The Analysis of Code-Switching Used by Frederika Cull on Md Entertainment's Youtube Channel

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Abstract. This study focuses on analyzing the types and reasons of code switching used by Frederika Cull in her video interview with MD Entertainment which was uploaded to the YouTube channel using Hoffman's theory. The researcher used descriptive qualitative research to conduct this study because, Content analysis is a research tool that focuses on the actual content and internal media features. The results of the analysis showed that there are four types of code switching occurred the conversation between Frederika and Sanjay as Host on youtube MD Entertainment with the total of data 157. Those are intra-sentential code switching with 34 data, inter-sentential code switching with 51 data, establishing continuity with 6 data, and emblematic with 66 data. Then, there are seven reasons influenced Frederika switch their language. Those are Talking about a particular topic, quoting somebody else, being emphatic about something, Interjection, Repetition, Intention of clarifying the speech content for interlocutor and because of lexical need.

Keywords: Code Switching, Reason Of Code Switching, Sociolinguistics, Types Of Code Switching

Introduction

To carry out social life, humans need to communicate with each other. To facilitate this communication, humans need a communication tool called language. Language is a code agreed upon by humans to make it easier for them to communicate. As a communication tool, language is divided into 3 types, namely speech (spoken language), gestures (body language), and writing (written language).

Spoken language is the language spoken directly by speakers to listeners. This language deals with the grammar, vocabulary, and spelling used in culture. Spoken language that is spoken alternately by speakers and listeners is called dialogue. This dialogue can be found in many literary features such as films, series, podcasts and many more.

Humans is social creature who have the desire to interact with each other. They use their thoughts, instincts, feelings, and desires to give and interact with their surroundings. This interaction is formed because it is influenced by social action, social contact, and social communication. Theoretically, language is related to speaking. Speaking is one aspect of language skills which is an activity (speech) to communicate one's ideas to the listener through spoken language. The purpose of speaking is none other than to communicate.

When communicating, language can be learned both internally and externally. Internal means that research is only carried out on the internal structure of language, such as phonology, morphology, and syntax. While external research means research conducted on factors outside of language, such as social, psychological, ethnic, and artistic factors. The most common mistake is the difference in perception between the recipient and the informant. Positive communication can foster cooperation. Good to achieve good communication. (Abdul Chaer and Léonie Agustina, 2004: First)

Internal communication involves giving and receiving messages from superiors to subordinates or other people, resulting in vertical, horizontal and diagonal internal communication. The form of communication corresponds to the form of organization of activities to carry out effective communication.

When humans interact with each other, in certain cases, humans can find the utterance more than one language, this is called bilingual or multilingual humans. In Indonesia, generally bilinguals are people who use Indonesian and regional languages as their first language, and many are also multilingual, namely people who use several languages simultaneously in Indonesian, regional languages, and foreign languages. Bilingual or multilingual social factors can be caused by many factors. For example, through marriage, children of mixed nationalities and languages are likely to understand and use several different languages. Migration factors are population movements that result in multilingualism, small groups migrate to other regions or countries which cause their

mother tongue to be inactive in new areas. In addition, the educational factor. Schools often teach foreign languages to children, making them bilingual or even multilingual.

Developing communicative skills in multiple languages provides an opportunity for a person to express their feelings and thoughts. The phenomenon of code-switching has long been of interest to scholars who have researched what triggered the incident (Muysken, Peter. 2000).

Code switching is a linguistic convergence whose elements come from several languages, each of which has the function of leaving and supporting the function of the language is inserted. Code switching is often carried out by the Indonesian people in oral and written forms, especially in conversations between famous figures in Indonesia, for example: Frederika Cull.

The objectives of those research are discussing the types of code switching and find out the reasons used by Frederika Cull on her interview with MD Entertainment. The researcher hopes to provide benefits for related theoretical readers. Theoretical benefits, it is hoped later can be a useful insight into related theories in understanding about code switching. This research classify type and reasons Frederika used code switching.

