Code Choice Used in Youtube Content "Nebeng Boy"

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ABSTRACT

Nebeng Boy is one of the most popular YouTube content created by Indonesian YouTuber and an ex-Video Jockey from MTV, Boy William. The participants in this YouTube content are divided into two; the Host and the Guests. This research aims to find out the code choices chosen by the participants of YouTube content "Nebeng Boy" and the reasons why the participants choose the different codes. This research was a case study of sociolinguistics which employed a descriptive qualitative method. In collecting the data, the researcher has done a few techniques namely taking notes from observing the conversation, transcribing the dialogues between participants, and classifying the data. The researcher used total sampling technique and took the whole part of dialogue from six videos of "Nebeng Boy". The results of this research show that the code choices employed by the participants of Nebeng Boy are informal variety from Bahasa Indonesia and English which resembles of high social class or high social status. Each participant has different way in using the codes and also has different reason behind it. The Host of the program uses informal code choices to show solidarity, express emotions, show intimacy, changing topics, and including another person to the conversation. Meanwhile, the factors that the guests use the code choices are the background of the person, the profession, function of the conversation, topics, the situation of conversation, and to include another person.

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INTRODUCTION

YouTube is one of widely used social media in Indonesia since 2006. Created by Chad Hurley, Steve Chen, and Jawed Karim, YouTube users have increased drastically. YouTube has made many awards and collaborations with big companies in America including the nickname "Nine of ten best products" in 2006. Unlike other social media, YouTube is a free video-sharing platform which allows people to make money from getting many subscribers and viewers of their content.

Today, a lot of people make their own YouTube channel and start uploading their content to YouTube. The theme of the content is varied, people can upload videos about

their daily activities, video review products or services, video of mini drama, tutorials, or even lectures. There is also no limitation for people about their age, gender, nationality, or language he or she speaks to start uploading content.

YouTubers who make quality content get income from advertisement Google AdSense and or do collaborations with some companies by doing endorsement or product placement in their content. The more quality and attractive the content, the more people will be interested in subscribing and the company will also pay attention to their channel to make some collaboration. Some use certain language, accent, dialect or style of a language that they think suitable and interesting to watch. For example: people who share makeup or beauty tutorial videos (in here called Beauty Vlogger) uses Bahasa Indonesia mixed with English. They might do that due to lack of makeup terms in Bahasa Indonesia, or they might only do that so that they might sound expert in what they do, or other reasons. A lot of cases happen not only by Beauty Vloggers, but also the gadget or car reviewers, video tutorials, or just the normal vloggers.

Boy William started uploading YouTube video since May 10th, 2017. The total videos in his channel are 61 per April 2019 and with 1,1 million subscribers he makes around 33 million rupiahs per month from YouTube. *Nebeng* Boy is the most-watched YouTube content of Boy William's channel. Some of the videos of *Nebeng* Boy had been watched two until three million times. This content is about car interview themed video where Boy William (as the host) will pick up the guest or the interviewee and drive to unspecific destination to just asking them casual questions. This is an imitation of James Corden's videos called "Carpool Karaoke".

The most interesting thing about this content is Boy William succeeded in inviting people from different professions and backgrounds to his program. Starting from his fellow celebrity friends, presenter, comedian, gamers, even the President of Republic Indonesia, President Jokowi. Although Boy William as the host of the program interview a lot of people, he tries to make the casual atmosphere and the impression of closeness with the guests. In this case, Boy William shows different way of talking based on the guest he is having in his car.

The varieties of codes which appeared in Nebeng Boy are varied. There are informal Bahasa Indonesia, formal Bahasa Indonesia, informal English and formal English. The choices of languages are different for each participant in Nebeng Boy, it may depend on a few components such as the person who is talking, the setting, the topic and the function of the conversation itself (Holmes, 1992).

When Boy William drives Daniel Mananta uses a less formal way of talking, Boy William sometimes also uses the slangs in Bahasa Indonesia such as "*Gue*" and "*Lo*" for the substitute of "Me" and "You" which shows the closer the relationship with the guest. In Bahasa Indonesia, people in peers will change their nickname or way of calling someone with less formal ones to show their relationship (how close they are to each other, or to show respect for someone who is older, or someone who has higher status with them). Opposite to when he is talking to Najwa Shihab, he calls her "*Kak Najwa*" rather than calling her by her name or by "*Lo*". "*Kak*" means a girl or woman that is older than the

speaker. However, he did not choose to call Najwa Shihab by "*Ibu*" or "*Bu*" which means "Madam" or "Ms." to create the closeness between him and Najwa Shihab.

