

Code Switching Used by Cinta Laura and Maudy Ayunda on YouTube Channel

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ABSTRACT

Nowadays, in the bilingual community using two languages in the communication process is often happens and that is called code switching. This study concerned code switching in Cinta Laura and Maudy Ayunda's utterances on Cinta Laura YouTube Channel. The aims of this study is to identify the types of code switching of Cinta Laura and Maudy Ayunda utterances and also the meaning of utterances by Cinta Laura and Maudy Ayunda regarding the types of code switching. A descriptive qualitative method is used for this study to analyzing the data collected from one content video containing code switching. The data were collected by observation method through watching, transcribing, note taking and also classifying the utterances. The results of the analysis shows that found 147 data with Intra-Sentential Switching 76 (52%), Inter-Sentential Switching 62 (42%), and Tag Switching 9 (6%). The dominant type of code switching used by Cinta Laura and Maudy Ayunda on YouTube Channel is Intra-Sentential Switching.

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INTRODUCTION

Nowadays, it is crucial for people to adept more than one language, especially people from a country where English is not their mother tongue. They must be able to speak English as a result of globalization, when individuals from different parts of the world may interact in a system of communication, education, and other facets of daily life (Andayani, 2016). As a perspective on (Wardhaugh, 2010) the term used to describe the phenomena of people who speak more than one code or language that is called bilingualism or multilingualism. (Mulyani, 2017) stated that bilingualism is defined as the possession of more than two words or utterances in another language, which is flexible, simple, and easy to express. In short, someone is called bilingual if they are able to speak two languages or codes as well as they can. If someone has the capability of using more than two codes or languages at the same level of understanding, it is called multilingualism. (Pareza & Rosita, 2022) defines multilingualism is a natural phenomenon, speaking two or more languages in the days of globalization is a natural way of the human race.

Human that interact with others in a speech community are often aware of the appropriate language to use when communicating with them. For example, Indonesians are commonly bilinguals. Indonesians bilinguals often speak one local language and Indonesian, or Indonesian and one foreign language, which may be English, Mandarin or Japanese. According to (Astuti, 2020) the older generation may still used their local regional language for communication with their old friends or relatives who speak the same language. Simply said, Indonesian is the primary language used for communication in any aspect of life in Indonesia, including media, business, and social interactions. However, among all of those foreign languages, English is becoming more common in conversations for Indonesians, particularly among young people living in urban regions. In these days, people are unable to avoid being bilingual or multilingual because communication is an essential component in both especially in Indonesians. Someone becoming bilingual or multilingual can be caused by the location of each person's homes, families, and even schools factors (Rapini, 2022a). (Pareza & Rosita, 2022) stated that based on the sociolinguistics theory, more common among members of multilingual societies and those who are fluent in two or more languages probably to do code switching.

According to Wardhaugh (2006) as cited (Fiorensa & Dhona Handayani, 2021), code switching refers to a phenomenon that language switch from one language to another language. Code switching happens between two or more languages when a bilingual person communicates with another bilingual. Because when the languages they are familiar with are spoken around them, bilingual persons are more likely to switch the code from one language to another. This indicates that the speech community determines if code switching is used. (Kamala & Amin, 2023) presented that code switching also the employment of different languages in conversation people who talk more than one language frequently switch with one language to another while talking with individuals having similar languages. Furthermore, code switching may emerge from individual decision or be used as a significant personality marker for a group of speakers who should manage more than one language in their normal interest (Afryanti et al., 2021). In another words, code switching is the combining of two or more languages through the use of words, phrases, and sentences. The use of code switching in the communication process often occurs in everyday life in Indonesia, especially among public figures.

In Indonesia, many studies regarding code switching among public figures have been done. For instance, the first study from (Azira et al., 2023) entitled *"An Analysis Of Code-Switching In Daniel Mananta Network Youtube Channel"*. This study analyse the types and functions of code switching in Daniel Mananta Network Youtube Channel while interacting with one another in more informal situations. The findings of this study demonstrate that the Daniel Mananta Network Youtube Channel participants generally used intra-sentential code-switching rather than inter-sentential code-switching, tag switching, and intra-word code-switching. Additionally, this study also found a phenomenon of code-switching that develop where intra-sentential code-switching happened within inter-sentential code-switching. The findings of this study not only code-switching but also code-mixing which is a reproduction that occurred as a result of the common use of Indonesian in speech. And the most frequent function of code-switching used by the participants in the Daniel Mananta Network YouTube Channel is the lexical need.

