

THE STUDY OF CODE SWITCHING IN NANDA ARSYINTA'S YOUTUBE CHANNEL

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ABSTRACT

Penelitian ini dilakukan untuk menganalisis jenis dan alasan terjadinya alih kode di channel Youtube Nanda Arsyinta. Peneliti menggunakan metode kualitatif karena informasi yang dikumpulkan disajikan dalam bentuk kalimat. Untuk melakukan data penelitian, peneliti menggunakan teknik observasi, mencatat, dan mengkode. Total data yang ditemukan dalam video Nanda Arsyinta adalah 113 unit alih kode yang berisi 1 data yang menggunakan tag-switching, 54 data yang menggunakan alih kode inter-sentential dan 58 data menggunakan alih kode intra-sentential, oleh karena itu dapat disimpulkan bahwa jenis dominan yang sering digunakan oleh Nanda Arsyinta pada videonya adalah intra-sentential switching. Dari 113 unit analisis data alih kode, 7 alasan terjadinya alih kode ditemukan dalam video Nanda Arsyinta, yang pertama adalah ditemukan 5 alih kode dikarenakan berbicara tentang topik tertentu, 10 berempati tentang sesuatu (mengekspresikan solidaritas), 23 interjection (memasukkan pengisi kalimat atau konektor kalimat), 13 niat mengklarifikasi konten ucapan untuk lawan bicara, 2 mengekspresikan identitas kelompok, dan 57 karena kebutuhan leksikal nyata.

Kata kunci: *Alih Kode, Kualitatif, Video Youtube.*

ABSTRACT

This research is conducted to analyze the types and the reasons for Code-switching occurrences in Nanda Arsyinta's Youtube channel. The researcher used qualitative method because the collected information is presented in the form of sentences. For conducting the data of research, the researcher used the observation technique, taking notes, and also coding. The total data found in Nanda Arsyinta's video is 113 units of analysis Code-switching that contains 1 data used tag-switching, 54 data used inter-sentential switching and 58 used intra-sentential switching, therefore, the dominant types in this study is intra-sentential switching was frequently used by Nanda Arsyinta's video. From 113 units of the data analysis of Code-switching, 7 reasons are found in Nanda Arsyinta's video, there are 5 talking about particular topics, 10 being emphatic about something (expressing solidarity), 23 interjections (inserting sentence fillers or sentence connectors), 13 intentions of clarifying the speech content for the interlocutor, 2 expressing group identity, and 57 because of real lexical need.

Keywords: *Code-switching, qualitative, Youtube video*

1. Introduction

Code-switching is the common thing that happen in our life. Most of people do code-switching because of many reasons such as for making the conversation run well and also the common reason that causing it is because of real lexical need. The researcher felt necessary to do code-switching research because the researcher found in her environment that the more a person do co-switching then the more that person lost their suitable lexical in their own language therefore it will harm the language. But, Cs has many positive impact too such as, making the conversation run well and also it can be used for showing a group identity. This subject of this research is Nanda Arsyinta's video, it was chosen as the subject research because of Nanda has many subscribers and also she is a famous person. She often use a simple CS sentence in her video so it can be absorbed and spread by the viewers easily.

The purpose of this research is to figure out the types of CS and reasons for its occurrence. By knowing the type and the reason for Cs occurrence the researcher hopes that people can utilize CS wisely without causing interference in language. To determine and classify the types

of Code-switching the researcher used the theory from Poplack as well as theories of Hoffman (2014) and Troike (2003) to identify the reasons for Code-switching in Nanda's videos.

2. Method

The researcher used qualitative method for this research because the researcher presented the data in sentence form. The instrument used in this research is The researcher, Laptop/Mobile phone, Note(for writing script and data checklist). For collecting the data the researcher used observation while watching the video, taking note for writing the script, marking the sentences which containing CS, analyzing the types of CS based on the theory of Poplack and analyzing the reasons for CS by Hoffman and Troike theory, making check list, then encoding the data segment, and the last present the data.

3. Findings and Discussion

a. Findings

➤ Types of Code-Switching

Based on Poplack's theory, the researcher found that there are three types of code switching found in Nanda Arsyinta's video; those are tag-switching, inter-sentential switching, and also intra-sentential switching. The most commonly used by Nanda is Intra-sentential switching type.

