# A STUDY OF ENGLISH CODE-SWITCHING
# IN INDONESIAN TEEN MAGAZINE

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## *Abstract*

*This study explores some important issues, namely the occurrences of code switching types, and function in teen magazines articles. Some theories were used to analyse the data, namely Poplack (1980) was used to identify types of code switching and Koziol (2000) was applied to investigate functions of Code Switching. Based on the results of analysis, it shows that there were three types of code switching found in teen magazine articles e.g. Intrasentential Switching, Intersentential Switching, and Tag Switching. In term of functions of code switching, nine functions were identified namely personalization, reiteration, designation, emphasis, calrification, untranslatability, mitigating message, interjection parenthesis, aggravating message, and topic shift.The findings reveal intra-sentential switching as the type which dominates the discourse in the magazine (62.50 %). Meanwhile, emphasis function is the most frequent function occurs in the magazine (45.39 %).*

*Keywords: teen magazine, code switching types, code switching functions*

## ALIH KODE BAHASA INGGRIS KE BAHASA INDONESIA
## PADA MAJALAH REMAJA

### Abstrak

Penelitian ini bertujuan untuk membahas jenis dan fungsi alih kode dalam artikel majalah remaja. Teori yang digunakan untuk menganalisis data, adalah Poplack (1980) digunakan untuk mengidentifikasi jenis alih kode dan Koziol (2000) digunakan untuk mengidentifikasi fungsi alih kode. Berdasarkan hasil analisis, ada tiga jenis alih kode yang ditemukan di artikel majalah remaja yaitu intrasentential switching, intersentential switching, dan tag switching. Sedangkan untuk fungsi alih kode ditemukan sembilan fungsi yaitu personalization, reiteration, designation, emphasis, calrification, untranslatability, mitigating message, interjection parenthesis, aggravating message, dan topic shift. Hasil analisis menunjukkan intra-sentential sebagai jenis alih kode yang mendominasi di dalam artikel majalah remaja sebanyak (62,50%). Sedangkan untuk fungsi alih kode, emphasis yang kemunculannya paling banyak (45,39%).
Kata Kunci: majalah remaja, fungsi alih kode, tipe alih kode

## INTRODUCTION

Code-switching (CS) is one of the popular research topics in linguistics because it is a very common phenomenon in most of the bilingual societies. Such common situation is often taken for granted. Most people think that how people code-switch is a random act. Yet, there are rules and constraints behind this phenomenon.

Much research has been done in code-switching but mostly based on the spoken discourse, in other words, conversations. The linguistic patterns of the codeswitched utterances are analyzed by different models, in order to see the constraints and rules of the code-

switching language. What about written discourse? It is observed that, code-switching appears in written discourse, as well as spoken discourse.

Two types of easily accessed written discourse that reach a wide range of people in the community are newspapers and magazines. Newspapers usually employ formal linguistic features when writing up the news. Entertainment magazines, however, are different. The content inside an entertainment magazine is good for linguists to study because the social reality and ideologies are better reflected through its use of language. Therefore, in the present study, feature articles are chosen from the local magazines where Indonesian-English code-switching is observed. A point worth noting is that features with textual content will be stressed rather than the ones with pictorial content, as the cohesion of texts and the codeswitching pattern will be shown better.

The phenomenon of code switching or the alteration of either several languages or dialects within the same discourse, conversation or sentence (Poplack, 1980; GardnerChloros, 2009) is likely to countless appear in bilingual communities or societies. Indonesia becomes one of many countries that cannot escape from the phenomenon of code switching. Indonesian speakers seem to use code switching in their daily life, for instances, in business conversation, in casual conversation even in written discourse such as the code switching used by the writers of certain novel or magazine.

This study focuses on types and function of code switching used in five teen magazines. This study investigates teen magazine since this magazine presents the language style of many Indonesia people who tend to switch Bahasa Indonesia into English while contributing their ideas or opinions to the magazine.

