

An Analysis Of Code Switching Used By Cinta Laura In The Podcast Ruang Sandi

Ni Made Raras Nandari Patni

Faculty Of Humanities, Udayana University

Email: rarasnndr10@gmail.com

Ni Wayan Sukarini

Faculty Of Humanities, Udayana University

Email: wayan_sukarini@unud.ac.id

I Komang Sumaryana Putra

Faculty Of Humanities, Udayana University

Email: sumaryana_putra@unud.ac.id

Alamat :Jl. Raya Kampus Unud, Jimbaran.

Korespondensi Penulis: rarasnndr10@gmail.com*

Abstract. English is an international language used by many people in various countries. The ability to use English well can open up international standard educational and employment opportunities, because all companies need employees with a certain level of English skills to reach top positions. Currently there is a phenomenon of people who like to mix Indonesian and English in everyday conversations. This happens because it is influenced by the environment, society, education and trends. People who usually speak one language and then switch to another language, either at the beginning, in the middle or at the end of their speech, are called Bilingual. This research aims to identify the most common types of code switching used by Cinta Laura when creating YouTube content with Sandiaga Uno in the Ruang Sandi Podcast on YouTube. This research uses observation techniques, especially non-participatory, and data collection is carried out by watching one of the contents of the Ruang Sandi Podcast in collaboration with Cinta Laura and only focusing on what she said. The research results show that there are 2 speech data from Tag Code Switching, 10 speech data from Intrasentential Code Switching and 8 speech data from Intersentential Code Switching. The resulting percentage is 10% Tag Code Exchange data, 50% Intrasentential Code Exchange data and 40% Intersentential Code Exchange data.

Keywords: Cinta Laura, Code Switching, Podcast, YouTube

Abstrak. Bahasa Inggris merupakan bahasa Internasional yang digunakan oleh banyak orang di berbagai negara. Kemampuan menggunakan bahasa Inggris dengan baik dapat membuka peluang pendidikan serta lapangan kerja berstandar internasional, karena semua perusahaan membutuhkan karyawan dengan tingkat kemampuan bahasa Inggris tertentu untuk mencapai posisi puncak. Saat ini ada fenomena masyarakat yang suka mencampurkan bahasa Indonesia dan bahasa Inggris dalam percakapan sehari-hari. Hal itu terjadi karena dipengaruhi oleh lingkungan, sosial, pendidikan dan tren. Orang yang biasanya berbicara dalam satu bahasa kemudian mengalihkannya ke bahasa lain, baik di awal, di tengah, atau di akhir ucapannya disebut Bilingual. Penelitian ini bertujuan untuk mengidentifikasi jenis alih kode yang paling umum digunakan oleh Cinta Laura saat membuat konten Youtube bersama Sandiaga Uno dalam Podcast Ruang Sandi di Youtube. Penelitian ini menggunakan teknik observasi khususnya non partisipatif dan pengumpulan datanya dilakukan dengan menonton salah satu konten Podcast Ruang Sandi yang berkolaborasi dengan Cinta Laura dan hanya fokus pada ucapannya. Hasil penelitian menunjukkan bahwa terdapat 2 data ucapan dari Tag Code Switching, 10 data ucapan dari Intrasentential Code Switching dan 8 data ucapan dari Intersentential Code Switching. Yang mana hasil persentasenya menjadi 10% data Tukar Kode Tag, 50% data Tukar Kode Intrasentential dan 40% data Tukar Kode Intersentensial.

Kata Kunci: Cinta Laura, Alih Kode, Podcast, Youtube

INTRODUCTION

Language has the important role of interacting with someone and without language, we are not able to do some interactions with people. And English is the International language that is used by so many people in various countries, it can be their first language or second language. It depends on their family cultures and environment. The ability to use English well can open up educational opportunities as well as international standard jobs, because all companies need employees with a certain level of English proficiency to reach the top position. Lately there has been a lot of development of language in English, it has happened because of the influence of trends nowadays.

