Code Switching Found in the Conversation between Bunga Citra Lestari and Daniel Mananta on "It's Me BCL" YouTube Channel

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Abstract
This study concerned the types and reasons of code-switching on three videos between Bunga Citra Lestari and Daniel Mananta's conversation. The data source were taken from Bunga Citra Lestari's YouTube channel entitled "IT'S ME BCL". The data analysis was conducted a descriptive qualitative method. This study showed 3 types of code switching that found in the findings by applying Poplack's theory (1980) as cited in Romaine (1989). Those types included intra-sentential switching, tag switching, and inter-sentential switching. The most type of code switching that dominantly occurred in this study namely intra-sentential switching. Those were appeared along the conversation between Bunga Citra Lestari and Daniel Mananta which aimed to convey the motivations through words, clauses, and phrases that were comfortable to be conducted in the second language. Moreover, this study also focused on the reasons of code switching by applying the theory proposed by Hoffman (1991). Those reasons could be divided into talking about certain things, quoting somebody else, showing empathy, using interjection, repeating something, clarifying the speech, and expressing group identity. The most reason of code-switching that dominantly occurred between Bunga Citra Lestari and Daniel Mananta's conversation was talking about certain things. Those were occurred during the role of Daniel Mananta who was being an interviewer was asking several questions to Bunga Citra Lestari who was being an interviewee that automatically built up their conversation.

Keywords*: code-switching, Bunga Citra Lestari, Daniel Mananta, YouTube*

Abstrak
Penelitian ini membahas tentang jenis dan alasan alih kode pada tiga video percakapan Bunga Citra Lestari dengan Daniel Mananta. Sumber data diambil dari channel YouTube Bunga Citra Lestari yang berjudul "IT'S ME BCL". Analisis data dilakukan dengan metode deskriptif kualitatif. Penelitian ini menunjukkan 3 jenis alih kode yang ditemukan dalam temuan dengan menerapkan teori Poplack (1980) sebagaimana dikutip dalam Romaine (1989). Jenis-jenis itu termasuk peralihan intra-sentential, peralihan tag, dan peralihan antar-kalimat. Jenis alih kode yang paling dominan terjadi dalam penelitian ini adalah alih kode intra-sentential. Hal tersebut tampak dalam percakapan Bunga Citra Lestari dengan Daniel Mananta yang bertujuan untuk menyampaikan motivasi melalui kata, klausa, dan frasa yang nyaman untuk dilakukan dalam bahasa kedua. Selain itu, penelitian ini juga berfokus pada alasan alih kode dengan menerapkan teori yang dikemukakan oleh Hoffman (1991). Alasan tersebut dapat dibagi menjadi berbicara

tentang hal-hal tertentu, mengutip orang lain, menunjukkan empati, menggunakan kata seru, mengulangi sesuatu, memperjelas pidato, dan mengungkapkan identitas kelompok. Alasan paling banyak alih kode yang dominan terjadi antara percakapan Bunga Citra Lestari dan Daniel Mananta adalah membicarakan hal-hal tertentu. Hal itu terjadi pada saat peran Daniel Mananta yang menjadi pewawancara mengajukan beberapa pertanyaan kepada Bunga Citra Lestari yang menjadi narasumber yang secara otomatis membangun percakapan mereka.

Kata kunci*: alih kode, Bunga Citra Lestari, Daniel Mananta, YouTube*

Introduction

Language purposely becomes the social connector between an individual with others in the conversation. Walija (1996) described that language can be an effective platform in conveying human's feelings, intentions, ideas, opinions, and messages to other people as the social actors. Sociolinguistics refers to the branch of linguistics that is focused on the phenomenon of language, its varieties, and functions in the society. In conducting the conversation with other people either locals or foreigners is the human's necessity in their daily life. Language is functioned in this situation because it plays the important part to be a connector between those social communities. Therefore, the numbers of bilingualism in using two languages are increasing recent times and the phenomenon of switching two or more languages in the conversation named code-switching.

