



## The Use of Code Switching Found in *Podcast Ruang Sandi* by Sandiaga And Cinta Laura

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### Abstract

The study concerns with the use of code switching found in *Podcast Ruang Sandi* YouTube channel by Sandiaga Uno and Cinta Laura. This study aims to investigate the types and the reasons of code switching found in the podcast. The data in the study were analyzed by applying descriptive qualitative method based on the theory of Hoffman (1991) in solving the first problem, and theory from Grosjean (1982) to solve the second problem which also supported by using the theory of Gumperz (1982) regarding speech function of code switching. Based on the result of the findings, inter-sentential switches appeared as the most dominant occurrence, because Sandiaga Uno and Cinta Laura feel easier and more comfortable to convey their message in full sentence in English. Meanwhile, regarding the reasons of code switching, fill a linguistics need lexical item, set phrase, discourse maker or sentence filler came out as dominant reasons, because they cannot find the appropriate words and also the foreign elements are more understood by the viewers of *Podcast Ruang Sandi*.

**Keywords:** *bilingualism, code switching, podcast.*

### Abstrak

Penelitian ini berkaitan dengan penggunaan alih kode yang terdapat pada *channel YouTube Podcast Ruang Sandi* karya Sandiaga Uno dan Cinta Laura. Penelitian ini bertujuan untuk mengetahui jenis dan alasan alih kode yang ditemukan dalam *podcast* tersebut. Data dalam penelitian ini dikumpulkan dengan menggunakan metode observasi dan dianalisis dengan menggunakan metode deskriptif kualitatif berdasarkan teori Hoffman (1991) dalam menganalisis jenis alih kode, dan teori Grosjean (1982) untuk menganalisis alasan yang juga didukung dengan menggunakan teori Gumperz (1982) mengenai fungsi tutur alih kode. Berdasarkan hasil temuan, pengalihan antar kalimat muncul sebagai kejadian yang paling dominan, karena Sandiaga Uno dan Cinta Laura merasa lebih mudah dan nyaman untuk menyampaikan pesan mereka dalam kalimat lengkap dalam bahasa Inggris. Sementara itu, mengenai alasan alih kode, mengisi kebutuhan linguistik, item leksikal, kumpulan frasa, penanda wacana dan pengisi kalimat muncul sebagai alasan yang paling dominan, karena tidak adanya kata yang tepat dan juga unsur asing lebih dipahami oleh para pemirsa.

**Kata kunci:** *bilingualisme, alih kode, podcast.*

## **Introduction**

In the era of globalization, the use of English makes it easier for people around the world to communicate with each other (Gvelesiani, 2011). For example, in Indonesia today, when communicate, people often mix or switch their mother tongue with English which is an international language. This phenomenon was investigated in the study of sociolinguistics. Sociolinguistics is a branch of linguistics that studies the relationship between language, and one of the objects of study is bilingualism. Merriam-Webster online dictionary (2012) in (Mulyani, 2017) states that bilingualism is the ability of speak two languages. For Indonesians, this is a common thing to do because of the diversity of languages and of course the influence of the inclusion of English as a third language. In this increasingly modern era, bilingual people often switch from one language to another when communicating with other people, and this phenomenon is called code switching. Bokamba (1989) in (Waris, 2012) argues that code switching is the mixing of words, phrases, sentences with two different languages that occur within or between sentence boundaries. The switch used by bilingual people can be in the form of words, phrases or full sentences combined with other languages.

Currently, social media is designed to make it easier for people to communicate, interact without being limited by distance and time. This makes the use of code switching more widespread and commonplace on social media. The phenomenon of code-switching in internet is becoming a widely observed issue (Septiani, 2018). She also mentioned that the internet also helps people to know new vocabulary in different languages, especially English which is an international language. In other words, social media is one aspect that has a big influence on this code switching phenomenon. There are many kinds of applications or platforms on social media such as *Facebook*, *Twitter*, *Instagram*, and even *YouTube*. *YouTube* can help the users easier to learn anything and it is in the form of video-sharing in the digital world that can be downloaded (Afryanti, Daud, & Muthalib, 2021). *YouTube* has become one of the most popular social media platforms in learning something, because users can easily find the phenomenon of code switching in various videos posted on this platform. As found on the Sandia Uno *YouTube* channel called *Podcast Ruang Sandi* with Cinta Laura as a guest star, they often use code switching when communicating. The writer chose *Podcast Ruang Sandi* *YouTube* channel ft. Cinta Laura which consists of two videos as data source because, they are both known as people who are fluent in two languages, Indonesian and English. In addition, in those videos, it was found that there were many code switching that spoken by Sandiaga and Cinta Luara. Therefore, this study aims to discuss the code switching phenomenon more deeply, especially for the types and reasons for using code switching in Sandiaga Uno and Cinta Laura's utterances in the *Ruang Sandi* Podcast.

