

Code Switching Used by Cinta Laura in Daniel Mananta's YouTube Channel

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Abstract: Code switching is a part of sociolinguistics phenomenon that shows alterations of languages in a conversation or between utterances. Individuals that perform code switching can be deemed bilinguals. This study conducted research based on an event in online video platform, YouTube, that involves Cinta Laura as one of the speakers. The aims of this study were to identify the types of code switching and to explain the reasons of code switching by Cinta Laura in Daniel Mananta's YouTube channel. The study examined Cinta Laura's code switching on Daniel Mananta's YouTube channel. Three types of code switching were identified: intra-sentential (10 data) and inter-sentential (10 data) switching were most common and tag switching (4 data). Six reasons for code switching were found, with talking about a specific topic being the most frequent (9 data), followed by being emphatic (5 data), interjections (4 data), repetition for clarification (3 data), quoting someone else (2 data), and clarifying speech content (1 data). Expressing group identity through code switching was not observed in Cinta Laura's utterances.

INTRODUCTION

Language and social interaction are related to each other at which language functions as a major role to express a message implied by a person. Human life requires a wide range of communication processes and ranges, so that it is possible for speakers to use more than one language. For many reasons, there are abundant of people who are able to communicate in more than one language. The causes behind such a condition could be cultural backgrounds, a constant exposure to other languages, or by learning process. The ability of bilingualism can affect the way of the individual to interact in a certain code, at which they relatively often switch and/or mix the language of their mother tongue with another language. This phenomenon leads to circumstances called as code switching that are often found in bilingual persons.

According to Hoffman (1991), code switching is the situation in which two languages are used in the same utterance and Myers-Scotton (1993) defines that it is a process in which there are alterations of linguistic varieties within the same speech act. Thus, a code refers to a variety within the same language and the entire system of a language. According to Grosjean (Romaine, 1989:8), bilingualism occurs in a wide range of activities because it is prevalent in almost every country

around the worlds and affects nearly half of the world's population.

Two elements, linguistic and non-linguistic, influence how language is used for communication. The social factor is one of the non-linguistic factors that influences language use. It is because language is fundamentally a component of the social structure. It is intriguing to look into how language and social factors related to one another. It is known as sociolinguistics. The use of language in bilingual and multilingual communities is an intriguing sociolinguistics topic to research. People in bilingual or multilingual communities frequently switch between two or more languages when communicating. In their communication, they use a range of languages and dialects in accordance with their circumstances, social circles, and cultural backgrounds. If two or more languages are used alternately by a speaker, it can be said that the person is in a state of code switching.

The purpose of using multiple languages is to build a good communication based on social factors in communication, such as the social context of the interaction, topics, and its reasons. In this study, the phenomenon is intriguing to be further analyzed specifically on a bilingual person as the subject of the research, for example the well-known Indonesian public figure, Cinta Laura. It is widely known that Cinta Laura frequently switch the code anytime she attempted to speak in Indonesian. As a bilingual herself, Cinta Laura has been living in numbers of country during her life which practically affect the habit to communicate in certain languages. Commonly Cinta Laura would deliver her utterances within two languages, Indonesian and English. Hence, she comes out as an ideal person to be conducted research regarding the topic brought up in this study.

This phenomenon leaded this study to analyze “Code Switching Used by Cinta Laura in Daniel Mananta’s YouTube Channel”. This study would analyze the type of code switching used by Cinta Laura during an interview in a video published in Daniel Mananta’s YouTube channel and the reasons underlying the usage of code switching.

There are several previous studies about code switching which relevant to this research and deliver a clarity in the understanding of bilingualism and code switching in general. Nurrohmah (2018) in her thesis entitled “An Analysis of Code Switching Used by English Teacher in the Classroom at the Eight Grade at SMP Muhammadiyah 4 Surakarta in the Academic Year of 2019/2020” carried out a study using descriptive qualitative approach. Data collection was arranged through observation, interview, and recording at which when the learning process was conducted in the settings being said. The previous study applied the theory proposed by Poplack (1980) regarding the types of code switching and the functions of code switching by Gumperz (1972).

Agustina (2018) in her thesis entitled “The Use of Code-Switching and Code-Mixing by English Teacher at MAN Kota Palangka Raya” conducted a study using descriptive qualitative approach. This study used several research instruments such as observation, interviews, as well as documentation method. This research is mainly focused on the code switching performed by English teachers in MAN Kota Palangka Raya while teaching English class. There are three theories applied in this research, the first one is the theory proposed by Poplack (1980) which used to determine the types of code switching, the second one is the theory of code mixing proposed by Myusken (2000), and the theory proposed by Hoffman (1991) to find out the reasons of the use code-switching or code-mixing.

A study of code switching in a mixed-race individual, which Cinta Laura represents, holds significance important as it provides a room of exploration on the complex linguistic and cultural dynamics experienced by such individuals. For a person who lived in different countries as Cinta Laura, code switching may be a natural and necessary adaptation to navigate multicultural environments. Practically, this research could be useful for society, namely it could be a source of information about sociolinguistics theory.

