

CODE-SWITCHING USED BY INDONESIAN CELEBRITIES ON SOCIAL MEDIA

Hernalia Citra Dewi

English Education Program, Faculty of Languages and Arts, Universitas Indraprasta PGRI
hernaliacitradewi18@gmail.com

Abstrak

Orang yang mampu berbicara dan menulis dua bahasa dengan baik disebut "bilingual", dalam komunikasi biasanya mereka beralih dari satu bahasa ke bahasa lain, yaitu alih kode. Penelitian ini berfokus pada analisis alih kode yang digunakan oleh Selebriti Indonesia di Media Sosial YouTube. Tujuan dari penelitian ini adalah 1). mendeskripsikan dan menganalisis jenis-jenis alih kode yang digunakan oleh Selebriti Indonesia (Boy William dan Maudy Ayunda) dan 2). Untuk mengetahui jenis alih kode yang paling dominan digunakan oleh Selebriti Indonesia (Boy William dan Maudy Ayunda) di Media Sosial. Penelitian ini menggunakan metode deskriptif kualitatif dengan pengumpulan data dari Channel YouTube Boy William dan pengambilan data dengan memfokuskan pada tuturan Boy William dan Maudy Ayunda. Ditemukan 20 data yang diklasifikasikan menjadi tiga jenis alih kode, yaitu: inter-sentential code-switching, intra-sentential code-switching, dan tag switching. Hasil penelitian menunjukkan bahwa ada 7 inter-sentential code switching, 13 intra-sentential, and 0 of tag switching yang diucapkan oleh Boy William dan Maudy Ayunda. Secara singkat, dari video yang peneliti amati terdapat 35% ujaran inter-sentential, 65% menggunakan intra-sentential, dan 0% tag switching yang digunakan oleh Boy William dan Maudy Ayunda di Channel YouTube Boy William. Kemudian, alih kode intra-sentential adalah yang paling sering digunakan oleh penutur.

Kata Kunci: Sociolinguistik, AlihKode, Media Sosial

Abstract

People who are capable of speaking and writing two languages well are called "bilingual", they commonly switch a language to another in their communication, that is code-switching. This study focuses on analyzing code-switching used by Indonesian Celebrities on social media YouTube. The aims of this research are 1). to describe and to analyze the types of code-switching used by Indonesian Celebrities (Boy William and Maudy Ayunda) and 2). To find the most dominant type of code-switching used by Indonesian Celebrities (Boy William and Maudy Ayunda) on social media. This study uses descriptive qualitative method by collecting the data from the video on Boy William YouTube channel and the data was taken by focusing on Boy William and Maudy Ayunda Utterances. It's found 20 data that is classified into three types of code switching, there are: inter-sentential code switching, intra-sentential switching, and tag switching. The research result shows that there are 7 inter-sentential code switching, 13 intra-sentential, and 0 of tag switching. In brief, from the video that the researcher observed there is 35% utterances of inter-sentential, 65% using intra-sentential, and 0% tag switching used by Boy William and Maudy Ayunda in Boy William's YouTube Channel. Then, intra-sentential code switching is the most often used by the speaker.

Keywords: Sociolinguistics, Code-Switching, Social Media



Creative Commons Attribution 4.0 International (CC BY 4.0)

INTRODUCTION

Human is a social creature who needs to connect and to communicate each other. In the term of communication, people need something to make them easier to deliver their feeling, idea, opinion, and so on. People need means to make them link to one another, in this case a common means that people use in everyday communication is language. According to Wardhaugh (2006: 1), “language is what the members of a particular society speak.” In the society, it is important for us to use an appropriate language to make the message accepted by the listener or people in that society greatly without any misunderstandings.

In this modern and millennial era, many people have ability to use more than one language or bilingual. Spolsky (1998: 45) defines “bilingual is a person who has some functional ability in second the language.” That phenomenon is usually called code-switching in sociolinguistics. Code-switching occurs in bilingual and multilingual communities when a person switches from one language, variety, or dialect to another one. People can do code-switching in any kinds of situation and domain.

Nowadays, we can get information in the form of visual or audio data easily. Complete information in the form of audio and visual we can find on social media YouTube. On youtube, we often find some public figures or some celebrities who use code-switching when they speak in some programs. Some celebrities who use code switching when they speak are Maudy Ayunda, Boy William, Syahrini, Daniel Mananta, and Agnez Monica. The purpose of this research is to find out types and the dominant type of code-switching used by them. Social Media are taken as the object of the research because nowadays we often find people, especially youngsters do code-switching. The audience of the program and social media is mainly youngster. They are teenager and adult people. As we know, some celebrities mentioned above often switch their language from Indonesian to English and English to Indonesian as their style and character when speaking or explaining something.

