TYPES AND FUNCTION OF CODE SWITCHING FOUND IN CINTA LAURA'S UTTERANCE IN SELECTED YOUTUBE VIDEO

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Abstract
The purpose of this study is to identify the types and functions of code switching presented in Cinta Laura Kiehl's Channel YouTube video. In the collection of data, the non-participatory method of observation Sugiyono was introduced (2009:15). Hoffman's theory (1996) is referred to in the study of data in order to analyze the forms of code switching, and Gumperz's theory (1982) is referred to in order to analyse the functions of code switching. It is done formally and informally to show the product of the analysis. The writer finds three types of code switching after analysing the results. There are intra-sentential 10 data, inter-sentential 3 data and emblematic switching is related data not found. In the meantime, code switching has four functions; personalization versus objectification, reiteration, interjection, message qualification. This implies that there are two functions in the data that do not appear; quotation and addressee specification, since the utterance by Cinta Laura Kiehl never quote the opinions of other people or switch to direct the message to one or more potential addresses.

Keywords*: code switching, speaking, YouTube*

Abstrak
Tujuan dari peneltian ini adalah untuk mengenal tipe dan fungsi alih kode yang disajikan dalam vidio saluran Youtube Cinta Laura Kiehl. Dalam pengumpulan data diperkenalkan metode observasi tidak-partisipatif Sugiyono (2009: 15). Teori Hoffman (1996) digunakan dalam studi data untuk menganalisis bentuk alih kode, teori Gumperz (1982) digunakan untuk menganalisis fungsi alih kode. Ini di lakukan secara resmi dan tidak resmi untuk menunjukan produk analisis. Penulis menemukan tiga jenis alih kode setelah menganalisis hasilnya. Data intra-sentensial terdapat 8 data, data inter-sentensial 2 dan peralihan simbolik tidak ditemukan data terkait. Sementara itu, alih kode memiliki emapat fungsi; Personalisasi lawan perwujudan, pengulangan kata seru, batas pesan. Ini menyiratkan bahwa ada dua fungsi dalam data yang tidak muncul; Kutipan dan spesifikasi penerima, karena ucapan Cinta Laura Kiehl tidak pernah mengutip pendapat orang lain atau beralih untuk mengarahkan pesan ke suatu atau beberapa alamat potensial.

Kata kunci*: peralihan kode, berbicara, Youtube*

1. Introduction

Bilingual is the use of two languages or linguistic variants in the alternative within the same term or during the same debate (Hoffman, 1996:110). In a bilingual culture, it is a common way of communicating since participants normally turn from one code to another code. (Crystal (1987) there are number of possible reasons for the switching from one

language to another language. First, speakers may not be able to express their self in one language so switches to the other to compensate for the deficiency. Second, switches commonly occurs when an individual wishes to express solidarity with particular social groups. Code means, in sociolinguistics, a communication mechanism, spoken or written, such as language, dialect or variety. According to Wardhaugh (1986:103), "people are usually required to select or mix code from one code to another." It means that it is normal to switch between languages and take several forms.

A lot of young people are actually able to speak English in many western societies. Weir, 2000 "Language contact occurs in a variety of phenomena that include language convergence, borrowing and reflection". The most common ones are pidgins, creole, code switching, and mixed language. Most teenagers in Indonesia are familiar with English. They often incorporate English sentences, phrases, or even clauses into their speech while they talk in Indonesian. Some would choose to use English in their life when communicate, but not everyone can speak English very well because it is not their mother tongue. Some English words or phrases are not translated into Indonesian, such as *barber shop, laundry, phone*, but are used directly every day. This phenomenon produces many fascinating differences in language use (Romaine, 1995).

In different fields, such as education, culture, and politics, code switching can be found. Holmes (2001) said, code switching can happen for a number of reason such, to signal solidarity, to achieve better explanation of a certain concept, to converge or reduce social distance with the hearer, to reflect one`s ethnic identity, to show off, to hide some information from a third party, to impress and persuade the audience or to diverge and increase social distance. Some very famous Indonesian entertainers make Indonesian-English code switches very much in entertainment. One of them is Cinta Laura Kiehl (CLK), who focuses on the Indonesian-English and English-Indonesian code-switching in this writing, which can be seen on the YouTube videos in CLK speaking. CLK's native language is the language of Indonesia. In this case, the writer analyzes *Code Switching Found in Cinta Laura Kiehl Channel Utterances in selected YouTube Videos*. The writer only observes the languages found in the YouTube videos utterances. The writer formulates two research studies while performing the study. Questions, in the following way:

1. What types of code switching are found in CLK Channel utterances in Selected YouTube Videos?

2. What functions of code switching are found in CLK Channel utterances in Selected YouTube Videos?

In a structured conversation among people who are familiar and have common educational, racial, and socioeconomic backgrounds, code switching can occur rather frequently (Hoffman) (1991: 113). It is avoided in a formal situation in a speech among people, especially among those who share little in terms of social status, language loyalty, and formality. There are three forms of code switching suggested by Hoffmann, depending on the method (1996:112). These forms are constrained by the various structural conditions and are transmitted in the unique bilingual settings to different levels and different ways. The categories are of

1. Inter-sentential switching

Inside a clause or sentence boundary, this kind of code switching occurs. "This type of change occurs when two or more lexical items are inserted into one code in a grammatical form or a phrase of another code, such as when a bilingual French/English says "*Va, chercher mare* (go and fetch and mare) and bribe him *avee un chocolate chaud* (with a hot chocolate) with cream on top

2. Intra-sentential switching

This form of code switching takes place between clauses or phrases, where each clause or phrase is in one or another language. Two different words in two different languages make up the utterance. "For instance, when a bilingual Spanish-English adult says "*Teniazapatosblancos. "Unpoco*, they were off-white, you know," the utterance began in Spanish, accompanied by an English word. This form of transformation is categorized into inter-sentential switching.

3. Emblematic switching

Tags, exclamations and some fixed phrases in one language are inserted in an utterance in this form of code switching, otherwise in another, as when a Panjabi/English says it's a nice day, hana?" (hai n? isn't it). Another example is when an adult Spanish-American English says "...Oh! Ay! It was embarrassing! It was very nice, though, but I was embarrassed!"

With regard to the code switching function, Gumperz (1982:76) proposed a variety of functions as follows:

1. Quotation

   The transition happens when the speaker cites speeches by other people. As a direct quote and recorded voice, the code switched passages are easily recognizable.

2. Addressee Specification

You may use the switch to direct the message to one or more potential addresses. The object of the switch is to draw attention to the fact that the recipient is invited to take part in the exchange.

3. Interjection

In order to get focus, the switch serves to mark an interjection or sentence filler.

4. Reiteration

A synonym of repetition is reiteration. The purpose of this switch is to repeat the message, either literally or in somewhat changed form, from one language to another language.

5. Message qualification

This form of code switching feature indicates that the switching in one code is used in another code as a qualifying message to the main message conveyed. In one language, the subject is presented and reflected on in the other.

6. Personalization versus objectification

This role is classified on the basis of the distinction between the talk of the action and the talk as the action, the degree of involvement of the speaker in, or distance, from a message whether a statement represents personal opinion or information and whether a statement refers to a particular instance or has the general knowledge authority.

3. Method

This research were carried out used qualitative descriptive research. Descriptive qualitative analyze is the concept of analysing the use of language. This approach is also known as naturalistic analysis since the study takes place in a natural environment. Sugiyono (2009:15) notes that descriptive qualitative study is a form of research used to look form art facts in the natural world, which is a primary tool for the researcher, obtaining sampling by intent and snowball, qualitative analysis of data and the outcome of research on language and sense in general. The data are taken from Cinta Laura Kiehl (CLK) utterances in the YouTube Videos

Data is collected from Cinta Laura Kiehl utterances in the YouTube Videos were observed by watching them. In order to identify the data, the utterances with code switching parts were repeatedly played, and researcher wrote and highlighted all the code switches found.

According to Nasution (1988), data analysis in qualitative research is a continuous practice that takes place during the investigation phrase rather than after the process. Miles and Huberman (1984) suggested that, by using certain measures, data analysis is descriptive analysis. The phrases are data reduction, data displayed and verification (conclusion/verification) of the data.

4. Result and Discussion

From the result analysis, this point is divided into two parts, they are types of code switching and function of code switching. The writer finds that intra-sentential switching is most frequently data found. It occurs 10 data related. Meanwhile, Inter-sentential switching appears 3 data found in Cinta Laura Kiehl (CLK) utterances. The least type of code switching that occurs is emblematic switching not found data related. It occurs when CLK do not Tags, exclamations and some fixed phrases in one language in her utterances. On the other hand, in terms of the function, personalization versus objectification is the function mostly found in CLK Channel utterances in YouTube videos; it occurs 5 data. Afterward, the function of reiteration occurs 4 data then interjection occurs 2 data. The least function is message qualification that occurs 2 data. This is because this function usually appears in the form of a break or interruption from other speakers which qualifying message to the main message conveyed. There are one functions of code switching that are not found in the data. They are quotation. There do not occur because in CLK utterances in YouTube Videos never quote other people's speech.

