



Code-Switching Done by Cinta Laura in “Mang Saswi Jatuh Cinta ke Cinta Laura Ini Talkshow”

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Abstract

The purpose of this study is to identify the types and reasons for Code-switching in the Youtube channel *Ini Talkshow* on the program Net TV. This study is concerned with the Code-switching phenomenon involving the Indonesian-English language that was found in Cinta Laura's speech during channel on the program Net TV. The quantitative and qualitative methods were used in this study. Apple and Muysken's theory (1987:118) is referred to in the study of data to analyze the type of Code-switching, and Hoffman's theory (1991) is referred to analyze the reasons for code-switching. It is done formally and informally to show the product of the analysis. There are found intra-sentential 10 data, inter-sentential 2 data, and tag switching 1 data. The reason for Code-switching are found in talking about a particular topic 25%, quoting somebody else 10%, showing empathy about something 20%, interjection (inserting sentence fillers or sentence connector) 10%, repetition used for clarification 10%, expressing group identity 10%, and intention of clarifying the speech content for the interlocutor 10%.

Keywords: *code-switching, ini talkshow*

Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi jenis dan alasan alih kode pada saluran Youtube Ini Talkshow pada program Net TV. Penelitian ini berkaitan dengan fenomena alih kode yang melibatkan bahasa Indonesia-Inggris yang ditemukan dalam pidato Cinta Laura selama di saluran Ini Talkshow di program Net TV. Metode kuantitatif dan kualitatif digunakan dalam penelitian ini. Teori Apple dan Muysken (1987:118) dirujuk dalam studi data untuk menganalisis jenis alih kode, dan teori Hoffman (1991) dirujuk untuk menganalisis alasan alih kode. Hal ini dilakukan secara formal dan informal untuk menunjukkan produk analisis. Penulis menemukan tiga jenis alih kode setelah menganalisis hasilnya. Ada 10 data intra-sentential, antar-sentential 2 data dan tag switching 1 data. Alasan alih kode terdiri dari: berbicara tentang topik tertentu 25%, mengutip orang lain 10%, menunjukkan empati tentang sesuatu 20%, interjeksi (menyisipkan pengisi kalimat atau penghubung kalimat) 10%, pengulangan yang digunakan untuk klarifikasi 10%, mengungkapkan identitas kelompok 10%, dan maksud memperjelas isi tuturan lawan bicara 10%.

Kata kunci: *alih kode, ini talkshow*

Introduction

Language is very important means of communication. It is used to communicate and to give information to others. There are many languages in the world that people can choose to interact. Choosing one proper language in communication is very important to avoid misunderstanding. People have to choose a particular language and or decide to switch from one to another and people use language as a medium of communication because people cannot express their feelings without language. The language itself as a media of communication plays an essential role in society. As an international language, nowadays, English shows a significant development in spoken and written forms. In written form, English plays an essential role in various aspects of our lives. So does in spoken forms. Language is very closely related to society. In the linguistics field, this study is known as sociolinguistics. All human languages have certain characteristics. humans need to use language to express their feelings in general to have a specific purpose, namely to make a clear delivery goal to a listener. Code-switching occurs in bilingual and multilingual communities when a person moves from one language, variety, or dialect to another. Code-switching can be done in various situations and domains. Spolsky (1998:45) defines a bilingual as a person who has some functional abilities in a second language. Sociolinguists are a part of linguistics that explains why people who speak differently in social contexts are indifferent. And the influence of social factors such as social status, age, social distance, dialect, register, genre, and they are related to identifying the social function of language and the way it is used. to be able to convey a good and clear social meaning

In this era, data in the form of audio and visual can be found very easily. Complete information in audio and visual form can be found on television. On television, we very often see some public figures who use Code-switching when speaking on several television shows. One of the television shows that are presented with Code-switching is the program “Ini Talkshow” on the NET TV channel. Cinta Laura is a famous person in Indonesia. Cinta Laura Kiehl or better known as Cinta Laura, born August 17, 1993, is an Indonesian-German actress, singer, and electropop model in Indonesia. From childhood to adolescence he lived outside Indonesia because he followed his father who worked as the General Manager of "Grand Hyatt Hotel". Born and raised abroad, Cinta is unique compared to Indonesian artists in general. Cinta Laura's native language is Indonesian. This study focuses in analyzing *Code Switching Used by Cinta Laura in Ini Talkshow*. studies while performing the study. Questions, in the following way:

1. What types of Code-switching does Cinta Laura use in the program " Ini Talkshow" on NET TV?
2. What Are The Reasons Cinta Laura does Code-switching in the program “Ini Talkshow” on NET TV?