The present research has several differences from previous studies. The previous study analyzed the data by using code-switching theory proposed by Holmes and Blom & Gumperz (1980). The objects were the recording of the episode TV show and transcript of radio’s quiz. However, the present study uses Romaine and Hoffman’s theories (1991) focusing on the utterances made some Indonesian celebrities on social media. The researchers use the data of transcript taken from Maudy Ayunda and Boy William utterances on social media YouTube.

Based on the description above, this study as mentioned above analyzes the types of code-switching and the dominant type of code-switching used by Indonesian Celebrities on social media. This research has several research questions that are going to answer, correspond to the background of the study. (1) What are the types of code-switching used by Indonesian Celebrities on social media? (2) What is the most dominant type of code-switching used by Indonesian Celebrities on social media?

The Definition of Sociolinguistic, fishman in Chaer and Agustina (2004: 3) said that, “sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of the speaker as these three constantly interact, change and change one another within a speech community.” In addition, Holmes (2001: 1) says that sociolinguistics is concerned with the relationship between language and the context in which it is used.

The Definition of Bilingualism, bilingualism is an individual's ability to use more than one language variety. Bilingualism is the ability to use two languages. Trudgill (2003: 24) said that bilingualism means the ability of an individual to speak two or more languages. Many countries in this world are called bilingual because they have more than one language. They also have the ability to speak more than one language. Bilingualism has often been defined by Bloomfield (in Romaine, 2000:11) as "a native-like control of two languages". By contrast, Haugen (in Romaine, 2000:11) draws attention to the other end, when he observes that "bilingualism begins when the speaker of one language can produce complete meaningful utterances in the other language". Thus, we can assume that a bilingual is an individual who can demonstrate any skill between these two extremes.

Nowadays, bilingualism has become a common phenomenon. Social interaction always involves communication among the society members by using language. While in the social interaction, the society members often use more than one language variety on their bases language. It is done by purpose to convey what they mean in communication. This phenomenon is called the development of communication. It commonly happens in almost all area of people's life. This is evidenced by the number of researchers who conduct research on bilingualism and code switching. The related research on this, has been carried out by Endang Fuziati (2008, 121-130) entitled mixed speech of an early bilingual child: a case study on Javanese-Indonesian Bilingualism. The result of her study is that the language mixing occurs at mostly all linguistic levels. The syntax, the morphology, and lexicon are formed or taken from both languages. A child who grows up simultaneously learning two or more languages usually goes through such a phase. This also makes possible that the child has been exposed to a mixed language input. Then, other research has been conducted by Dwinesa Anggraeni and Hernalia Citra Dewi (2020,132-139) entitled code-switching used by Boy William in Breakout program on NET TV. They analyzed types of code-switching used by Boy William as a youngster and focusing on his utterances when interviewing the singer.

The Definition Code-Switching, code-switching can occur quite frequently in an informal conversation among people who are familiar and have a shared educational, ethnic, and socio-economic background. It is avoided in a formal speech situation among people especially to those who have little in common factors in terms of social status, language loyalty, and formality (Hoffmann, 1999: 113). Romaine (1989:110), Hoffman (1991) and Muysken (1995) defined code switching as the changing process used by bilingual or multilingual within the same utterance or during the same conversation.

Code-switching occurs where there is a change from one clause of language to another clause of language. Brown and Attardo (2000: 84) underlined that code-switching can occur between different languages, dialect or styles within one sentence or adjacency pair. Hymes (1974: 103) stated that code-switching has become a common term for alternate us of two or more languages, varieties of language or event speech styles. From theories above, it can be concluded that code-switching happens when someone switches his/her language. It can also happen when someone changes his/her dialect or speech style. According to Holmes (1992) code-switching occurs when the speaker shifted their language from one language to another. Code-switching is switched essentially between sentences.