Poplack's theory (1980) was used to investigate code switching types in the magazine. She claims that there are 3 types of code switching, namely tag switching (the insertion of tags, sentence fillers or interjections), inter-sentential switching (the switch is in the form of clause or sentence) and intrasentential switching (the switch is in the form of words or phrases).

Meanwhile, the theory proposed by Koziol (2000, as cited in Apriany 2006) was utilized to 13 investigate code switching functions used in the magazine. He suggests that there are 14 functions of code switching, i.e. emphasis (emphasizing the utterances), personalization (creating an intimacy with the addressee), reiteration (reemphasizing), designation (designating the addressee), substitution (giving an equivalent identification of certain subject), clarification (specifying underlying message), objectification (resisting intimacy with the addressee), untranslatability (having no satisfactory equivalent), mitigating message (making the message more polite and less demanding), interjection (getting the addresses' attention), parenthesis (giving extra information), aggravating message (emphasizing the demand), quotation (quoting someone's utterances) and topic shift (changing the topic). Based on that, we would like to find out and to identify the types and the function of code-switching used in teen magazine.

## DISCUSSION
### CODE SWITCHING

Code switching is a sociolinguistic phenomenon in which two or more language varieties are used in a speech community. To define the term of code switching, many linguists have proposed their opinion. Poplack (1998) states that

code switching is the alternation of two languages within a single discourse, sentence or constituent. He uses the term 'discourse' in order to make the definition becomes broader. In addition, Spolsky (1998) defines that code switching is a changing process from one language to another in the middle of utterance. In line with Spolsky, Romaine (1989: 110), Hoffman (1991) and Muysken (1995) defined code switching as the changing process use by bilingual (or multilingual) within the same utterance or during the same conversation

Switching from one language to another provides different ways in conveying messages. Wardhaugh (2006) says that selecting a particular code is usually required by people whenever they choose to speak and they may also decide to switch from one code to another even sometimes in very short utterances and so create a new code. Code switching occurs between speakers' turns or within a single speaker's turn in a conversation. It can happen not only from individual choice but also from a group of speakers who must deal with more than one language in their common knowledge

Code-switching is the alternation in the use of two languages (or even more) in the same discourse. The switch can happen within words, clauses, or sentences. However, there is only a switch in the language, not an integration of the word, clause or sentence into the other language (Grosjean, 1982:147). According to Poplack (1978/1981), there are three types of code-switching. First, there is tag-switching, which is related to the inclusion of a tag (e.g. you know, I mean, right, etc). This type of code-switching is very simple and does not involve a great command of both languages, since there is a minimum risk of violation of grammatical rules.

**Three Types of Code Switching**

There are different types of code-switching. Poplack has differentiated between three main types which are tag-switching, inter-sentential and intra-sentential code-switching (Poplack in Romaine 1995: 122-3).

1. Tag-switching is simply the insertion of a tag in one language in an utterance which is entirely in the other language, e.g. you know, I mean, right? Due to the syntactic nature of tags, they can be inserted in many different places in an utterance without disturbing the syntactic order.

2. Inter-sentential switching is described as the switch between sentence boundaries, where one sentence is in one language and the other in another. Inter-sentential switching involves a significant amount of syntactic complexity and conformity to the rules of both languages; therefore speakers performing this kind of switching are usually fairly proficient in the participating languages.

3. c. Intra-sentential switching refers to the switching that occurs inside the same clause or sentence which then contains elements of both languages. This type of switching appears to involve special principles governing how the syntax and morphology of both languages may interact and is consequently adopted only by bilinguals with high levels of fluency.

**Function of Code Switching**

Koziol (2000) investigated the function of code switching by categorizing and quantifying the various circumstances and functions of this linguistic practice. She presented most of the major functions that code switching

can serve in discourse. These functions are: *emphasis* (emphasizing the utterances)*, personalization* (creating an intimacy with the addressee)*, reiteration* (re-emphasizing)*, designation* (designating the addressee)*, substitution* (giving an equivalent identification of certain subject)*, clarification* (specifying underlying message)*, objectification* (resisting intimacy with the addressee)*, untranslatability* (having no satisfactory equivalent)*, mitigating message* (making the message more polite and less demanding *interjection* (getting the addresses' attention)*, parenthesis* (giving extra information)*, aggravating message* (emphasizing the demand)*, quotation* (quoting someone's utterances) and *topic shift* (changing the topic). She concluded that although several code switching could not be classified, nearly quarter of it was due to the speaker's effort to personalize his/her message for his/her listener.