Table 1. Frequency of code switching type that occurs in Nanda Arsyinta's video

No.	Types of Code-Switching	Frequency
1	TCS 1	1
2	TCS 2	54
3	TCS 3	63
The total amount of data		117

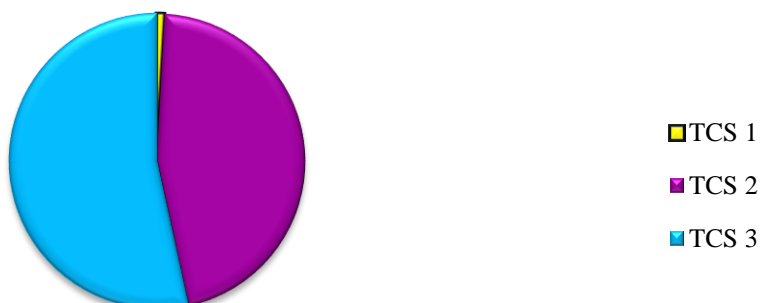


Diagram 1. Types of Code-switching Occurrence

a. Tag Switching (TCS 1)

Tag switching is basically the addition of a tag in one language into a statement that is completely in another language. The researcher found a tag switching which was used by Nanda Arsyinta's video, in this data the researcher presents some example of tag switching.

Extract 1.

"sekarang aku mau ke store sociolla nya, ini pas banget depan lobby jadi deket banget tuh, *let's go!*"

"*Let's go!*" was a short expression or interjection that was used by Nanda in her video for switching code in her utterance. "*let's go!*" is a short expression that is used by Nanda for

showing her strong intention to continue her doing or activity. Moreover she intended to give a clear injunction.

b. Inter-sentential switching (TCS 2)

Inter-sentential switching is a switch at clause or sentence boundary words or phrases at the beginning or end of a sentence, where each clause or sentence is in one dialect or the other. It switches from one language to the other between sentences. From the data the researcher only found 59 codes from all the data. Some examples are analyzed below:

Extract 2.

“Seojun itu pekerja keras dan juga ngejagain Jukyung, bucin terus juga pantang nyerah jadi pelan-pelan aku pindah ke couple nya Seojun. *I'm sorry Suho*”.

In the extract above, the speaker told her opinion about Seojun as the second lead in the webtoon story. She spoke Indonesian language at the beginning and then switched into English when she conveyed her apology to Suho. it can be seen that switching occurred between sentence boundaries. Therefore, this extract can be categorized as inter-sentential switching.

c. Intra-sentential switching (TCS 3)

It happens within the same sentence, from single morpheme to clause level, Scotton (2006: 239). The switching appears in the middle of a utterance, by no interference, hesitation, or stops to be a sign of a shift.

Extract 10.

“jadi karena tahun lalu aku sempat ngebikin dan banyak banget yang nge request ke aku untuk tahun ini bikin lagi *and this is it* sesuai dengan request kalian.”

In this extract Nanda was talking in Bahasa about viewers request that asked her to make an Eid makeup tutorial for the second time then she switched into English then switched again into Bahasa. Nanda said “*jadi karena tahun lalu aku sempat ngebikin dan banyak banget yang nge request ke aku untuk tahun ini bikin lagi*”. This is the Indonesian language then she shifted into English “*and this it*” for showing the result of the viewers request and Nanda switched her language into Bahasa again “*sesuai dengan request kalian*”. Therefore, this extract contained intra-sentential switching because the speaker used Indonesia for the first sentence, English in the middle sentence, then turn into Bahasa again in the last sentence.

➤ **Reasons for CS Occurence**

Code-switching has several reasons that were categorized by some scientists; those classifications can support the occurrence of Code-switching. This research only focuses on Hoffman (2014) and Savile-Troiike (2003). There are 10 reasons for utilizing Code-switching, but the researcher only found seven reasons in Nanda Arsyinta’s video. They are talking about particular topic (R1), Being emphatic about someone (R3), interjection (inserting sentence fillers or sentence connectors) (R4), repetition used for clarification (R5), intention of clarifying the speech content for interlocutor (R6), expressing group identity (R7), because of real lexical need (R9).

Table (2). **Frequency of reasons for code-switching that occurs in Nanda Arsyinta’s Video**

No.	Reasons for Code-Switching Occurrence	Frequency
1	R1	5
2	R2	0
3	R3	10
4	R4	23