Types of Code Switching, according to Romaine in Susanto (2008: 47) states that there are three types of code-switching. Each of types is discussed below. (1) Intra-Sentential Switching, intra-sentential code-switching concerns language alternation that

occurs within a sentence or a clause boundary. Sometimes it includes mixing within word boundaries. Since intra-sentential code switching occurs within sentence, clause, word boundaries, or phrase. For example: A: Dari jam sepuluh empat lima tekan jam sebelas seprapat kan? (From ten forty-five to eleven fifteen, isn't it?) Sudarsonoin Susanto (2008: 50). Further supported by Hoffman (1991) that it is the switch that occurs within sentence. It often occurs when someone uses one language and suddenly switches into another language in a sentence. (2) Inter-Sentential Switching, Appel & Muysken in Susanto (2008: 48) stated that inter-sentential code-switching involves movement from one language to another between sentences. This situation may also include a switch from a whole sentence, or more than one sentence produced entirely in one language. Inter-sentential switching may serve to emphasize a point made in the other languages in conversation. The following examples show inter-sentential code switching from one language to another language: "ini lagu lama, tahun 60an. It's oldies but goodies, they said. Tapi, masih enak kok didengerin." It shows Indonesian bilingual switches from Indonesian to English (Indrawan, 2010: 76). Other example of inter-sentential code-switching (Stockwell, 2007: 48): "we are going to Nicky's house at nine and maybe to the bomb (a night club) afterwards. (Short pause). Kristina bleibtaller dingszuhausesie muss nocharbeiterl (unfortunately Kristina is staying at home because she still has to do work). The example shows if the conversation switches at a sentence boundary, marked with a short pause, at the point where the topic changes to refer the speaker's German housemate. Further supported by (Hoffman, 1991: 112) inter-sentential switching switches from one language into another language which occurs between sentences or speech acts. (3) Tag Switching, tag switching involves the insertion of a tag from one language into an utterance which is otherwise entirely in other language. Tags used easily inserted in speech at a number of points in monolingual utterance without break syntactic rules (Romaine in Susanto, 2008: 47). For example: A Finnish bilingual switch from Finnish to English, for example: *Muttaenmäviittinyt*, no way! A Spanish bilingual switch from English to Spanish, for example: She is, verdad? An Indonesian bilingual switch from English to Indonesian, for example; It's okay, no problem, ya nggak?

Further supported by (Poplack in Hoffmann, 1991: 113) it is exclamation or tags which is serving as an emblem of the bilingual character. For example, an adult Spanish-American English speaker says. Oh! Ay! It was embarrassing! It was very nice, though, but I was embarrassed (Silva-Corvalan in Hoffmann, 1991: 112).

RESEARCH METHOD

This study is classified as descriptive qualitative since the data are in the form of utterances. The data are analysed descriptively based on the utterance of Indonesian Celebrities in social media. The data are interpreted and displayed descriptively and systematically based on the supporting theory used in this study. In this research, the writer does not only describe the types of code-switching used by Indonesian Celebrities in social media, but also to describe the types of code-switching and which one is dominant.

RESULT AND DISCUSSION

The findings of this research related to the problems of the study in chapter one (1) What are the types of code-switching used by Indonesian Celebrities in social media? (2) What is the most dominant type of code-switching used by Indonesian Celebrities in social media? As it is explained before, the researchers use a descriptive qualitative

method in describing and explaining the findings. The main data used in this research is the utterances spoken by Boy William and Maudy Ayunda in using bilingual language on social media, Boy William's YouTube Channel. According to Romaine in Susanto (2008:47) there are three types of code switching; 1) intra-sentential code switching, this code switching occurs within sentence, clause, word boundaries, or phrase, 2) inter-sentential codes switching, this code switching is the switch involving movement from one language to other between sentences. This may also include a switch from a whole sentence, or more than one sentence produced entirely in one language, 3) Tag switching, this involves the insertion of a tag from one language into an utterance of another language.

Result

Tabel 1 Boy William and Maudy Ayunda Utterances

No	Celebrities	Example	Inter	Intra	Tag
1.	Boy William	Hei <i>you guys</i> apa kabar?, seperti kalian tahu gw lagi ada di Amerika <i>and today....</i>		√	
2.		<i>We are gonna check up what she is up to. We are here with my family.</i> Disini ada Mario...	√		
3.		<i>What is your schedule like</i> di Amerika		√	
4.		<i>Speak about friends</i> ya, orang sini tahu <i>who you are ga sih</i>		√	
5.		ayo dong. <i>follow me on instagram. Let's follow each other.</i>	√		
6.		Siapa yang gnomon? <i>Who said it?</i>	√		
7.		Ini jarang banget kita di Indonesia bisa <i>sit on the grass</i> , iya kan		√	
8.		<i>What if</i> kamu balik ke Indonesia <i>and this is the end of your name</i> , kita bukan orang bego <i>there is always a cycle in entertainment.</i>		√	
9.		<i>It's typical introduction to anak-anak muda</i> ya		√	
10.		<i>From the kids who never goes to class</i> , ujung-ujungnya <i>you wanna go back to school.</i>		√	
11.	MaudyAyunda	<i>I honestly feel really blessed and lucky. I understand that this is once in my life time opportunity.</i> Makanya kadang aku juga merasa ada beban dan tanggung jawab juga ya.	√		
12.		<i>Ok, I feel like</i> kalau setiap tahun ada satu atau dua anak Indonesia berarti ketika aku		√	

