

AN ANALYSIS OF CODE SWITCHING USED ON GITA SAVITRI'S YOUTUBE VIDEOS

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Abstrak

Alih kode adalah suatu fenomena yang mana seorang dengan kemampuan berbahasa lebih dari satu atau dikenal dengan multilingual mengalih bahasa dalam satu ujaran. Penelitian ini mengkaji alih kode bahasa dalam video YouTube oleh Gita Savitri, dengan tujuan mengidentifikasi tipe-tipe dan alasan alih kode yang digunakan. Berdasarkan teori Poplack (1980) mengenai tipe alih kode—intra-kalimat, antar-kalimat, dan tag—serta teori Holmes (2013) tentang alasan alih kode, penelitian ini menganalisis dua puluh data. Hasilnya menunjukkan bahwa alih kode intra-kalimat paling dominan dengan enam belas data, diikuti oleh alih kode antar-kalimat (empat data) dan tag (dua data). Alasan utama alih kode adalah aspek fungsi (tiga belas data), diikuti topik (tujuh data) dan fitur partisipan (dua data).

Kata Kunci: Alih Kode, YouTube, Gita Savitri

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INTRODUCTION

Sociolinguistics is the study between language and society. Holmes (2013, p. 1) states that the goal of this study is to determine the social functions of language and how it is used to express social meaning. It focuses on how people speak differently in various social circumstances. In line with this study, linguistic structures and circumstances might affect how people behave in social situations. In many ways, sociolinguistics has made a significant contribution to the advancement of multilingualism as a respectable field of study and acceptable social practice. From this study, it can be seen that one of the phenomena found in society, especially multicultural society, is multilingualism. Multilingualism refers to the ability to use more than one language. The ability to speak more than one language sometimes leads multilinguals to use more than one language at times. The phenomenon of language switching from one language to another is called code switching.

The act of changing a language to another is known as code-switching. Multilingual communication naturally entails code-switching, which is alternating between language elements to contextualize talk in interaction (Nilep, 2006, p.1). The act of switching between two or more languages or dialects during a single discourse or conversation is known as "code-switching." Verbal communication is a common setting for this phenomenon. Therefore, the act of switching languages is known as "code-switching." In order for code-switching to take place, an utterance must contain at least two languages.

According to Poplack (1980), code-switching is classified into three different categories: intra-sentential switching, inter-sentential switching, and tag switching. Intra-sentential switching refers to code-switching contained within a sentence of another language without any restrictions within the sentence. Inter-sentential switching is a type of code switching where there are sentence boundaries. Meanwhile tag switching is a type that belongs to a free element unit contained in the language in a question or statement sentence, usually located at the beginning or end of the sentence. As for the reasons for code-switching, Holmes (2013) reveals that there are four main reasons for code-switching, which are setting, participant features, topic, and aspect of the function or purpose of interaction.

This study is interested in code-switching because there are many phenomena of Indonesian *YouTube* content creators using code-switching in their videos. One of those content creators is Gita Savitri. Gita Savitri is a well-known Indonesian content creator who speaks Indonesian but often switches to English in her videos. Hence, this study focuses analyzing on utterance that Gita uttered in her youtube videos with type of code switching by Poplack and the reasons of code switching by Holmes.

METHODOLOGY

This study used a descriptive qualitative method. A descriptive qualitative approach is a research technique used to understand phenomena in depth through detailed descriptions. Based on Creswell (2013, p.44), qualitative research is an approach to exploring and understanding the meaning individuals or groups ascribe to a social or human problem. Therefore, this study uses descriptive qualitative methods to analyze the types and reasons for code-switching uttered by Gita Savitri in her YouTube videos. This study uses three videos from which the data will be taken are titled *Paul masak balado* from *Videonya Gita* segment episode 206, *Cosplay jadi orang kaya, terus nipu cewe-cewe sampe US\$10.000.000* from *PagiPagi* segment episode 29, and *Fakta Tentang Generasi Sandwich* from *Beropini* segment episode 82.

This study used a note-taking technique and documentation collection in data collection. Best et al. in Tiny (2013, p.13) stated note-taking involves organizing information so that it may be remembered and utilized later. Effective note-taking techniques are essential in the data collection process. An excellent note-taking method allows data to be organized and identified more easily. This note-taking technique is helpful in transcribing the utterances contained in the videos of the object of this study.