Then, there is also a second study from (Banowati & Hendar, 2022) entitled *"Code Switching in Twitter Jerome Polin: Sociolinguistics Study"*. The purpose of this study to

analyse and examine closely the types of code switching that happen in the Twitter account user Jerome Polin and the functions collected in each type. The data used provided the social media applications, spesifically twitter user of Jerome Polin. The results established that there are three types of Code Switching, namely Inter-sentential 2 (40%), Intrasentential 2 (40%), and Tag Switching 1 (20%). Function of Code Switching on this research are bilingual 5 (31%), jokes 1 (6%), build solidarity 3 (19%), emphasize what is important 2 (12%), attracting attention 3 (19%), trend words 2 (13%).

Next, the third study was conducted from (Rapini, 2022) entitled "Code Switching Used by Agnes Monica on Deddy Corbuzier's Podcast". The purpose of this study aims to analyses the types of Code Switching found in Video Podcasts on the Deddy Corbuzier Channel with Agnes Monica. in collecting the data there are some methods such as, searching the video, watch the video carefully and analyze the code-switching. After analyzing, the researcher found the 40 data and the researcher got Inter-sentential switching 12 (30%), Intra-sentential switching 8 (20%), Tag-switching 3 (8%) and Intra-word Switching 17 (42%). The dominant type of code switching used by Agnez Monica on podcast Deddy Corbuzier in YouTube is Intra-word Switching.

And the fourth study from (Nurvadhilah et al., 2022) entitled "Code Switching in Di Balik Pintu Vlog By Boy William". This study aims to identify the different kinds of code switching, the factors that cause of code switching and the function of code switching as it was applied in Boy William's Di Balik Pintu vlog. The findings of this study demonstrated the use of tag switching, intersentential switching, and intrasentential switching as the three types of code switching in Di Balik Pintu vlog by Boy William. The finding of this study indicated 129 data, 24 intersentential switching data, 74 intrasentential switching data, and 31 tag switching data. The results of the factors that cause code switching were 75 data, there are 34 data of speakers, 28 data of interlocutors, 7 data of situation change from formal to informal, 5 data of change discussion topic, and also 1 data of attendance of the third person while for the function of code switching found 129. The researchers found 19 quotation, 12 addressee specification, 25 interjections, 14 reiterations, 22 message gualification, and 37 personalization or objectification in her study.

Lastly, the study from (Januartini & Santika, 2023) entitled "*Types of Code-Switching Take from Tasya Kamila Instagram Account*". The purpose of this study aims to analyze the types of code-switching from Indonesian to English and vice versa on Tasya Kamila Instagram Account. This study using the theory from Poplack (1980) to analyse the data. There are 3 types of code-switching based on theory from Poplack (1980) there are tag-switching, inter-sentential switching, and intra-sentential switching. The types of code-switching that use 5 data of tag-switching with percentage (8.62%), 28 data of inter-sentential switching with percentage (48,28%), and 25 data of intra-sentential switching with percentage (43,10%). The results of this study, Tasya Kamila is effectively using inter-sentential switching in writing captions for each photo or video on her Instagram account.

In this study, YouTube Channel is used as the data source because on Cinta Laura YouTube Channel uses a lot of code switching found in every content video that her make. Besides that, Cinta Laura and Maudy Ayunda as the people who were in the podcast are famous for having good English and good pronunciation. Therefore, it is familiar for they to use code-switching in their conversations. This phenomenon happens because English has been given a status as the most important international language, giving a feeling of prestige to the speaker. Furthermore, people today really like to learn and apply foreign languages in their everyday communication. This study is conducted to add insight

regarding of code switching used by Indonesian people, especially public figures in conducting conversations such as interviews or podcast. This is also expected as well to provide the necessary information about the use of code switching that occurs in social media especially YouTube Channels. In addition, the purpose of this study is to identify the types of code switching of Cinta Laura and Maudy Ayunda utterances and also the meaning of utterances by Cinta Laura and Maudy Ayunda regarding the types of code switching.