Method

This study used descriptive qualitative research to conduct this study because, Content analysis is a research tool that focuses on the actual content and internal media features. It is focused on determining the presence of a particular word, concept, theme, phrase, character, or sentence in a text or set of texts and measuring this presence objectively. Content analysis can be drawn from all types of communication records: interview transcripts, discourses, observation protocols, videotapes, and documents (Busha and Harter, 1980) taken by Interview at MD Entertainment youtube channel which aired on June 2021 with the guest star Frederika Cull. Here, the researcher highlights the style of language used by Frederika Cull. During research, the researcher act as a research planner, resource collector and data analyst. The data used by researcher in this study were conversation transcripts in video interviews as primary data and secondary data used by researcher in the form of journals, articles and previous research as relevant. The use of data instruments as a tool in the data collection process helps researcher to find it easier and the research conducted more focused on the intended research results. However, researcher must also ensure that the data instruments used are reliable and sustainable.

The collection of data from objects of research are carried out by researcher using note-taking. The researcher watches the video and make a transcript while write down the duration and utterance that have element of types and reasons used code switching. The procedures of analyzing the data, the researcher analyzing data that have been obtained form of utterance needed. As the final step, the researcher describes the utterance with support of relevant data and theory selected.

Result And Discussion

The data in this study are in the form of sentences or phrases found in video interview dialogues that are uploaded on the MD Entertainment YouTube channel. In this chapter, the results of the research are divided into two parts. The first part concerns the types of code switching found in Frederika Cull's video interview with MD Entertainment. The last section focuses on Frederika Cull's reasons for using code switching.

Type of Code Switching

After watching and listening carefully to all the conversations between Frederika and the Host, the researcher found 4 types by Hoffman theory of code switching used by Frederika and the Host from the video interview, namely intra-sentential code switching, inter-sentential code switching, emblematic, and establishing continuity.

Intra Sentential Code Switching

Intra-sentential occurs when speech occurs within a clause or sentence boundary. Where each clause or sentence appears in one language or another. For example:

"Terus pasti focus belajar aja, gak pernah kayak keluar *or go out or anything like that.*" (Frederika, 14: 19)

This utterance was delivered by Frederika to explain her childhood. She didn't have many friends at school because she was a quiet person. So, she doesn't go out. The utterance above has two languages

in one sentence. In the first clause, Frederika uses Indonesian "Terus pasti focus belajar aja, gak pernah kayak keluar", then switches to English "*go out or anything like that* "with the conjunction "or".

Inter Sentential Code Switching

This type takes place between sentences, the switch occurs at a clause or sentence boundary where each clause or sentence is in a different language. Occurring within the same sentence or between speaker turns. For example:

"*And it's just a way where I could expand on that.* Jadi aku bisa terjun lebih dalem lagi di dunia social." (Frederika, 5 : 41)

The utterance consists of two sentences with different language codes. Frederika talked about herself wanting to get more involved in the social world, she wanted to set up a foundation for children.

Emblematic

Emblematic occurs when someone inserts a tag from one language into the utterance of another language which is a diversion, such as: ouch, hello, what and so on. For example:

"Pas menang, rasanya *"Oh my God!"*, aku nangis si, nangis banget, merinding, nangis. Dan pasti dipikiran aku cuman orang tua. Terima kasih banyak orang tua udah kasih aku kesempatan buat ikut ajang ini dan *support* aku" (Frederika, 8 : 39)

The utterance shows an example of an emblematic type of code switching, where Frederika expressed her pride for herself for having won Miss Indonesia and thanks to God with the words "Oh my God!".

Establishing Continuity

According to Hoffman, there is continuity to continue the speech of the previous speaker. For example, when an Indonesian speaker speaks in English and then another speaker tries to respond in English as well.

Example 1:

S : *Oh ya? To the airport?*

F : *To the airport*, Jadi waktu aku berangkat ke Miss Universe, bandara Soekarno Hatta itu penuh dengan baju merah putih. (Sanjay and Frederika, 14 : 44)

In the conversation they discussed Frederika's departure to America for Miss Universe. In the conversation the Host asks "Oh yeah? To the airport? Using English, Frederika then answered by repeating the clause "to the airport" then she switch the explained in Indonesian.

