

AN ANALYSIS OF CODE SWITCHING USED BY CINTA LAURA IN “CINTA LAURA KIEHL” YOUTUBE CHANNEL VIDEOS

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis alih kode yang digunakan oleh Cinta Laura dalam video channel YouTube “Cinta Laura Kiehl”. Penelitian ini termasuk dalam Penelitian Kualitatif. Subjek penelitian ini adalah 10 video di channel Youtube “Cinta Laura Kiehl”. Pengumpulan data dilakukan dengan teknik observasi dan wawancara dengan cara menonton video dan wawancara dengan dosen. Instrumen penelitian adalah: 1). Peneliti, menjadi instrumen utama untuk mengumpulkan dan menganalisis data, 2). Laptop, digunakan untuk menonton video, 3). Catatan, digunakan untuk pengumpulan data, 4). Checklist, peneliti menggunakan checklist untuk mengingat data yang ditemukan. Prosedur penelitian adalah: pertama, video ditonton dan topik penelitian ditemukan. Kedua, teori dalam buku dan internet ditemukan. Ketiga, alih kode yang digunakan dalam video, dicari dan diklasifikasikan. Terakhir, alih kode dalam video channel YouTube “Cinta Laura Kiehl” dibahas dan dianalisis dengan menggunakan teori Poplack dan Apple & Muysken. Berdasarkan hasil analisis, terdapat tiga jenis dan enam fungsi alih kode yang terdapat pada video channel YouTube “Cinta Laura Kiehl”, tiga jenis alih kode yang ditemukan: (1) Tag Switching, (2) Inter-sentential Switching, (3) Intra-sentential Switching, dan enam fungsi alih kode ditemukan: (1) Fungsi Referensial, (2) Fungsi Direktif, (3) Fungsi Ekspresif, (4) Fungsi Fatik, (5) Fungsi Metalinguistik, (6) Fungsi Puisi.

Kata kunci: Sociolinguistik, alih kode, video

ABSTRACT

The research is aimed at analyzing the code switching used by Cinta Laura in “Cinta Laura Kiehl” YouTube channel videos. This research is categorized as Qualitative Research. The subject of this research was 10 videos in “Cinta Laura Kiehl” Youtube channel. The data were collected using the observation and Interview technique by watching the videos and interviewing the lecturer. The instruments of research are: 1). The researcher, became the main instrument to collect and analyze the data, 2). Laptop, used to watching the videos, 3). Note, used for data collecting, 4). Checklist, the researcher use checklist for remember the data were found. The procedures of the research are: first, the videos are watched and the topics for the research are found. Second, the theory in the books and internet are found. Third, the used code switching in the videos, searched and are classified. The last, the code switching in “Cinta Laura Kiehl” YouTube channel videos are discussed and analyzed by using Poplack and Apple & Muysken theory. Based on the result of the analysis, there are three types and six functions of code switching that found in “Cinta Laura Kiehl” YouTube channel videos, three types of code switching found: (1) Tag Switching, (2) Inter-sentential Switching, (3) Intra-sentential Switching, and six functions of code switching found: (1) Referential Function, (2) Directive Function, (3) Expressive Function, (4) Phatic Function, (5) Metalinguistics Function, (6) Poetic Function.

Keywords: Sociolinguistics, code switching, video

1. Introduction

Recently, the younger generation in Indonesia communicates in more than one language. The languages used are usually local languages mixed with Indonesian or Indonesian mixed with English. The problem of this study focuses on the use of Indonesian and English in everyday communication. For example: (1). *Tapi I think that salah satu alasan kenapa dia bisa dibilang influencer di dunia fashion*. That's actually true (Saputra, 2020), (2). *I don't know why, tapi emang Coldplay itu keren banget* (Saputra, 2020), (3). *Nah sekarang juga kita mau nge-share playlist buat kalian* (Saputra, 2020), (4). *But before that ada info buat kalian* (Saputra, 2020).

The example above includes code switching. Code switching occurs where there is a change from one clause of language to another clause of language. Hymes (1974) stated that code switching has become a common term for alternate use of two or more languages, varieties of language or event speech style. Types of Code Switching are Tag switching, Inter-sentential switching and Intra-sentential switching. Code Switching also has several functions including Referential function, Directive function, Expressive Function, Phatic Function, Metalinguistic function and the last Poetic Function.

Code switching is part of semantics. Semantics can be defined as the science of meaning, which is one of three levels of language analysis: phonological, grammatical, and semantic. Semantics is a branch of linguistics which has close relations with other social sciences such as sociology or anthropology, even with philosophy and psychology (Nafinuddin, 2020). Linguistics is the study of scientific language (science), the scientific study of human language (Unsiah and Yuliati, 2018).

