



## Code-Switching in the Puella ID YouTube Channel by Cinta Laura

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### Abstract

The phenomenon of code-switching is increasingly widespread due to the impact of social media such as YouTube, whose creators are bilingual. This study aims to identify the types of code-switching on Puella ID Youtube Channel by Cinta Laura and analyze the reason why the host and the speaker use code-switching in their conversation. In order to identify codeswitching, this research applied the theories proposed by Poplack (1980) as cited in Romaine (1989) to classify the types of Code-Switching and the second theory analysis of the reason for code-switching proposed by Hoffmann (1991). This study used the descriptive qualitative method. The end result of this research represented three types of code-switching and six out of seven reasons for code-switching were found. The dominant type that heaves in sight in this research is intra-sentential switching. Six reasons for codeswitching were found. The very dominant reason is the intention of clarifying the speech content for the interlocutor. The expression of the utterance is something used to point out something or also to lead up to connect between sentences or words so that it can easily be realized by the other person.

**Keywords:** *code-switching, bilingual, types, reason*

### Abstrak

Fenomena alih kode semakin marak terjadi akibat dampak dari media sosial seperti YouTube yang penggunaannya merupakan masyarakat dwibahasa. Penelitian ini bertujuan untuk mengidentifikasi jenis-jenis alih kode di Channel Youtube Puella ID oleh Cinta Laura dan menganalisis alasan pembawa acara dan tamu dalam cara tersebut menggunakan alih kode dalam percakapan mereka. Untuk mengidentifikasi alih kode, penelitian ini menerapkan teori-teori yang dikemukakan oleh Poplack (1980) sebagaimana dikutip dalam Romaine (1989) untuk mengklasifikasikan jenis-jenis alih kode dan teori kedua tentang alasan alih kode yang dikemukakan oleh Hoffmann (1991). Peneliti menggunakan metode deskriptif kualitatif dalam penelitian ini. Hasil akhir dari penelitian ini adalah ditemukan tiga jenis alih kode dan enam dari tujuh penyebab terjadinya alih kode. Tipe lih kode yang dominan yang di temukan dalam penelitian ini adalah peralihan intra-sentensial. Enam dari tujuh alasan alih kode ditemukan. Alasan yang paling dominan adalah maksud memperjelas isi tuturan lawan bicara. Ungkapan tuturan adalah sesuatu yang digunakan untuk menunjukkan sesuatu atau juga untuk menghubungkan antar kalimat atau kata-kata sehingga mudah disadari oleh lawan bicara.

**Kata kunci:** *alih kode, dwibahasa, tipe, alasan*

## Introduction

Code-switching is a phenomenon in society nowadays. Blom and Gumperz in Webster (2008:142) stated that code-switching is phenomenon when speakers switch from one language to another and probably did not switch back or only switched back after a long stretch of language. According to Hoffmann (1991), code-switching involves alternated use of two languages or linguistic varieties within the same utterance or during the same conversation. A lot of people in the world use two or more languages in their life. These phenomena have become huge with the trend of young people who often switch languages to other languages to deliver their idea or their utterances. This phenomenon of speaking is also called Bilingualism or multilingualism.

Bilingualism or multilingualism is the phenomenon of speaking and understanding two or more languages. Titone (1972) as cited in Hamers and Blanc (2000) defined bilingualism as an individual's capacity to speak a second language while following the concepts and the structures of that language rather than paraphrasing their mother tongue. One of the languages that are often used in the English language is an international language and English has become the language most people use to switch with. In Indonesia, the use of English is popular for some reason, the use of the English language become a huge cause of the phenomenon of tourism, and also people today look greater when they use two or more languages when they speak.

Nowadays, with the ability to speak more than one language, people tend to mix and switch languages. Its phenomenon become a trend or style of speaking in society. This phenomenon of switching languages is also studied in sociolinguistics. According to Holmes (1992) Sociolinguistics is a term that refers to the study of relationships between language and society, and how language is used in multilingual speech communities. The existence of code-switching can be found on social media like Youtube channels.

The Youtube channel that this study is interesting to be analyzed is Puella ID Youtube Channel By Cinta Laura in the #BicaraCinta episode with the guest Andovi Da Lopes and Enzy. This research focuses on the Type and reason for code-switching that was used by Cinta Laura and her guest in their communication process. The reason why the researcher chose the selected collaborated video in this episode #BicaraCinta is that he guest for this video s someone who's also a bilingual person. Code-switching occurs from the beginning of the video until finished because Cinta Laura and Andovi Da Lopes frequently switch their language.