Data collection involved several key steps: first, thoroughly watching the selected videos to understand and identify relevant content. Next, the videos were rewatched and transcribed, with careful attention to capturing all utterances accurately through frequent playback and review. Following transcription, utterances featuring code-switching between Indonesian and English were sorted from those that did not contain code-switching. The sorted data were then classified by type and reason for code-switching, and organized into a data tabulation with codes indicating the number, video title, and timing of each utterance.

Data analysis in this research, guided by Creswell's methodology (2014, p.245), involves a systematic approach to classification, analysis, and description. Initially, data is classified according to types of code-switching—namely intra-sentential, inter-sentential, and tag switching—and the reasons for code-switching, which include setting, participant features, topic, and aspect of function. This classification is marked in a data table. The next step involves

analyzing these classifications by identifying code-switching types based on Shana Poplack's theory and examining the reasons for code-switching as used by Gita Savitri in her YouTube videos. Finally, the results of this analysis are described in detail, aligning with Poplack's and Janet Holmes' theories to present a coherent qualitative overview.

FINDINGS AND DISCUSSION

A. Types of Code Switching

This study analyzes Shana Poplack's type of code-switching. Twenty data were collected from 2 videos that became objects. Of all the data, 16 used intra-sentential switching, 6 in first and second video and 4 in third video; 4 used inter-sentential switching, 3 in the first video and 1 in the second video; and 2 used tag-switching, 1 data in each first and second videos.

1. Intra-sentential Switching

Datum 1/V1/PMB/11.52 – 12:11

Ini banyak ni yang nanyain setelah gua sempet posting beberapa kali di insta story, "do you actually need it?", ini sebenarnya blend antara, I would say serum campur toner jadi ya more viscous dibanding toner biasa, tapi dia less viscous dibanding serum. Katakanlah kayak hyaluronic acid atau your everyday serum.

The utterance above is included in intra-sentential switching, "*do you actually need it?*", "*I would say serum,*" and "*your everyday serum*" are forms of intra-sentential switching. At the beginning of the utterance Gita said in Indonesian, "*Ini banyak ni yang nanyain setelah gua sempet posting beberapa kali di insta story,*" then continued with an English utterance "*do you actually need it?*". The utterance was continued in Indonesian, "*ini sebenarnya blend antara...*" then continued with the English utterance "*I would say serum...*" and continued back with Indonesian. Then at the end of the utterance there is the insertion of the utterance "*your everyday serum*" which previously contained an utterance in Indonesian.

Datum 2/V2/CJOK/2:01 – 2:17

Ketemu di Tinder, terus dia presenting himself as this like business person gitu kan.

According to Shana Poplack's theory, the utterance above demonstrates an instance of intra-sentential switching. Inter-switching between languages inside a single sentence or clause is known as intra-sentential switching. In this instance, the speaker repeatedly flips between Indonesian and English inside a single sentence. "*Terus dia*" is used at the beginning of the sentence, followed by "*presenting himself as this like a business person*" in English, and finally, "*gitu kan*" in Indonesian.

Datum 1/V3/FTGS/2:42 – 2:47

At the same time, dia juga ngurus orang tuanya yang umurnya 90an tahun misalnya.

The data above show the utterance included in intra-sentential switching. This is because, at first, the speaker uttered in English, and then in the same utterance, the speaker continued with Indonesian. The speaker said in English "*at the same time,*" then she continued in Indonesian "*dia juga yang ngurus orang tuanya yang umurnya 90an tahun misalnya.*"

2. Inter-sentential Switching

Datum 3/V1/PMB/12:27 – 12:29

Kenapa gua beli? I just like to try new things

This data shows that there is a sentence boundary. At first, the speaker uses Indonesian "*kenapa gua beli?*" which means why the speaker bought something. Then, the speaker continues her sentence in English, "*I just like to try new things.*" From the sentence structure, the type used in the data is inter-sentential switching. This is because the code-switching occurs after a limitation in the sentence, so it is not included in the Indonesian sentence. The English utterance stands alone with its own syntactic.

Datum 7/V2/CJOK/10:59 – 11:03

Aku juga kok langsung intropeksi diri. How old is she? How old I am?