13.	dapat kesempatan ini <i>I have to do something</i> yang bisa membawa ... <i>So I mean</i> tapi disini <i>it is not a big deal</i>	√
14.	Kalau <i>undergraduate</i> ada satu dua orang juga	√
15.	Begitu matahari keluar sedikit, <i>like everyone just go out and sit on the grass</i>	√
16.	Tapi itu beneran lho. <i>Do you know what you wanna be?</i>	√
17.	<i>That was the concern. This is also the opportunity that I can't let go off.</i> Itu tuh kayak berat sekali.	√
18.	Temen-temen masih bisa <i>connect</i> sama aku <i>through social media</i> .	√
19.	Aku pengennya bisa melakukan sesuatu yang independen. <i>I think independent in your work is important.</i>	√
20.	Jadi <i>essays question</i> aku beda	√
Numbers		7 13 0

Discussion

For the analysis and discussion, the researchers only take some examples of the code-switching type. These examples represent the analysis of each type, and it can be seen clearly as the following:

Intra-sentential

Data 1

“Speak about friends ya, orang sini tahu who you are ga sih?”

Analysis:

Intra-sentential code switching happens when the speaker switches the conversation from one language to another within sentence. It can be seen the speaker uses the phrases ‘speak about friends’ and he switches to Indonesian phrase “orang sini tahu”, then switches again into English.

Data 2

“It is typical introduction to anak-anak muda ya.”

Analysis:

The speaker uses intra-sentential code switching, he switches the English language to Indonesian within a sentence. It can be seen the speaker uses the English clause then it’s switched to Indonesian clause.

Data 3

“Temen-temen masih bisa *connect* sama aku *through social media*.”

Analysis:

In the sentence, it shows intra-sentential switching. The speaker inserts an English word within the sentence in his conversation.

Data 4

“*What if* kamu balik ke Indonesia *and this is the end of your name*, kita bukan orang bego *there is always a cycle in entertainment*’.”

Analysis:

The speaker uses intra-sentential code switching, she switches the English language to Indonesian within a sentence. It can be seen the speaker uses the English clause then it's switched to Indonesian clause, then switched to English.

Data 5

“Jadi *essays question* aku beda.”

Analysis:

In the sentence, it shows intra-sentential switching. The speaker inserts an English word within the sentence in his conversation.

Inter-Sentential Code Switching

Data 1

“*We are gonna check up what she is up to. We are here with my family.* Disini ada Mario.”

Analysis:

The speaker uses inter-sentential code switching. He uses two English sentences then switches into Indonesian for the next sentence, so the switching happens between sentences.

Data 2

“Siapa yang ngomong? *Who said it?*”

Analysis:

The speaker uses inter-sentential code switching. He uses an Indonesian interrogative sentence at first then switches to English. The speaker uses this switching to translate and to confirm his question.

Data 3

“Tapi itu beneran lho. *Do you know what you wanna be?*”

Analysis

The speaker uses inter-sentential code switching. She uses Indonesian sentence then switches into English for the next sentence, so the switching happens between sentences.

Data 4

“That was the concern. This is also the opportunity that I can’t let go off. Itu tuh kayak berat sekali.”

Analysis:

The speaker uses inter-sentential code switching. She uses two English sentence at first then switches to Indonesian sentence.

Data 5

“Aku pengennya bisa melakukan sesuatu yang independen. I think independent in your work is important.”

Analysis:

The speaker uses inter-sentential code switching. She uses an Indonesian sentence at first then switches to English sentence.

