



Code Switching Found in “Maudy Ayunda Music” YouTube Channel

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Abstract

The use of two languages within a conversation has been known as code switching. This study analyzed the code switching phenomenon as found in *Maudy Ayunda Music* YouTube Channel. The goals are to analyze the types and functions of code switching. Poplack's model (1980) is applied to identify the types of code switching; meanwhile, for the code switching function, it applied Appel & Muysken's (1987) theory. The method of descriptive qualitative is used to identify the data. In collecting the data this study applied the observation method and note-taking techniques. Three chosen videos on *Maudy Ayunda Music* YouTube channel are used as the data source. Furthermore, the result of the study is presented in formal and informal method. All types of code switching were found; there were inter-sentential switching, tag switching and intra-sentential switching. And then, all functions of code switching also found; there were metalinguistic function, phatic function, directive function, poetic function, expressive function and referential function.

Keywords: *code switching, youtube, maudy ayunda*

Abstrak

Penggunaan dua bahasa di dalam sebuah percakapan dikenal sebagai alih kode. Penelitian ini menganalisa alih kode yang ditemukan pada kanal YouTube “Maudy Ayunda Musik”. Penelitian ini bertujuan untuk menguraikan tipe dan fungsi dari alih kode. Teori dari Poplack (1980) diterapkan untuk mengidentifikasi tipe-tipe alih kode, sementara itu, untuk fungsi dari alih kode menggunakan teori dari Appel dan Muysken (1987). Penulis menerapkan metode deskriptif dalam menganalisa data. Pengumpulan data menggunakan metode observasi dan teknik mencatat. Sumber data diperoleh dari tiga video kanal YouTube “Maudy Ayunda Musik”. Selain itu, hasil dari penelitian ini disajikan dalam metode resmi dan tidak resmi. Semua jenis alih kode ditemukan; seperti peralihan inter-sentential, peralihan tag dan peralihan intra-sentential. Dan kemudian semua fungsi dari alih kode juga ditemukan; seperti fungsi metalinguistik, fungsi phatic, fungsi directive, fungsi poetic, fungsi ekspresif dan fungsi referensial.

Kata kunci: *alih kode, youtube, maudy ayunda*

Introduction

Language is an essential attribute for human as social beings. It is because they will do interaction with other people in daily life. When people decided to interact with each other they will choose the proper language for their

communication tool. Language plays the important role in the communication, because it is used to express the ideas, feelings, or desires of the speaker to the interlocutor. Thus mastering the certain language will help people in society to communicate with other. Language can be learned through some branch in linguistics. Those are phonology, syntax, semantics, morphology and sociolinguistic. Wardhaugh (2006:13) states “sociolinguistic is concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication”. Furthermore Holmes (2013:1) explains “sociolinguistics studies the relationship between language and society. They are interested in explaining why we speak differently in a different social context, and they are concerned with identifying the social functions of language and the way it is used to convey social meaning”. Nowadays, there are many people combine two languages when they are communicating with other people. The used of two or more languages in communication have certain purposes, such as lack of knowledge in certain language, it is used when certain word more precise to delivers in certain language to keep the appropriate meaning in the certain language. In linguistic people who are fluent to communicate with two languages are known as bilingualism, speaking more than two languages are known as multilingualism. Spolsky (1998:45) explains bilingualism as “a person who has some functional ability in the second language”. People who are bilingual tend to switch their language within a conversation, furthermore the circumstance where people switch between languages has been known as code switching.

Nowadays, code switching is not only found in daily life, such as in English teaching class or in interaction with family or friends, but also code switching can be found in television shows, commercial advertisements and social media such as FaceBook, Instagram, and YouTube. YouTube became one of digital tool for video sharing which is used by many people in society. It is because the users can upload their videos, watch and give response to other videos such as giving like, share and comment. Nowadays, a lot of people become content creator in YouTube, there are lot of exciting contents like make-up tutorial, food bloggers, skincare review and podcast. The content creator is not only come from common people, but also a lot of artist became content creator in YouTube. One of the Indonesian artists that became a content creator is Maudy Ayunda, she is one multitalented artist in Indonesia. Her content in YouTube is about Music, her daily life about the experience during her study at two famous universities in the world, those are Stanford and Oxford Universities. She presents her video in form of question and answer session, which the question are given from her fans then she answered those questions through those videos. In those videos Maudy Ayunda did a lot of code switching, when she delivered the information, it is because the influence from her capability in mastering more than one language; English and Indonesian language.