## RESEARCH METHOD
### Research Design

The research design of this study has made use of both quantitative and qualitative approaches. This research is qualitative in a way that all the data collection is in the form of extracts; the selection of sample is purposive and quantitative in the way that frequency of itemsfalling in each category has been observed and recorded and finally all data has been analyzed both qualitatively and quantitatively. The conceptual/ theoretical framework of this research is based on framework of typology of code-switching presented by Poplack (1980) and Koziol (2000, as cited in Apriany 2006) was utilized to 13 investigate code switching functions used in the magazine.

### Research Method

The research method used in this research is content analysis. Content analysis is one of the types of textual analysis that is different from other two types that is, discourse analysis and conversation analysis (Truex, 1996, online). Krippendorff (1980 as cited by Truex, 1996) when discussing the recording unit in content analysis states that "recording unit is the specificsegment of content that is characterized by placing it in given category". It is also stated thatcontent analysis is a structural tool that can search for patterns at word or phrase level (p. 1). According to Neuman (2008) "Content analysis is a technique for gathering and analyzing the content of text. Content refers to words, meanings, pictures, symbols, ideas, themes, or any message that can be communicated. The text is anything written, visual, or spoken that serves as a medium for communication" (pp.322-323).

### Procedure

The first step taken was development of categories based on the theoretical framework. The second was the collection of data from the selected magazines. Statements or utterences which contained code-switching were noted in the research notebook and finally the instances of code-switching were marked according to the theoretical categories formed.

### Data Analysis

Data has been analyzed through the categories which used three types of code-switchinggiven by Poplack (1980) and Koziol (2000, as cited in Apriany 2006) was utilized to 13 investigate code switching functions used in the magazines.

**FINDING AND RESULT**
**Types of Code Switching**

The code-switches in the data set were divided into three categories or types, defined by Poplack (1978/1981): Tag-switches, intersentential switches, and intrasentential switches. There was a total of 304 switches in the data set: 42 tag switch, 72 intersentential switches, and 190 intrasentential switches.

| No. | Types of Code Switching | Frequency | Percentage (%) |
|---|---|---|---|
| 1 | Tag Switching | 42 | 13.82 |
| 2 | Inter-sentential Switching | 72 | 23.68 |
| 3 | Intra-sentential Switching | 190 | 62.50 |
| | Total | 304 | 100 |

The data from the table show that code switching occurred 190 times (62,50%) in intrasentential switching, 72 times (23,68%) in intersentential switching, and 42 times (13,82%) in tag switching. As can be seen at table above, the most frequently code switching type which occurred in teenlit magazine is intrasentential switching (62,50%).

1. Intra-sentential Switching

    Intra-sentential code-switching, on the other hand, refers to instances where the switch occurs between words or phrases (it may also occur within the same word). Examples 1a, 1b and 1c illustrate this.

    Example 1a

    Namanya mulai terkenal di tahun 1998, dimana saat itu Elbaz mendapat-kan promosi besar-besaran sebagai *head designer* untuk *brand* YSL. (February edition, 2015)

    Example 1b

    Ajak ibu, adik atau kakak kita untuk tampil kompak memakai *tropical print outfit* sesuai gaya masing-masing. (March edition, 2015)

    Example 1c

    Kali ini, untuk koleksi *spring*, De Libran mengajak Georgia May dan Lizzy Jagger sebagai model *ad campaign* terbaru. (March edition, 2015)

    Examples 1a, 1b and 1c is categorized as intra-sentential switching because the switch occurs in the form of phrase or word. A switch of Indonesian and English is more common in teen magazines. An interesting aspect is that there is no main text that is entirely in English. Nevertheless, Indonesian is still the most common language in general in the articles in the teen magazines.

