

Code Switching Used on Boy William's Vlog

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Abstrak

Today there are most of communities can speak more than one language. It makes them able to switch from one language to others in one speech event. This paper explains kinds of code switching, factors that influence the use of code switching and its function in Boy William's Vlog.

The study uses qualitative design. Utterances spoken by the Boy William and his guests are the data. They are collected by observation. It is done by watching and recording the video and writing the data. Then data are analyzed by content analysis. The steps in analyzing data are: selecting data, interpreting and drawing conclusion.

The results shows that there are three kinds of code switching found. They are Intra-Sentential, Inter-Sentential and Tag Switching. Meanwhile, four factors that affect code switching are Solidarity, Participant, Status and Topic. While the function of code switching, six functions were found; to talk about particular topics, to do interjection, to express Solidarity, to clarify the speech content for Interlocutors, to clarify and express group identification.

Keywords: *kinds of code switching, Factors of code switching, Functions of code switching, Vlog.*

A. INTRODUCTION

As social creature, people must make interaction with other people. The interaction itself have many goals. To make interaction successful, people need means. The most effective means of interaction is language. In modern era, people move across islands or nations. This situation forces people to master more than one language. It creates most of society become multilingual.

The mastery of more than one language makes people can use one language in one place and the other in another place. However, people also can use more than one language in one language event. They switch one language into another for some purposes. It is called code switching.

The event of code switching is often found in daily activities such as in schools, offices, collages, and electronic and print media. Usually, individuals choose to do code switching for various reasons. Some individuals do it for prestige reasons, but there are also other factors that influence individuals to switch codes in conversation.

Code switching,for instance, is often encountered in mass media. One example of mass media is YouTube. There are many contents in YouTube that contain videos, advertisements, short movies, vlog, and much more. The example of code switching found on YouTube is Boy William's Vlog.

There are also several YouTube functions. They are: accessing various information, accessing video steaming, marketing and introducing products, accessing informative videos and finally supporting the entertainment industry.

Nowadays, many people upload their daily videos, or videos about useful things, like make up tutorials, reviewing things and so on. They make vlog, (video-blogs), as one of the contents on YouTube. If you look more closely and also thoroughly there are many vlogs on YouTube that switch language to attract public attention. One that we often see is vlog especially from Indonesia artist, such as Boy William. Language switching, especially from Indonesian to English, is the main attraction of the society as an illustration that the vlog has gone international. Therefore, the use of code switching from Indonesian to English is often seen in vlog on YouTube.

The goals of the research is to explain the kinds of code switching found on Boy William's Vlog, the function of code switching on Boy William's Vlog, and the factors that influence the use of code switching in Boy William's Vlog.

B. LITERARY REVIEW

1. Code Switching

a. Code Switching

Code switching occurs when a speaker speak more languages, dialects or language varieties in one conversation. In a bilingual/multilingual society, the members commonly switch from one language into another in conversation. Code switching is one aspect of language dependencies in a bilingual / multilingual society. Code switching happens between/among people who have ability to speak more than one language. According to Chana(1984), in one speech event, people use items of two different languages. Here Chana limit the

switch on the use of terms of two languages in the same utterances. He only focuses on words or phrases.

Code switching does not only occur in conversation involving two languages but one also in one language with two variations. Trask (2007) explains that in code switching person change back and forth between two language varieties, especially in a single conversation. It often happens in a society which has language whose some variations. For example, Javanese language has two social regional dialect, *ngoko* and *kromo*. Very often people in one conversation speak both *ngoko* and *kromo*. It is influenced by many factors.

Hymes (1976) defines code switching more detail. Code switching covers two or more languages, some variations of one language or even some kinds of the styles. It is understandable because in society the situation is very complex. Sometimes people in one conversation want to change from formal into informal style.

Therefore It can be said that code switching involves the change of two languages, two variations in one language, and two styles in one language.

Kinds of Code Switching

There are three kinds of code switching proposed (Romaine 1995).

1) Intra sentential switching

Intra sentential is code switching within the clause or sentence. In this case, the speaker may switch parts of clauses lexical items, or even morphemes.

Intra sentential is code switching in which switches occur between a clause or sentence boundary.