Not only by the way Boy William addressing his guests, but also his code choice shown by the words and style he chose. When Boy William had President Jokowi as his guest, he talked in Bahasa Indonesia and barely inserting English words or switch from Bahasa Indonesia to English. From his conversation with President Jokowi, even though Boy William addresses President Jokowi with "Bapak" which means "Sir" in English, Boy William still uses informal or non-standardized Bahasa Indonesia at times.

However, the use of language always be concerned by the speaker to follow the rules of what is appropriate to use the language. The emergence of the language choice itself is natural, automatic, and unplanned (Yusmawati, 2018). The choice of language is not limited only by just the person he or she talks to, but also by the topic they talk about, where and when the conversation is done, and the media used to carry the conversation.

Holmes (2006) explained the relationship between the linguistic phenomenon and the social factors in choosing a language with domain study. The domain of a language is the participant, setting, and topic (Holmes, 2006, p. 22). According to Fishman (1972) domain is also an institutional context for language use, congruent behavioral and co-occurrence. Domain can be family, religion, employment, friendship, and education.

There are many researches raised related to YouTube and the effectiveness of YouTube, however, there are just a few researches conducted in studying linguistics aspects of YouTube users. Some of the research only study about the code switching used in YouTube content, for example, research by Lailatul Maghfiroh with the title "An Analysis on Form, Function, And Reason of Code-Switching and Code-Mixing Used in Vlog of Shirin Al Athrus" in 2018. Maghfiroh in her research examines the type and form of code switching and code mixing, the function of code switching and code mixing, and also the reason why the speaker uses the code switching and code mixing.

Similar researches also conducted by Atria Primayanda in 2019 with title "The Role of Code-Switching Phenomena in a YouTube Vlog by Sacha Stevenson" and by Dhia Salsabila the thesis of "An Analysis of Code Switching used by Beauty Vlogger "Sarah Ayu" in Video 'Testing Full Face of New Makeup'" in 2018. The three of the research above are examined just about the types and the reasons of the code switching are used in the videos.

The purposes in this research are to find out the code choices used by the participants, to find out the characteristic and why the participants chose different code choices. In finding out the

THEORY AND METHODS

This research is a case study with descriptive qualitative method. Qualitative method is appropriate for this research because it is useful to gather and analyse explanatory data such as exploring the context where the Code Choice takes place in the YouTube content. In collecting the data, the researcher has done a few techniques namely

taking notes from observing the conversation, transcribing the dialogues between participants, and classifying the data. Total sampling technique is chosen because the target or the population is small and the characteristics are well-defined. The researcher took the whole part of the dialogue from six videos of "Nebeng Boy". It is done by taking notes and transcribing the videos of Nebeng Boy.

FINDINGS AND DISCUSSION

Code Choices

There are several code choices occurs in Boy William's YouTube content '*Nebeng Boy*'. The codes employed by the participants in the videos are varied, depending on the topics, situation and the participants itself, that will later on be explained on the next part of the reason why the participants chose the code.

From the Figure 1. Code Choices Used in Nebeng Boy, the most common code
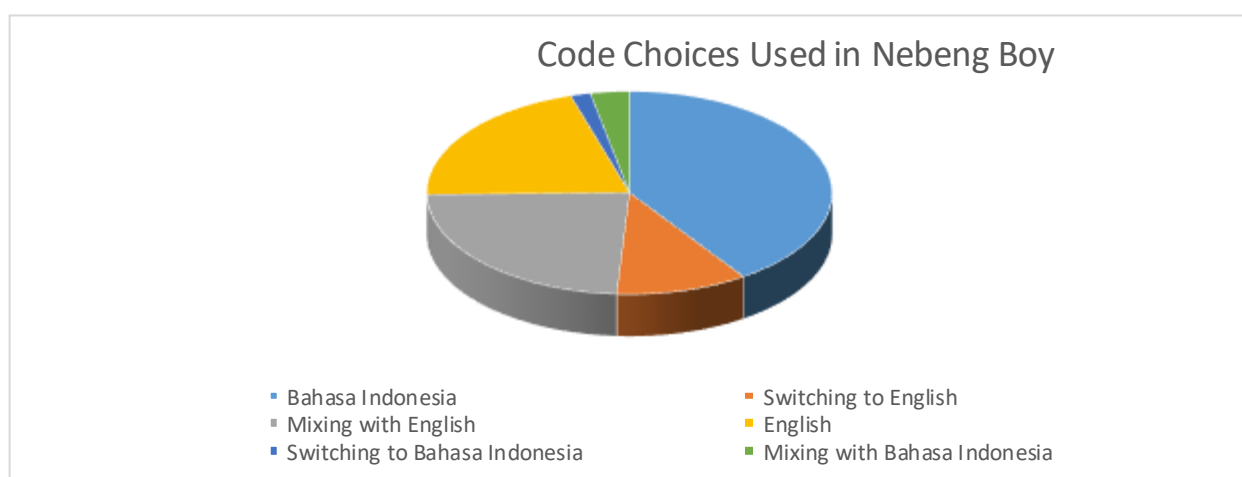
chosen by the participants is Bahasa Indonesia (40,5%), followed by Switching from Bahasa Indonesia to English (10,5%) and mixing with English 23,7%. Participants of Nebeng Boy rarely use English as the main language, therefore, English is only used 20,6% followed with Switching from English to Bahasa Indonesia (1,6%) and mixing with Bahasa Indonesia 3,1%. The language varieties are used by each participant based on some motives. The explanation of each code choice are as follows:

1) Bahasa Indonesia

Bahasa Indonesia is national language of Indonesia. However, there are two categories of Bahasa Indonesia. First is Formal Bahasa Indonesia which marked with certain characteristic such as grammatical characteristic and words choice. Formal Bahasa Indonesia uses standard words which based on Bahasa Indonesia's principle in *Pedoman Umum Ejaan Bahasa Indonesia yang Disempurnakan* (EYD) and *Kamus Besar Bahasa Indonesia*. However, the use of Formal Bahasa Indonesia is not as much as Informal Bahasa Indonesia. Formal Bahasa Indonesia is only used in the written form or in written speech such as speech and news report.

In this study, the researcher only found Informal Bahasa Indonesia because none of the participants use Formal Bahasa Indonesia during the conversation in

Nebeng Boy. Informal Bahasa Indonesia is used by almost of all participants of Nebeng Boy except Austin Mahone because Austin Mahone is an American singer.

The Informal Bahasa Indonesia used by the participants is marked by the use of non-standardized words, incomplete grammatical sentence, and the use of local dialect. For example, in the conversation between Boy William and Najwa Shihab, in the opening part, Boy William said "it's challenging getting you in the car! *Tau gak, banyak orang yang bilang 'Lu bakal ditolak! Dia mah gak bakal mau naik mobil lu!'*". In that part of dialogue, Boy William switched at intra sentential to English, and followed by Informal Bahasa Indonesia. "*Tau gak, banyak orang yang bilang*" means "Do you know, there are a lot of people said" is informal Bahasa Indonesia because in Formal Bahasa Indonesia Boy William should use "*Tahu tidak, banyak orang berkata*" because the word '*gak*' is informal form of "*tidak*" and the word '*bilang*' is informal form of '*berkata*' and the last sentence "*Lu bakal ditolak! Dia mah gak bakal mau naik mobil lu!*" which means "You will be rejected, she wouldn't get into your car!" should be "*kamu pasti ditolak! Dia tidak mungkin ingin naik mobil kamu!*". The word "*Lu*" or means 'you' in English should be replaced with '*kamu*' if the relationship between speakers are close, or 'engkau' or 'anda' if the relationship between speakers are not close.

2) English

English is the least dominant language chosen by the participants. The only guests who speaks English the entire time is only Austin Mahone. Similar to the varieties of Bahasa Indonesia found by the researcher from the data, there are also varieties of English spoken by the participants.

Table 1. Percentage use of English in the *Nebeng Boy*

Participants	Variety of English		Σ
	SE	NSE	
Boy William	19(63,3%)	11 (36,7%)	30(100%)
Najwa Shihab	1(100%)	0	1(100%)
Daniel Mananta	2(100%)	0	2(100%)
Austin Mahone	9(50%)	9(50%)	18(100%)
Chelsea Islan	2(100%)	0	2(100%)
Σ	33(62,3%)	20(37,7%)	53(100%)

SE   = Standard English

NSE   = Non-standard English

There are two varieties of English found by the researcher from the dialogues on YouTube content '*Nebeng Boy'*. The first variety is Standard English. This variety is marked by standardized grammatical sentence and standardized words which avoids non-standard slangs and swear words. Standard English is associated with the prestige of the speakers within a language group (such as people in Britain) and is learnt by foreigners, and used in formal occasion, business, political situations, and mostly in mass media. Standard English may be used in daily spoken language however, the use may still depend on to whom the speaker talks to, time, place and situation of occurrence.

