

The Analysis of Code Switching used by Cinta Laura in Kick Andy Show "Metro TV" Youtube Channel

Lolita Dwi Lorensa Deva Devita¹, Senowarsito², Dias Andris Susanto³
Universitas PGRI Semarang

Corresponding Author: Lolita Dwi Lorensa Deva Devita
lolitaaja2012@gmail.com

ARTICLE INFO

Keywords: Bilingualism, Sociolinguistic, Code-Switching, Youtube.

Received : 14, June

Revised : 18, July

Accepted: 25, August

©2024 Devita, Senowarsito, Susanto:
This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This final project, titled "Analysis of Code Switch Used by Cinta Laura in Kick Andy Show on YouTube Channel 'Metro TV'", examines a Video posted on December 12, 2022. The research categorizes the types, functions, and contexts of code-switching used by Cinta Laura. Utilizing Hoffman's theory (1991) for type and context analysis, and Gumperz's theory (1982) for function analysis, this qualitative study reveals that in the 57 utterances analyzed, Intra-Sentential switching was the most frequent type (68.42%). Functions identified include message qualification and personalization versus Objectification (37.5%). Contexts included being emphatic and clarifying speech content, Accounting for 35.09% of utterances. Data collection involved watching, analyzing, Recording, and classifying the video..

INTRODUCTION

Humans engage in daily interactions with each other, and language fundamentally serves as a tool for communication. This communication typically occurs within a social context, making it crucial to understand the relationship between language and its speakers for effective communication. According to Liando and Lumettu (2017); Wulandari, et al (2024); Aldizeeri, et al (2023); Naim, et al (2023, September); Faqih, et al (2023); Pramesti, et al (2023) "Language is a vital aspect of human life as a communication tool."

In a multilingual society, instruction in a second language (and possibly a third) was common. This second language could have been the national language, the official language of the country, the official language of the region, or a foreign language. Most Indonesians spoke a local language as their first language (Munandar & Newton, 2021); Khasanah, M. U., Susanto, D. A., & Rahayu, D. B. (2023); Maemunah, R., & Susanto, D. A. (2023); Khalifasati, A., & Susanto, D. A. (2023); Aini, E. N., Susanto, D. A., & Rahayu, D. B. (2023). Indonesian was learned as a second language by students when they entered school. They began learning Indonesian in national primary schools, and in secondary schools, they were also taught a foreign language, which in this case was English. According to Maru (2009), English was considered a foreign language in Indonesia because not many people used it in their daily lives.

Almost everyone was capable of speaking two or more languages. A person who could speak two or more languages was referred to as bilingual, while someone who could speak three or more languages was termed multilingual. People who could speak multiple languages often switched between them while conversing. This switching from one language to another is known as code-switching. According to Hoffman (1991), code-switching involves using two different languages or linguistic variations within the same conversation. It is a communication technique employed when individuals find it challenging to express themselves in their native or foreign language.

Code-switching was common and often found on social media platforms such as YouTube, Instagram, TikTok, and gaming channels. Social media served several valuable functions in our lives. The first was facilitating communication between people. Regardless of the distance, individuals could communicate with family or friends at any time. Secondly, social media could also disseminate important information from the government, artists, influencers, and others. This information could be presented in a language that everyone could understand. Additionally, the language used could serve as a learning tool for the audience or readers. Therefore, language was utilized to facilitate communication beyond our homes.

LITERATURE REVIEW

Sociolinguistic

Sociolinguistics is a field that examines how people use language in their daily lives, such as in conversations or on social media, and how societal norms, laws, and policies influence our language use. If your work is quantitative, please provide previous research that agrees or rejects your proposed hypothesis (Ronald Wardhaugh and Jant M. Fuller, 2021). Putra and Yastanti (2016) define that sociolinguistics as an interdisciplinary field

that combines sociology and linguistics. According to Fatchul Mu'in (2019), sociolinguistics is the study that explores the relationship between language and its context of use. sociolinguistics is the study that explores the relationship between language and its context of use.

Bilingualism

Bilingualism is defined as the ability to speak two languages and use them regularly, especially within a community. Furthermore, bilingualism also encompasses the acknowledgment of the political or institutional usage of two languages (Webster Dictionary, 2024). According to Hoffmann (2014), bilingualism refers to the ability to master two languages at the same level as one's native language. However, only a few people possess the mental and physical capacity, as well as the opportunity and time, to achieve fluency in a foreign language after childhood. WF Mackey (1962) offers a different perspective by describing bilingualism as a feature of language users rather than a language phenomenon. Mackey argues that bilingualism belongs to individuals, not languages, and that the existence of bilingual communities depends on the interaction between different linguistic groups.