In this point, the data are addressed descriptively based on the theories. The discussion is divided into two sections; first is analysing the types of code switching using theory by Hoffmann (1996:112), and second, analysing the role of code switching based on theory by Gumperz (1982:76). The first method of analysing the data was collecting the utterances with code-switching. While the second process was analysing the types and the functions of the

code switching. In discussing the study, only several representatives s for each segment were taken. Here are the examples;

Datum 1

"<u>It`s crazy, how tall you now</u>. *Berapa tinggimu sekarang*?"

(kiehl, 2020, part and times, 00:48-00:50)

(It`s crazy, how tall you now. How tall you now?).

First, the data above consist of two sentences. The first sentence used English language. While, the second sentence used Indonesian language. From the language used, it can be said as a type of code switching. Specifically, the speaker switched the code from English to Indonesian language after boundary. Therefore, it can be concluded as inter-sentential switching.

Second, in the data above, code switching happened. In fact, the two sentences were spoken in different languages that had the same meaning since the English phrase "how tall you now" was repeated using the Indonesian translation "berapa tinggimu sekarang". The uttered declaration of a question was clarified. She decided to stress that her partner was taller. So, it demonstrated that the role of code switching was reiteration.

Datum 2

"<u>I have my talking points in my head</u>. *Dan aku harus bikin* <u>power point</u>, *yang udah aku mulai* <u>outline</u> *dan belum di bikin*." (Kihel, 2020, part times, 01:10-01:16)

(I have my talking points in my head. And I have to make a power point which I have already started outlining and haven`t created yet.)

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the beginning, started by English language, while in second sentence started by Indonesian and in the middle of the sentences switched by English word was used in utterance. Therefore, the data above is code switching, specifically intra-sentential switching.

Second, because of the message qualification feature, transfer the code from the utterance above. In these instances, "I have my talking points in my head" is used in the English language at the beginning". It suggests that CLK needs to express something in her mind, and CLK proceeds to qualify in the first sentence about her utterance by using two languages that are switched from Indonesian English Indonesian to *"Dan aku harus bikin power point, yang udah aku mulai outline dan belum di bikin"*. The primary message communicated was intended to generate a qualifying message. In addition, it seemed more normal as Indonesians always changed the language by using the familiar one as bilingual.

Datum 3

"Oleh karena itu aku ingin dengar pendapat bapak bahwa mungkin untuk perempuan indonesia di luar sana bisa <u>make sure the voices of her</u>. *Dan mereka tidak takut untuk maju untuk mengejar mimpi mereka."* (Kiehl, 2020, part and times, 09:40-09:57)

(Therefore I want to hear your opinion that maybe many Indonesian women out there can be make sure the voice of her. And they are not afraid to go forward to pursue their dreams.)

First, the utterance above is a type of code switching. It can be seen from the combination of Indonesian and English language in the first sentence. In CLK uttered English language was inserted into sentence in Indonesian. The insertion of English language "make sure the voices of her" occurred within a sentence. It can be concluded that the code switching above can be categorized as intra-sentential switching since the first sentence used Indonesian language and followed the English to end the utterance.

Second, because of a certain function, the above data changed the language. In this scenario, the "make sure the voices of her" English language was inserted into Indonesian utterance. In fact, in Indonesian, "make sure her voices" can be translated into "pastikan suaranya" is rarely used by individuals because it seemed too awkward, particularly in daily conversation or in informal circumstances. Moreover, it was easier for the listener to understand. Because of the position of personalization versus objectification, it can be inferred that since the discussion of the behavior and argument refers to a specific instance or has the general information authority.

Datum 4

"*Dan itu juga aku setuju sama Azka. Karena kalau ingin sesuatu dalam hidup kita, itu tidak bisa dapat secara*-instant. So you have just to work hard." (kiehl, 2020, part and times, 05:36-05:43)

(And that too I agree with Azka. Because if want something in our life it can`t be instantaneous. So you have just to work hard)

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the first sentence, started by Indonesian and switch by English word to close the first sentence. While in second sentence only English language used by the utterance. Therefore, the data above is code switching, specifically intra-sentential switching.