To support this research there are five previous studies reviewed by the writers related to this subject, those are as follow: The first study was done by Cahayany (2019) entitled “English Code-Switching in Indonesian Magazine Articles”. The goal was to discover the code switching types found in Gadis Magazine. Gadis Magazine no 04 April 2017 is used as the data source and for the

analysis followed the theory from Poplack (2000). The researcher used the method of descriptive qualitative in analyzing the research problem. The result of the research found two code switching types; those were intra-sentential and inter-sentential switching. The intra-sentential switching became the most dominant types obtained in *Gadis Magazine* total 87%, meanwhile the inter-sentential switching occurred only 13% in *Gadis Magazine*. Furthermore, the comparison between Cahayany's study and this study was the previous study only analyzed the types of code switching; meanwhile this research identifies the types and the function of code switching.

The second research was done by Adi (2018) entitled "Code Switching in *Critical Eleven Novel*". The purposes were to discover the types and the reasons of using code switching. Indonesian novel entitled "*Critical Eleven*" which published on July, 2015 is used as the data source of the study. The researcher applied Poplack's theory as cited in Schmidt (2014:24) to discover the types of code switching. Furthermore, Hoffman and Saville Troike's theory as cited in Pradede & Kisno (2012:133) to explain the reasons of doing code switching. The outcome was all types occurred in the novel above, the highest types was intra-sentential switching with occurrence 11 total data. For the inter-sentential switching and tag switching has the same occurrence which is 9 occurrence total data. Meanwhile, the reasons of using code switching, it was found eight from ten reasons in the novel. The comparison between Adi's study and this study were previous study specialize on the types and the reason of using code switching, meanwhile this study analyze the code switching types and the function.

The third study entitled "The Use of Code-Switching Among the Late Adolescents in Social Media Facebook" written by Lubis, Surya, and Muka (2017). The goals of the research were to reveals the types and the reasons of using code switching. For the data source was gathered from social media Facebook. The analysis followed Poplack's model (1980) for the types, and Hoffman's theory (1991) in analyzing the reasons of doing code switching. Those problems were solved using the descriptive qualitative method. The outcome found that inter-sentential switching became the most dominant types with occurrence number is 7, and then followed by intra-sentential switching with occurrence number is 4, and for the tag switching with occurrence number is 1. Furthermore, for the reasons using code switching, it was found 7 out 10 functions based on Hoffman's theory. The comparison between both studies was the previous study revealed the types and reasons of using code switching; meanwhile this research discovered the code switching types and functions.

The fourth study was done by Sinaga and Hutahaeon (2020) entitled "An Analysis of Code Switching Used by Reza Arap on Deddy Corbuzier's YouTube Channel". The objectives of the research were to reveal the types of code switching used by Reza Arap. One video on Deddy Corbuzier's YouTube channel, entitled "*Reza Arap, gue gak punya agama, gue gak punya bapak!*" published on 19th October 2019, was used as the data source. The method of descriptive qualitative was used in analyzing the research problem. The analysis followed the theory by Wardhaugh (2006). The outcome of the study found that situational code switching occurred in 15 data and metaphorical code switching occurred in 10 data. The comparison between both researches was the previous specialize to analyze the types

of code switching; meanwhile, this research analyzed the types and the function of code switching.