In combining two involved languages in the social situation such as small talk, personal feelings, fact disclosure, and common ground is the role of code-switching. Based on Wikipedia, code-switching occurs when the speaker is switching their native language with other languages and vice versa in the conversational context. Both bilingual and multilingual society may use code-switching in their daily communication. Nowadays, social media becomes the most popular platform in conducting code-switching. The language variety also can be found through songs, novels, magazines, TV programs, and YouTube videos. The digital gadgets such as smartphone, laptop, tablet, and PC can install YouTube apps or website. Most youth have their opportunity in finding their interests on YouTube because it is an open platform for all users.

The popular channel named "IT'S ME BCL" can be also found on this video-sharing platform. This YouTube channel is owned by Bunga Citra Lestari who is well-known in speaking English fluently. Those language varieties can also be watched in her videos especially code-switching. The speaker sometimes shows the language mixing or switching from the native language to another one. Furthermore, Daniel Mananta, who is also popular as code-switching speaker, is ever invited to this channel.

This study also reviewed some previous study as the comparison in conducting the research. The first thesis was written by Rahmaniah (2016) entitled "*Code*

Switching Used by Kimmy Jayanti in "iLook" Program on Net TV". This previous
study investigated the most type of code switching that dominantly occurred in the
data source as well as its reasons. The dominant type of code switching that were found
in the findings were intra-sentential switching, while the dominant reason were talking
about certain things. Both studies have similarity in conducting code-switching
analysis which is especially the second research problem that is related to the reasons
of code-switching. On the other hand, the difference can be found in the data source
in which the previous study took TV program whereas YouTube videos were taken as
the data source in this article.

The second thesis was written by Anzaro (2018) entitled "*An Analysis of Code-
Switching in the Novel "Critical Eleven" by Ika Natassa*". This previous study
analyzed the types and functions of code-switching in the selected novel. The theories
that proposed by Poplack (1980) and Appel and Muysken (2006) were applied in
conducting the types and functions of code-switching analysis. Both studies were
similar in analyzing the code switching as the main problem. Meanwhile, the previous
study and this research can be differentiated through the data source, they are; novel
and also YouTube videos. Moreover, the previous study focused on the types and
functions of code switching, while the types and reasons of code switching are focused
in this article.

The last article was written by Sari et.al (2017) entitled "*Types and Functions of
Code Switching in Zalea's "Crash into You*". This previous research investigated the
types and functions of code-switching in the selected novel. Both studies have
similarity in conducting code-switching analysis. On the other hand, the difference can
be found in the data source, they are; novel and YouTube videos. Furthermore, the
previous article focused on the types and functions of code switching, while the types
and reasons of code switching are focused in this article.

Method

The data source were taken from three YouTube videos that contain Bunga
Citra Lestari and Daniel Mananta's conversation. Those videos included "Love Story
#1 – BCL *Sebelum & Sesudah Ashraf*", "Love Story #2 – *Hari-hari terakhir Ash*raf",
"Love Story #3 – *Ga boleh berusaha kuat di depan Noah*. Just be you!". The
observation method was applied in collecting the data in this research. The data were
collected through the following steps, they are; (1) searching "IT'S ME BCL" on
YouTube channel and select various videos that related to code-switching on her
YouTube channel. (2) Watching and listening repeatedly the video in conversation
between Bunga Citra Lestari and Daniel Mananta that has been selected to find out the
use of code-switching. (3) Selecting and note-taking every code-switching that will
find in conversation between Bunga Citra Lestari and Daniel Mananta utterances. (4)

Classifying the data of code-switching that found in conversation between Bunga Citra Lestari and Daniel Mananta utterances. Both formal and informal method were applied in presenting the data analysis.

Result and Discussion

In presenting the data analysis, both formal and informal method were applied in this research. Formal method refers to the data analysis is formulated in the form of table presentation to show the number of occurrences and also the percentages of each code-switching types and reasons. On the other hand, informal method refers to the data analysis is described in paragraphs. The data findings in this study covered code-switching types and reasons. Those data were analyzed through two theories that proposed by several scholars namely Poplack's theory (1980) and Hoffman (1991).