2) Inter sentential switching

Inter sentential switching is code switching that occurs between clause or sentence boundary. In this case, an entire clause or sentence is in one language, but the speaker switches to another language for a subsequent clause or sentence. Indirectly, this switching is concerned with the situation and the atmosphere of the conversation.

Different from first type, this switching must happen between at least two clauses or two sentences. It means, this switching is not limited to the insertion of one or two words.

3) Tag switching

The switch is simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker. Tag switching occurs when a speaker inserts a tag statement from one language into another language.

This is the switching of either a single word or phrase (or both) from one language to another. So, this involves the insertion of a tag in one language into an utterance that is otherwise entirely in the other language.

An examples of this in English are taking phrases like *“you know, I mean, no way, etc.*

b. The functions of using code switching

There are a number of functions for the code switching from one language to another (Hoffman 1991:116). There are seven functions for bilinguals to switch their language. The seven functions are as follows:

1) Quoting somebody else

By using original words, the speaker does not only want to be more precise and accurate, but also want to show ethnic identity, so that code switching works effectively and is not just a reference.

For example, a Chinese speaker who switches code from English to Chinese when he wants to quote proverbs in languages China. This speech event occurred when a group of Chinese students discussing Chinese customs. The utterance taken from person his name is Li : *“People here get divorced too easily. Like exchanging faulty goods. In China it’s not the same. Jiágoúsiúgou, jiájisiúji”*. It’s means If you have married a dog, you follow a dog, if you have married a chicken, you follow a chicken. Holmes (2001:38).

2) Talking about particular topic.

People something prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his/her everyday language. Janet Holmes says on the issue of code switching according to the topic: ‘people may switch code within a speech event to discuss a particular topic’ (2001). Thus, speakers may tend to use more than one language within one same utterance according to the topic. In many situations, a bilingual may tend to talk about one certain topic in a language rather than another.

3) Interjection

Interjection is expression or words, which are inserted into a sentence to convey strong emotion, surprise, or to gain attention. The examples of interjection are: *Hey!, Well!, Look!, Damn!*, etc.

Therefore, they have no grammatical value, but speaker uses them quite often, usually more in speaking than in writing. Language switching among bilingual people can sometimes mark an interjection or sentence connector. It may happen unintentionally. The example of using interjection is Chicano professionals saying goodbye, and after having been introduced by a third speaker, talking briefly A “*Well, I’m glad to meet you*”. So, B answer “*Andale pues and do come again*”. Gumperz (1982:77). In the utterance speaker uses Spanish clause *andalepues* or in English *ok*.

4) Being emphatic about something (express solidarity)

According to Hoffman (1991) being emphatic about something can trigger code switching when a subject is quoting somebody else to emphasize about something. This switch can also take the form of an interjection or repetition used for clarification. Furthermore, the switch underlines the speaker’s personal involvement and desire to be well understood.

5) Intention of clarifying the speech content for interlocutor

When people talks to another people, there will be lots of code switching occur. It means to make the content of his/her speech run smoothly and can be understood by the listener.

6) Repetition for clarification

It’s usual in conversation if one of speakers does not understand what the other speaker speaks. When people want to clarify their speech to be understood better by listener, he can sometimes use both of the languages (codes) that he masters to say the same message. Frequently, a message in

one code is repeated in the other code literally. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message.

7) Expressing group identity

Code switching can also be used to express group identity. The way of communication of academic people in their disciplinary groupings, is obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community

c. The factors influencing code switching

According to Holmes (2001), there are four factors that may influence people to code switch, they are:

1) Participant

The participants that use code switching to his or her partners because they have certain desire and goal. If a group of people are talking in one language and a non-speaker enters, they will switch code or topic or both. Viewed from the personality of the participant, there are will and goal of code switching such as the speaker who wants to change the situation without any information in time and space.

2) Solidarity (affective function)

A speaker may use language as a signal of group membership and share ethnicity with an addressee. Someone uses his mother tongue when he meets other people who have the same mother tongue or come from the same area. Even though they are in a situation or condition where they are using a second language.

3) Status

A switch can occur due to the status of two people interacting. For example, interactions between teachers and students. In the beginning a teacher and student were discussing something informal, teachers suddenly discussed something formal. In conversations between teachers and students, discussion topics may change, from informal topics to formal topics. So, a switch can change if the status of a higher person changes it.