Code-switching

Code-switching refers to the practice of using two languages or language varieties within the same context or conversation. For bilingual individuals communicating with each other, this may involve switching languages, while for monolinguals, it may involve changing styles (Hoffmann, 1991). Hoffman (1991) identified three forms of code-switching: intra-sentential, inter-sentential, and tag (emblematic) switching:

- a. Intra-sentential. The term "intra-sentential" describes code-switching that happens within a single clause or phrase.
- b. Inter sentential code switching. Inter sentential code switching occurs when a bilingual or multilingual person switches from one language to another between different sentences.
- c. Tag switching. Tag switching was when the code was changed with a tag that came before or after the sentence.

According to Gumperz (1982), there are 6 functions of code switching which can be defined as follows:

- a. Quotation. In this code switching function occurs because when the speaker quotes someone else's speech
- b. Addressee specification. Addressee Specification is code- switching to indicate to whom a message is addressed, especially in conversations involving several people.
- c. Interjection. The focus is on code-switching to mark interjections or sentence fillers that are useful for expressing emotions or spontaneous reactions, such as interjections or short expressions.
- d. Reiteration. Reiteration is repeating a message in another language to clarify, emphasize or ensure understanding.

- e. Message qualification. This form of code-switching feature shows that a switch in one code is used in another code as a message qualification to the main message conveyed.
- f. Personalization versus objectification. This function is used to distinguish between personal statements (personalization) and more general or objective statements (objectification).

The following contextualization could be made for the use of code-switching using Hoffman's theory:

- a. Talking about particular topic. Code-switching can occur when a speaker switches languages to discuss or express a particular topic.
- b. Quoting somebody else. Speakers switch languages when quoting others to maintain the context or original meaning of their words.
- c. Being emphatic about something. Emphasize or put a strong emphasis on something.
- d. Interjection. Uses code-switching for interjections, such as exclamations or spontaneous reactions.
- e. Repetition was used to clarify things. Repetition in different languages helps to ensure that the message is understood.
- f. Intention of clarifying the speech content for the interlocutor. When communicating complex or ambiguous ideas, switching language can help clarify the content for the listener, making the intended message clearer.
- g. Expressing group identity. Switching languages can also reflect or reinforce group identity, signaling membership or solidarity with a particular cultural or linguistic group.

METHODOLOGY

In this research, the author uses a descriptive qualitative approach. This research details how speakers use code switching. According to Merriam (n.d.), qualitative research is an established field with its own literature, research interest groups, and regularly scheduled conferences. Merriam (n.d.) also suggests that the current understanding and engagement with qualitative research serves as a guide for its creation and execution.

The researchers selected data from YouTube because a significant number of YouTubers utilize code switching in their videos, a practice exemplified by Cinta Laura. The data source for this study is a talk show video featuring Cinta Laura on Kick Andy's show on the Metro TV YouTube channel. After conducting a search, the researcher observed, listened to, and took notes on the talk show video. The researcher then proceeded to analyze the type, function, and context of code switching used in the video.

RESEARCH RESULT

Types of Code Switching

After analyzing the video, the researcher found the types of code-switching, namely intra-sentential switching, inter-sentential switching, and tag switching, in the talk show with Cinta Laura on Kick Andy Show "Metro TV"

YouTube channel. In the following table, researchers found data on the types of code switching in the video as follows:

Table 1. Types of Code Switching

No.	Types of Code Switching	<i>f</i>	<i>f</i> %
1.	Intra-Sentential Switching	39	68,42%
2.	Inter-Sentential Switching	15	26,32%
3.	Tag Switching	3	5,26%
	Total	57	100%

In the data above, researchers analyzed 57 types of code switching in the talk show with Cinta Laura on Kick Andy Show "Metro TV" YouTube channel. 39 intra-Sentential switching utterances (68.42%), 15 inter-sentential switching utterances (26.32%), and 3 tag switching utterances (5.26%). The results of the analysis will be discussed below.

a. Intra-sentential Code Switching

Based on the video, it was found that the intra-sentential type of code-switching occurred 39 times out of the 57 code-switching utterances. The examples of utterances in this video are discussed as follows:

"Dia tidak akan bisa memberikan cinta seutuhnya terhadap anaknya atau didikan yang baik kepada anaknya, yang bisa membedakan apa yang moral, apa yang tidak moral, apa yang etis, apa yang tidak etis, sehingga itu menjadi chain reaction bagi generasi selanjutnya, and we become dysfunctional society and that the true di Indonesia tingkat kekerasan sangat tinggi.." (00:22:43)