A. Types of Code Switching

According to Poplack (1980), there are three types of code switching: tag switching, inter-sentential switching, and intra-sentential switching. Based on the research, all types of code switching that found in Bunga Citra Lestari and Daniel Mananta utterance. The data of types of code switching are classified clearly on the tabulation table as below:

Table 4.1 Tabulation of Types of Code Switching in *"IT'S ME BCL"* YouTube Channel

Types of Code Switching / Video	Tag Switching		Inter-sentential Switching		Intra-sentential Switching	
	Occurrence	%	Occurrence	%	Occurrence	%
Video I	2	1,94	6	5,82	19	18,44
Video II	5	4,85	17	16,50	20	19,41
Video III	3	2,91	4	3,88	27	26,21
Total	**10**	**9,70**	**27**	**26,20**	**66**	**64,06**

Table 4.1 presents the occurrence and the percentage of code switching based on the types of code switching between Bunga Citra Lestari and Daniel Mananta utterances on "IT'S ME BCL" YouTube Channel. Total of the data in this research were 103 code switching data. As the result, intra-sentential switching dominated the data. Based on the table there were 66 (64,06%) data of intra-sentential switching in

those three videos on YouTube used by Bunga Citra Lestari and Daniel Mananta. It became the most used types because intra-sentential switching involves a switching way that occurs inside the same phrase,clause or sentence that contained elements of both languages and Bunga Citra Lestari and Daniel Mananta as a bilingual with high levels of fluency especially heard in these videos on YouTube ,often switched their language within it. There were also 27 (26,20%) data of inter-sentential switching. Meanwhile tag switching were the least of three types of code switching in these three videos on YouTube, only 10 (9,70%) data, it because Bunga Citra Lestari and Daniel Mananta heard rarely switched a filler, tag, interjection, idiomatic expression.

B. The Reasons of Code Switching

According to the theory from Hoffman (1991: 115-116) in the book entitled "*An Introduction to Bilingualism*", there are seven reasons of code switching: talking about particular topic, quoting somebody else, being emphatic about something, interjection (inserting sentence fillers or sentence connectors), repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity. Based on the finding, all reasons of code switching were found in Bunga Citra Lestari and Daniel Mananta' utterances within three videos on "IT'S ME BCL" YouTube Channel. The data of reasons of code switching were classified clearly in the table as below.

Table 4.2 Tabulation of Reason of Code Switching in *"IT'S ME BCL"* YouTube Channel

Reasons Of code Switching	Talking About Particular Topic		Quoting Somebody Else		Being Emphatic About Something		Interjection		Repetition Used For Clarification		Intention of Clarifying The Speech Content for Interlocutor		Expressing Group Identity	
Video	Occurrence	%	Occurrence	%	Occurrence	%	Occurrence	%	Occurrence	%	Occurrence	%	Occurrence	%
Video I	5	4,85	1	0,97	11	10,67	3	2,91	7	6,79	0	0	0	0

Video II	12	11,65	2	1,94	11	10,67	3	2,91	7	6,79	0	0	6	5,82
Video III	14	13,59	2	1,94	5	4,85	3	2,91	2	1,94	4	3,88	4	3,88
Total	31	30,09	5	4,85	27	26,19	9	8,73	16	15,52	4	3,88	10	9,70

Table 4.2 presented the occurrence and the percentage of the reasons of code switching uttered between Bunga Citra Lestari and Daniel Mananta in three videos on "IT'S ME BCL" YouTube Channel.The total of the data found were 103 code switching data. Based on the tabulation, talking about particular topic was dominated in term of the reason of code switching, there were 31 (30,09%) data of talking about particular topic found in those three videos uttered between Bunga Citra Lestari and Daniel Mananta. It became the most used reasons because Bunga Citra Lestari as an interviewee doesn't only talk about her life, but she also talks about her husband, her son, her parent in-laws, even about her experience and many more topics that are discussed in their conversation in three videos on "IT'S ME BCL" YouTube Channel. Moreover, Daniel Mananta as an interviewer, he also gives some questions to Bunga Citra Lestari and it automatically raises a new topic in their conversation. The result of the rest of the finding were followed by 5 (4,85%) data of quoting somebody else, 9 (8,73%) data of interjection, 2 (26,19%) data of being emphatic about something, 16 (15,52%) data of repetition used for clarification, and 10 (9,70%) data of expressing group identity. Meanwhile, intention of clarifying the speech content for interlocutor was only represented by 4 (3,88 %) data.

1. Tag Switching

The language phenomenon that is related to the process in inserting tag or exclamation in one specific language called as tag-switching. It occurs in the context of word emphasis in the utterances without following the grammatical rules.