The fifth study was done by Yosi and Sadia (2019) entitled “An Analysis of Code Switching in Dialogue of the Indonesian Novel *Permainan Maut* by Lexie Xu”. The goals of the research were to discover the code switching types, based on Wardhaugh’s (1986) theory and the functions of code switching based on Appel & Muysken’s model (1987). A novel entitled “*Permainan Maut*” written by Lexie Xu was used as the data source. The method of descriptive qualitative was used in analyzing the research problem. The outcome of the research found two types was used in the novel above, those are situational code switching with 20 total data, and metaphorical code switching with 14 total data. The researcher also found 4 out of 6 functions of code switching; those are referential, metalinguistic, phatic, and expressive function. The difference between the previous research and this current research is the used of difference theory in identifying the code switching types, the previous study applied the theory from Wardhaugh (1986) meanwhile this study applied Poplack’s (1980) theory.

Method

The data source of the research was gathered from three chosen videos on *Maudy Ayunda Music* YouTube channel. The first video was entitled “*Maudy Ayunda Pernah Males Nggasih?! (Q&A Part 1)*”. The second video is entitled “*Maudy Ayunda Ngobrolin PRIVILEGE! (Q&A Part 2)*”. The last video was entitled “*Maudy Ayunda | #AskMod On Motivation.*” Those videos were chosen because the content of those videos were exciting, it talked about education and self empowerment. Maudy Ayunda shared her experiences during her study at Stanford and Oxford University. Both of those universities are very well known in the world. Furthermore, Maudy also shared tips that are related to education. Thus it can be motivation for the viewers to keep the spirit of learning. The research design that used in this research was library research. The researcher applied the method of descriptive qualitative, in solving the research problem. The used of descriptive qualitative method aimed to give clear explanations regarding to the code switching types and functions. The analysis followed Poplack’s model (1980) for the types, and Appel & Muysken’s model (1987) for the functions. Some steps were used in gathered the data, first watching the video repeatedly, next transcribing all of Maudy Ayunda’s utterances, third taking note of the utterance which contain of code switching, last classifying the data in accordance with the types and functions of code switching.

Result and Discussion

The result of the study is divided into two parts; first, it shows the total occurrence for each types of code switching, by applying Poplack’s model (1980), second, it shows the total occurrence for each functions of code switching, in accordance with

Appel & Muysken’s model (1987). The result is identified and tabulated, and then it is presented in the table form. Furthermore, all the code switching types and functions are used by Maudy Ayunda on her YouTube channel. The results were clearly presented on the table below:

Table 1. Types of Code Switching

Types of Code Switching	Occurrence	Percentage
Intra-sentential Switching	102	84,30%
Inter-sentential Switching	17	14,05%
Tag Switching	2	1,65%
Total	121	100%

Formula:

$$F = \frac{n}{\Sigma N} \times 100\%$$

Table 2. Functions of Code Switching

Functions of Code Switching	Occurrence	Percentage
Metalinguistic Function	68	56,20 %
Expressive Function	17	14,05%
Directive Function	15	12,39%
Phatic Function	13	10,74%
Referential Function	5	4,13%
Poetic Function	3	2,48%
Total	121	100%

Formula:

$$F = \frac{n}{\Sigma N} \times 100\%$$

Tag Switching in “Maudy Ayunda Music” YouTube Channel

Data 1

Kamu suka you know kamu tu suka kelas apa pada saat sekolah dan lain-lain.
(You like you know what class do you like at school and others.)

(Source: *Maudy Ayunda Pernah Males Nggasih?! (Q&A Part 1)* - 1:26-1:32 second.

The writers classified the utterance in data 1 as tag switching, it can be seen that the English tag is inserted within a sentence. The speaker added the short phrase

“you know” in the middle of her Indonesian utterance “*Kamu suka you know kamu tu suka kelas apa pada saat sekolah dan lain-lain*”. Thus it can be concluded that the data above belongs to tag switching.

The tag switching above also has the code switching function. It is categorized as a directive function. It is because the speaker directly involves the hearer by asking what class the hearer likes in school. Here Maudy Ayunda wants to suggest about how to motivate ourselves for junior high school and senior high school students, by knowing what class or something the hearer liked, it will give the signal about the things that the hearer will do in the future. Thus the data above can be categorized as a directive function.

Data 2

Jadi kita juga sangat sangat terbuka dengan kritik dan saran orang lain you know and itu juga akan sangat membantu.

(So we are also very open with other people's criticisms and suggestions you know which would also be very helpful.)