4) Topic

People may switch code within a speech event to discuss a particular topic. Bilingual people often find it easier to discuss particular topics in one code rather than other. For many bilinguals certain kinds of referential content are more appropriately or more easily expressed in one language than the other.

2. Vlog

In the millennial era the term Vlog is currently booming. Maybe we only know the term blog first. But now there are many other terms, one of which is Vlog. Vlog comes from two words namely 'video' and 'blog'. Vlogs often combine embedded video (or video links) by supporting images, text and other media. People who make vlogs are called vloggers.

Currently, YouTube has become the fourth most visited website and has become a daily routine to watch for many people over the world. Therefore, vlogs are usually posted on the YouTube site. According to Leurs (2007) there are three kinds of vlogs. First, personal vlogs, news shows and entertainment vlogs.

Nowadays, Vlog is a famous website in the world around the world, especially in Indonesia. Vlog is very famous website nowadays. People use it to

share their personal life, entertain reason or some people used for business. Not only used by ordinary people, Vlog is also used by celebrities around the world. It used to facilitate their fans. In this research, the researcher chose Vlog of Boy William's account.

C. RESEARCH METHODOLOGY

The research belongs to qualitative research. The data are in form of utterances spoken by the participants in the Boy William's vlog. The data are collected by observation. It is done by watching and recording the video and writing the data. Then data are analyzed by content analysis. The steps in analyzing data are: selecting data, interpreting and drawing conclusion.

D. FINDINGS

1. The Types of Code switching

- a. Intra Sentential Code Switching
- b. Inter Sentential Code Switching
- c. Tag Switching

2. The Factors of using Code Switching

- a. Participant
- b. Status
- c. Topic
- d. Solidarity

3. The Functions of using Code Switching

- a. Quoting somebody else
- b. Talking about particular topic
- c. Interjection

- d. Being emphatic about something (express solidarity)
- e. Intention of clarifying the speech content for interlocutor
- f. Repetition used for clarification
- g. Express group identify

E. DISCUSSION

1. Intra Sentential Code Switching

a. Data 1

- 1) Boy : "Are you one?"
 Rossa : "I don't know.Seriously, *aku nggak tahu*. Because we can't name our self Diva right? And there is no organization *yang memberikan label bahwa lu diva itu nggak ada donk?* So it just a calling. *Masyarakat saja*, a name you as diva. *Kalau aku sendiri enggak sih.*"

In utterance above Boy asked Rossa whether Rossa one of the Divas in Indonesia.Rossa answered *I don't know*. Seriously, *aku nggak tahu*. *Because we can't name our self Diva right? and there is no organization yang member kan label bahwa lu itu diva itu nggak ada*. Rossa answers by two languages. Here she switched Indonesian into English,in the utterance *and there is no organization yang memberikan label bahwa lu diva itu nggak ada donk?*. The sentence shows that it belongs to a kind of code switching called Intra-Sentential Code Switching.

Factors that influence the speaker using Indonesian are the interlocutor and Boy William's viewers. The interlocutor or Boy's viewers are people who can speak English. Therefore, he switched the code from English to Indonesia. This factor is called Participant.

There is one function why Rossa answered Boy's question by *I don't know. Seriously, aku nggak tabu* to clarify her speech repeat in two languages. So, this is called Repetition used for clarification.

b. Data 2

2) Boy: *"kamu tu figure yang very interesting, you know? You are young, you are an inspiration buatan anak-anak sekolah. You are famous. Sometimes, gini Maudy celebrities not to be little anybody. Tapi, mostly they forget about education karena duit uda enak. Mereka uda idup enak. Wow uda glamour. Buat apa sih sekolah lagi?"*

In the data above Boy stated that Maudy Ayunda is a young celebrity. She is an inspiration for children. Maudy is a student at Oxford, London. Her education level is very high, she is continues her Masters in London. Certainly, she is clever and proficient in speaking foreign languages, especially English. Therefore, she becomes a very interesting figure. Boy expressed his admiration using the English. The words *you are an inspiration* is one sentence of admiration for Maudy Ayunda. Boy first used English *you are an inspiration* then switched to Indonesian *buatan anak-anak sekolah*. It is included into code switching called Intra-Sentential.