Indonesia has one national language also has many vernaculars. Besides, Indonesian we also use International language which is English for some condition. Nowadays there is a phenomenon of people likes to mix Indonesian and English in their daily conversation. For example is “Jakartan Peeps” is the term of the people from Jakarta, they known as people who like mixing Indonesian to English and vice versa. It happened because they are influenced by environment, social, education and trends. People who speaks two languages in one speech, called as bilingualism. People who is bilingualism generally grow up speaking two languages, they will use one language then switch it into other languages, either it is in the first, middle, or in the end of their utterances. Each word that they have been spoken has certain meaning and that was the reason why they switch or mix their language while speaking and therefore the speakers can easily transfer the message or information.

The video content collaboration that hosted by Sandiaga Uno and Cinta Laura as the guest star on his Youtube channel with the title [Part 1] *Dengan Motivasi Tinggi Cinta Raih Banyak Hal Di Usia Muda*, Sandi Uno “IT’S AMAZING” or can be translated into [Part 1] *With High Motivation Cinta Achieves Many Things At a Young Age*, Sandi Uno “IT’S AMAZING” was chosen as a research object, because these days we often find young people like to mixed two languages especially between Indonesian to English when doing daily conversation. In that Podcast, a lot of code switching occurred while they were talking, both Sandiaga Uno and Cinta Laura can speak English very well. They mixed Indonesian into English and vice versa to reduce the obstacles in delivering their message orally. Which in sociolinguistics is called code switching. Grosjean (1982) defines that code switching as the alternation use of two languages or more languages in the same utterance or conversation. Cinta Laura is the best example of young people who often do code switching in her daily conversation.

Problem Of The Study

This study has specific research problem that will be answered, which relate to the study's context.

1. What is the dominant type of code switching that is used by Cinta Laura in “Podcast Ruang Sandi” channel on Youtube?

Aims Of The Study

Based on the problem above, this research have a goals to found the answer of:

1. The dominant type of code switching that is used by Cinta Laura while doing conversation with Sandiaga Uno in “Podcast Ruang Sandi”.

LITERATURE REVIEW

The researcher also provided some literature to find certain objects relevant to the research topic to acquire a general grasp of this research, as seen below:

Lutfhfiyani (2014) wants to explore a variety of types of code mixing and the factors that influence code mixing in the music show After School Club. The method that she used for that research is a descriptive analysis method, which the data was collected by watching, marking some utterances containing code mixing, and code switching. She used Janet Holmes’s theory as references. The second article by Nurkhotimah (2014), aims to know the type of code mixing and code switching that was used by Farah Quinn in “Ala-Chef ” program and the reason why she used it. She analyzed the data by using Soweto’s and Musket’s theory of code mixing and Wardhaugh’s theory of code switching. Auriliya et. al., (2022) aims to find out the types of code-switching used by Daniel Mananta on his Podcast and also to identify the functions of code-switching used in Daniel Mananta’s utterances. In the process of collecting the data, the researchers used the observation method to obtain detailed information also involving two theories by the expert, they are Romaine 1989:122) and the theory by Appel and Muysken (1987).

RESEARCH METHOD

This research is using descriptive quantitative methods. The benefit of this approach is that based on Arikunto (2006), a descriptive quantitative research method is a method that aims to create a picture or descriptive of a situation objectively using numbers, starting from data collection, interpretation of the data and appearance and results. To obtain further in-depth information on this analysis, the researcher uses observation techniques especially non participatory to get the detailed information of this research. Observation technique was chosen

because it's appropriate for this study, where research data are obtained by watching, listening, and reading a phenomenon. The data code switching used in this study was taken from Cinta Laura's speaking style in the Podcast Ruang Sandi on Youtube. The choice of Cinta Laura as the object of this research is because she is known as a public figure who has a characteristic in speaking style especially while using Indonesian, because she can speak more than two languages, it happens because of Laura's educational background, social and environment. Below are some steps in collecting data in this study:

1. Open the Youtube application and type the keyword "Cinta Laura" on the search bar.
2. Then select the video that has potential to be analyzed.
3. Watch and listen to the content video carefully.
4. Take note the utterances which have potential to be analyzed.
5. Then the data utterances are analyzed then classified, either it belongs to Tag Code Switching, Intersentential Code Switching or Intrasentential Code Switching.
6. Then the total data is totaled by calculating the percentage results of each code switching data used by Cinta Laura.