2. Inter-sentential Switching

    In inter-sentential switching a speaker switches from one language to another between different sentences. This implies that when the speech of an individual is divided into sentences, one sentence will be in one language while the other sentence will be in a totally different language. Examples 2a, 2b and 2c illustrate this.

    Example 2a

    "Lagu bareng Ellie ini adalah paling favorit dari semua lagu yang pernah aku bikin. *I love the way it sounds. I love the strings. I think that's unusual and cool.*" (March edition, 2015)

Example 2b

"Aku enggak paham, gimana cowok bisa menghormati cewek kalau ceewk-cewek itu sendiri enggak saling menghormati. *My biggest thing is really sisterhood more than feminism*." (March edition, 2015)

Example 2c

"Aku harus selalu membawa kameraku kemanapun! Bagiku, sebuah foto bisa menggambarkan banyak cerita, tergantung siapa yang melihat foto tersebut. *I would go with my camera! I love capturing beautiful things or special moments and sharing with people*."

The first sentence in utterance 2a, 2b and 2c are in Bahasa Indonesia while the second sentence is in English. As there is a switch comes up at sentence boundary, the code switching is classified into inter-sentential switching.

3. Tag Switching

Tag-switching is simply the insertion of a tag in one language in an utterance which is entirely in the other language, e.g. you know, I mean, right? Due to the syntactic nature of tags, they can be inserted in many different places in an utterance without disturbing the syntactic order. Examples 3a, 3b and 3c illustrate this.

Example 3a

*Yeay!* Rasa penasaran kita soal nasib Tris dan Four dalam sekuel Divergent ini akan segera teratasi. (March edition, 2015)

Example 3b

*Hello*, W! Udah tau kan James Maslow udah selesai bikin 2 film. (March edition, 2015)

Example 3b

Enggak hanya itu, hasil foto Ellar yang hobo fotografi pun ikutan dimasukkan dalam film ini, *cool!*. (March edition, 2015)

Tag-switching (Poplack, 1980) involves inserting a 'tag' in one language into a phrase that is entirely in another language. Gumperz (1982: 77) refers to these as 'sentence fillers'. Tags or sentence fillers are words or phrases that are bound by minimal syntactic constraints and therefore can usually be inserted with ease at a number of possible points in a sentence.

## Function Of Code Switching

In the term of function, there are twelve functions of code switching found in the teen magazines, namely personalization, reiteration, designation, emphasis, calrification, untranslatability, mitigating message, interjection parenthesis, aggravating message, and topic shift. Generally, the occurrences of code switching functions presented below.

| No. | Functions of code switching | Frequency | Percentage (%) |
|---|---|---|---|
| 1 | Personalization | 87 | 28.62 |
| 2 | Reiteration | 5 | 1.64 |
| 3 | Designation | 3 | 0.99 |
| 4 | Substitution | 4 | 1.32 |
| 5 | Emphasis | 138 | 45.39 |
| 6 | Clarification | 17 | 5.59 |
| 7 | Objectification | - | - |
| 8 | Untranslatability | 25 | 8.22 |
| 9 | Mitigating Message | 6 | 1.97 |
| 10 | Interjection | 12 | 3.95 |
| 11 | Parenthesis | 1 | 0.33 |
| 12 | Aggravating Message | 3 | 0.99 |

| 13 | Quotation | - | - |
|----|-----------|---|---|
| 14 | Topic Shift | 3 | 0.99 |
| | Total | 304 | 100 |

From the table above, the total of code switching functions in teen magazine is 304 occurrences. Furthermore, it can be seen that code switching occurred in teen magazine articles reveal twelve functions. The most frequently function of code switching which occurred in teen magazine articels is emphasis 138 times (45,39%).

## Personalization

The following extract illustrates *personalization* function.