THEORY AND METHOD

Theory of code switching from Poplack (1980) were used in this study to analyze the data. Poplack (1980) theory said the various types of code switching are have three classifications there are; tag switching, inter-sentential switching, and intra-sentential switching. In obtaining the research objectives, qualitative methods were used in analyzing all the data of this study to describe the video. The purpose of qualitative methods is to represent phenomena and their characteristics. According to (Creswell, 2018) said qualitative research can be used to consider and fully understand the meaning of individuals or groups involved in human social issues. (Moleong, 2018) states that descriptive qualitative research is defined as the qualitative research, descriptive qualitative research aims to present this picture or the statement utilizing data in the form of words or pictures rather than numbers, and does not include any computation or enumeration. In addition based on (Muzari et al., 2022) the results of qualitative research are descriptive data, which the researcher must then analyze using exacting and systematic transcription, coding, and analysis of patterns and themes techniques.

The YouTube Channel was chosen by the researcher because it conveys what Cinta Laura and Maudy ayunda wanted to convey as well as how they interact with her YouTube subscriber or viewer through their conversation. The researcher used data collection techniques such as taking notes to organize the various types of code switching. In the first step is watching the video to understand what the speaker says on the video. Next transcribing all of Cinta Laura and Maudy Ayunda's utterances. And then, note taking of the utterances which contain code switching. Finally, classifying the data based on the types of code switching discovered in YouTube Channel content video. Also used to explain the meaning of utterances by Cinta Laura and Maudy Ayunda based on types of code-switching.

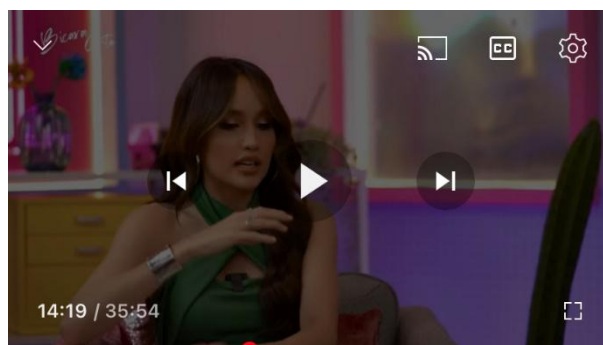
RESULT AND DISCUSSION

The results of this study applied Poplack's (1980) code switching theory to find out the types for code switching and the meaning in Cinta Laura and Maudy Ayunda utterances on YouTube Channel. This study choose one content video with duration 35 minutes 54 seconds that publish on 2nd July 2023 to analyze. There are 147 data were analysed in this study, there are consist of 9 data of tag switching, 62 data of inter-sentential switching, and 76 data of intra-sentential switching.

Tag Switching

Tag switching happens when in the expression includes the insertion of an exclamation, a tag or parenthetical in one language into an expression which is in any case completely to other language.

Data 1



(Cinta Laura, 14:19)

Tag Switching		
No	Data	Translation
1.	You know , walaupun kita gapernah kayak super-super dekat dari dulu kamu dan aku udah kenal lumayan lama.	You know , even though we've never been super close, you and I have known each other for quite a long time.

In this section, according to the data above, the speaker (Cinta Laura) used code switching in her utterances on the video. The word "you know" is an English word that has been switch with Indonesian, this data can be categorized into type of tag switching. Here, the word "you know" is classified as tag switching because the data above requires the insertion of a tag in one language into an utterances. She added the phrase "you know" in the beginning of her utterances. The speaker talks to Maudy that they are very close from the past even though they have known each other for quite a long time. The phrase "you know" is used to define the topic being discussed to be known or able to understand by the someone (Maudy Ayunda). Normally, the word "you know" can we get to see in informal situation.

Data 2



(Maudy Ayunda, 29:54)

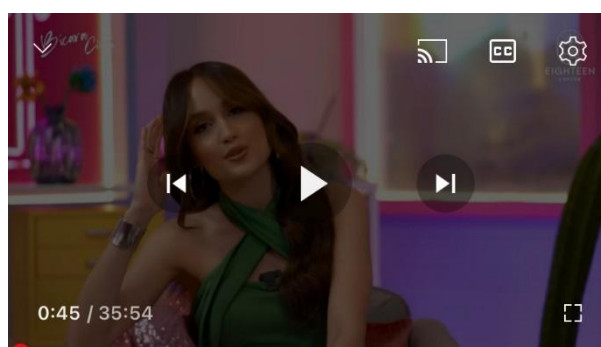
Tag Switching		
No	Data	Translation
1.	Orang tuh kadang-kadang bilang kalau 'saya mau bahagia' gitu, bahagia juga sih obviously .	People sometimes say 'I want to be happy', happy is also obviously .