This study compared it with the previous study about code-switching, and it gave this research a comprehensive understanding of code-switching. The first study is written by Dara Rianda (2017). In Rianda's study, she concerns to explore the forms and reasons for code-switching in TV Program based on the theory by Suwito (1985) to classify the forms of code-mixing and the theory of Hoffman (1991:116) in Cakrawati (2011) to classify the reason for code-switching. The data source that she applies is a TV program, and this study used a Youtube Channel. Compare to this study, this study focusses on the types and reasons for code-switching appearing in videos on the Puella ID Youtube channel. In conducting Dara's research, she analyzed

the data based on Poplack's (1980) to classify the types of code-switching and classify the reason based on Hoffman's (1991) theories, while this study analyzed the data based on the theory by Poplack (1980) as cited in Romaine (1989) and the theory to the reason for code-switching proposed by Hoffmann (1991). The data source of her study is a Youtube channel of Cinderella and this used the Puella ID Youtube channel by Cinta Laura. The second was the thesis created by Sianipar (2019). In her thesis, she focuses on the analysis of the types of code-switching and also identifies the reasons for Indonesian-English codeswitching in the two selected videos of Cinderella. In this study, the researcher focusses n the types and reasons for code-switching appearing in the video on the Puella ID Youtube channel. In conducting Sianipar's research, she analyzed the data based on Poplack's (1980) to classify the types of code-switching and classify the reason based on Hoffman's (1991) theories, while this study analyzed the data based on the theory by Poplack (1980) as cited in Romaine (1989) and the theory to the reason for code-switching proposed by Hoffmann (1991). The data source of her study is a Youtube channel of Cinderella and this used the Puella ID Youtube channel by Cinta Laura. The thesis by Rachma (2021) is the third related study of code-switching. In her study, she classified the data of Types of Code-Switching and the possible reasons for Code-Switching based on the theory proposed by Hoffman (1991). This study focusses to know the types and reason for code-switching. This study is based on the theory by Poplack (1980) as cited in Romaine (1989) and the theory of the reason for code-switching proposed by Hoffmann (1991). The data source that Rachma applies in her study was Youtube Channel by Boy William while this study used the data source from the Youtube channel by Cinta Laura. The fourth related study was from the journal written by Tresna sari (2022). In her study, she aimed to identify the types and reasons for codemixing, while this study focused on analyzing types and reasons for code-switching. In her study, she analyzes data from the Wardah Beauty Youtube channel based on the theory by Hoffman (1991) when this study analyzed the data based on the theory by Poplack (1980) as cited in Romaine (1989) and the theory of the reason for codeswitching proposed by Hoffmann (1991). The last related study was from Journal written by Adi (2017). In his journal, he concerns with exploring the types of codeswitching and describes the reasons influencing the application of code-switching in the novel. Classify three main types of code-switching based on a theory proposed by Poplack in Schmidt (2014:24) and theory by Hoffman in Pardede and Kisno (2012:133) to analyze the reason for code-switching when this study focused to identify the types of code-switching based on the theory by Poplack (1980) as cited in Romaine (1989) and the theory of the reason for code-switching proposed by Hoffmann (1991). The data source he used is novel while his study used Youtube Channel.

Code-switching is very interesting to be discussed and analyzed. Moreover, the use of code-switching is often seen being used in daily life also on various social media. The reason for Code-switching used as a topic of this study is because most people in Indonesia use more than one language. Hence, combining more than one language is often conducted intentionally and unintentionally. This study used a Youtube hannel as a data source because nowadays one of the most popular media socials all over the generation was the Youtube Channel. Puella ID Youtube channel was owned by one of the popular talent artists in Indonesia named Cinta Laura. On her

Youtube channel special episode the #BicaraCinta is an interesting episode because so far, it's the only episode that she had on her channel. Moreover, in the #BicaraCinta episode, Cinta always gives educating and inspiring things with her research and inspiring guest star.

This study aims to improve the reader's knowledge of using code-switching either found in society or on social media. This research examines how code-switching is used in the communication process between Cinta Laura and her guest. Hence, this research is in order to find out the types and the reason why code-switching exists in the communication process, on the Puella ID youtube channel by Cinta Laura and her guest.