5	R5	3
6	R6	13
7	R7	2
S8	R8	0
9	R9	61
10	R10	0
The total amount of data		117

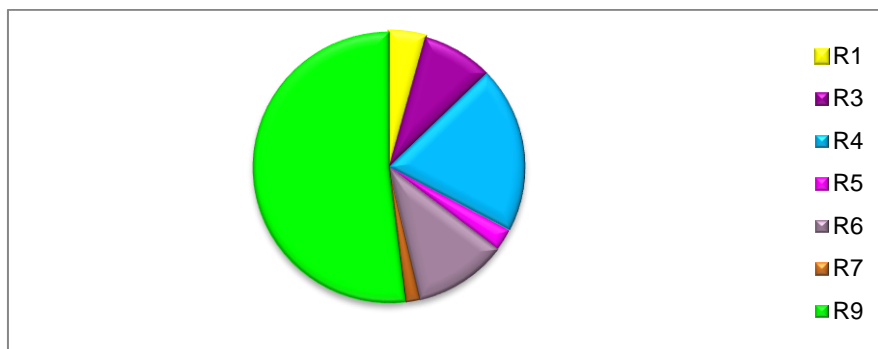


Diagram 2 Reasons for CS occurrence in Nanda Arsyinta's Video

a. Talking about particular topic (**R1**)

There are several switching codes that occurred because of the speaker talking about a particular topic. Some of the examples will be explained below.

Extract 19

“jadi,karena tahun lalu aku sempet ngebikin dan banyak banget yang nge request ke aku untuk tahun ini bikin lagi *and this is it* sesuai dengan request kalian”.

Nanda switched her code in this statement to show the result of the makeup requested by the viewers. She looks comfortable and confident while uttering “*and this is it*”, this utterance refers to her makeup being a topic of the video therefore the researcher thinks that this statement belongs to talking about a particular topic.

a. Being emphatic about something (**R3**)

Ordinarily, when someone speaking in a language other than their native language suddenly wants to be emphatic about something , intentionally or unintentionally they will substitute their code for their own language.

Extract 20

“ah gemoy. *Thank you my fiancé*”.

This statement occurred when Ardy gave a birthday cake to Nanda. Nanda is moved by Ardy's attempts to surprise her and feel empathy for his effort therefore she said “*Thank you my fiance*” because she was grateful. This statement contains an empathy feeling then it belongs for being emphatic about something for the reason of Code-switching occurring.

b. Interjection (inserting sentence fillers or sentence connectors) (**R4**)

Interjection is a brief exclamation like: Hello!, Well!, Yeah!, See!, etc. They have no linguistic esteem, but speakers use them very regularly, ordinarily more in direct talking than in writing. The researcher only found 23 interjections in Code-switching data, here the example of interjection that was found in Nanda Arsyinta's video.

Extract 22

"Okay, I look that now. Dan sekarang aku mau pake yang warna coklat yg ini".

Essentially, interjections are used to express emotions such as surprise or disgust, joy, and excitement. The extract 21 can be seen as an interjection because she was inserting sentence fillers or sentence connector "okay" at the beginning of the statement. And another reason is the speaker was showing joy while uttering "Okay, I look that now" then it can be seen as an interjection based on the defined theory previously.

c. Repetition used for clarification **(R5)**

Occasionally, to make the interlocutor easier to understand the speaker repeated their statement with both of the code they mastered or repeated a message in one code literally.

Extract 24.

"udah selesai, done so yups that's it"

In the statement underlined above the speaker repeated the message in both language that is Indonesia and English. In addition to clarifying the message, the repetition in this statement also strengthens the message, therefore the interlocutor is able to catch the message directly.

d. Intention of clarifying the speech content for interlocutor **(R6)**

When bilingual or multilingual people do conversation code switching often occurs in order to make the content or the meaning of speech or conversation can be understood by the listener and runs smoothly.

Extract 25

"hari ini kita accidentally in pink-pink. mungkin karena aku pink dia nyaman aja pake pink"

The speaker above spoke in Indonesia into English then switched to Indonesia again. It aims to make the viewers understand what Nanda meant in her statement "accidentally in pink-pink" therefore Nanda switches her language into Indonesia to make the conversation between her and Ardya can be understood by the viewers and also Nanda used some gestures to strengthen her message and it can be delivered perfectly.

e. Expressing group identity **(R7)**

In this factor, the researcher only found 2 data Code-switching occurred because of expressing group identity. Here the examples of the data found in Nanda Arsyinta's video.

Extract 26.

"untuk kalian fans webtoon the secret of Angel kalian komen apakah makeup aku mirip atau nggak"

The speaker said "fans webtoon the secret of ange" so it was very clear that this statement belonged to a group of people who love webtoon entitled the secret of angel. other people who do not like this webtoon are not able to understand what Nanda is saying about something that is related to it. Therefore it can be concluded that the reason for switching code in this statement was for expressing group identity.

f. Because of real lexical need **(R9)**

The researcher found that the most reason for code switching occurrences in Nanda Arsyinta's video is because of real lexical need. the speaker used English term because if it is translated into Indonesia, the meaning will become vague and not clear.

Extract 29.