(Source: *Maudy Ayunda Pernah Males Nggasih?! (Q&A Part 1)* - 2:41-2:48 second)

The code switching above belongs to tag switching, it is because there is an insertion of tag within a sentence. Maudy Ayunda delivered her utterance using Indonesian language then inserted by English tag “you know” in the middle of her utterance. It can be concluded that the data above belongs to tag switching.

The insertion of English tag “you know” in the middle of Indonesian utterance shows the directive function of code switching. It is because the speaker involves the audience directly. Here the speaker let the audience know about what she talked about. The hearer can understand the tag within an utterance, because the insertion of the tag does not influence the rest of the utterance. Thus, it can be concluded the data above belongs to the directive function.

Inter-sentential Switching in “Maudy Ayunda Music” YouTube Channel

Data 3

Aku pun masih banyak pertanyaan soal apa sih yang aku mau apa sih passion aku sebenarnya. What do I want to my life to be like.

(I still have a lot of questions about what do I want about what is my real passion. What do I want to my life to be like.)

(Source: *Maudy Ayunda Pernah Males Nggasih?! (Q&A Part 1)* - 5:58-6:09 second)

The speaker combines two languages when she delivers the information to the listener. In the utterance above the switch occurred between sentence boundaries.

Here Maudy Ayunda started her utterance using Indonesian language by saying “*Aku pun masih banyak pertanyaan soal apa sih yang aku mau apa sih passion aku sebenarnya.*”, then after a full stop, she switched into English language “What do I want to my life to be like.” Based on the explanation, it can be concluded that the data above belongs to inter-sentential switching.

The switching into English by saying “What do I want to my life to be like.” aims to emphasize the importance part of her utterance. The speaker stated that she had a lot of questions about things that she wants and about her passion. Furthermore, in the end of the utterance she emphasizes about the life that she wants in the future. Therefore, the data above holds the phatic function of code switching.

Data 4

There will be time that comes where thing will be better, where things will be clearer. *Akan ada waktu kok yang akan datang dimana hal hal itu akan menjadi lebih jelas dan semuanya akan menjadi baik-baik saja gitu.*

(There will be time that comes where thing will be better, where things will be clearer. There will be time where things will be clearer and everything will be better.)

(Source: *Maudy Ayunda Ngobrolin PRIVILEGE! (Q&A Part 2)* - 11:10-11:23 second)

The switching from English to Indonesian language in the data above, can be categorized as inter-sentential switching. It can be seen where the switch of two languages occurs between sentence boundary. Maudy Ayunda started her utterance using English language “There will be time that comes where thing will be better, where things will be clearer.” And after a full stop, she switched the next utterance to Indonesian language “*Akan ada waktu kok yang akan datang dimana hal hal itu akan menjadi lebih jelas dan semuanya akan menjadi baik- baik saja gitu.*” Thus, the switched that occurred above can be classified as inter-sentential switching.

The switch that occurs in the utterance above shows the poetic function of code switching. The use of two languages above is intended to give the poetic effect to the utterance. It can be seen from the English utterance “There will be time that comes where thing will be better, where things will be clearer.” was a kind of puns to give a poetic effect to the utterance above. The utterance above can be said as a motivation words which can raised the hearer’s attention when they hear it. Thus, the data above can be classified as a poetic function.

Intra-sentential Switching in “Maudy Ayunda Music” YouTube Channel

Data 5

Terus tiba tiba pandemi terjadi terus langsung lockdown.

(Then suddenly a pandemic happen and immediately lockdown.)

(Source: *Maudy Ayunda Ngobrolin PRIVILEGE! (Q&A Part 2)* - 1:39-1:43 second)

The sentence above is the type of intra-sentential switching, it is because there is a switch between two languages within a sentence. The switch occurred in the form of word; here the speaker added English word “lockdown” at the end of her Indonesian utterance. Thus, it clearly seen that the data above belong to inter-sentential switching.