The data above show the fact that utterances in YouTube channel content contains code switching. According to data above, the word “obviously” is classified as tag switching because requires the insertion of a tag in one language into an utterances. In Indonesian, obviously is known as *tentu saja* based on the meaning in the context. The adverb “obviously” is used to express certainty or belief that has been proven or happened. She added the word “obviously” at the end of her utterances. The speaker (Maudy Ayunda) explained that most people often prioritize happiness, but calmness is more necessary in her opinion even though happiness is also necessary for sure.

Inter-Sentential Switching

According to (Poplack, 1980) Inter-sentential switching occurs in a clause or between sentence boundaries, where in one language to another (different language). The data can be presented as follow:

Data 3

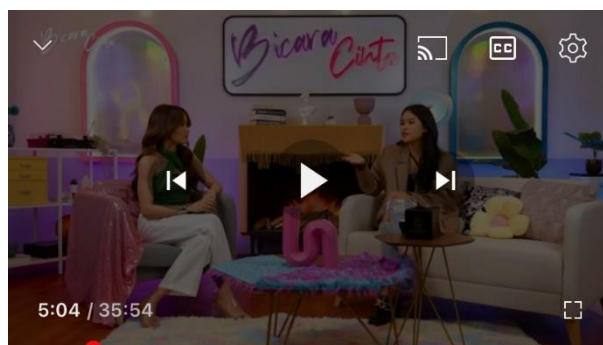


(Cinta Laura, 00:45)

Inter-Sentential		
No	Data	Translation
1.	Dan kita sekarang sudah memasuki season 4. So can you imagine how long people leave been a waiting?	And now we have entered season 4. So can you imagine how long people leave been a waiting?

The utterance in the data above can be concluded as an code switching. It can be categorized into inter-sentential switching because there are two language involve, Indonesian and English language. The speaker there switch the language in the clause or sentence boundary, the first utterance was in Indonesian “Dan kita sekarang sudah memasuki season 4”. After a full stop, the speaker switched into English language “So can you imagine how long people leave been a waiting?”. It is used by the speaker (Cinta Laura) to express her feeling that she wanted Maudy to imagine how long the viewer had been waiting for this season to exist.

Data 4

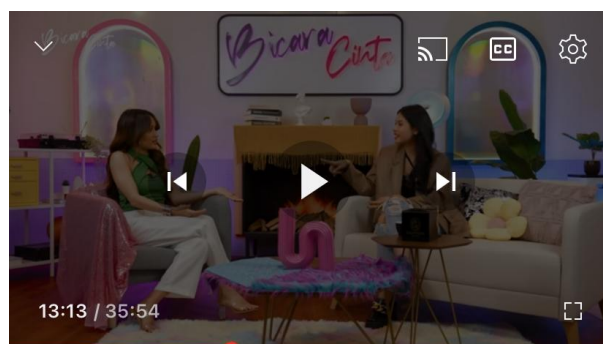


(Maudy Ayunda, 05:04)

Inter-Sentential		
No	Data	Translation
1.	I have lived independently abroad , waktu lagi sekolah atau dan lain-lain.	I have lived independently abroad , when I was at school or something else.

From the data above can be classified into inter-sentential switching. It can be seen that the speaker (Maudy Ayunda) in the data above combine two language in one utterance and that occur between a sentence. The first language that was used by the speaker is English language in the beginning of utterance "I have lived independently abroad" and then switch into Indonesian language. The used of the utterance "I have lived independently abroad" by the speaker in the data above is to tell someone (Cinta Laura) that she can live independently like when she studied abroad or something else.

Data 5



(Maudy Ayunda, 13:13)

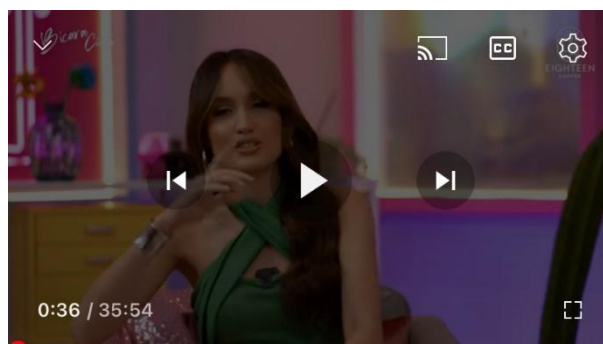
Inter-Sentential		
No	Data	Translation
1.	Benar. I really like that.	That's right. I really like that.