Cinta Laura borrowed the clause "chain reaction" and "we become dysfunctional society and that the true" to emphasize that parents can't give love to their children if they don't know what morals are, so it becomes a chain reaction for the next generation and the clause occurs in the middle of the sentence.

b. Inter-sentential Code Switching

Based on the video, it was found that the type of inter-sentential code switching amounted to 15 utterances out of 57 code switching utterances. The examples of speech in this video were discussed as follows:

"Karena mereka pikir tinggal mengambil sebuah foto, tinggal mengambil sebuah konten langsung oke sama dengan mobil mewah ini, it does not work like that." (00:09:48)

Cinta Laura uses the next clause in the English form "it does not work like that" in one sentence to emphasize that something cannot be achieved spontaneously or quickly, an utterance that includes in the context of repetition is used to clarify things and the utterance

c. Tag (Emblematic) Code Switching

Based on the video, it was found that the type of tag (emblematic) of code switching amounted to 3 utterances out of 57 code switching utterances. The examples of utterances in this video were discussed as follows:

"Itu tidak membuatku tiba-tiba merasa Oh aku akan Islam selamanya atau tidak ya, nggak begitu malahan dengan membaca Injil dengan membaca Tripitaka atau lainnya ku makin berpikir wow! ternyata ada kesamaan juga ya tapi tentunya ada perbedaan and that's fine!" (00:50:54)

Cinta Laura uses clauses in English and uses the tag "wow!" and "that's fine!" in one sentence to emphasize that Cinta Laura was amazed when reading the holy books of other religions.

Function of Code Switching

After identifying the types of code switching contained in the video in the talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV", the researcher analyzed the function of code switching conveyed by the video as mentioned in the second problem formulation. Gumperz (1982:76) divided the functions of code switching into 6 categories, which were as follows:

Table 2. Function of Code Switching

No.	Function of Code Switching	<i>f</i>	<i>f</i> %
1.	Quotation	0	0
2.	Addressee Specification	1	12,5%
3.	Interjection	1	12,5%
4.	Reiteration	0	0
5.	Message qualification	3	37,5%
6.	Personalization versus objectification	3	37,5%
	Total	8	100%

Researchers have found several code switching functions, namely as many as 4 code switching functions. There are 2 code-switching functions that are not found, namely quotation and reiteration. The code-switching functions found are 1 addressee specification utterances (12.5%), 1

Interjection utterances (12.5%), 3 message qualification utterances (37.5%), 3 personalization versus objectification utterances (37.5%). The result of the analysis will be discussed below:

“Kalau misalnya ada pengemis di luar kaca mobil mama aku sering ngomong tuh Cinta look how blessed you are.” (00:57:37)

The utterance is included in the addressee specification code switching function in the bolded sentence "look how blessed you are" spoken by Cinta Laura, and the function of the utterance is to show to whom the message is addressed especially in conversations involving several people, which means showing the clause to emphasize the meaning of the utterances.

Contexts of Code Switching

According to Hoffman's theory, there are 7 contexts of code switching. After analyzing and finding the types of code-switching and code-switching functions in this video, researchers found 57 speech contexts in the use of code-switching. The contexts found are as follows:

Table 3. Contexts of Code Switching

No.	Contexts	<i>f</i>	<i>f</i> %
1.	Talking about a particular topic	12	21,05%
2.	Quoting somebody else	0	0
3.	Being emphatic about something	20	35,09%
4.	Interjection	1	1,75%
5.	Repetition was used to clarify things	0	0
6.	Intention of clarifying the speech content for the interlocutor	20	35,09%
7.	Expressing group identity	4	7,02%
	Total	57	100%

Researchers have found as many as 5 speech contexts that contain code switching. There are 2 functions of code switching that are not found, namely quoting somebody else and repetition was used to clarify things. The speech contexts containing code-switching found are 12 talking about a particular topic utterances (21.05%), 20 being emphatic about something utterances (35.09%), 3 interjection utterances (37.5%), 20 intention of clarifying the speech content for

the interlocutor utterances (35.09%), 4 expressing group identity utterances (7.02%). The results of the analysis will be discussed below:

“Jadi sebelum seorang manusia laki-laki atau perempuan masuk ke pendidikan formal orang tersebut dididik oleh ibunya, kalau seorang ibu mempunyai beban mental mau itu post-traumatic disorder PTSD dari kekerasan yang ia pernah alami atau tekanan lainnya yang ada dalam masyarakat, karena ibu tersebut adalah seorang perempuan yang akan tercermin saat ia mendidik anaknya” (00:22:08)

In this utterance includes intra-sentential code switching which is written in bold "post-traumatic stress disorder PTSD" spoken by Cinta Laura, and the context of the utterance is talking about a particular topic, which means talking about a particular topic and focusing on a specific issue or theme with the conversational context of the utterance.