The insertion of word “lockdown” within the Indonesian utterance shows the code switching function as referential function. The word “lockdown” if translated into Indonesian became “*kuncitara*”. Meanwhile, the speaker used the word “lockdown” instead of “*kuncitara*” because since the pandemic COVID-19 happened in Indonesia, most people in society more familiar with the word “lockdown” rather than “*kuncitara*”. Thus, it is more precise to use word “lockdown” to make the hearer easily understand about what is being talked. Based on the explanation above, the data holds the referential function.

Data 6

*MBA itu memberikan beberapa **skills** yang menurut aku sangat penting untuk aku pada saat itu.*

(MBA provided some skills that I thought were very important for me at that time.)

(Source: *Maudy Ayunda Ngobrolin PRIVILEGE! (Q&A Part 2)* - 3:02-3:07 second)

The speaker in the data above talked about some skills that she thought were very important which provided by MBA. Maudy Ayunda delivers the information by using Indonesian and English language. The switch occurred in the form of word within a sentence, the speaker added English word “skills” in the middle of her Indonesian utterance. Based on the analysis above, the data is classified to inter-sentential switching.

The switching from Indonesian to English language in the utterance above indicates the metalinguistic function of code switching. Here the speaker used the English word “skills” meanwhile she can used “*keahlian*” or “*keteramiplan*” in Indonesia. It can be seen that the speaker wants to impress the audience by showing her linguistic skills in mastering two languages; English and Indonesian language. Based on that explanation, the data above belongs to metalinguistic function.

Data 7

*Dari semua yang aku udah jalanin selama ini, yang aku paling yang paling membuat aku **excited** sebenarnya adalah berinteraksi sama banyak anak anak muda, anak anak kecil gitu ya.*

(From everything that I have been through so far, what makes me became the most excited is actually interacting with a lot of young people, children like that.)

(Source: *Maudy Ayunda* / #AskMod On Motivation. (6:28-6:39 second)

The speaker switches her languages from Indonesian to English in the middle of the utterance. Here the speaker delivers the information about things that she has been through by using Indonesian language, but she added the English word “excited” within her Indonesian utterance. Therefore, the data above is classified into intra-sentential switching.

The addition of English word “excited” above is used to express the happiness of the speaker. It can be seen where the speaker expressed her feeling, if she was excited when she did an interaction with young people and children. Expressing the speaker’s emotion or feeling was one of the characteristic of expressive function. It can be concluded that the data above belongs to expressive function.

Conclusion

Code switching is the switch that occurs in both languages within a conversation. People tend to switch their language in order to make the hearer easier understand about what they are talking about. It can be seen from the data source which gathered from Maudy Ayunda’s utterances on her YouTube channel. Based on the analysis above, it was found some code switching types functions uttered by Maudy Ayunda. The total data of this study were found one hundred twenty one total data. Where the highest occurrence was hold by intra-sentential switching with 102 total data (84,30%). Then followed by inter-sentential switching with the occurrence number is 17 total data (14,05%). Meanwhile, tag switching became the lowest occurrence found in this study with total data only 2 (1,65%). Intra-sentential switching became the highest occurrence, it is because Maudy Ayunda more often to switches her language within a sentence. The switch may occur in the form of word, phrase and clauses within a sentence. It is used to deliver the information to the listener, because some certain word are more precise in certain language, it will help the hearer to understand about what the speaker is talking about. The speaker can show her capability in mastering two languages; English and Indonesian language.

Meanwhile, for the code switching function that found in this study, the highest occurrence holds by the metalinguistic function with 68 total data (56,20%). It is influence by the speaker intentions to impress the hearer by showing her linguistic skill in combining to languages within an utterance. Afterwards, expressive function with 17 total data (14,05%). Here Maudy Ayunda often expresses her feelings about what she had experienced to the listener. Then followed by directive function with 15 total data (12,39%). In those videos the hearer are directly involved in the utterance uttered by the speaker. Phatic function with 13 total data (10,74%). It is used by the speaker to emphasize the importance part of her utterance. And then, referential function with 5 total data (4,13%). It is because the used of certain language are more precise in certain language, to help the hearer easier to understand

the topic. And the last is poetic function with 3 total data (2,48%). The speaker rarely involved jokes, puns, etc in her utterances.

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