Second, in the above info, code switching happened. "In fact, in her first sentence of "Karena kalau ingin sesuatu dalam hidup kita, itu tidak bisa dapat secara-instant," the two sentences uttered switched into different languages that repeated the Indonesian and English in her utterance, and she continues the utterance switched to English by saying "so you just have to work hard." It was to explain the statement of the first sentence in her speech and to emphasize and clarify the speech. It showed, therefore, that reiteration was the code switching feature.

Datum 5

"*Ini pertanyaan selanjutnya mungkin agak berat*. But I really wanna ask this question like think so important". (Kiehl, 2020, part and times, 11:2911:35)

(And this next question is a bit tough. But I really wanna ask this question like think so important.)

First, the data above consist of two sentences. The first sentence used Indonesian language. While, the second sentence used in English language. From the language used, it can be said as a type of code switching. Specifically, the speaker switched the code from Indonesian to English language after boundary. Therefore, it can be concluded as inter-sentential switching.

Second, the utterance switched her first language into second language do to the function of personalization versus objectification. Implicitly, switched her language into English by saying "But I really wanna ask this question like think so important" in order to information and whether a statement refers to a particular instance or has the general knowledge authority about how the questions is very important.

Datum 6

"Oops sorry I round it. *Karena di seminar nanti aku akan ceritain ke murid-murid sana bahwa sebaiknya jangan* <u>procrastinate</u>, *jangan nunggu* <u>last minutes</u> *sebelum ngerjain* <u>assignment</u>, *atau ngerjain presentasi.*" (Kiehl, 2020, part times, 01:18-01:31)

(Oops sorry I around it. Because in the seminar I will tell the students that you shouldn`t procrastinate, don`t late for the last minutes before doing assignment, or working on a presentation.)

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the beginning, started by English and followed Indonesian language, some several English words switch from Indonesian in the middle of sentence was used by utterance. Therefore, the data above is code can be categorized as intra-sentential switching.

Second, CLK here switched into English in the middle of Indonesian sentences several times when she used the words "procrastinate", "last minutes", and "assignment". She also said in English "Oops sorry I around it" before she switched to Indonesian. It can be concluded that the function of personalization versus objectification, since means of the data the talk as the action.

Datum 7

"<u>And you know what</u>?. <u>Because the air so clean here.</u> *aku ngerasa kulit aku pun lebih* <u>fresh</u>." (Kiehl, 2020, part and times, 02:41-02:45)

(And you know what?. Because the air so clean here. I feel my skin more fresh)

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the beginning, started by English and followed by Indonesian language, while in second sentence started by Indonesian and close by English word the sentence was used by utterance. Therefore, the data above can be seen as intra-sentential switching since in the second sentence the utterances started by Indonesian and followed by English word "fresh" to end the sentence.

Second, the data above switched from English to Indonesian to English. By "And you know what?" at the beginning of the sentence. Since the air here is so clean, her presence in the object can be graded. It can be assumed that the personalization versus objectification feature

Datum 8

"*Jakarta sayangnya karena banyak polusi, biasanya gak se-*<u>fresh</u> *ini*! <u>Yes clean air!</u>" (Kiehl, 2020, part and times, 02:46-02-53)

(Jakarta unfortunately because a lot of pollution, is usually not as this fresh. Yes clean air!)

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the beginning, started by Indonesian and followed by English language and close by English word the sentence was used by utterance. Therefore, the data above is code switching, specifically intra-sentential switching.

Second, the utterance switch code since it was influenced by the function of interjection. The beginning utterance used Indonesian language and switch by word "fresh" and close the utterance by English language "Yes clean air!". Moreover, it means her utterance was showed that different air in Jakarta which is a lot of pollution.

Datum 9

"*Kalau kamu menyukai seorang perempuan* <u>confidence</u>. *percaya diri*."

(kiehl, 2020, part and times, 28:54-28:56)

(If you like a women confidence. Confidence.)

First, the utterance above is a type of code switching. It can be seen from the combination of Indonesian and English language in the utterance. In CLK uttered a word of English language was inserted into sentence in Indonesian. The insertion of word "confidence" occurred within a sentence. It can be concluded that the code switching above can be categorized as intra-sentential switching.

Second, in the data above, the English word "confidence" was repeated by saying "percaya diri" in Indonesian language. The repetition was intended to clarify the utterance. The word was uttered repeatedly in order to avoid misunderstanding of the hearer. It was to emphasize the feeling so it could hear by the hearer. In addition, reiteration is the function of the language switch by the speaker.