From the analysis and discussion above, the researchers finally get the result. As stated in the previous chapter the researcher uses the theory of Romaine in Susanto (2008:47) that classify code-switching into three types, and there are intra-sentential, inter-sentential, and tag switching. From the video of Boy William YouTube Channel, 20 data are found and classified into three types of code switching. There are 7 data of inter-sentential of code switching and 13 intra-sentential, and 0 of tag switching. As has been stated earlier there are three types of code-switching based on Romaine in Susanto (2008: 47) and the most dominant code-switching that is used is intra-sentential with 13 times usages. Intra-sentential code switching is the language switching that occurs within sentence, clause, word boundaries, or phrase, and this is the most dominant switching done by Boy William than Maudy Ayunda. Maudy Ayunda just presented 6 utterances of intra-sentential code switching. She produced more inter-sentential code switching than Boy William. In brief, from 1 video that the researchers observed there is 35% of using inter-sentential, 65% using intra-sentential, and 0% of using tag switching used by Boy William and Maudy Ayunda on social media. It can be seen clearly that intra-sentential code switching is most common used.

CONCLUSION

The celebrities who have lived abroad and have native speaker parent, or those who are capable of speaking more than one language fluently use code switching to convey the meaning of his or her word. They used code-switching not to show off, but because it has become a habit or to emphasize the meaning of their words. As bilingual users, Boy William and Maudy Ayunda often do code-switching in their daily conversation. From the video of Boy William YouTube Channel, 20 data are found and classified into three types of code switching. There are 7 data of inter-sentential of code switching and 13 intra-sentential, and 0 of tag switching. Boy William, as a youngster who has lived abroad produced 3 inter-sentential and 7 intra-sentential code-switching.

As a student of Stanford University who were capable to speak English, Maudy Ayunda produced more intra-sentential code-switching, that is 6 and 4 inter-sentential code-switching. Both of them used more intra-sentential code-switching than inter-sentential code-switching. The researcher concludes that the most dominant type of code-switching used by Indonesian Celebrities on social media is intra-sentential code-switching, that is 65%.

REFERENCES

- Afina, N. (2016). Code switching used by Kimmy Jayanty in “iLook” Program on Net TV. Skripsi Sarjana pada Universitas Maulana Malik Ibrahim. <http://etheses.uin-malang.ac.id/4022/1/12320016.pdf>
- Anggraeni, D., & Dewi, H. C. (2020). Code switching used by Boy William in Breakout Program on Net TV. *Jurnal Deiksis*, 12(02), 132-139.
- Appel, R., & Muysken. (1987). *Langage contact and bilingualism*. London: Edward Arnold.
- Brown, S., & Attardo S. (2000). *Understanding language structure, interaction, and variation*. University of Michigan Press.
- Chaer, A., & Agustina, L. (2004). *Sosiolinguistik pengenalan awal*. Jakarta: Rineka Cipta
- Cohen, L., Manion, L., & Morrison, K. (2013). *Research methods in education*. Sixth ed. USA and Canada: Routledge.
- Fauziati, E. (2008). Mixed speech of an early bilingual child: A case study on Javanese-Indonesian bilingualism. *Jurnal Kajian Linguistik dan Sastra*, 20(2), 121-130.
- Hoffman, C. (1991). *An introduction to bilingualism*: New York. Longman.
- Holmes, J. (2001). *An introduction to sociolinguistics (2nd ed)*. Pearson Education Limited
- Hymes, D. (1974). *Foundation in sociolinguistics*: Philadelphia: University of Pennsylvania Press.
- Romaine, S. (1995). *Language in society: An introduction to sociolinguistics*. Oxford: University Press.
- Saraswati, R., & Octavita, R. A. I. (2016). A study of English code-switching in Indonesian Teen Magazine. *Deiksis*, 8(01), 39-47.
- Spolsky, B (1998). *Sociolinguistics. Oxford introductions to language study*. Oxford University Press.
- Stockwell, P. (2007). *Sociolinguistics: A resource book for students*. London: Routledge.
- Susanto, D. (2006). *Code switching in Indonesian Islamic religious discourse: A sociolinguistic perspective*. A Thesis Submitted for the Degree of Doctor of Philosophy at the University of Queensland, Australia.
- Trudgill, P. (1974). *Sociolinguistics: An introduction*. Great Britain: Hazell Watson & Viney L.td
- Wardhaugh, R. (2006). *An introduction to linguistics*: Blackwell Publishing.
- William, B. (2020, Maret 09). Maudy Ayunda sempat merasa insecure berada di Standford. Accessed from: <https://www.youtube.com/watch?v=rIbUcEaMLhc>