THEORETICAL FRAMEWORK

A. Sociolinguistics

The study of the relationship between language and society is known as sociolinguistics. Sociolinguistic is made up of two words: "social" for society and "linguist" for language. So we can conclude that sociolinguistics is a category of linguistics that is related to language as a social and cultural phenomena. Chaika (1982) states that Sociolinguistics is concerned with the investigation of the relationship between language and society with the aim of better understanding the structure of language and how language functions in communication.

According to Wardhaugh (2006: 10), there are some possible relationships between language and society. Firstly, social structure can influence or determine the linguistic structure as well as people's behavior. In connection with the first assertion, language structure or behavior can impact or determine social structure. And the last statement is language is influenced by social class and educational background that will build the person from the performance and verbal behavior aspect. Sociolinguistics is the name given to a field of study that teaches people how to use language in a certain context or in social terms. By learning Sociolinguistic we will know how to communicate with various languages and the style of language that we will use to talk with certain people.

B. Bilingualism

In these modern days the use of two or more languages is very common. People who speak using two languages effectively are called Bilingualism. Based on Weinreich in Romaine (1989:76), there are three types of bilingualism, namely Compound Bilingualism, Coordinate Bilingualism and Subordinate Bilingualism.

1. Compound Bilingualism

In Compound Bilingualism the people learn the languages from the same environment and context and they are often used at the same time or even consecutively. It's known as additive bilingualism. There is one example for additive bilingualism, when a child is raised by bilingual parents and both languages are used at home, the children will memorize or think that the two languages are not different and they can switch it while speaking.

2. Coordinate Bilingualism

Bilingualism occurs separately and independently, as an example is when a person uses a certain language at home but at school he uses a second language in addition to the language he uses at home. So it can be called that the person learns two languages with different contexts, that is what is called coordinate bilingualism.

3. Subordinate Bilingualism

People who have learned a second language but are unable to grasp it without the assistance of their mother tongue are called Subordinate Bilinguals. As a result, people will translate the second language or the source language into their mother tongue, and that's the only way they can comprehend the meaning.

C. Code Switching

Weinreich described code switching as two languages that individuals used separately on certain occasions. Most sociolinguistic scholars use the code switching definition of Heller (1988a:1) which states that "code switching is the use of more than one language in the course of a single communicative episode". Romaine (2000) states that "many linguists also highlighted that switching is a communicative option available to a bilingual member of a speech community, the use of the same dialect or speaking style is the choice of the speakers". While Gal (1988: 247) states that "code switching is a conversational strategy used to establish, cross, or destroy group boundaries, as well as to create, evoke, or change interpersonal relationships with their rights and obligations". In order to gain another person's understanding, some languages may be used by a communicator in a conversation. It is normally used when both communicators are from different tribes and speak different languages. These days code switching is commonly used by people and public figures. They get used to using English as a

second language because of the demands of work as well as to get along in a certain community or society. Below are the three types of code switching:

1. Tag Code Switching

When an exclamation, a tag, or a parenthetical from one language is added into an utterance or a whole phrase in another language, this is known as Tag Code Switching. For example: By the way, dia keren loh.

2. Intrasentential Code Switching

An Intrasentential Code is a code that exists within a sentence. Whenever a word, phrase, or clause from a foreign language is inserted within a sentence in a base language, this is known as Intrasentential Code Switching. For example: aku merasa sangat safe, karena mereka mengikuti protocol.