The factor that causes code switching is interlocutor. Boy balances the interlocutor who is smart and proficient in speaking English, because she studies in London. Therefore, Boy uses English. This is called participant. Boy speaks Indonesian and then switched to English. So, Maudy feels enjoy and comfortable to speak with Boy.

The function here is to express emotion. Boy was amazed by Maudy because she was a very interesting figure. Maudy is a young celebrity, but she

has become someone who is an inspiration for school children. Although she is a famous celebrity, she has never forgotten education.

c. Data 3

- 3) Boy : "Lu, lu what's dream in the future *sebenarnya?*
Maudy : "Jadi pengen banget gue tuh *sebenarnya pengen jadi guru.* Yes, *waktu sd tuh gue pengen jadi guru, gara-gara suka banget sama lingkungan sekolah. Makanya, one day gue tuh sebenarnya pengen bikin sekolah* that's like the dream, like, a just starting like a small school.

The conversation above was carried out by two people named Boy and Maudy. The conversation contains dreams or goals. Boy asked Maudy about her wish or dream in the future. Maudy answered that she wanted to be a teacher. Now she dreamed of building a school. In Maudy's utterance, she switches Indonesia into English. First, yes, *waktu sd tuh gue pengen jadi guru, gara-gara suka banget sama lingkungan sekolah. Makanya one day tuh gue pengen bikin sekolah* which followed English *that's like the dream, like, a just starting like a small school.* That data is categorized Intra-Sentential Code Switching. Maudy switches two languages (Indonesian into English) in one sentence.

The factor is status. Maudy that is a celebrity. Besides being a celebrity she is also a singer and entertainer. She continued to attend graduate school in Oxford, London. As someone who is educated and studied abroad, she always uses English as her second language.

The function is to express emotion. Here the express of emotion is about Maudy's dream. Maudy tells of her dream to become a teacher with pride and joy. One day she wants to be a teacher. She wants to build a small school and she becomes the teacher. She teaches the children.

2. Inter-Sentential Code Switching

a. Data 1

- 1) Boy : *"Dulu gue suka ngaku-ngaku ke orang-orang di New Zealand. That's I have celebrity girl friend in Indonesia. Namanya juga anak lagi SMA kangayannyabanyak. Setiap kali ditanya sama temen-temen cowok, coba liat pacar lu mana? Kita kan maunya ngasih liatnya yang paling wow kan? Ahh bodo amat, nih cewek gue nih, Rossa!"*.

In dialogue above Boy told Rossa about his embarrassing experience when he was in New Zealand. He claimed that Rossa was his girlfriend in Indonesia. He emphasized the statement in English, and this is where code switching occurs. The kind of code switching is inter-sentential code switching. *Dulu gue suka ngaku-ngaku ke orang-orang di New Zealand. That's I have a celebrity girlfriend in Indonesia*, the italic words indicate that code switching occurs from one language to another language between sentences.

The factor is Topic. Boy talks about his embarrassing experience when in Newzealand to Rossa. The dialogue runs smooth and continuously when there is a topic in their dialogue. So, the topic is embarrassing experience from Boy. He claims that Rossa is his girlfriend.

The function from the utterance above is talking about particular topic. Boy here as a Vlogger, he is free to determine the topic because he sets the topic in the vlog. Boy talking about his embarrassing experience when in Newzealand. He claimed that Rossa is his girlfriend in Indonesia.

b. Data 2

- 2) Rossa : *"kayaknya harus memikirkan masa depan kita, terus masa depan... I'm not going to sing forever, I, I don't have any plan to singer forever. Kayaknya*

tuh sekarang aku lebih menata company, untuk nantinya aku kan? Aku bukan tipikal orang yang suka hura-hura.”

From the data above, it can be said that inter-sentential switching occurs. The data show a switch between two languages, Indonesia and English in a conversation. Rossa said *kayaknya harus memikirkan masa depan kita, terus masa depan*. This is Indonesian language, which is followed by the English sentence *I'm not going to sing forever, I, I don't have any plan to sing forever*. Rossa tells Boy that she has no plans to sing forever. She has a future, but not to be a singer continuously. Rossa uses Indonesia in the first utterance, after that she switches into English in the second one. This is called Inter-Sentential Code Switching.

The factor here is topic. Rossa answered Boy's question about her future. So, Rossa told to Boy and his viewers about her future. Rossa wanted to be a business women not a singer forever.