Researcher find four types of code switching based on the theory of Hoffman, C. (1991). The four types of code switching were 34 of 157 utterances of intra-sentential code switching, 51 of 157 utterances of inter-sentential code switching, 66 of 157 utterances of emblematic and 6 of 157 utterances of establishing continuity. The following table shows the total amount of the type of code switching used.

Table 1 Result type of code switching analysis

No	Type of code Switching	Frequency	Percentage
1	Intra-sentential code switching	34	21,7%
2	Inter-Sentential code switching	51	32,4%
3	Emblematic	66	42,1%
4	Establishing continuity	6	3,8%
	Total	157	100%

According to Table 1, researcher can find four types of code switching based on the theory of Hoffman, C. (1991). The four types of code switching were 34 of 157 utterances of intra-sentential code switching with a percentage of 21,7%. 51 of 157 utterances of inter-sentential code switching with a percentage of 32,4%. 66 of 157 utterances of emblematic and 6 of 157 utterances of establishing continuity 3,8%. It is show that emblematic is the most used of type code switching in the conversation between Frederika Cull and also Sanjay as the host of the event.

Reason of Using Code Switching

Based on the data that has been obtained, the researcher found the reasons why Frederika Cull often uses code switching in her conversations, 7 reasons out of 10 types of reasons have been

found based on the theory of Hoffman, C. (1991) used by Freserika Cull. The explanation is as follows:

Talking particular topic

People sometimes prefer to talk about a particular topic in one language than any other language. For example, in this utterance:

> "<u>My Country is really supporting me</u>, fans aku sangat-sangat luar biasa. Jangan mikirin diri kamu. Jangan ego "oh aku kurang cantik," "aku gak tinggi," atau apa. Itu ego kamu yang sedang berbicara <u>Those are like your, you know, your inner thoughts</u>" (Frederika, 15: 09)

Based on the theory of Hoffmann (1991) the reason the example of code switching are speakers switching the language from English to Indonesian is not their daily language because first language Frederika is English. And here Frederika try to use Indonesian language because she is Miss Indonesia.

Quoting somebody else

In quoting, we do not need to have the words the same as the first speaker just the main topic. The aim of quoting someone is usually to accurately convey a real expression to another person or your partner's conversation. For example, in utterance:

> "So, pasti ada rasa minder ni, like "aduh ini perempuan cantik banget," atau *"she's so tall," "oh she's so smart," But I learned not to compare myself to other contestants*, Karena ya mereka punya kelebihan masing-masing"

In this utterance, Frederika quoted a sentence that was made by people and herself because she saw the Miss Universe contestants who were beautiful, smart, and tall. Here she tries not to compare herself and still feels confident to take part in the Miss Universe event.

Being Emphatic about something

When someone speaks that is not his first language and they want to emphasize something. The person unconsciously switch language from the second language to the first language. This happens because the speaker feels more comfortable and assertive in expressing the expression. For example:

> "*So, that's how it started,* bukan karena sebelumnya aku model atau artis, <u>*No,*</u> Aku orang biasa"

here Frederika explains who she was before becoming Miss Universe. She is an ordinary person. The expression NO here is used by Frederika to emphasize that she is not an artist. as we know, even though Frederika was born in Jakarta, she grew up in Australia so her first language is English.

Interjection

The Interjection is a short exclamation like: Damn!, hey!, Well!, Look!, etc. They have no grammatical value, but speakers use them quite often, usually use more in speaking than in writing. The following are example of the usage of interjection in this utterance:

> "Pas menang, rasanya *Oh my God!* aku nangis si, nangis banget, merinding, nangis. Dan pasti dipikiran aku cuman orang tua. Terima kasih banyak orang tua udah kasih aku kesempatan buat ikut ajang ini dan *support* aku" (Frederika, 8: 39)

the word "Oh my God" used by Frederika to express herself when she won Miss Indonesia 2019. She didn't expect to win the beauty contest. We can see the word "Oh my god the utterance above is followed by an exclamation question to strengthen the reason for the interjection. So, we can feel her euphoria and how grateful she is to God.