Meanwhile, the Non-standard English often found does not really pay attention to the standardized grammatical and the use of slang words or phrases.

Non-standard English may have grammatical incorrect or incomplete, and it may consist of slangs and improvised personal opinions. People may use Non-standard English to colleagues, co-workers, siblings, and friends rather than to talk to people with higher social status or people who are older than the speaker.

3) Code Switching

In the data, there are also code switching found by the researcher done by the participants of Nebeng Boy. Code switching happens when the participants or the speakers change the language they speak whenever he or she has motivations to do so. The change of codes may happen between varieties within a language, codes, phrases, sentences, or even in a clause boundary. Code switching is found almost by each participant, except President Jokowi. President Jokowi does not switch from Bahasa Indonesia to English neither from English to Bahasa Indonesia.

Table 2. Percentage use of Code Switching in *Nebeng Boy*

Participants	Variety of Language		Σ
	SWE	SWB	
Boy William	11(78,6%)	3(21,4%)	14(100%)
Daniel Mananta	5(100%)	0	5(100%)
Najwa Shihab	6(100%)	0	6(100%)
Austin Mahone	0	1(100%)	1(100%)
Merry Riana	3(100%)	0	3(100%)
Chelsea Islan	2(100%)	0	2(100%)
Σ	27(87,1%)	4(12,9%)	31(100%)

SWE = Switching to English
SWB = Switching to Bahasa Indonesia

The researcher found that Boy William as the host of the program switched from Bahasa Indonesia to English in the 9 data of 27, and switched from English to Bahasa Indonesia 2 times. Meanwhile the other participants only switched from their own vernacular language to English, and otherwise.

Most of the Code-Switching data found is Metaphorical Code Switching that will later on be explained based on each participant in the next part of the Chapter IV. This happens because most of the participants are alone only themselves in the car with Boy William and there are rarely change of situation in the program *Nebeng* Boy.

4) Code Mixing

Code Mixing is found 16,2% of the total data. This happens because majority of the participants are Indonesian and speak Bahasa Indonesia as their main language. However, there are data that shows that the participants are also mixing their Bahasa Indonesia with English in their conversation with Boy William in Nebeng Boy.

Table 3. Percentage use of Code Mixing in *Nebeng Boy*

Participants	Variety of Language		Σ
	ME	MB	
Boy William	31(81,6%)	7(18,4%)	38(100%)
Daniel Mananta	5(83,3%)	1(16,7%)	6(100%)
Najwa Shihab	9(100%)	0	9(100%)
Merry Riana	9(100%)	0	9(100%)
Chelsea Islan	7(100%)	0	7(100%)
Σ	61(88,4%)	8(11,6%)	69(100%)

ME = Mixing with English
MB = Mixing with Bahasa Indonesia

From the table above, only Boy William and Daniel Mananta who mix both languages (English and Bahasa Indonesia). It may happen because code mixing became style of talking for Daniel Mananta and Boy William as an ex-VJ who were fluent speaking Bahasa Indonesia and English with the same competency.

Meanwhile, the other participants such as Najwa Shihab, Merry Riana, and Chelsea Islan only found to mix Bahasa Indonesia with English, but does not otherwise.

The Reason Why the Participants use the different code choices

The results shown by the findings of this research proves Fasold's theory in his book The Sociolinguistics of Society in 1984 which stated that the choice of language is not limited in choosing a whole language but also the variation in the same language, switching code, and mixing code. The most common code choice found in the videos analysed from Nebeng Boy is Informal Bahasa Indonesia. This code choice is used almost by all of the participants except Austin Mahone (an American Singer) which only speaks English. The other code choices appeared in the videos are Bahasa Indonesia mixing with English, switching to English, English, mixing with Bahasa Indonesia, and switching to Bahasa Indonesia.

The participants of Nebeng Boy always choose to use informal variety of languages, in Bahasa Indonesia and in English. This phenomenon is indicated by incomplete sentence structure, the use of informal words, phrases, and expression, and the mixing with another language. The switching or mixing with other language such as Bahasa Indonesia mixed with English happened when the participant needs of lexical substitution to express their opinion or feelings, meanwhile, switching from English to Bahasa Indonesia happened because of other party is included or to exclude other party.