There is a function above conversation. The researcher concludes that the function is about intention of clarifying. The utterance *I'm not going to sing forever, I, I don't have any plans to sing forever* show that it is stated twice and has the same purpose.

3. Tag Switching

a. Data 1

- 1) Rossa : “Brondong? Jangan brondong gilak kali, eh brondong tuh ukuranya 20 kebawah ya..
Boy : “Jadi buat kalian yang umur 21. Come on, You have a chance!

In the conversation above Rossa believed that young men are those who are 20 years old or younger. So, Boy responded by Indonesian *jadi buat kalian yang umur 21 tahun* and is followed by the English sentence *You have a chance*.

The italic words performs switching code as emblematic switching or tag switching. *Come on, you have a chance!* the speaker uses that expression to change the code in his utterance. Boy uses interjection at the end of his speaking to announce that anyone (male) who is 21 years old, you get a chance. The opportunity is to be her boyfriend, Rossa. Boy uses interjection to strengthen the sentence.

The factor from the utterance above is participant. Boy uses English to notify or announce to viewers. Boy's viewers are not only Indonesian people, there are many foreigners who are the viewers of Boy William vlog. Therefore, the most appropriate factor according to the writer is participant.

The function from the conversation above is interjection; to convey emotion. *Come on, you have a chance*, is expression to invite viewers, especially young men, that you have the opportunity to be her boyfriend, Rossa. Boy uses strong emotion that is marked by an exclamation at the end of the sentence.

b. Data 2

- 2) Rossa : “This is national anthem, *jadi aku merasa bersalah sendiri ngerti nggak sih kayak oh kalau ini lagu pop atau apa bodo amat.*
- Boy : “All right, *the Rossa mari kita menebus dosa.* Here we go!”.

Boy turned on music in his car. So, Rossa said *this is the national anthem*. Rossa once sang the national anthem in the state palace. She was witnessed by Indonesian officials and society. Rossa sang the national anthem with the wrong lyrics. She felt guilty. Then Boy invited Rossa to sing the Indonesian national anthem again with him in the car. Here Boy invites Rossa to sing in English utterance. He switches from the first language, Indonesia into English. The switch code is marked with the utterance *Here we go!* The code switching is included in the Tag Switching . The italic words are the short expressions that the speaker uses to change the code in his utterance. Boy used interjection at the end of his speaking to show up his strong intention to continue his doing (sing together). Furthermore it can be seen that by switching. He intended to give the clear command.

The factor of code switching is Status. Boy as a Vlogger, asked Rossa to sing together. Boy status as a Vlogger, has a function to invite his guests to do something. One of them is singing the national anthem of Indonesia.

The function from the data above is to express solidarity. *Here we go!* is the invitation sentence. Boy invited Rossa to sing the national anthem as a redeemer of the mistakes she had made while singing in the state palace. He invited Rossa not to feel guilty anymore.

c. Data 3

- 3) Boy : “*kamu tu* figure yang very interesting, you know? You are young, you are an inspiration *buat anak-anak sekolah*.”

In the utterance above the first speaker stated that *kamu tu figure yang very interesting, you know* or in English *you are a figure who is very interesting*. Here the word *you* returns to someone named Maudy. Boy praised or admired Maudy. Maudy is not only a celebrity but she is also a very interesting figure. So Boy said that it uses English. *Very interesting, you know*. The speaker inserted the word *you know* that means the speaker uses it for affirmation.

The factor from the utterance above is the topic. The speaker gives a topic about how Maudy is. He tells to his viewers that Maudy is a very interesting figure. Boy as vlogger, he can give any topic that he wants.

The purpose is to talk about a particular topic. The topic is about Maudy. The speaker gives know to his viewers, that Maudy is a very interesting figure. She is also celebrity and still young. She always upholds education.

F. CONCLUSION

It can be concluded that there are three kinds of code switching in Boy William's Vlog namely *Intra-Sentential*, *Inter-sentential* and *Tag Switching*. The factors causing of code switching are *Participant*, *Status*, *Solidarity* and *Topic*. The functions of Code Switching are to *talk about particular topic*, *to interject*, *to express solidarity*, *to have intention of clarifying the speech content for interlocutor*, *Repetition Used for Clarification* and *Express Emotional*.

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