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. Tag Switching
Tag switching involves an exclamation, a tag, or parenthetical in another language than the rest of the sentence. Tag-switching, is the transfer of one of the tag phrases or words, or both, from one language to another, (common in intra-sentential switches).
2. Inter-sentential Code-switching
Inter-sentential is the type of Code-switching involving movement from one language to other between sentences. This situation may also include a switch from a whole sentence or more than one sentence produced entirely in one language. Inter-sentential Code-switching may serve to emphasize a point made in the other language in conversation.
3. Intra-sentential Code-switching
Intra-sentential Code-switching is switching from one language variety to another at the clause, phrase, or word level within a single utterance. Intra-sentential Code-switching concerns language alternation that occurs within a sentence or clause boundary. Sometimes it includes mixing within words boundaries.

Regarding to the reason people do code switching, Hoffman (1991) proposed a variety of reasons as follows:

1. Talking About a Particular Topic
Sometimes people prefer to speak in one language over another on certain topics. Sometimes speakers feel free and comfortable to express their feelings in a language other than their usual language.
2. Quoting Somebody Else
People often cite their favorite words, sentences, and expressions, and sometimes quotes from other languages, such as famous people's words, wise English words. I use it because I want to express and emphasize it to be my best someday.
3. Showing Empathy About Something (Express Solidarity)
People often change the language to express empathy for something. In some cases, it is more convenient to use another language, English, to show empathy than to use L1, such as Indonesian. Moreover, correct use of language can improve meaning.
4. Interjection (Inserting Sentence Fillers or Sentence Connector)
An interjection is a type of sentence filler or sentence connector that people naturally use, such as "by the way" or "anyway".

5. Repetition Used For Clarification

When a bilingual or multilingual person wants to clarify something so that the listener can understand it better, they can sometimes use both languages to convey the same message. Often the message in one code is repeated in another code. Repetition not only clarifies what is said but also reinforces or emphasizes the message.

6. Intention of Clarifying the Speech Content for the Interlocutor

When a bilingual or multilingual person talks to another bilingual or multilingual person, a lot of code transitions and code-mixing happen. This means that the content of his speech is smooth and understandable by the audience. Messages from one code are repeated in another with a slightly modified form

7. Expressing Group Identity

Code-switching and code-mixing can also be used to express group identities. In academia, the way academics communicate is different from other groups.

Method

Materials

There are two theories and one supporting theory used in this study. It is used to help analyze or solve problems. The first theory from Apple and Muysken's theory (1987:118) is used to analyze the types of Code-switching and the second theory is proposed by Hoffman theory (1991) to analyze the reasons for Code-switching.

Method

In this study, the data source was taken from the utterances by Cinta Laura as the guest star in Youtube channel *Ini Talkshow* program on NetTV, The data source was taken from YouTube channel video and the title Mang Saswi Jatuh Cinta ke Cinta Laura-Ini Talkshow 12 Januari 2016 (1/6). For the duration of Video part 1 which is (23.52) minutes, part 2 (12.34) minutes, part 3 (9.04) minutes, part 4 (17.52) minutes, part 5 (5.33) minutes, part 6 (6.23) minutes.. The data were obtained by using the note-taking technique of all the code-switching found in Cinta Laura utterances after listening to all the videos on the Youtube channel *Ini Talkshow*. The qualitative method was used as the method to analyze and classify the data. Analyzed the data by using the theory Apple and Muysken (1987:118) is used to analyze the types of Code-switching and according to Hoffman (1991) in the book entitled *An Introduction to Bilingualism* to identify the reasons for code-switching, there are talking about a particular topic, quoting somebody else, being emphatic about something, interjection (inserting sentence fillers or sentence connectors), repetition used for clarification, the intention of clarifying the speech

content for the interlocutor and expressing group identity. The data in finding presentation described by using the formal and informal method

Result and Discussion

The theory of Apple and Muysken (1987:118) theory was used in analyzing the type of Code-switching and the theory from Hoffman (1991) was used to explain the reason for Code-switching. The result of the study shows that there are 10 data found as of Code-switching in Youtube channel Ini Talkshow. It is important to show data identified in Youtube channel Ini Talkshow, as follows:

Table 3.1 Type of Code-switching

No	Types Code-switching	Frequency	Percentage
1	Inter-Sentential	4	40%
2	Intra-Sentential	5	50%
3	Tag Switching	1	10%
Total		10	100%

As shown in the table above, all types of Code-switching occurred in the Youtube channel Ini Talkshow. The total number of types of Code-switching. In the data source, The most dominant Code-switching is Intra-Sentential Switching, its frequency is 5 times with a percentage (50%). This was followed by Inter-sentential Code-switching which appeared 4 times (40%), and the lowest data is Tag switching which appeared 1 time (10%).

Table 3.2 The Reason for Code-switching

No	The Reasons for Code-switching	Frequencies	Percentage (%)
1.	Talking About a Particular Topic	4	40%
2.	Quoting Somebody Else	-	-
3.	Showing Empathy About Something (express solidarity)	3	30%
4.	Interjection (Inserting Sentence	-	-

	Fillers or Sentence Connector)		
5.	Repetition Used For Clarification	2	20%
6.	The intention of Clarifying the Speech Content for the Interlocutor	1	10%
7.	Expressing Group Identity	-	-
Total		10	100%

The table above shows reasons for Code-switching according to Hoffman (1991). The most dominant Code-switching is Talking About a Particular Topic, its frequency is 4 times with percentage (40%). The other reason found is Showing Empathy. About Something, frequency 3 times with percentage (30%). The other is Expressing Group Identity, frequency percentage (0%). For the Quoting Somebody Else (0%), Interjection (Inserting Sentence Fillers or Sentence Connector) (0%), Repetition Used For Clarification, its frequency 2 with percentage (20%) Intention of Clarifying the Speech Content for the Interlocutor as same as 1 times frequency with percentage (10%)

3.1 Inter-sentential Code-switching

According to Apple and Muysken (1987:118), Inter-sentential is the type of Code-switching involving movement from one language to another between sentences. The language switch is done at sentence boundaries. This is seen most often between fluent bilingual speakers. Sometimes it is also known as “ Intra - sentential switching that occurs at the sentence or clause level, at the boundaries of sentence or clause. The data of Inter-sentential Code-switching used by Cinta Laura in Ini Talkshow were as follows:

Data 1

“ *I am sorry*, makanya kalau bawa bintang tamu jangan aku”

(I am sorry, so if you bring a guest star, don't do it)

The data above is categorized as Inter-sentential Code-switching since the data shows she switched between two languages English and Indonesia and both languages are done by a sentence. She said “I am sorry” this sentence was followed by Indonesia language “makanya kalau bawa bintang tamu jangan aku”. The utterance above can be classified as Inter-sentential Code-switching.

In the utterance above, it could be seen that showing empathy about something (Express Solidarity). According to Hoffman (1991) People often change the language to express empathy for something. The utterance “I am sorry” has to express the way how someone gets into others. In this case, Cinta Laura’s said that she is begging for apologizing because she feels not get into the topic so she said it in English and then followed by the Indonesian language to explain with a little joke.

Data 2

“I don’t know, aku belum punya untuk itu”

(I don't know, I haven't got one for that)

The data above is Inter-sentential Code-switching all the data taken by Youtube channel Ini Talkshow. The data above is categorized as Inter-sentential Code-switching since the data shows she switched between two languages English and Indonesia, and both languages are done by a sentence. She said “I don’t know” this sentence was followed by the Indonesian language “aku belum punya untuk itu” So the utterance above can be classified as Code-switching especially Inter-sentential Code-switching

According to Hoffman (1991) People often change the language to express empathy for something. In some cases, it is more convenient to use another language. The utterance “I don’t know” has to express something that makes someone confused. In this case, Cinta Laura’s said that she is confused about the topic, then she show her feeling in English words then explains them in Indonesian sentences.

Data 3

“It just really weird, pokoknya itu memori yang aneh banget”

(“It's just really weird, just a really weird memory”)

All the data took by the Youtube channel Ini Talkshow. The data above is categorized as Inter-sentential Code-switching since the data shows she switched between two languages English and Indonesia, and both languages are done by a sentence. She said “It just really weird” this sentence was followed by the Indonesian language “pokoknya itu memori yang aneh banget”. This utterance can be classified as Inter sentential Code-switching.