## **Method**

In this study, the method used is descriptive qualitative. The first problem regarding the code switching types in *Podcast Ruang Sandi* by Sandiaga Uno and Cinta Laura was analyzed based on the theory from Hoffman (1991). Meanwhile,

regarding the reasons of code switching, the theory from Grosjean (1982) was used and it supported by theory from Gumperz (1982) regarding the speech function. *Podcast Ruang Sandi* YouTube channel by Sandiaga Uno with Cinta Laura as the guest star was used as the data source. There were two videos from part 1 with the duration 18 minutes 14 seconds and part 2 with the length of video is 25 minutes 18 seconds. Those videos was uploaded on July17, 2020 and has been watched by over 1.3 million viewers for the part 1 and 363 thousand viewers for part 2. Furthermore, observation method was applied in collecting the data. According to Patton in (Muttaqingaisal, 2019) the concept of observation itself is an appropriate and specific strategy used to obtain data with the goal of identifying various types of information on all activities or actions that are now occurring to be utilized as research objects. There were three steps in collecting the data, those are: watching the related videos intensively and repeatedly, taking a note of Sandiaga Uno and Cinta Laura's utterances that contain code switching, and last is classifying the data based on the types and the reasons of code switching. Meanwhile, the data were presented by using two methods, which are formal and informal method. In formal method, the researcher used table to show the percentage of the data. While, in informal method the data analyzed descriptively by sentence.

### Results and Discussion

The findings are shown in the form of percentage that presented in the table. The table presents the finding of the types and also the reasons of code switching. There are 103 data of total occurrences in this thesis presented by identifying the types of code switching found in *Podcast Ruang Sandi* spoken by Sandiaga Uno and Cinta Laura.

Table 1. Types of Code Switching

No	Types of code switching	Frequency	Percentage (%)
1	Intra-sentential	46	45%
2	Inter-sentential	47	46%
3	Establishing continuity	8	8%
4	Emblematic switching	2	2%
Total		103	100%

Table 3.1 present the data and percentage of code switching especially for the types found in *Podcast Ruang Sandi* by Sandiaga Uno and Cinta Laura from part 1 until part 2. The total data that found by the writer were 103 data of code switching. Based on the table, there were 46 data of intra-sentential switches (45%), 47 data of inter-sentential switches (46%), 8 establishing continuity (8%), and 3 emblematic switching (3%).As the result, inter-sentential switches were found to be the most occurrence data of types of code switching that are found in related videos. Meanwhile, emblematic switching was the least of four types of code switching found in *Podcast Ruang Sandi*.

Table 2. Reasons of Code Switching

No	Types of code switching	Frequency	Percentage (%)
1	Fill the linguistics need lexical item	34	33%
2	Triggering	14	13%
3	Quote someone	2	2%
4	Specify address	4	4%
5	Qualify message	29	28%
6	Personalize message	5	5%
7	Solidarity	2	2%
8	Conveyed confidentiality	6	6%
9	Show expertise	7	7%
Total		103	100%

Table 3.2 shows that the total of the data about the reasons of code switching is 103 data. Based on the data result above, there are nine out of ten reasons of code switching were found in *Podcast Ruang Sandi* by Sandiaga Uno and Cinta Laura from part 1 until part 2, Fill the linguistics need lexical item, set phrase, discourse maker or sentence filler is the reason for the most dominant with 34 data or as much as 33%, in this case they often insert English words because they cannot find the appropriate word or expression or when language being used does not have the items or appropriate translation for the vocabulary needed. Meanwhile, the reasons of code switching due to quote someone and solidarity were the least with only 2 data or 2%.

## Discussion

### 1. Intra-sentential Switches and The Reason

Intra-sentential switches are when the speaker may switch phrases, lexical items, or even morphemes in this situation. The element that being switched can occurs within clause or sentence boundary. Hoffman (1991) in (Candra & Qodriani, 2018) states that intra-sentential switches occurs within clause or sentence boundary, where each element is in different languages.

#### Data 1: Cinta Laura (3:37, Part 1)



“Tapi kalau ditanya secara *life style* di Bali gimana, selama 2 setengah bulan disana aku setiap hari menghirup udara segar, bis olahraga, bisa makan sehat, dan hidupnya tuh teratur sekali.”

(But if you ask about my lifestyle in Bali, for 2 and a half months there I breathe fresh air every day, I can exercise, I can eat healthy food, and my life is very organized).