"kalian bisa langsung komen dibawah, thank you for watching don't forget to *like, comment, and subscribe*. Bye, see you in my next video".

All the italic words in the extract 27 and extract 28 come from the English terms or words. In extract 27 the speaker talked about a kind of mask, she explained the texture of the mask. And in extract 28 the speaker uttered that statement to end her video, the researcher thinks that the reason for switching occurrence was because of real lexical need. those italic words "*super matcha clay mask*" and also "*like, comment, and subscribe*" will become a hazy meaning or strange meaning if it utter or translated into Indonesian language.

b. Discussion

Code-switching is a phenomenon that is inherent to everyday life, people do switching while they are talking with another person consciously or unconsciously. Code-Switching means that an application of two languages in a sentence with the same meaning usually occurs between a single turn, or within a single expression or sentence. Generally Code-switching is uttered in two or more languages.

Code-switching is not only occurred in real life but Code-switching also most occurred in social media such as Youtube, instagram, tiktok, twitter, and etc. For this research, the researcher used Youtube as her research subject and for more specific the researcher used video from Nanda Arsyinta's youtube channel that consists of Code-switching in it to be analyzed.

This study was also supported by reference in the related previous study. There are comparisons and similarities of this study with the previous study. The first previous study comes from Yuliana.et.al (2015) they are analyzing and comparing the interaction between Indonesian's celebrities with a bilingual background or some celebrities who have a native parents, and the second previous study came from Murtafiah (2017) which analyzing the teacher practice of Code-switching while teaching English. Both of the previous study has similarity that is the phenomenon of Code-switching in both of previous research occurred in English environment and also the subject that being analyzed has bilingual background.

Meanwhile, this study analyzes code-switching which occurred in Nanda Arsyinta's youtube channel in which Nanda herself does not have bilingual background or native parents. more interestingly, in her videos Nanda often uses code switching on short sentences that are easy to remember and acquire by the viewers, different from the previous study in which almost half of the sentence is Code-switching.

The objectives of the research are to find types of Code-switching and reasons for Code-switching occurrence In Nanda Arsyinta's youtube channel, and this research used two research questions that are analyzing about type and reasons for Code-switching. The researcher used a qualitative method which is also used in this study which was conducted by Murtafiah (2017) she used the theory from Bokamba as her main theory. Meanwhile, Yuliana et.al (2015) used quantitative and qualitative methods in her research and used the theory from Stockwell, on the other hand, therefore between the previous study and this research has the differences that lie in the subject, object, theory and also the environment in the data observed.

Based on the findings, the researcher concluded that there were many Code-switching occurrences in Nanda's video. The researcher did observation and note taking, also coding to categorize and classify the types and exact reasons for code-switching that occurred in Nanda's

video using Poplack's theory in Syafri (2019) to determine and classify the types of Code-switching as well as theories of Hoffman (2014) and Troike (2003) to identify the reasons for Code-switching in Nanda's videos. Then the researchers found that Nanda often used intra-sentential switching type on his videos with 63 switching frequency occurrences and the reasons that most caused Code-switching in Nanda Arsyinta's video is because of real lexical need which some English terms or words will become vague or strange if it is uttered in Indonesian language and this reason has 61 occurrence frequencies in Code-switching for Nanda's video. Then the results of the findings are aimed to answer the research questions that have been mentioned in Chapter I.

Based on the theory and findings, the researcher concluded that Code-switching caused by the lack of equivalent lexicon in language. Additionally, Code-switching is commonly uttered then to be written, we can find it in our daily life or in social media such as Youtube, tiktok, instagram, and etc.

4. Conclusion

First, the total data found in Nanda Arsyinta's video is 113 units of analysis Code-switching that contains 1 data used tag-switching, 54 data used inter-sentential switching and 58 used intra-sentential switching, therefore, the dominant types in this study is intra-sentential switching was frequently used by Nanda Arsyinta's video. Intra-sentential switching concerns language alternation that occurs within the same sentence, from single morpheme to clause level. Sometimes it includes mixing within word boundaries.

Second, from 113 units of the data analysis of Code-switching, seven reasons are found in Nanda Arsyinta's video. there are 5 talking about particular topics, 10 being emphatic about something (expressing solidarity), 23 interjections (inserting sentence fillers or sentence connectors), 13 intentions of clarifying the speech content for the interlocutor, 2 expressing group identity, and 57 because of real lexical need. According to the data, the main reason that is caused by the occurrence of Code-switching in Nanda's video is because of real lexical need. The cause of real lexical need is the common reason for code switching occurrence is the lack of equivalent lexicon in the language. Furthermore, most words that are originally from English term will have a strange or vague meaning if it is translated into Indonesian language.

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