker switched of code occurred within the sentence.

Data 2

"You know being competitive and having a dream dulu bagaimana kamu mempersiapkan diri kamu secara fisik untuk Puteri Indonesia dan Miss Universe?"

(You know, being competitive and having a dream first, how did you

prepare yourself physically for Puteri Indonesia and Miss Universe?)

The data above can be classified as intra-sentential switching because the switch from the Indonesian language to the English language occurs within the sentence boundary.

2. Inter-sentential switching

According to Poplack (1980), inter-sentential switching implicates a switch at a clause or sentence boundary, where each clause or sentence is in one language or another.

Data 3

"Aku harus mengikuti saran mereka padahal enggak juga. You have to do what makes you comfortable"

(I should follow their advice but actually not. You have to do what makes you comfortable)

There were two utterances in different languages in the data above. The first statement was spoken in Indonesian, and after a full stop, the speaker continued in English. It can be noted that the speaker switched from English to Indonesian after the sentence boundary, indicating inter-sentential switching.

Data 4

"Apa yang membuat kamu berani akhirnya mengikuti kontes yang bisa dibilang ditonton jutaan orang. What give you the idea to join and the courage to join?"

(What finally made you dare to join the contest that could be watched by millions of people. What give you the idea to join and the courage to join?)

It may be classified into inter-sentential switching because there are two utterances with different languages. The speaker used Indonesian at the begging of utterance *"Apa yang membuat kamu berani akhirnya mengikuti kontes yang bisa dibilang ditonton jutaan orang"* After a halt, the speaker continued her speech using English *"What give you the idea to join and the courage to join?"*. This could be concluded as inter-sentential switching because the speaker switches the language

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from English to Indonesian after the sentence boundary.

3. Tag Switching

Tag Switching is a type of code switching which occurs at the tag part of the sentence Poplack (1980).

Data 5

"*Finally*, akhirnya dapet satu"

(Finally, finally got one)

The utterance above can be classified into tag switching because it occurs when the tag part and main part of the sentence are in different languages. The word "*Finally*" in English belongs to an expression emphasizing a proud in an achievement and happiness.

Data 6

"Oh gitu, oh ya kamu gak suka cowok yang romantic? really?"

(Oh, I see, oh yeah you don't like romantic men? really?)

In that sentence, there is an insertion of one language into an utterance of another language, the data can be classified as Tag switching. The word "*really*" in English is intended to express the impression of being sure of something.

CONCLUSION

It was found several utterances that contain the types of code switching that were interesting to be analyzed, with sixty (60) total data in *Bicara Cinta* YouTube Channel on the selected episode entitled "*Cinta Laura Kaget Ternyata Kehidupan Puteri Indonesia Itu...*". The result shows that intra-sentential switching is the highest occurrence of code-switching in *Cinta Laura* and *Frederika Alexis Cull*'s utterances with 48 data (80%) because they often switch their language while them speaking. Meanwhile, inter-sentential switching with 8 data (13%) and the lowest occurrence is tag switching with 4 (7%) data resulted. The most common approach for conveying motivating messages is intra-sentential switching since it makes the speaker appear

more at ease. Because they are often heard and used in society, several English phrases are also accepted among the people.

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