In the data above, the context of the video that Cinta Laura shared about her activities in Bali during the pandemic. The phrase “*life style*” in English is inserted by Cinta Laura in the middle of her utterance in Indonesian. Therefore, the data above is categorized as intra-sentential switches because, the switch which is an inserted word occurs in Indonesian sentence. The speaker used code switching because to fills a linguistic need lexical item, set phrase, discourse maker or sentence filler. In this case, Cinta Laura, who is fluent in English, could not find the right words in Indonesian to refer the words “*life style*”. Additionally, the words “*life style*” is a common terms for Indonesian viewers and is easy to understand.

#### **Data 2: Cinta Laura (1:50, Part 1)**



“Pokoknya semua komplit dan aku ngerasa sangat *safe*.”  
(Anyway, everything is complete and I feel very safe)

The data above shows Cinta Laura's opinion about the services at her dental clinic which are very complete and safe. In the utterance in Indonesian there is one word in English that is inserted at the end of the sentence. Here, the utterance above belongs to the type of intra-sentential switches, because the transition occurs within the sentence boundary. Meanwhile, regarding the reason for code switching, the utterance above is because the speaker wants to continue the last language used (triggering). The word "safer" which is inserted at the end of the sentence can be authenticated to end the sentence in a different language in order to accuracy the utterance spoken by the speaker.

## **2. Inter-sentential Switches and The Reason**

Inter-sentential switches are when someone speaks one sentence or clause in one language and is then switched to a different language in another sentence or clause (Putranto, 2018). Inter-sentential switches often used by people that are fluent in two languages or more.

**Data 3: Sandiaga Uno (4:51, Part 2)**



“Karena kan Indonesia ini negeri ke4 dari jumlah populasi. *It is a largest democracy.*”

(Because Indonesia is the 4th country of the total population. It is a largest democracy).

The data above shows that Sandiaga Uno gave his opinion about the number of population in Indonesia that should be able to compete with other countries in the film industry. It can be seen in his utterance, he used code switching, where each sentence is in a different language, Indonesian and English. Therefore, the type above can be classified as inter-sentential switches. Meanwhile, the reason for the code switching above is included in the qualify message amplify or emphasize (top in argument). The reason can be recognized from the second utterance when he altered his message to English which aims to emphasize the meaning of the first message. In addition, this reason is also supported by a speech function in the message qualification category. The second message in English is used to clarify the meaning to be conveyed by the speaker in the first message so that it is understood by the interlocutor and viewers.

**Data 4: Cinta Laura (7:53, Part 1)**



“Sebenarnya kalau ditanya, “oh kelas apa favorite Cinta waktu kuliah, inget nggak professor ini biang apa?” “*No, I don’t remember*”. *But going to University really help me figure out how to view the world, how to look at things in different perspective, it taught how to think.*”

(Actually, when people asked, "Oh, what was Cinta's favorite class in college, do you remember what this professor was for?" "No, I don't remember". But



going to University really help me figure out, how to view the world, how to look at things in different perspectives, it taught how to think.)

In the data above, Cinta shared her experience and what she learned when she attended Columbia University. The data above started with one sentence in Indonesian and then in the second sentence, Cinta switched it to English. Therefore, the utterance above is classified as inter-sentential switches. Here, the reason of code switching is included in the specify speaker involvement (personalize message). The first message showed the general statement conveyed by Cinta Laura. Then the second message showed a personal statement experienced by the speaker. Therefore, Cinta used code switching here because she wants to personalize the message she conveys to viewers. Besides, the reason above is supported by speech function that categorized in objectification versus personalization. In the first message, it showed that the general statement that Cinta talked about an action. Meanwhile, in the second message it showed that the personal experience that Cinta did as an action.

**Data 5: Cinta Laura (11:25, Part 1)**



“Tapi kalau ditanya kenapa dua jurusan? *Because I can.*”  
(But if asked why two majors? Because I can.)

In the next data, shows Cinta Laura as a speaker using code switching when answering a question from Sandiaga Uno why she chose two majors at the same time. In the data above, utterance started with Indonesian, then switched to English in the second message. As the result, the data above is categorized as inter-sentential switches. Furthermore, the reason of code switching from the data above is included in the category of convey confidentiality, anger, annoyance. In her utterance above, especially in the second message, where Cinta said the reason for choosing two majors was because she felt that she can or was able to do that. So the use of code switching indicates that Cinta shows her confidence if she can complete her study with two majors at the same time.

**3. Establishing Continuity Switches and The Reason**

Establishing continuity switches is when the interlocutor requires to continue the utterance of the previous speaker.