THEORETICAL REVIEW

Code switching is a situation where the speakers deliberately change a code being used by switching from one to another. Code switching, according to Wardhaugh (2010), is a conversational technique used to create, evoke, or alter interpersonal relations with their rights and obligations. Code switching is the alternation of two languages within a single discourse, sentences or constituent (Poplack, 1980). Bilinguals can code-switch and use their languages as resources to find better ways to convey meaning in a society where communication events are conducted by its members who can speak more than one language. It implies that switching codes could be a necessity for communication as well as a phenomenon in modern society.

This research applied theory of Poplack (1980) which classified the code switching into three different types; intra-sentential switching, inter-sentential switching, and tag switching. Furthermore, the purpose or motivation of the speaker is taken into account when code switching occurs. Thus, the related theory to fulfil this aims of the study would be according to Hoffman's theory (1991) that states "there are several reasons for a bilingual or multilingual person to switch or mix their languages such as, talking about a particular topic, quoting somebody else, be empathetic about something, interjections (inserting sentence fillers or sentence connectors), repetition used for clarification, expressing group identity, clarifying speech content for the interlocutor".

RESEARCH METHOD

This study conducted observation in order to collect the data and in addition documentary method to support in gathering the data. According to Arikunto (2006:231) documentation method is a method used to collect the data based on transcript, book, newspaper, magazine, epigraphy, meeting notes, and agenda. The data is gained by observation and documentation. The data collection was firstly conducted by selecting a documentation in form of interview video of Cinta Laura that is relevant to this study. The next step in order would be sorting out the utterances by Cinta Laura in the dialog that are considered as code, which afterwards would further be mapped into transcripts. The transcripts served as a list of data that would be analyzed through this study.

The data was analyzed using the descriptive qualitative method based on theories of the study. The data were process throughout several phases of analysis; each chosen utterance data would be first elaborated by explaining the context occurring in the discourse. This served as an understanding ground to analyzed the data according to the problems of the study. The next phase would be determining the type of code switching on each utterance. This would identify which type of code switching assigned to the data in its respective form of sentence based on Poplack's (1980) theory. It is followed by the analysis of the reasons of code switching as the next step. This phase would explain the reasons underlying each occurrence under consideration of the context being discussed and motivation of the speaker on the basis of applied theory by Hoffman (1991).

Two forms of data were used in the stage of data presentation. Firstly, this study presented the analyzed data in listing form at which the data were separated into types classification of the utterances that were uttered by Cinta Laura in Daniel Mananta's YouTube Channel. Secondly, the data were mapped into checklist table form to determine the classification of the utterances. The analyzed data were given a check mark on the table which appropriate with the classification of the types and reasons of code switching. A coding system was also implemented in order to organize the data being analyzed. The process of creating a coding system was applied to represent the type of each data in respective classification. The coding system scheme can be looked at through the list of abbreviations page.

RESULTS AND DISCUSSION

This chapter covers the results and discussion that has been conducted in this study. The

section served the result of data findings regarding the types of code switching based on Poplack's theory and the reasons of code switching based on Hoffman's theory. The results are elaborated through detailed and in-depth analysis of the data findings into a discussion. The information obtained from the observation was examined in a classification system pertaining the types and reasons of code switching uttered by Cinta Laura.

1. Intra-sentential Switching

This type of code-switching instances is found and analyzed with the amount of ten data from the utterances by Cinta Laura. There are five reasons found and explained accordingly in this specific type of code switching, those are talking about particular topic (5), interjections (1), being emphatic about something (2), repetition used for clarification (1), and quoting somebody else (1).

Data 1 (Talking about particular topic)

“Dan makanya buat aku, aku tau *relationship* apa yang aku miliki dengan Tuhan and for me that's enough, I don't need to prove it to other people.” (3:16)

This data represents the context of how Cinta Laura perceives her spirituality and explains how it is a part of privacy of an individual which should not be invaded by other individual. Cinta Laura's code switching in this data demonstrates intra-sentential switching. She switches between Indonesian and English within the same sentence to convey her message. By using both languages, she emphasizes the importance of her relationship with God and states that she knows what relationship means to her. Additionally, Cinta Laura expresses that she does not feel the necessity to prove this relationship to others.

Data 2 (Repetition used for clarification)

“Even though I knew my worth, walaupun aku tau nilai diri aku. Aku tidak mencintai diri aku cukup untuk bisa melepas ketakutan persepsi orang lain terhadap aku.” (29:10)

Cinta Laura through this utterance below shares her traumatic experience as a result of her fame and how it affected her mentally. The experience inflicts a fear about the perception of society towards herself. The data above involves intra sentential switching at which the code switching occurs in the first sentence of the data given. *Even though I knew my worth*, marks a starter of this utterance which then followed in Indonesian. Upon the analysis, the reason of this code switching can be explained as a repetition for clarifications. By repeating the statement *Even though I knew my worth* as *walaupun aku tau nilai diri aku*, she clarifies her intended message and ensures that her audience understands the significance of her self-perception and the subsequent fear of others' perceptions.