In the utterance above, it could be seen that repetition is used for clarification, According to Hoffman (1991) when a bilingual or multilingual person wants to clarify something so that the listener can understand it better, they can sometimes use both languages to convey the same message. Cinta Laura switched the English language to

Indonesian, since Cinta said “It just really weird” and followed by Indonesia statement to clarification about the moment she has before about the weird memory.

Data 4

“*Alright I will as long as you can keep up* Iya aku kesana yah”

(alright I will as long as you can keep up, Yeah I'm there okay)

The data above is categorized as Inter-sentential Code-switching since the data shows she switched between two languages English and Indonesia, and both languages are done by a sentence. She said “alright I will as long as you can keep up” this sentence was followed by the Indonesian language “Iya aku kesana yah”. The utterance above can be classified as Inter-sentential Code-switching.

In the utterance above, it could be seen that showing empathy about something (Express Solidarity). According to Hoffman (1991) People often change the language to express empathy for something. In some cases, it is more convenient to use another language, English, to show empathy than to use the first language, such as Indonesian. Moreover, correct use of language can improve meaning. The utterance “alright I will as long as you can keep up” has meaning to support someone that it is emphasized in the word “ you can keep up” it can be motivation someone and keep on their solidarity.

3.2 Intra-sentential Code-switching

According to Apple and Muysken (1987:118) Intra-sentential Code-switching, the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses to indicate a shift. The speaker is usually unaware of the shift. Intra-sentential switching occurs in the middle of a sentence. This type of intimate switching is often called Code-switching. Switching in different type occurs within the clause or sentence boundary. It may include mixing with a word boundary. The example of Intra-sentential switching used by Cinta Laura in Youtube Channel Ini talk show program NetTV was as follow:

Data 5

“oooh ini lagu *viral* di YouTube ya”

(oooh this is a viral song on YouTube huh)

This data show this is Intra-Sentential Switching because the word (English language) “viral” is a switch with the Indonesian language. It begins with “oooh ini lagu” that she shows about something that she knows and then expresses it by English

sentence at least mention the things that make her remember about the topic whose going on that time in Indonesian sentence “ di youtube ya”. Thus, this utterance can be classified as Intra-Sentential Code-switching.

In the data above, it could be seen that talking about a particular topic. According to Hoffman (1991), sometimes a speaker feels free and more comfortable expressing their emotional feelings in a language that is not their everyday language. Cinta Laura used the word “viral” has to mention the topic that someone has been mentioned in that case. Cinta Laura said that she remember something that they had talking about because she explain her reasons by Indonesian words that she know the viral topic because she had already seen it on youtube.

Data 6

“ aku orang yang pinter ngatur waktu, jadi misalnya hari jumat ada *test* aku udah mulai belajar dari hari senin”

(I am a person who is good at managing time, so for example on Friday there is a test, I have started studying from Monday)

This data shows that Cinta talked in Indonesia Language and add tag single word in her utterance, that is English Language “test” this data is categorized as Intra-sentential switching. First, she talks in Indonesian word “aku orang yang pinter ngatur waktu, jadi misalnya hari jumat ada” explain the character personality and emphasize that by English word “ test” and follow by the Indonesian language “aku udah mulai belajar dari hari senin” to draw the curtain on that English word. Thus, this utterance can be classified as Intra-Sentential Code-switching

In the data above, it could be seen that talking about a particular topic. According to Hoffman (1991), sometimes a speaker feels free and more comfortable expressing their emotional feelings in a language that is not their everyday language. Cinta Laura used the word “test” has to mention the topic that someone has been mentioned in that case. Cinta Laura said that she was good at time management and want to influence the audience at that time with her own experience. It shows by Indonesian sentence at the beginning of utterance and emphasizes it at the ending of the sentence by Indonesian word.

Data 7

“Kemarin waktu new years eve aku ke dubai”

(“Yesterday on new years eve I went to Dubai”)

In the data above is categorized as intra-sentential switching. Intra-sentential switching occurs in the middle of a sentence. On the youtube channel, in the talk show

program on NetTV Cinta Laura switch the Indonesian language to English and continue with the Indonesian language. The word “Kemarin Waktu” occurs to explain the time that mentions in Indonesian and then the word “new years eve” is explained the even at last it is close by Indonesia language “Aku ke Dubai” so it makes the even in the middle of the sentence make that word to Intra-sentential.