Data 1

"***I mean***, *ketika menikah kan biasanya lo harus begini begini begini. Sama Ashraf itu enggak. Gue nikah sama dia tu gak merasa bahwa dia* toxic *dalam hidup gue*"

(I mean, when you get married, you usually have to be like this. It's not the same as Ashraf. I married him, I don't feel that he is toxic in my life.)

(Video 1, 08:53)

Code-switching occurred in the data above by inserting a tag "*I mean*" in the beginning of the utterance. Tag-switching refers to the situation when the speaker is inserting the additional tag or filler words within a sentence. It included the tag or even short phrase that is taken from one specific language into the utterance that is entirely delivered in another language.

Based on the data above, BCL plays her role as an interviewee by saying "*I mean, ketika menikah kan biasanya lo harus begini begini begini. Sama Ashraf itu enggak. Gue nikah sama dia tu gak merasa bahwa dia* toxic *dalam hidup gue*". This utterance might be categorized as talking about certain things since the speaker was talking about her husband and marriage.

Data 2

"***And then**, mau 1 tahun Ashraf gak ada kan kita punya plan, untuk ke makam bareng-bareng. Itu udah ada yang nanya pake baju apa. Pokoknya itu temen-temen gue tentang kostum tu juaranya.*"
(And then, one year later Ashraf died, we have a plan, to go to the grave together. It was someone who asked what clothes to wear. Anyway, my friends about the costume are the champion.)

(Video 3, 02:48)

Code-switching in the data above also occurred by inserting a tag "***and then***" in the beginning of the utterance. The speaker emphasized her utterance through this tag rather than totally delivering the utterance in one language.

Based on the data above, BCL uttered "***And then**, mau 1 tahun Ashraf gak ada kan kita punya* plan, *untuk ke makam bareng-bareng. Itu udah ada yang nanya pake baju apa. Pokoknya itu temen-temen gue tentang kostum tu juaranya*". This utterance might be considered as talking about certain things since the speaker was talking about her friends' attitudes by asking the dress code for coming to her husband's funeral.

2.   Inter-sentential Switching

The involvement of language switching within clause or even sentence from one specific language into another one is called as inter-sentential switching. It occurs between two or more sentences when the sentence replacement is conducted by the speaker with the second language (Romaine, 1989: 112).

Data 3

"***You don't have to write, I know you don't like writing.** Dia bilang gitu kan karena gue emang gak suka nulis orangnya.*"

(You don't have to write, I know you don't like writing. He said that because I really don't like writing.)

(Video 2, 20:27)

Code-switching involved two languages in delivering two utterances in the data above. The speaker delivered the first utterance in English by saying "***You don't have to write, I know you don't like writing.***" and then followed by Indonesian language "*Dia bilang gitu kan karena gue emang gak suka nulis orangnya*". After delivering the first utterance, the language was switched from English into Indonesian, which can be categorized as inter-sentential switching. This code switching often occurred between two or more clause and sentences in different languages.

Based on the data above, BCL plays the interviewee role by saying "***You don't have to write, I know you don't like writing.*** *Dia bilang gitu kan karena gue emang gak suka nulis orangnya*". This code switching might be considered as expressing group identity since the speaker represented herself is not good at writing.

Data 4
"***In a competition with like everyone***, *tapi gue sendiri juga gak tau mau kemana*. ***I don't know where I should to go***."
(In a competition with like everyone, but I also don't know where I'm going. I don't know where I should go.)

(Video 2, 03:05)

Code-switching in the data above occurred between two different utterances. The speaker mentioned the first sentence in English by saying "***In a competition with like everyone***," and then followed by the second one "*tapi gue sendiri juga gak tau mau kemana*." Afterwards, BCL continued it by delivering English language "***I don't know where I should to go***". Those sentences were switched from English into Indonesian and vice versa between the sentence boundaries. This code switching might be considered as inter-sentential switching because those sentences were delivered in different languages.

Based on the data above, BCL plays her role as interviewee by saying "***In a competition with like everyone***, *tapi gue sendiri juga gak tau mau kemana*. ***I don't know where I should to go***". By analyzing this language phenomenon, the speaker repeated both sentences namely "*gue sendiri juga gak tau mau kemana*" and "***I don't know where I should to go***" which can be identified as repeating something referred to the data above. It can be seen that the speaker clarified her situation right now, when she was confused and not ready for passing the reality after leaving by her husband who had died.