This data belongs to inter-sentential code-switching. Inter-sentential switching occurs when language switching occurs between different sentences. Here, Gita first uses Indonesian sentences, and then in the next sentence, she uses English. She said "*Aku juga kok langsung intropeksi diri.*" In the next sentence, she uses English: "*How old is she? How old I am?*" Speakers express their ideas in two different languages through separate sentences, demonstrating the ability to move between languages fluently without losing the flow or context of the conversation.

3. Tag-switching

Datum 5/V1/PMB/13:17 – 13:31

This packaging, this dropper, sucks. Dan dia gak bisa ditutup rapat, it goes back, dia muter lagi muter lagi, oh my god!

The data above belongs to tag-switching. At the end of the Indonesian utterance above, there is the tag "*oh my god.*" The "*oh my god*" tag is commonly used by Indonesians, especially among the youth, so fluency in English is not required. The tag does not depend on the previous sentence, so it can stand alone, which means that it can be interpreted without any connection from the previous sentence.

B. The Reasons for Using Code Switching

After analyzing the types of code-switching, the data are then analyzed using Janet Holmes' theory, which analyzes the reasons for using code-switching. There are 13 data points included in the aspect of function, 7 data points on topic, and 2 data points on participant features. As for the setting, no data was found.

1. Aspect of Function

Datum 1/V3/FTGS/2:42 – 2:47

At the same time, dia juga ngurus orang tuanya yang umurnya 90an tahun misalnya.

From the data above, transitions in English with the phrase "*at the same time*" serve a functional purpose. It emphasizes change or continuity in the narrative by introducing new information or contrasting two ideas. The transition can also serve to emphasize the simultaneity of action by using English expressions that are more concise or familiar to the speaker and audience.

2. Topic

Datum 4/V1/PMB/12:39 – 13:03

*Niacinamide itu **my favorite ingredient** sebenarnya, Dia **study behind the efficacy of it** itu ada, gitu cukup gitu ya, bagus. 5% itu bisa ngasih brightening effect terus bisa mengurangi sebum juga. Bisa jadi sebum control, bisa **supporting skin cell regeneration** juga*

The data above shows that the speaker uses code-switching to discuss a specific topic. Gita emphasized her favorite skincare ingredient by code-switching into English, she said, "Niacinamide itu **my favorite ingredient** sebenarnya." Besides that, there are other utterances that provide information about the benefits of the active ingredients favored by the speaker; she said, "Dia **study behind the efficacy of it** itu ada," and then "Bisa jadi sebum control, bisa **supporting skin cell regeneration** juga." The bolded code-switching utterance is the main point that conveys the superiority of the skincare ingredient.

3. Participant Features

Datum 8/V1/PMB/16:52– 16.54

*ini sebenarnya **like any other day** sih*

The English phrase is inserted into an Indonesian sentence in a fluid manner, demonstrating the speaker's fluency in both languages. The English term "**like any other day**" emphasizes how ordinary the day is being described, while the remaining Indonesian portion of the sentence keeps the tone informal and conversational. This switch allows the speaker to communicate their ideas clearly and subtly by utilizing the expressive potential of both languages.

CONCLUSION AND SUGGESTION

The study reveals that Gita Savitri employs all three types of code-switching identified by Poplack: intra-sentential, inter-sentential, and tag switching. Analysis of twenty utterances shows that intra-sentential switching is most prevalent with sixteen instances, followed by inter-sentential switching (four instances) and tag switching (two instances). Intra-sentential switching is the dominant type, reflecting Gita Savitri's tendency to mix languages within sentences. Regarding the reasons for code-switching, three out of Janet Holmes' four proposed reasons are observed: aspect of function (13 instances), topic (7 instances), and participant features (2 instances), with no instances related to setting. This indicates that Gita Savitri's code-switching is primarily motivated by functional and contextual factors rather than situational or locational influences.

This study aims to serve as a reference for future research on code-switching, highlighting its frequent occurrence in both formal and informal contexts. By focusing on informal settings, the study encourages exploration of code-switching in formal environments as well. It also suggests that future research should consider more recent or widely viewed videos to uncover additional types and reasons for code-switching. The findings are applicable not only to YouTube but also to other online and offline platforms, aiding in a broader understanding of code-switching in daily life. Future studies could apply the same theoretical framework to different contexts or explore new types and reasons for code-switching not covered in this research.

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