## Method

Puella ID youtube channel was applied as the data source of this study. The researcher found a Youtube channel belonging to a popular actress from Indonesia known as Cinta Laura. A lot of the guest on her Youtube channel was inspirational people for young blood. Puella ID's youtube channel aims to educate young people through inspiring guest stars. Cinta Laura is good at speaking in a foreign language one of which is English. Mostly her guest star in the #BicaraCinta episode is a bilingual person and they often switch their languages to others while their conversation. Hence, the researcher aims to find out the Code-Switching of the language Cinta Laura and her guest regularly use to carry inspiration and educational things as properly as her aims for her youtube channel. On her YouTube channel with #BicaraCinta episode, he regularly inserts two languages into her conversation with the guest. It is one of the reasons this episode of the channel was used to be chosen as the data source of fact due to the fact there is a term referred to as code-switching. This research provides further understanding to readers of sociolinguistics, especially about code-switching. The data collection process involved the use of observation method, which consisted of three steps conducted by the researcher, as outlined below.

- a. Repeatedly watching the video while simultaneously reading the transcription.
- b. Taking notes of the code-switching types or reasons based on the relevant theory.
- c. Categorizing the utterances from the captured videos into a data list and providing an explanation based on the theory.

In terms of analyzing the data, the researcher applies a qualitative method to figure out the answer related to the case and a descriptive method by using an explanatory.

## **Result and Discussion**

This chapter reports on the results of the research study and provides a discussion of these findings. The first point highlights the findings related to code-switching in the video utterances and focuses on the total amount of data collected. The second point presents a discussion of the findings and aims to explain them. The study draws on Poplack (1980) as cited in Romaine (1989) first hypothesis regarding different types of code-switching, and Hoffman's (1991) hypotheses about the reasons behind code-switching.

### **Result**

Based on the research findings, inter-sentential switching was the most commonly observed type of code-switching in the Puella ID Youtube Channel by Cinta Laura Khiel, whereas tag switching was the least frequent among the three identified types. In addition, discussing a particular topic was identified as the most frequent reason for code-switching, while repetitions used for clarification was the least common reason among the four identified.

### **Discussion**

Here, the information is broken down clearly founded on the hypothesis Poplack (1980) referred to In Romaine (1989) to dissect the types of Code-switching and grouped them into three sorts, i.e., Tag switching, Inter-sentential switching, and Intra-sentential switching. In light of the hypothesis by Hoffmann (1991), there are seven reasons for Code-switching i.e., Talking about a particular topic, Quoting someone's word, Expressing feeling about something, Interjection (Inserting sentence fillers or sentence connector), Repetition used for clarification, The intention of clarifying the speech content for the interlocutor and Expressing group identity. To make the information more manageable, only a select few of the best examples for each part were presented. The information and analysis are provided below.

#### **1) Tag switching**

##### **Data 1**

**Naturally**, lebih banyak orang SD sampai SMA disini kuliah di luar negeri, gua kebalik SD sampai SMA di luar negeri kuliah di UI jadi balik masuk UI sama kakakaka gua

(Video: Pemilu 2024 Akan Menjadi Moment Yang Berbahaya! July 12th, 2022,04.34-04.43)

Andovi's utterance above shows there are two languages involved. The utterance above started in the English language is "Naturally" and continues in the Indonesian language "*lebih banyak orang SD sampai SMA disini, kuliah di luar negeri gua kebalik SD sampai SMA di luar negeri kuliah di UI jadi balik*". The use of tags like an emphasized word at the beginning of the utterance it is serving as to personify of the bilingual utterance. Andovi switches his language when he talks about the

common school kids' culture when they committed to continue studying abroad and comparing it to his own. As Andovi grew up and schools also abroad. Tag switching above has the function as a disclaimer word. The speaker used the “Naturally” word at the beginning of the sentence to disclaim what he talked about right before.

From the data above, it can be seen that Andovi uses code-switching in his utterance. In the utterance above he said “Naturally, *lebih banyak orang SD sampai SMA disini, kuliah di luar Negeri gua kebalik SD sampai SMA di luar Negeri kuliah di UI jadi balik.*”. In this case, Andovi started his sentence with an English word, this refers to the term speakers choose the term which is more familiar to the listener. A message in one code is rehashed within the other code into some degree altered shape. The data above can be categorized due to the reasons of intention used of clarifying the speech content for the interlocutor. The word “Naturally” was intended to make the speech runs smoothly and can be understood by the listener as the interlocutor was Cinta Laura who is known as the half-bred.