"Seneng banget pas tahu ada Cameron di majalah. Fans Cameron seneng banget. Kalau bisa, edisi selanjutnya ceritain tentang Nash Grier. *Thank you W!*" (March edition, 2015) the speaker used the code switched item *Thank you W* to include the listener to the message being uttered. This function is intended to establish an intimacy with the addressee, Kawanku magazine.

## Reiteration

"Dulu, aku itu *kurang percaya diri* dan merasa *insecure* banget." (March edition, 2015) the speaker repeats the word *kurang percaya diri* through the word in English *insecure*. This reiteration is used to reemphasize the speaker's utterance.

## Emphasis

"Dan ternyata aku *shock* pas liat cover kamu itu Zoeey." (February edition, 2015)

It reveals the speaker who switches to English *"shock"* to emphasize the feeling of surprise towards the cover of the magazine.

## Designation

"*Dear* LOOKS, aku minta dong cover nya Amanda Seyfried yaaa." (February edition 2015) It shows the speaker who is designating LOOKS magazine by using an English endearment "dear".

## Substitution

"Karena ini Haute Couture dan lokasinya di Paris yang terkenal sebagai *one of the biggest fashion capital in the world.*" (February edition, 2015)

It describes the speaker who switches the code to give more information about Paris.

## Mitigating Message

"Umm I might say jangan terlalu mudah terpengaruh dengan trend. Wear anything you are comfortable with cos I think once ure comfortble with yourself will grow some confidence, and somehow everything will look better on you." (March edition, 2015)

It reveals that the speaker switches her utterances to English to make the message concerning the fashion tips given to the readers sound more polite and less demanding

## Clarification

"Kalau kata keluarga aku sejak kecil sekali, *since I was 5 or 6*, dari kecil aku sudah memilih sendiri pakaian yang mau aku pakai." (March edition, 2015)

The speaker switches to English to specify the underlying message of Bahasa Indonesia utterance. The speaker attempts to tell the readers at what age exactly she has chosen his clothes by herself.

## Untranslatability

The following example shows the occurrence of untranslatability function in the magazine.

"Tahun lalu, selesai acara penghargaan, Jared bersama piala yang dipengang, *photobomb* Anne Hathway" (March edition, 2015)

the speaker switches to English since there is no satisfactory equivalent for the phrase *photobomb* in Bahasa Indonesia.

### Interjection

"Seneng rasanya bisa share sekaligus biar orang lain tau LOOKS. KEEP ROCKIN'!!" (February edition, 2015)

the speaker inserts English interjection in Bahasa Indonesia utterance to express her excitement and to get the addressee's attention.

### Parenthesis

"Hai LOOKS -- *the out of box magazine*! Aku suka banget sama suguhan yang LOOKS kasih di setiap edisi." (February edition, 2015)

It describes that the speaker is trying to give extra information to the readers that LOOKS magazine is an extraordinary magazine.

### Aggravating message

"LOOKS MAN!!! *PLEASE!!!* Suka banget sama LOOKS Man yang kemarin more about guys' style." (February edition, 2015)

it is seen that the speaker clearly emphasizes his demand by switching the language to English. She asks the magazine to discuss more LOOKS man by using the code switched item *"PLEASE"*.

### Topic shift

"Dan jangan lupa nanti liput style para cast Harry Potter untuk film terakhirnya. *Btw* halaman 30 kok kepotong gitu, kayak tempelan, coba lebih diperhatikan ya." (March edition, 2015)

the speaker is trying to change the topic of the discussion by using the code switched item *"by the way"*.

## CONCLUSION

Code switching is a sociolinguistic phenomenon in which two or more language varieties are used in a speech community. Code switching occurs between speakers' turns or within a single speaker's turn in a conversation. It can happen not only from individual choice but also from a group of speakers who must deal with more than one language in their common knowledge. From 3 types of code switching found in the magazine, intra-sentential switching becomes the most common code switching type appears in the magazine. Meanwhile, from 12 functions of code switching occurs in the magazine, emphasis function tend to be the most frequent code switching function used in the magazine.

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