In the utterance above, it could be seen that talking about a particular topic existed, According to Hoffman (1991), sometimes people prefer to speak in one language over another on certain topics. Sometimes speakers feel free and comfortable expressing their feelings in a language other than their usual language. The utterance “New years eve” was the particular topic in this sentence because that was mentioned about the even had been passed on Cinta Laura’s life that she tells about her experience in Dubai, that emphasized the Indonesian word. that the Indonesian language into English and continue with Indonesian. The terms in English are preferable because Cinta Laura felt more comfortable expressing their emotions since the word “New years eve” is mostly used by people in Indonesian.

Data 8

“ karna itu nunjukin ke dunia bahwa Indonesia juga punya *talent* yang bisa sukses”

(Because it shows the world that Indonesia also has talent that can be successful)

Cinta employs two languages in a single sentence. Cinta, for starters, speaks the Indonesian language. Cinta says in Indonesian, " karna itu nunjukin ke dunia bahwa Indonesia juga punya" and then switches to English, " talent " A fluent Indonesian speaker would frequently use the word " yang bisa sukses " in a daily conversation. Within a sentence, the speaker switches from Bahasa Indonesia to English. Thus, Code-switching can be classified as Intra-Sentential Code-switching

In the data above, it could be seen that talking about a particular topic. According to Hoffman (1991), sometimes a speaker feels free and more comfortable expressing their emotional feelings in a language that is not their everyday language. Cinta Laura used the word “talent” has to mention the topic that someone has been mentioned in that case. Cinta Laura’said that she want to be a representative to approve to the world that the Indonesian people had a good talent too. It shows by Indonesian sentence at the beginning of utterance and emphasizes it at the ending of the sentence by Indonesian word

Data 9

“Tapi disitu banyak guru-guru akting yang suka banget sama aku, dan bilang kamu punya *potential* yang banyak karena selain akting kamu bisa di kembangin.”

(But many acting teachers like me, and say you have a lot of potential because apart from acting you can be developed. ")

In the data above, This data show this is Intra-Sentential Switching because the word (English language) “potential” is the switch with Indonesia language “Tapi disitu banyak guru-guru acting yang suka banget sama aku, dan bilang kamu punya “ and “yang banyak karena selain acting kamu bisa di kembangin” it shows that Cinta unaware with the word changes.

In the utterance above, it could be seen that talking about a particular topic were existed, According to Hoffman (1991) explain sometimes a speaker feels free and more comfortable to express their emotional feelings in a language that is not their everyday language. This topic was about the experience when Cinta Laura’s met with the foreigner lecture and said about “potential” No abbreviation was used to express a particular topic that Cinta Laura’s tell to the audience.

3.3 Tag Switching

According to Apple and Muysken (1987:118), Tag switching is the switching of either a single word or a tag phrase (or both) from one language to another. This type is common in intra-sentential switches. It involves the insertion of a tag from one language into an utterance in another language.

Data 10

“Ouch! gitu emang biasa telat atau biasanya on time gimana? atau, aku kecepitan aku kecepitan ya nyampinya”

("Ouch! So are you usually late or are you usually on time? Or, I'm fast, I'm fast, so it's arrived")

In the Cinta Laura utterance, “ Ouch! gitu emang biasa telat atau biasanya on time gimana? atau, aku kecepitan aku kecepitan ya nyampinya”, she switches from English into Bahasa Indonesia. Cinta uses the English word, “ouch”, to show her surprise. Thus, Cinta’s utterance includes tag-switching which word of “ouch!”. The utterances are in English that is followed by Bahasa Indonesia utterance “gitu emang biasa telat atau biasanya on time gimana?”. Thus, the switching from a word of interjection in one language and followed by a sentence in another language can be categorized into tag-switching.

The data above is the type of Intention of Clarifying the Speech Content for the Interlocutor. According to Hoffman (1991), when a bilingual or multilingual person talks to another bilingual or multilingual person, many code transitions and code-mixing happen. This means that the content of his speech is smooth and understandable by the audience. The utterance “ouch!!” was used to denote strong feelings in emphasizing to gain attention. Cinta Laura switch English to Indonesia because she

had strong emotions and gained attention, especially to all the audience in Ini Talkshow.

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