3.   Intra-sentential Switching

Intra-sentential switching means the process of substituting languages in terms of words, phrases, clauses, or sentences depending on the speaker's necessity. This type of code switching portrayed the high probability in the context of violating the syntactic rules, the grammatical knowledge, and also requirements in both involved languages.

Data 5

"***Experience*** *gue sama* ***experience*** *lo itu beda banget.* ***Because you were there****. Lo ada disana.*"

(My experience and yours are very different. Because you were there. you were there.)

(Video 2, 00:44)

The code-switching in the data above was considered as intra-sentential switching when the speaker delivered "***experience***" in the beginning of the utterance and then switched into "*gue sama*", and then switched into "***experience***", and then switched into "*lo it beda banget*", and then switched into "***because you were there***" and the last one, it was switched into "*lo ada disana*". Each utterance was switched from English into Indonesian and vice versa.

Based on the data above, Daniel Mananta plays his role as the interviewer who delivered the utterances; "***Experience*** *gue sama* ***experience*** *lo itu beda banget.* ***Because you were there****. Lo ada disana*". There were utterances that repeatedly mentioned by the speaker namely "***you were there***" and "*lo ada disana*" which considered as repeating something in the code-switching reason. Daniel Mananta repeating his utterance for clarifying both speakers' experiences were different since BCL lost her lovely husband forever that cannot be imagined about her feeling at that time.

Data 6

"1 hari itu ada 24 jam, **so that's mean** elo **leaving** 21 jam karena lo tidur cuma **3 hours/day**. Dan sisanya lo kerja. **Wow, I appreciate it!**"

(1 day has 24 hours, so that's mean you leave 21 hours because you only sleep 3 hours/day. And the rest you work. Wow, I appreciate it!)

(Video 3, 09:11)

The data above might be considered as intra-sentential switching since the speaker delivered "*1 hari itu ada 24 jam*" in the beginning of the utterance, and then switched into "***so that's mean***", and then switched into "*elo*" and then switched into "***leaving***", and then switched into "*21 jam karena lo tidur cuma*", and the switched into "***3 hours/day***", and then switched again into "*dan sisanya lo kerja*", and then the last one, it was switched into "***wow, I appreciate it!***". Each utterance was switched from English into Indonesian and vice versa.

Based on the data above, Daniel Mananta delivered "*1 hari itu ada 24 jam, **so that's mean** elo **leaving** 21 jam karena lo tidur cuma **3 hours/day**. Dan sisanya lo kerja. **Wow, I appreciate it!**" that may be considered as showing empathy to someone. This code switching was purposely expressed an appreciation to BCL in struggling as a single parent and hardly working for her son.

It can be seen through the utterance "***wow, I appreciate it!***" that showed to an independent woman who always works in 24 hours and only has a sleep 3 hours for every day.

Conclusion

Code-switching is the phenomenon of language variety that involves two or more languages in the conversation. It is usually used for making an easier understanding for the listeners. This study investigated code-switching occurrence in three YouTube videos of Bunga Citra Lestari and Daniel Mananta in conducting conversation. According to Poplack's theory (1980), there were 3 types of code switching were found in this study, they are; tag-switching, inter-sentential switching, and intra-sentential switching. Moreover, the code switching that dominantly appeared in the data source was intra-sentential switching around 66 (64.06%) data. Meanwhile, the least occurrence was tag-switching around 20 (9.70%) data which means it is rarely delivered by both speakers in their videos for avoiding the viewers' confusions.

On the other hand, this study also analyzed the reasons of code-switching in those selected videos by applying Hoffman's theory (1991). It was classified into seven findings, they are talking about certain things, quoting somebody else, showing empathy, using interjection, repeating something, clarifying the speech, and expressing group identity. Furthermore, the most dominant reasons that appeared in this study was talking about certain things around 33 (32.03%) data in those selected videos. It was caused by Daniel Mananta who plays his role as interviewer was asking several questions to Bunga Citra Lestari who was being interviewee that automatically built up the conversation. Then, the reason of clarifying the speech only occurred in 4 (3.88%) data.

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