3. Intersentential Code Switching

When a complete sentence in a foreign language is spoken between two sentences in a base language that is the characteristic of Intersentential code switching. For example: I'm about to buy a bag tapi tasnya mahal banget.

DISCUSSION

Cinta Laura's data utterance in Podcast Ruang Sandi will be presented in two forms. The first data is the classification table for the type of code switching that Cinta Laura used when speaking by putting a check mark (√) in the column provided. Whether the utterances belong to Tag Code Switching, Intersentential Code Switching or Intrasentential Code Switching. Then the second data is in the form of a percentage by using the formulation below: Formulation:

$$Y/X \times 100\%$$

Y: The amount data's number for each kind

X: The overall of data

No.	Data	Tag	Intra	Inter
1.	So, technically Bali is my home, karena papa mama aku rumahnya disana			√
2.	Kayanya ini waktu yang baik untuk catch up bersama keluarga di Bali		√	
3.	Karena you never know kan, live is short.			√
4.	Aku sedih karena ekonomi Bali tergantung dengan tourism,		√	
5.	And I know I am lucky, nggak semua orang bisa punya opportunity seperti itu.			√
6.	I'am such a discipline person and I am so organize, jadi selama di Bali aku puya time table.			√
7.	Pokoknya aku punya time table, aku engga boleh bangun diatas jam 7 pagi.		√	

8.	Walaupun work from home dan mungkin orang merasa bosan, aku selalu isi kegiatan supaya aku engga go crazy		√	
9.	Dan dari situ everything just happened over night			√
10.	Let me focused my education dan aku karirnya kalau lagi summer holiday aja.			√
11.	Orang tua aku, mereka berdua orang yang sangat intelligent		√	
12.	Lebih banyak knowledge yang kita dapetin, lebih baik.		√	
13.	Ketemu berbagai orang dengan background berbeda-beda, itu juga sangat valuable.		√	
14.	Dan itu experience yang engga bisa kita dapetin kalau kita engga kuliah.		√	
15.	Aku sadar waktu itu bahwa aku anak kota banget, I love to be in the city.			√
16.	Oh my God!	√		
17.	Ini opportunity yang bagus, baca buku-buku bahasa Jerman yang kompleks		√	
18.	Jadi, umur 20 aku udah lulus S1, dua major		√	
19.	Aku merasa, woaah! Kenapa sih harus kompetitif banget	√		
20.	Kenapa engga, take a breath, enjoy life, pelan-pelan.			√
Total		2	10	8

Table 1. Classification of Code Switching

There are 20 data that have been selected in this study because it fits the criteria of this research. In the Podcast Ruang Sandi, Cinta Laura uses all three types of code switching but with different frequencies. There are 2 speech data from Tag Code Switching, 10 speech data from Intrasentential Code Switching and 8 speech data from Intersentential Code Switching. And the percentage data is presented below:

Tag Code Switching	Intrasentential Code Switching	Intersentential Code Switching
2	10	8
10%	50%	40%

From those percentages above, we can conclude that Cinta Laura mostly uses the Intrasentential Code Switching type in Podcast Ruang Sandi on Youtube.

CONCLUSION

This research is a code switching speech analysis conducted in the Podcast Ruang Sandi. In the process of analysis, researchers used observation techniques. This technique is very suitable to be used in this study because it does not use participants but involves observational activities such as watching, listening, writing and reading. The object of this research is focused on Cinta Laura's utterances, because she likes to mix two languages especially between Indonesian to English when doing daily conversation. In that Podcast, a lot of code switching occurred while they were talking. Both Sandiaga Uno and Cinta Laura can speak English very well. Code switching can be defined as two languages that individuals used

separately on certain occasions. It is normally used when both communicators are from different tribes and speak different languages. It also happened because they are influenced by the environment, social, education and trends. Sociolinguistics is the name given to a field of study that teaches people how to use language in a certain context or in social terms. By learning Sociolinguistic we will know how to communicate with various languages and the style of language that we will use to talk with certain people.

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