Besides being included in the semantics theory, this discussion is also included in the sociolinguistics theory. Sociolinguistic studies the relationship between language and society. Pride and Holmes (1972) suggest that sociolinguistics is the study of language as part of society and culture. Sociolinguistics is included in macro linguistics. Macro linguistics, namely the object of linguistic studies that examines language in relation to factors outside of language, for example: sociolinguistics (examining the use of language in certain societies), psycholinguistics (examining the relationship of language with human behavior and reason, anthropolinguistics (examining the relationship between language) and culture) and others (Unsiah and Yuliati, 2018).

Currently, the bilingual culture has penetrated into social media, one of which is YouTube. One of the YouTube channels that is in accordance with this research is the "Cinta Laura Kiehl" YouTube channel. Cinta Laura Kiehl YouTube channel is a YouTube channel created by Cinta Laura herself and also uses her own name. Cinta Laura Kiehl YouTube channel was established two year ago, on April 4, 2019. When researchers started doing this research Cinta Laura Kiehl YouTube channel has 478k subscribers and has uploaded 53 videos. Cinta Laura Kiehl YouTube channel uploads videos about the daily activity of Cinta Laura, trips Cinta Laura, video tips from Cinta Laura, talks about Cinta Laura with her friends and a video clip of the song Cinta Laura. In this study the researcher only examined the code switching in Cinta Laura Kiehl YouTube channel videos because, it was in accordance with the characteristics of qualitative research, the data was focused and little but in-depth analysis.

Research questions in this research is "What are the types and the functions of code switching in "Cinta Laura Kiehl" YouTube channel videos used by Cinta Laura?" while research objective in this research is "To figure out the types and the functions of code switching in "Cinta Laura Kiehl" YouTube channel videos used by Cinta Laura."

2. Research Method

Research design in this study uses descriptive qualitative method. Patton (2002) defined qualitative research attempting to understand interesting interactions in a specific circumstance. The reason of understanding isn't essentially to foresee what might happen, but or maybe to get it in profundity the characteristics of the circumstance and the meaning brought by individuals and what is happening to them at the minute. Bogdan & Biklen (1992) suggest that qualitative is descriptive. It means that the data are collected in the form of words rather than number. Descriptive qualitative design tries to analyze the data with all of their richness as closely as possible to the form in which they are recorded and transcribed, and the composed result of the investigate contains citation from the data to illustrate and substantiate the presentation.

The subject of this research is the "Cinta Laura Kiehl" YouTube channel. The researcher chose this YouTube channel as the sample of this research because the youtuber mostly used multilingual language when she made a video for her YouTube channel. The method in this research used observation and interview method. observation method is utilized within the social sciences as a strategy for collecting information almost individuals, forms, and societies (Kawulich, 2012). Interview method is one of the most commonly used methods of collecting data in social research. This method is used when the study subject (respondent) and the researcher are face to face in the process of obtaining information for primary data purposes. Interviews are used to obtain information related to facts, beliefs, feelings, desires, etc. that are needed to meet the research objectives (Rosaliza, 2015). Besides, the researcher takes note to collecting the data and also used checklist for remember the data were found.

There are some steps of analyzing the data. First step, downloading the videos "Cinta Laura Kiehl" on YouTube. Next, watching the videos to find out the use of code switching. After that, selecting every code switching in these videos. The obtained data are collected and noted. The last step, presenting the data.

3. Research Findings and Discussion

This Finding discusses about code switching used by Cinta Laura in the conversations she had on her youtube channel. The research question in this research is what are the types and the functions of code switching in "Cinta Laura Kiehl" YouTube channel videos used by Cinta Laura? Therefore, finding will be discussed based on the types of code switching and at the same time describing the function of code-switching that is carried out. According to Poplack (1980), there are three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching and According to Apple and Muysken (1987). There are six functions of code switching: referential function, directive function, expressive function, phatic function, metalinguistic function, and poetic function.

A. The Types And The Functions Of Code Switching Used By Cinta Laura

a) Tag Switching

Tag Switching is essentially the inclusion of a tag in one language in an articulation which is completely within the other language, e.g. Due to the syntactic nature of labels, they can be embedded in numerous diverse places in an articulation without aggravating the syntactic arrange. Based on the explanation, researcher found the tag switching that used by Cinta Laura that can be seen below:

Data 1:

"Itulah kenapa aku sangat suka sama Indonesia meski budaya yang berbeda-beda, agama, dan writes passage yang berbeda-beda tapi kita saling menghargai."
(00:16)

From data 1 it can be seen that Cinta Laura uses code switching with the tag switching category. This is evidenced by the existence of the word "write passage" which is a little quote in English. the inclusion of these words is included in this category because Cinta Laura only mentions one word of her speech in Indonesian. The word entry serves to make the speaker, Cinta Laura, come up with the correct term. However, she knew this term only in English. This is included in the code switching function, namely the **Referential function**.