**Data 6: Sandiaga Uno and Cinta Laura (7:21, Part 2)**



- SU : Dulu Cinta apa ada *key success factor in Hollywood? What do you think would make or break career in Hollywood?*  
(Previously, Cinta, was there a key success factor in Hollywood?  
What do you think would make or break career in Hollywood?)
- CL : *I mean, of course talent is a key.* Kita harus punya talenta tapi kita juga harus *sincere* dan *genuine* you know.  
(I mean, of course talent is a key. We must have talent but we also have to be sincere and genuine you know.)

The data above shows the conversation between Sandiaga Uno and Cinta Laura who talked about the key to have a successful career in America. The conversation was started by Sandiaga Uno who asked with a few words in Indonesian and then switched to English. Cinta then answered in English and switched to Indonesian and ended with English. It can be seen that when the question ended in English, Cinta answered it in English as well. As the result, data above is categorized as establishing continuity switches because, Cinta as the interlocutor is required to continue the utterances of the previous speaker that conveyed in the same language. Furthermore, regarding the reason of using code switching, it can be recognized from Cinta Laura's utterance which is included in convey confidentiality, anger, annoyance. It can be seen, that Cinta told that being sincere and genuine is the important to make a career in America. In this case, Cinta Lauara showed her knowledge or expertise in entertainment, considering that she is one of the Indonesian artists that is very popular and has gone international.

**4. Emblematic Switching and The Reason**

In this type of code switching the switch can be in the form of exclamation or a particular set of words from a certain language that are inserted into a sentence in different language.



**Data 7: Sandiaga Uno (23:36, Part 2)**



“**Thank you** Cinta. Ketika kita tidak berhenti belajar, belajar bisa lewat apapun dan siapapun.”  
(Thank you Cinta. When we do not stop learning, we can learn through anything and anyone.)

The data above shows that Sandiaga closed his show by thanking Cinta Laura for coming to the podcast. He started it with English “**Thank you Cinta**” and continued with sentence in Indonesian. The words “**Thank you**” was in the form of exclamation to show our respect for someone. Therefore, the utterance above is categorized as emblematic switching, because the switch is inserted in the form of exclamation. Meanwhile, the reason for Sandiaga Uno switch the language from English to Indonesian is included in the specify address. This is because, when Sandiaga wanted to express his gratitude, he mentioned the name of the recipient (Cinta) which aims to clarify who the message is address to. In addition, this reason is also supported by speech function of code switching that is included in the addressee specification. This indicates that the first speaker wants to make it clear to who the message is being conveyed.

**Conclusion**

Based on the discussion above, it can be concluded that there are four types of code switching based on Hoffman's (1991) theory found in *Podcast Ruang Sandi*, those are: intra-sentential switches, inter-sentential switches, establishing continuity switches and emblematic switching. From the results of the analysis, inter-sentential switches are the most dominant data with an occurrence percentage of 46%, followed by intra-sentential switches (45%), establishing continuity switches (8%) and the least data is emblematic switching with a percentage of only 2%. Inter-sentential switches became the most dominant occurrence because, Sandiaga Uno and Cinta Laura who are fluent in Indonesian and English, they can easily convey what they say in a foreign language. They also often use complete sentences in English to explain the meaning of each message they convey. Meanwhile, emblematic switching became the lowest occurrence because, when they express admiration or surprise, they are more comfortable and spontaneously express it in Indonesian. Regarding the reasons of code switching, the result shows, there were found 9 reasons that influenced Sandiaga Uno and Cinta Laura used code switching, those are, fill the linguistics need lexical item, set phrase, discourse maker or sentence

filler (33%), code switching due to continued last language used (triggering) (14%), quote someone (2%), specify address (4%), qualify message amplify or emphasize (“topper” in argument) (28%), specify speaker involvement (personalize message) (4%), mark and emphasize group identity (solidarity) (2%), convey confidentiality, anger, annoyance (6%) change the role of speaker, raise status, add authority, show expertise (7%) . Meanwhile, the reason for the code switching due to exclude someone from conversation was not found in the Password Room Podcast. Fill a linguistics need lexical item, set phrase, discourse maker, or sentence filler was found to be the dominant data in this research because, both Sandiaga Uno and Cinta Laura often insert English words that they cannot find the appropriate word or expression or when language being used does not have the items or appropriate translation for the vocabulary needed. Meanwhile, the code switching they used is less influenced by quote someone and mark and emphasize group identity (solidarity) just only 2 data or 2% because, the speaker in the podcast rarely quote someone's word. They were also found to rarely use code switching when they wanted to convey solidarity or emphasize their group identity. In addition, excluded someone from the conversation was not found because, both speakers are not found using code switching because there is no exception of someone in the conversation.

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