In the data above two languages involve. That is Indonesian and English language and the speaker switch the language between a sentence. In the first sentence the speaker (Maudy Ayunda) used Indonesian language “Benar” and then switch into English sentence “I really like that”. The speaker switched the language to convey her express that she agrees and like the statement that someone (Cinta Laura) said because it is very relevant in the lives of ordinary people.

Intra-Sentential Switching

As stated by (Poplack, 1980) Intra-sentential code switching occurs in the middle of a sentence without any stops, hesitations, or interruptions to indicate a switch is finished. This intra-sentential switching is categorized:

Data 6

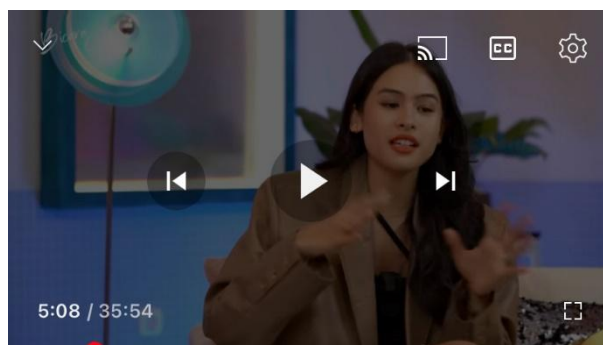


(Cinta Laura, 00:36)

Intra-Sentential		
No	Data	Translation
1.	Dan hari ini bisa dibilang salah satu episode terspesial karna bintang tamu yang aku hadir adalah salah satu bintang tamu yang kalian udah request sejak season 1.	And today is arguably one of the special episodes because the guest star I attended was one of the guest stars that you have requested since season 1.

From the data above it was a type of code-switching. It can be seen from the combination of Indonesian language and English employed in the utterance. Based on the statement, the code switching above can be categorized as a type of intra-sentential switching. This type of switching that change in language happens at sentence levels, where every clause or sentence is in one language or the other. The utterance “request” and “season” that occurred in the middle of the sentence. It is used by the speaker (Cinta Laura) to talk to viewers that she announced the video content this time was a special episode because it brought in a guest star who had been requested by viewers for a long time. Actually she could replace the sentence “request” and “season” with Indonesian “meminta” and “musim” to avoid code switching.

Data 7

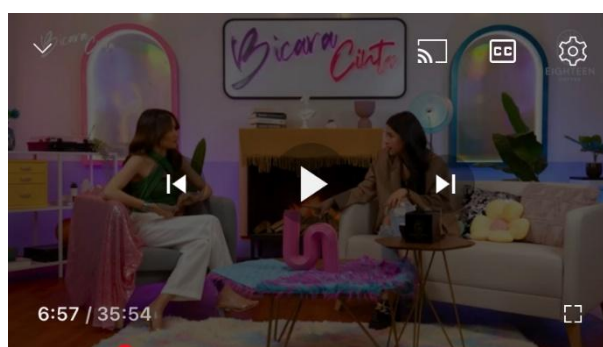


(Maudy Ayunda, 05:08)

Intra-Sentential		
No	Data	Translation
1.	Tapi biasanya di Indonesia tuh, ya of course you lived with your parents and your identity tuh tetep yang paling kuat adalah sebagai anak.	But usually in Indonesia, of course you lived with your parents and your identity still the strongest thing is being a child.

The data above can be classified into intra-sentential switching. The speaker (Maudy Ayunda) in the utterance doing code switching in the middle of the sentence. The speaker switched the language from Indonesian and then switched into English language by said "of course you lived with your parents and your identity" and closed by Indonesian language. The used of the utterance "of course you lived with your parents and your identity" by the speaker in the data above is to tell someone (Cinta Laura) that moral habits in situations where the child's relationship with parents while living together remains an identity.

Data 8

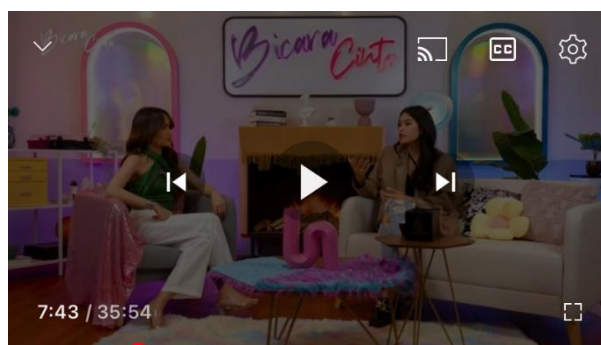


(Maudy Ayunda, 06:57)

Intra-Sentential		
No	Data	Translation
1.	And when to the UK waktu sekolah, and di UK itu kita bener-bener dianggap adult .	And when to the UK when we were at school, and in the UK we are really considered adults .