Data 2:

"Exactly, Bhineka tunggal ika, berbeda tapi satu"
(04:02)

Data 2 shows that the code switching category of tag switching was carried out by Cinta Laura in the discussion of Bhineka Tunggal Ika. there is only one word insertion, namely "exactly" which causes it to be included in the tag switching category. the word "exactly" which means to confirm the sentence of the previous interlocutor. These words function so that other listeners, the viewer, can understand well their conversation about Indonesia and Bhineka Tunggal Ika. therefore, the insertion of the word is included in the **Phatic function** of tag switching.

b) Inter-sentential Switching

Inter-sentential switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another. It may also occur between speaker turns. The code switching with the Inter-sentential switching category used by Cinta Laura can be seen below:

Data 3:

"Okay now just a little bit and then you play like this, but only on the line just a little bit"
(07:27)

The data shows the use of code switching in the Inter-sentential switching category because Cinta Laura uses full English with a complete structure. the sentence "Okay now just a little bit and then you play like this, but only on the line just a little bit" is a complete English sentence structure containing S-P-O. In that sentence it shows the rules of the game made from Cinta Laura, the sentence contains a joke and therefore the sentence is entered into a **Poetic function**.

Data 4:

"It's crazy, how tall are you now?"
(00:48)

The data above shows that Cinta Laura uses this type of code switching because it uses English with a complete structure. this is evidenced by the sentence "Its crazy, how tall are you now?". The sentence is used by Cinta Laura to express his surprise to hear what Azka can do at such a young age. Then she continued by saying "how tall are you now?" because to clarify his shock as well as

clarify the reason he was able to do that. So it can be said that Cinta Laura uses this type of code switching with an **Expressive function** of inter-sentential switching.

c) Intra-sentential Switching

Intra-sentential switching refers to the switching that occurs inside the same clause or sentences 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. The results of the intra-sentential switching used by Cinta Laura can be seen below:

Data 5:

"Okay I wanna see your favorite equipment, *apa alat favoritnya Deddy?*"

(02:23)

Data above could be classified as intra-sentential code switching because the data talked about the clause but it was not included a complete sentence which uttered fully in second language. The statement on above had analyzed that it combined with other language to complete the conversation. The reason Cinta Laura uses it is because she wants to focus the other person. So, Cinta Laura uses intra-sentential switching with a **Directive function**.

Data 6:

"I want you to slice this onion, *aku pengen kamu potong bawangnya*"

(03:57)

The data above could be classified as intra-sentential code switching because the data talked about the clause but it was not included a complete sentence which uttered fully in second language. The statement on above had analyzed that it combined with other language to complete the conversation. Cinta Laura using the sentence "I want you to slice this onion" serves to make Cinta look cooler by using sentences in English. Therefore, Cinta Laura uses Intra-sentential switching with a **Metalinguistic function**

4. Conclusion

After analyzing research finding, the researcher wants to describe some conclusions about code switching used by Cinta Laura in Cinta Laura Kiehl YouTube channel videos. This research found that there are three types of code switching contained in Cinta Laura Kiehl YouTube Channel videos. The three types are tag switching, inter-sentential switching and intra-sentential switching. Tag switching occurs when Cinta Laura uses one English word in an Indonesian sentence. Meanwhile, inter-sentential switching occurs when Cinta Laura says one sentence in full English according to the complete sentence structure. Intra-sentential switching occurs when Cinta Laura uses full sentences in English and then clarifies it in Indonesian until there is a mixture of languages. This is supported by the opinion of Poplack (1980).

Meanwhile, in finding the function of code switching, this study found that there are six functions of using code switching contained in the Cinta Laura videos. The first function is the referential function, the code switching that Cinta Laura uses to replace a word in Indonesian into English if she doesn't know the term in Indonesian. The second function is the directive function to call or focus on the interlocutor or the listener. The third function is the expressive function to express itself through English. The fourth function is a phatic function to understand the interlocutor and the listener about what is being discussed. Meanwhile, the fifth function is a metalinguistic function to attract listeners' attention. The last function is a poetic function for joking or giving wise advice to the interlocutor. This is in line with the opinion of Apple and Muysken (1987: 118-120) about the code switching function.

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