The code choices chosen by the participants show that the use of English and Bahasa Indonesia became features of bilingualism. This matches Haugen's (1949) and Mackey's (1972) theory that if one person successfully gives a complete speech and expression with meaning or use two codes alternately is categorized as bilingual. In this case, bilingualism became the mark of elite community or high social class status shown by the guests of Nebeng Boy, and the host of Nebeng Boy itself.

Compared to the previous research about code choice in movie Eat, Pray, Love conducted by Reiza Fadhila in 2016, the code choice of the speaker was not explained in detail such as the indication of language variety but only discuss

about the code switching, code mixing and the whole language use. However, the reason of choosing the code choice maybe similar to research conducted to Istrina's research about code choice in a movie entitled "Rush Hour 2" in 2010 which showed the results to show respect, to elaborate and emphasize the message, and to show intimacy, to avoid misunderstanding, and shows incompetency.

However, in choosing languages, each of the participants in Nebeng Boy may do it purposely and non-purposely. For example, Boy William always uses informal languages to his guests to show intimacy and to make the guests more open to him, but when Daniel Mananta talks to him, he also uses informal languages because he and Boy William has a close relationship and because Daniel Mananta is invited as a friend to Nebeng Boy by Boy William.

This research finding also found that the code choice is also affected by other social factors such as the background of the speaker and the profession of the speaker. President Jokowi always uses Bahasa Indonesia in the informal variety and does not mix or switch to English like the other guests. This is to show his background as the President of Indonesia and to show his nationalism to the country. Moreover, Najwa Shihab, a famous presenter, even though she is older than Boy William she addresses herself as "*Aku*" to Boy William meanwhile, Merry Riana addresses herself as "*Saya*" which show contrast that profession and background affect the choice of language.

The other research conducted before also found that the code choice is also affected by the situation of the conversation, the topic, the function of the conversation (Salsabila 2018, Darmiasih, 2019). These factors are also shown in the analysis of the fist sub-chapter IV where most of the guests speak informally because of the situation and the topic of the conversation which naturally affect them to choose informal language varieties.

CONCLUSION

The types of code choice used by the participants in Nebeng Boy are Bahasa Indonesia, switching to English, mixing with English, English, switching to Bahasa Indonesia, Mixing with Bahasa Indonesia. The percentage of code choice used by the participants are (40,5%) Bahasa Indonesia, (10,5%) Switching from Bahasa Indonesia to English, (23,7%) mixing with English, (20,6%) English, (1,6%) switching from English to Bahasa Indonesia, and (3,1%) mixing with Bahasa Indonesia. Bahasa Indonesia is the most dominant code used in Nebeng Boy, because Bahasa Indonesia is national language of Indonesia, and most of the participant of Nebeng Boy is Indonesian. The high percentage of English used in Nebeng Boy became the features and the characteristics of Nebeng Boy as one of YouTube content produced by Indonesian YouTubers and directed to Indonesian viewers. In this case, most of the participants of Nebeng Boy are Indonesian with fluency of English which shows that English as a prestigious language which only people with high social class and high education who can master it.

The pattern of code choice used by each of the participants are consistent. The participants used informal language during the conversation either in Bahasa Indonesia or English. In case of Bahasa Indonesia, the indicator or informal language variety used is the incomplete structure sentence, the use of non-standard word choices, the use of local language dialect such as Javanese and Betawi dialect, and mixing or switching to English. Similar to the informality of

Bahasa Indonesia, the English used is also informal, indicated by incomplete grammatical sentence, the use of informal expression and words choices, and the mixing or switching to Bahasa Indonesia. The switching and mixing with English happened in majority of time shown by percentage above, switching and mixing in this case can be in the form of words, phrases, sentence or expressions.

Each of participants of the YouTube content "Nebeng Boy" has different characteristic and way of talking which is distinctive one to another. This phenomenon affected by some reason. In this case, the researcher found out that both of the host and the guests used informal language while talking in Nebeng Boy. However, the reason of the host in using informal language is different from the reason why the guests use informal languages. The researcher found that the host uses informal language in the vlog Nebeng Boy to make the guests are more comfortable with him and to be more open with him to talk about impersonal matters to the most personal matters. Meanwhile, for the guests, the reason why the guests chose to speak in informal language because of the situation of the event or the conversation takes place, the relationship between the guest and the host outside Nebeng Boy, the background of each guest including age and profession, and the last one is the topic that may require the participants to switch to other code.

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