2. Inter-sentential Switching

This type of code-switching instances is found and analyzed with the amount of ten data from the utterances by Cinta Laura. There are five reasons found and explained accordingly in this specific type of code switching, those are talking about particular topic (3), being emphatic about something (3), repetition used for clarification (2), and quoting somebody else (1), and Intention of clarifying the speech content for interlocutor (1).

Data 3 (Talking about particular topic)

“You can ask many people. Mereka selalu bilang ‘oh ya? kamu waktu itu umur 12 tahun?’” (4:42)

This data represents a context at which Cinta Laura explained the detrimental situation in the entertainment industry during her early phase of career. It is then brought up that people back then viewed her as an adult alongside expectations at certain level. The code switching in this data

includes both inter-sentential switching and tag switching. The switch from English to Indonesian occurred at the sentence boundaries, which indicates inter-sentential switching. The first part of the sentence, *you can ask many people* is in English. Then, the rest of the sentence is in Indonesian, including the reported speech '*oh ya? kamu waktu itu umur 12 tahun?*'

The reason for code switching in this instance can be attributed to talking about particular topic. The use of the English phrase in the beginning of sentence marks the intention of Cinta Laura to tell a situation occurred during her career in the past.

Data 4 (Being emphatic about something)

"So, I did really well on school. Aku dulunya juga atlet di sekolah, basket lari dan lain-lain." (6:50)

The utterance above brings up the conversation where Cinta Laura shares her story of how she would with negative emotions and alters it as a motivation as a professional. The code switching in this data indicates inter-sentential switching. Inter-sentential switching refers to switching between different languages at sentence boundaries. In this case, the switch occurs between sentences. When Cinta Laura says, *So I did really well on school*, she may have chosen to switch languages to heighten the emotional impact of her academic achievement, which is in line with her previous statement where she would not lose to negative emotions and used it to work harder instead. This switch allows her to amplify her personal behaviour more authentically and connect with the topic at hand.

3. Tag Switching

This type of code-switching instances is found and analyzed with the amount of ten data from the utterances by Cinta Laura. There are two reasons found and explained accordingly in this specific type of code switching, those are talking about particular topic (1) and interjections (3).

Data 5 (Interjection)

"Damn! Untuk apa terkenal, untuk apa punya ABC kalo aku ga bahagia." (18:45)

The code switching in this sentence can be classified as tag switching. Tag switching refers to the insertion of a tag or a short phrase from one language. In this case, the English interjection *Damn!* is inserted as a tag into an utterance that is predominantly in another language. The code switching serves to add emphasis and convey a particular tone to her statement.

The reason for tag switching in this instance can be attributed to expressing strong emotion and using a specific interjection. The code switching in English interjection *Damn!* serves the purpose of expressing a strong emotional reaction. *Damn!* is an interjection that conveys frustration, anger, or emphasis. By inserting this English tag within the Indonesian sentence, Cinta Laura intensifies the emotional impact and adds emphasis to her expression of frustration and dissatisfaction.

Data 6 (Talking about particular topic)

"So, datanglah pandemi 2020 dan tentunya kita semua *stuck* di rumah." (31:11)

The code switching in this sentence demonstrates tag switching. In tag switching, a tag or a phrase from one language is inserted into an utterance that is predominantly in another language. In this case, the phrase *tentunya kita semua stuck di rumah* is primarily in Indonesian, but the word *So* at the beginning of the sentence is an English tag that is inserted. By using the English tag *So*, Cinta Laura adds a conversational marker that transitions into her narrative. Regarding the reason for code switching in this context, it can be associated with talking about a particular topic. Cinta Laura is sharing her experience of moving to Indonesia and the subsequent impact of the 2020 pandemic.

CONCLUSIONS

The result of analysis suggests that Cinta Laura performed all of the three types of code switching in her utterances at Daniel Mananta's YouTube channel. There are 26 data being analyzed that includes 10 intra-sentential switching, 10 inter-sentential switching, and 4 tag switching. In this event, Cinta Laura frequently used intra-sentential and inter-sentential switching during her speech in various kinds of topic. In other side, tag switching is found to be the least common type of code switching throughout the discussion and it was used under the purpose of emphasizing the sentence or message uttered by the speaker.

There are seven reasons of code switching based on Hoffman's (1991) theory which appears to be six of them were performed as a result of this study. Based on the findings, the reasons of code switching from the most to the least appearance are talking about particular topic with nine data, being emphatic about something with five data, interjections with four data, repetition used for clarification with three data, quoting somebody else with two data, and intention of clarifying the speech content for interlocutor with one data. Expressing group identity as one of the reasons of code switching was not found in this study from the utterances by Cinta Laura being observed.

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