DISCUSSION

After analyzing the data and classifying the type of code switching in the talk show with Cinta Laura in Kick Andy Show "Metro TV" Youtube Channel. The researchers found 57 sentences containing three types of code switching, namely, intra-sentential switching 39, inter-sentential switching 15, tag switching 3. From the results of the analysis above, researchers found that intra-sentential switching was the most frequent code switching, which is 39 times in the talk show with Cinta Laura in Kick Andy Show "Metro TV" Youtube Channel. Code switching in the talk show with Cinta Laura in Kick Andy Show "Metro TV" Youtube Channel was used to express stronger emotions or feelings and to emphasize certain points in the conversation.

The second research, the researcher analyzed the data on the function of code switching in a talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV". The researchers found 8 sentences containing 4 code switching functions, namely, quotation (0), recipient specification (1), interjection (0), message qualification (3). From the results of the analysis above, the researcher found that message qualification and personalization versus objectification were the most code switching functions that occur, namely 3 times in the talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV". However, there are 2 functions of code switching that were not found in the video, namely, quotation and reiteration, because in the conversation Cinta Laura did not quote someone's words in the original language and did not repeat to reaffirm a point or message.

According to Hoffman (1991: 116), there are seven reasons for bilingual or multilingual people to switch or mix their languages namely: talking a particular topic, quoting somebody else, being emphatic about something, interjection, repetition was used to clarify things, intention of clarifying the speech content for the interlocutor, expressing group identity. In this study, researchers found 57 sentences of utterances context and there are 5 speech contexts that contain code switching, namely, talking a particular topic (12), being emphatic about something (20), interjection (1), intention of clarifying the speech content for the interlocutor (20), expressing group identity (4). From the

analysis, of the analysis above, researchers found that being emphatic about something and the intention of clarifying the speech content for the interlocutor were the utterances contexts that contain the most code switching, which is 20 times in the talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV". However, there are 2 utterances contexts containing code switching that are not found in the video, namely, quoting someone else and repetition was used to clarify things, because in the conversation Cinta Laura did not quote someone's speech directly or indirectly and did not quote someone else's speech directly or indirectly.

CONCLUSIONS AND RECOMMENDATIONS

The analysis showed that there are 57 utterances of three types of code switching in the talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV". The three types of code switching were Intra-sentential Code Switch, Inter-sentential Code Switch and Tag (Emblematic) Code Switch. Intra-sentential Code Switch was the code switch that appeared the most in this video, with 39 utterances. This meant that this video often used code switching in one sentence in its conversation.

Based on the analysis, there were 6 functions of code switching in the video: quotation, recipient specification, interjection, reiteration, message qualification, and personalization versus objectification. The researcher found that message qualification and personalization versus objectification are the most common code-switching functions, namely 3 times in the talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV". This meant that in the video Cinta Laura switched code to provide additional explanation or clarify the message conveyed earlier and uses code switching to distinguish between personal statements (personalization) and more general or objective statements (objectification). However, there were 2 functions of code switching that were not found in the video, namely, quotation and reiteration, because in the conversation Cinta Laura did not quote someone's words in the original language and did not repeat to reiterate a point or message.

Based on the analysis, there were 7 contexts of code switching in the video, namely, talking a particular topic, quoting someone else, being emphatic about something, interjection, repetition was used to clarify things, intention of clarifying the speech content for the interlocutor, expressing group identity. The researcher found that being emphatic about something and the intention of clarifying the speech content for the interlocutor is the context of speech that contained the most code switching, which is 20 times in a talk show with Cinta Laura on the Youtube Channel Kick Andy Show "Metro TV". This meant that in the video Cinta Laura used code switching to emphasize or put special pressure on a part of the conversation and used code switching refers to the use of a second language to clarify or add additional information that helped the interlocutor understand the conversation better. However, there are 2 speech contexts containing code switching that were not found in the video, namely quoting other people and repetition used to clarify something, because in the

conversation Cinta Laura did not quote someone's speech directly or indirectly and did not quote other people's speech directly or indirectly.