Datum 10

"*Indonesia kita tau punya orang-orang dimana* <u>ethnic back ground</u> *mereka beda-beda dan* <u>religious</u> *mereka berbeda-beda kepercayaan politik mereka berbeda-beda*. <u>You know diverse countries</u>!" (Kiehl, 2020, part and times, 11:35-11:47)

(Indonesia, we know having people where their ethnic back ground is different their political beliefs vary. You know diverse countries.)

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the beginning, started by Indonesian and followed by English and close by English language the sentence was used by utterance. Therefore, the data above is code switching, specifically intra-sentential switching.

Second, the insertion utterance "You know diverse countries!" Speaking in CLK was used to emphasize her point. It was intended to convey strong emotion to for the right thing. Moreover, it was to make her statement clearer by using expression from different language. Therefore, the utterance switched the code due to the function of interjection.

Datum 11

"So, I always try to finish my food run out. *Dan biasanya aku selalu abis kalau makan,, tapi gak tau kenapa porsi di Australia itu gila banget*."

(Kiehl, 2020, part and times, 03:46-03:56)

(So, I always try to finish my food run out. And usually I always run out. But I don`t know why the portions in Australia is so big.)

First, the data above consist of two sentences. The first sentence used English language. While, the second sentence used Indonesian language. From the language used, it can be said as a type of code switching. Specifically, the speaker switched the code from English to Indonesian language after boundary. Therefore, it can be concluded as inter-sentential switching.

Second, the utterance switched the language from English into Indonesian. The English sentence "So, I always try to finish my food run out" has the same meaning with Indonesian sentence *"Dan biasanya aku selalu abis kalau makan"* it meant the utterance was said repeatedly in different language. It was intended to clarify her statement to gain better understanding from the other utterance. Moreover, it can minimize communication between the speaker and the hearer. In addition, code switching above was occurred due to the function of reiteration

Datum 12

"There is no way. Anybody can`t finish there food. *Dan makanya sebelum pergi nanti aku akan minta* waitress-*nya untuk* box *ini supaya aku bisa makan buat nati malam. Jadi nanti malam kita gak akan keluar ke restoran, kita akan makan* leftovers *dari* lunch *hari ini aja*." (Kiehl, 2020, part and times, 03:58-04:16)

(There is no way. Anybody can`t finish there food. And that`s why before going out I`ll ask the waitress for this box so can eat for tonight. So tonight we won`t go out to the restaurant. Will going to eat leftovers from lunch today).

First, based on the data above was uttered by using two languages. It was indicated by a switch of language within a sentence. In the beginning, started by English and followed Indonesian language, some several English words switch from Indonesian in the middle of sentence was used by utterance. Therefore, the data above is code switching, specifically intra-sentential switching.

Second, the speaker switched intra-sententially from Indonesian to English several times. In the sentence the speaker switched to English when she said "There is no way. Anybody can`t finish there food" she also switched when she used words "waitress", "box", "leftovers", and "lunch". In conclude, it can be seen that categorized as Message qualification

Datum 13

> *"Sekarang aku lagi pake aksesories apa, tapi sekarang aku lagi pake* <u>love by</u> *CLK. Ada warna* <u>pink</u> *dan warna putih abu-abu begitu."*

> Kiehl, 2020, part and times, 04:32-04:41)

> (Now what accessories I`m using, but now I`m using love by CLK. There is pink and there is a gray color so.)

First, the data showed that almost the words by using Indonesian language. The utterance started and ended by Indonesian language. In the middle of sentence switched by English words "love by" and "pink" it followed by Indonesian language. It meant the switched of code occurred within the sentence. Therefore, the utterance in data above is categorized intra-sentential switching.

Second, in the sentence above the speaker switched from Indonesian by using English words to give more information to her followers on the YouTube that she used some kind of accessories. The English word "love by" and "pink" was used by utterance. This words used by CLK since it unintentionally switched from Indonesian to English. In conclude, it means that the function is Personalization versus objectification

5. Conclusion

From the discussion of the types and function of code switching found in CLK channel utterances in selected YouTube Videos, it can be concluded that the dominant type found is intra- sentential switching. Here, the participants speak in a complete clause or sentence in one language to the complete one in another language. They use the complete forms because they want to express the complete thought. On the other hand, the function of code switching the dominant found in personalization versus objectification. Some types and function are not found because the data are not related.

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