Repetition Used for Clarification

Repetition is the reason when the speaker wants to clarify what they said. so that listeners can understand it more easily. For example, in this utterance:

> "*So, I learned* … aku setiap hari belajar-belajar terus" (Frederika, 12: 30)

in this utterance the word "learned" in English is repeated or emphasized by the word "belajar" in Indonesian. This happened because Fredrika wanted to explain that she really studied seriously for the Final Miss Universe.

Intention of Clarifying the Speech Content for Interlocutor

When a bilingual or multilingual person talk to another bilingual/multilingual. in their conversations contain a lot of code switching. It means to make the content of their speech run smoothly and be understood by the listener. A message in one code is repeated in the other code in somewhat modified them. For example:

"Itu ego kamu yang sedang berbicara. *Those are like your, you know, your inner thoughts"*
the word Frederika uses here is the word "ego" which seems a bit harsh and makes her selfish. In this sentence, Frederika softens her sentence by replacing it with the word "inner thought". The word has a subtler impression than inner thought.

Because of Real Lexical Need

When a bilingual Indonesian - English speaker has less words in English, they can find it easier to say it in the language Indonesia. Conversely, when they have a word that is lacking in Indonesian, they can use terms in English. If you keep using the Indonesia language then the meaning can be vague, and the meaning can be imprecise. For example:

"Aku ke Huston, aku belajar *make-up,* aku *make-over* dan belajar *knowledge,* belajar *public speaking* lagi. *Background* aku semuanya di cek sama mereka. *And yeah*, aku sampe ke *designer*, salah satu *designer* dan yang sangat hebat di Indonesia, dan juga anak muda juga, Tex Saverio"

we can pay attention to the underlined words; these words are words that are more comfortable to pronounce in English than Indonesian. Like the word "public speaking" if spoken in Indonesian it becomes "berbicara didepan umum". That made Frederika, whose first language was English, have to think harder. Frederika said this sentence to explain what things she did before participating in the Miss Universe.

From the explanation above, the researcher found 7 reasons Frederika uses code switching, there are quoting somebody else, and she imitating the utterances her fans give her. Then talks about particular topics, she uses these reasons to express herself more when talking to other people. Then being emphatic about something is used when he emphasizes something. Then she uses the interjection when she feels excited or proud of something. Repetition is an excuse when she wants to clarify her words. After that, there is the intention of clarifying the speech, which she uses to polite a sentence and the last because lexical need, this is the reason why most people, not only Frederika, use switching codes because it is often easier to pronounce in English than Indonesian. So from the 10 reasons, the researcher managed to find 7 reasons why Frederika often uses Code switching. The result table showed below:

Table 2 Result of analysis the reasons for using code switching

No	Reasons	Code switching
1	Talking about a particular topic	V
2	Quoting somebody else	V
3	Being emphatic about something	V
4	Interjection	V
5	Repetition	V
6	Intention of clarifying the speech content for interlocutor	V
7	Expressing group indentity	X
8	To soften or strengthen request or command	X
9	Because of lexical need	V
10	To exclude other people when a comment is intended for only a limited audience	X

Conclusion

Based on the results of the previous chapter analysis, the researcher summarizes the types of code switching found in the video interview between Frederika Cull and MD Entertainment, they are classified into Intra-sentential code switching, Inter-sentential code switching, emlembatic code switching, and building continuity. The total data from these conversations is 157. Emblematic is the most commonly used by Frederika Cull and is present in 66 utterances. Establishment is the

lowest type with 6 utterances. And the other types are Intra-sentential code switching with 34 utterances and inter-sentential code switching with 51 utterances.

Besides that, the researcher also finds reasons for the use of code switching by Frederika Cull on youtube Channel MD Entertainment with Sanjay as a host, researcher found 7 reason from 10. Those are: Talking about a particular topic, Quoting somebody else, Being emphatic about something, Interjection, Repetition, Intention of clarifying the speech content for interlocutor, and Because of lexical need . The researcher also hopes the next research can be analyzed with similar themes. Therefore, the researcher suggests to use theme code switching used by famous figures and also public opinion about characters using code switching. Many subjects can be analyzed, ranging from music, films, novels and everyday conversations. Because the scope is very broad. Therefore, there some variation in future code switching research.

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