Each study has limitations; thus, you can describe it here and briefly provide suggestions for further research. Other researchers can explore more sources beyond YouTube, as there are many trending platforms that incorporate code-switching in their content. This research is expected to provide a deeper understanding of code-switching and its use in conversation. In addition, this study also aims to provide readers with insights into the application of code-switching in conveying messages.

ADVANCED RESEARCH

Considering the limited knowledge and skills of the researchers themselves, the researcher found when producing this article that there are still numerous deficiencies in terms of language, writing, and presentation style. Because of this, the researcher anticipates helpful feedback and recommendations from a range of sources in order to ensure the piece is flawless.

REFERENCES

- Aini, E. N., Susanto, D. A., & Rahayu, D. B. (2023). Penggunaan teams game tournament berbantu video animasi untuk meningkatkan hasil belajar siswa pada materi explanation text. *PRIMER: Jurnal Ilmiah Multidisiplin*, 1(4), 386-396.
- Aldizeeri, M. M., Nur'Aini, S., & Susanto, D. A. (2023). Investigating communicative language teaching barriers for English students in higher education. *VELES (Voices of English Language Education Society)*, 7(2), 348-360.
- Faqih, W. M., Susanto, D. A., & Nurani, M. W. B. (2023). The implementation of social learning strategy for learning English foreign language in vocational high school. *MARAS: Jurnal Penelitian Multidisiplin*, 1(2), 84-92.
- Gumperz, J. J. (1982). *Discourse Strategies: Studies in Interactional Sociolinguistics*. Journal, New York: Cambridge University Press
- Hoffmann, C. (1991). *An Introduction to Bilingualism*. New York: Longman Group.
- Hoffmann, C. (2014). *An Introduction to Bilingualism*. United State of America: Longman Inc, New York.
- Khalifasati, A., & Susanto, D. A. (2023). The students' memory language learning strategy in mastering English materials at vocational school level. *PRIMER: Jurnal Ilmiah Multidisiplin*, 1(4), 374-385.

- Khasanah, M. U., Susanto, D. A., & Rahayu, D. B. (2023). Peningkatan kemampuan siswa menulis bahasa Inggris dengan metode problem based learning di sekolah menengah atas. *MARAS: Jurnal Penelitian Multidisiplin*, 1(2), 61-69.
- Liando, N. V., & Lumettu, R. (2017). Students' Personal Initiative towards Their Speaking Performance. *International education studies*, 10(8), 21-28.
- Mackey, W. F. (1962). The description of bilingualism. *Canadian Journal of Linguistics/Revue canadienne de linguistique*, 7(2), 51-85.
- Maemunah, R., & Susanto, D. A. (2023). Students' cognitive language learning strategy in mastering English material at vocational school level. *PRIMER: Jurnal Ilmiah Multidisiplin*, 1(4), 363-373.
- Maru, M. G. (2009). Reconciling Literary Text with Learners' Trust in EFL Class. *TEFLIN Proceeding*, Malang: Universitas Islam Malik Ibrahim.
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative Research fourth edition*. Journal, United States of America: Jossey- Bass A Wiley Brand.
- Mu'in, F., Kamal, S., Indriani, S., & Al Arief, Yusuf (2019). *Sociolinguistics*. Journal, Universitas Lambung Mangkurat.
- Munandar, M. I., & Newton, J. (2021). Indonesian EFL teachers' pedagogic beliefs and classroom practices regarding culture and interculturality. *Language and Intercultural Communication*, 21(2), 158-173.
- Naim, A., & Susanto, D. A. (2023, September). The improvement of student's reading comprehension through scanning techniques in SMA N 1 Gemuh Kendal (An experimental research of tenth grade students in academic year 2021/2022). In *Undergraduate Conference on Applied Linguistics, Linguistics, and Literature* (Vol. 3, No. 1, pp. 199-204).
- Pramesti, E. A. D., & Susanto, D. A. (2023). Empowering English language learning through social learning strategies in vocational school. *MARAS: Jurnal Penelitian Multidisiplin*, 1(2), 70-83.
- Wardhaugh, Ronald. (2012). *An Introduction to Sociolinguistics Fifth Edition*. Oxford: Blackwell Publisher.

- Wulandari, W., Susanto, D. A., & Hawa, F. (2024). Exploring bamboozle as games-based learning media to support students' vocabulary: Its application in the classroom. *Innovative: Journal Of Social Science Research*, 4(2), 6542-6551.
- Yastanti, U. (2016). Campur Kode Pada Pidato Presiden Sby Dalam Perayaan Hut Ke-69 Republik Indonesia. *LINGUA: Journal of Language, Literature and Teaching*, 13(2), 255.