## 2) Intra-sentential switching

Intra-sentential switching refers to the switching that occurs inside the same clause or sentence which then contains elements of both languages. (Romaine, 1989:113)

### Data 2

**I am so happy**, bahwa enzy menjadi seorang diri yang **light** dan **cheerful** ini.

(Video: Jalan Lain dari Tuhan untuk Mimpiku, July 12th, 2022,02.06-02.10)

In the data above there are two languages involved. In the middle of the sentence, there are insertions of the words “I am so happy” “light” and “cheerful” between the sentence. This data can be categorized as intra-sentential switching because the utterance shows that there is a switch between two languages within a sentence. Cinta Laura describes Enzy as her guest with the English words “light” and “cheerful” which before the sentence were Indonesian “*bahwa enzy menjadi seorang diri yang*”.

The data above started with the speaker saying “I am so happy” it can be seen as the speaker showing her feeling that she feels blissful to see someone like Enzy as her guest with the self-carriage light and cheerful. The explanation of the data above shows if the utterance delivered by Cinta Laura can be categorized as the reason for expressing feelings about something. Cinta Laura switches the language to describe her guest through her observation of her guest.

### Data 3

Kamu merasa kamu bisa membagi **experience** dan cara pandang kamu kepada temanteman kamu yang mungkin kurang kenal kamu, kurang kenal tentang budaya asli dan asal kamu.

(Video: Pemilu 2024 Akan Menjadi Moment Yang Berbahaya! July 12th, 2022,06.03-06.11)

The utterance above started in the Indonesian language, and in the middle of the sentence was inserted the English Language word “experience”. From the explanation, the utterance can be categorized as an intra-sentential switching because the utterance shows that there is a switch between the Indonesian language into the English language within a sentence. Cinta Laura uses two languages in the data above. Cinta Laura uses the English Words in the middle of the sentence unintentionally and switches back to Indonesian words as how the sentence started.

The reasons for the intention used of clarifying the speech content for the interlocutor can be seen in the utterance above by Cinta Laura. The speaker chooses the English word “Experience” intended to make the speech runs smoothly and can be understood by the listener. The speaker's use of the word “experience” is a more familiar English term to the listener, and also as it, the interlocutor was Andovi who is known as a person who grew up in different countries or can be said if he is bilingual.

#### **Data 4**

Gua sangat beruntung dengan tunangan gua nana, **she is amazing** dia benar-benar anti gua, dia benar-benar **opposite of me**.

(Video: Pemilu 2024 Akan Menjadi Moment Yang Berbahaya! July 12th, 2022,2.48-06.55)

The speaker of the data above used the Indonesian language at the beginning of the utterance “*Gua Sangat beruntung Dengan tunangan gua nana*”, and in the middle of the sentence, it used the English language also Indonesian “she is amazing” “*dia benar-benar anti gua, dia benar-benar*”, and switch back for the last sentence with the English language “opposite of me”. As seen the pattern of the utterance for the data above can be classified into intra-sentential switching, because the utterance shows that there is a switch between two languages within a sentence.

The utterance above can be seen if the speaker shows his feeling if he is proud of having an amazing fiancée like his girlfriend cause instead of being a fan of him, the fiancée is anti of him also the opposite of himself. According to the explanation the data above can be categorized as the reason for expressing feelings about something because he feels convenient to be emphatic in giving the compliment to his fiancée in another language rather than in his language.

### Data 5

Tetapi **even with all that**, mama dan papa super nasionalis dan cinta indonesia, jadi gua dari kecil walaupun belajar banyak bahasa, selalu di pastikan ngomong bahasa indonesia di rumah.

(Video: Pemilu 2024 Akan Menjadi Moment Yang Berbahaya! July 12th, 2022,04.11-04.23)

The data above has two languages involved. The utterance above shows that there is a switch between two languages within a sentence. The first sentence started with The Indonesian word "*Tetapi*" and the speaker inserted the sentence in the middle of his utterance by using English words "even with all that", last sentence he switch back into Indonesian Word "*mama dan papa super nasionalis dan cinta indonesia, jadi gua dari kecil walaupun belajar banyak bahasa, selalu di pastikan ngomong bahasa indonesia di rumah*". The explanation shows if the utterance above can be classified into intra-sentential switching because there are switches between two languages within a sentence.