The code switching in that utterance is “and when to the UK” and “adult”, considered as type of intra-sentential switching. This type of switching that change in language happens at sentence levels, where every clause or sentence is in one language or the other. It can be categorized into intra-sentential switching because there are two language involve, Indonesian and English language. The speaker there switch the language in the clause or sentence boundary, the utterance was in English language “and when to the UK” at the beginning of a sentence and the utterance “adult” at the end of a sentence. It is used by the speaker (Maudy Ayunda) to express her words that she tell someone (Cinta Laura) when she was studying in the UK at that time it was considered an adult there.

Data 9

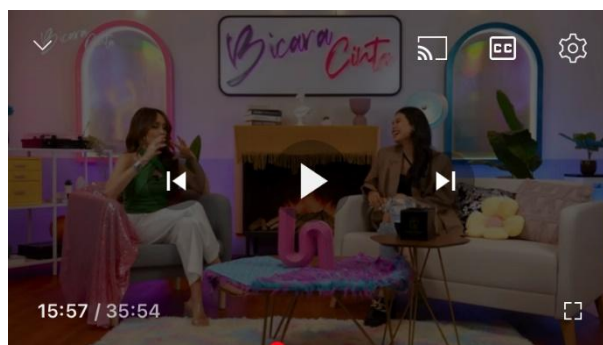


(Maudy Ayunda, 07:43)

Intra-Sentential		
No	Data	Translation
1.	Karna professornya juga gaada yang ngomong sama parents kita kan.	Because the professor also doesn't talk to our parents right.

Based on the data above, it can be seen that intra-sentential switching occurs in the word boundary. This type of switching that change in language happens at sentence levels, where every clause or sentence is in one language or the other. It shown by the English word “parents” in the sentence above which is the meaning is “orang tua” in English. The speaker (Maudy Ayunda) in the utterance doing code switching in the middle of the sentence. The used of the utterance “parents” by the speaker in the data above is to tell someone (Cinta Laura) that the situation at the university where she studied is very good because the professor there doesn’t communicate with her parents about whatever her do and Maudy is fully responsible for it.

Data 10



(Cinta Laura, 15:57)

Intra-Sentential		
No	Data	Translation
1.	I wanna go back to bagaimana seorang anak harus berperilaku di budaya kita ini.	I wanna go back to how a child should behave in our culture.

From the data above, it can be seen from the combination of English language and Indonesian employed in the utterance. Based on the statement, the code switching above can be categorized as a type of intra-sentential switching. This type of switching that change in language happens at sentence levels, where every clause or sentence is in one language or the other. The utterance “I wanna go back to” that occurred in the beginning of the sentence. It is used by the speaker (Cinta Laura) to talk to someone (Maudy Ayunda) that she wanted move the topic backwards with what actions a child should take in Indonesian culture.

CONCLUSION

In this session the researcher concluded the result of this study found three types of code switching, namely Tag Switching, Inter-entential Switching, and Intra-Sentential Switching. From the types of code switching which was found 147 data extracted from Cinta Laura and Maudy Ayunda’s utterances. The 147 data consist of 9 data including Tag Switching, 62 Inter-Sentential Switching data and 76 data Intra-Sentential Switching. In this study found that the most dominant one in type of code switching is Intra-Sentential Switching in Cinta Laura and Maudy Ayunda’s utterances because based on the research findings of the data they are often switches their code. Intra-Sentential Switching got 76 utterances with percentage (52%), then Inter-Sentential Switching is in the second position with 62 total utterances with percentage (42%). Meanwhile, the lowest occurrence was gained by Tag Switching 9 total data with percentage (6%). Intra-sentential switching is the most often used in Cinta Laura and Maudy Ayunda’s utterances because they feels more enjoy and comfortable when using words, clauses, and phrases in one sentence to express motivational feelings. Several English terms in utterances that used are acceptable among the public because it is frequently heard and used in the society. This present Cinta Laura and Maudy Ayunda are bilingual speakers

and have ability in English as a public figure. The researcher hope this study could give more knowledge about Code Switching especially in the public figure area and add insight for linguistics students who will use it as a source of literature review that will be conducted on this topic.

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