The sentence above can be seen as the categorization of the reason for the intention used of clarifying the speech content for the interlocutor. In this case, Andovi started his sentence with an English word, this refers to the term speakers choose the term which is more familiar to the listener. A message in one code is rehashed within the other code into some degree altered shape. The data above can be categorized due to the reasons of intention used of clarifying the speech content for the interlocutor. The word "even with all that" was intended to make the speech runs smoothly and can be understood by the listener as the interlocutor was Cinta Laura who is known as the half-bred.

### Data 6

Karena sering kali kita sebagai **Third culture kid** kalau udah nyaman di negara lain, **and its like, you know what, I am gonna stay here.**

(Video: Pemilu 2024 Akan Menjadi Moment Yang Berbahaya! July 12th, 2022,03.25-03.31)

The utterance delivered by Cinta Laura above can be seen as intra-sentential switching. As can see the sentence above started with the Indonesian words "*Karena sering kali kita sebagai*" and in the middle of the sentence there are two languages involved which are English-Indonesia "*third culture kid Kalau udah nyaman di negara lain*", and switched back into English at the end of the sentence "*and it is like, you know what, I am gonna stay here*". The utterance above is classified into intra-sentential switching because there are switches between two languages are Indonesian-English within a sentence.

The Utterance above can be categorized as a reason for the intention used of clarifying the speech content for the interlocutor. Cinta Laura used the proverb "Third



culture kid” to get her interlocutor into her explanation and at the end of her sentence, she used the word to clarify her proverb and make her interlocutor get the point of her utterance.

### **3) Inter-sentential Switching**

It involves a switch at a clause or sentence boundary, clause or sentence in one language or another (Romaine, 1989: 112).

#### **Data 7**

**At the end of the day**, semua tentang cara pandang kita kan?

(Video: Pemilu 2024 Akan Menjadi Moment Yang Berbahaya! July 12th, 2022,6.24-06.27)

The type that occurs in the data above is inter-sentential switching because Cinta Laura began her utterance with the English sentence “*At the end of the day*”, then she switched to Indonesian for the rest of her sentence “*semua tentang cara pandang kita kan?*”. It can be seen that the speaker switched the language from English after the sentence boundary so that it can be concluded as inter-sentential switching. The Started with English sentence in the data above “*At the end of the day*” is intended to make the speech runs smoothly and can be understood by the listener.

The utterance above can be classified as the intention used of clarifying the speech content for the interlocutor. Cinta Laura uses the English sentence in her utterances to clarify that, if after all the things that happen and she continues into Indonesia as a clarify words to her guest if it is all about your point of view, she concludes and makes clear their conversation during that moment.

#### **Data 8**

Secara ras dan agama gua minoritas gua flores manado katolik Tapi karena gua dari kecil, **I was the only indonesian in my class**.

(Video: Jalan Lain dari Tuhan untuk Mimpiku, July 12th, 2022,05.30-05.32)

The data above can be classified into the inter-sentential type of code-switching. The data above has two languages involved. The first sentence used the Indonesian word “*Secara ras dan agama gua minoritas gua flores manado katolik Tapi karena gua dari kecil*” and the speaker switched to the English word “*I was the only Indonesian in my class*”. As can be seen in the explanation speaker switched the language from Indonesia after the sentence boundary so that it can be concluded as inter-sentential switching.

Andovi used the Indonesian word in his utterance and switched to the English word to clarify his sentence right before the data above to his interlocutor as know as Cinta Laura. The sentence “I was the only Indonesian in my class” is a clarification of himself his school experience as a minority. The explanation shows if the data above can be categorized as a reason for the intention used of clarifying the speech content for the interlocutor.

## Conclusion

Regarding the result of the data analysis from two videos from Cinta Laura on her YouTube channel, there are three types of code-switching that have been used by Cinta Laura and her guest. These types include (1) tag switching, (2) intra-sentential switching, and (3) inter-sentential switching. The dominant type of code-switching appears in Cinta Laura and all her guest's utterances are intra-sentential switching. The reason is that Cinta Laura and all her guests are extra self-assured when they use words, clauses, and phrases in a sentence to convey the content of an utterance. For the reason Six out of seven reasons for code-switching were found, namely; talking about a particular topic, quoting someone's words, expressing feelings about something, interjection (inserting Sentence filler or sentence connector), repetition used for clarification, the intention of clarifying the speech content for the interlocutor. The very dominant reason is the intention of clarifying the speech content for the interlocutor. This happened by reason of Cinta Laura and all her guests felt comfortable and freer to express and convey their utterances.

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