

CODE SWITCHING USED BY SUNNYDAHYEIN YOUTUBE CHANNEL

Dewi Rahmawati

Email : dhewie.putriangkasa_8@yahoo.com

English Education Department of STKIP PGRI Jombang

ABSTRACT : Code switching it refers to when two or more people use several languages or dialects in the same conversation or sentence to gain good communication. This research investigates the use of types of code switching and the reasons of code switching used by SunnydahyeIn YouTube channel. There are two statement of the problem to be solved in this research, those are: what types of code switching are used by SunnydahyeIn and what the reasons of code switching are performed by Sunnydahye in Sunnydahyein's YouTube channel.

In this research the researcher used Hoffman (1991) theory of code switching is used to analyzed the data which took from Sunnydahyein YouTube channel. This research applied descriptive qualitative as the method to solve the statement of the problems. The object of the research is a YouTube video by SunnydahyeIn. The data of this research is SunnydahyeIn utterance's that contained code switching. The data analysis was conducted by collecting, identifying, classifying, and analyzing the data to find the statement of the problems.

The result of this research are follows: code switching in SunnydahyeIn YouTube channel, two of the Hoffman theory of types code switching are found. Two types of code switching are found, there are: inter sentential code switching and intra sentential code switching. Then inter-sentential is the most used by Sunnydahye. The less used of code switching are tag switching. For the reason of code switching, they are only one reasons are found there are: talking about particular topic the most appeared. In conclusion, all the types of codes switching and reasons of code switching there are found.

Keywords : *code switching, YouTube , Sunnydahye*

ABSTRAK : Alih kode merupakan saat dua orang atau lebih menggunakan beberapa bahasa atau dialek dalam percakapan atau kalimat yang sama untuk mendapatkan

komunikasi yang baik. Penelitian ini meneliti penggunaan jenis alih kode dan alasan alih kode yang digunakan oleh youtube channel sunnydahyein. Ada dua rumusan masalah yang akan diselesaikan dalam penelitian ini, yaitu: jenis alih kode apa yang digunakan oleh sunnydahyein dan apa alasan peralihan kode yang dilakukan sunnydahye di saluran youtube.

Penelitian ini menggunakan teori Hoffman (1991) yang digunakan untuk menganalisis data yang diambil dari kanal youtube sunnydahyein. Metode yang digunakan dalam penelitian ini adalah deskripsi kualitatif sebagai metode untuk memecahkan rumusan masalah. Objek penelitian ini adalah video dari channel youtube sunnydahyein. Data penelitian ini adalah ujaran dari sunnydahye yang mengandung alih kode. Analisis data dilakukan dengan cara mengumpulkan, mengidentifikasi, mengelompokan dan menganalisis data untuk menemukan rumusan masalah.

Hasil dari penelitian ini adalah sebagai berikut: di chanel youtube sunnydahyein ditemukan semua teori dari Hoffman tentang alih kode. Ada tiga jenis pengalihan kode yang ditemukan, yaitu: alih kode intra sentential, alih kode intra-sentential. Inter sensensial adalah pengalihan kode yang paling banyak digunakan oleh sunnydahye. Pengalihan kode yang paling jarang digunakan adalah pengalihan tag. Ditemukan satu alasan pengalihan kode yaitu: berbicara alasan tertentu, yang paling banyak ditemukan adalah berbicara alasan tertentu. Kesimpulannya semua jenis pengalihan kode dan alasan pengalihan kode ditemukan.

BACKGROUND

Language is the one important thing in life, because language is the media to express the thoughts, feeling and experience. Language is also used to influence other people, because language is basic to social interaction. Language always following up by the expansion of the current development. Because the communication it's not between two people or more directly interact or speak but it's when the other people to be understood what they mean.

Now days many people can use more than one language to communicate with others. People learn more than one language cause want to make their communication

more effectively when they want to communicate with another people who do not know our language. People who are able to communicate with two or more languages are called bilingualism or multilingualism. Relating to them code mixing, code switching are be the first choice for people or individuals to emphasize certain thing to opponents he or she said to convey intent, impression, or specific objectives for the speakers. Today people often like a switching or mixing when they speak even it's for easier to communicate or for their lifestyle.

Code switching a common appear in a real life, but it's not only found in daily activities but it can be found in the literary work such as novel, poetry and also it can to be found in the mass media radio, newspaper, films or television program and also YouTube. Based on data from Google (2017) YouTube is the second most use search engine in the world. It more quite interesting and amazing that YouTube has gained a lots of popularity on 2017 and now YouTube has grown as well. Since YouTube become more popular over the world, many people use and create YouTube.

The phenomenon of content video in YouTube that have a lots attention now is video about beauty content such as tutorial makeup, review make up and etc. One of the beauty channel is SunnydahyeIn YouTube channel. Most of the video in Sunnydahyein YouTube channel is about make up, especially Korean make up. Sunny started her YouTube channel since 2017.Sunnydahye is beauty content that have 1,95 million subscriber's data from YouTube account (2020). Her YouTube channel already got silver play button and gold play button. The researchers choosing SunnydahyeIn YouTube channel because she concerns on Korean make up and she usually used code switching language in her YouTube video, also she actually into makeup which can prove by her collaboration with famous brand to make her own skincare or make up and she has her own brand "house of Hur" now.

Based on the background above, there are some problems that can be formulated as follows:

1. What the types of code switching are used by SunnydahyeIn?
2. What the reasons of code switching are performed by Sunnydahye in SunnydahyeIn's YouTube channel?

REVIEW OF RELATED LITERATURE

A. Theoretical Background

1. Sociolinguistics

Some experts proposed a definition of sociolinguistics since that study became a point issue in the late 1970s. Gumperz (1971:223) in Wardhaugh defines that sociolinguistics is an attempt to find correlations between social structure and linguistic structure and to observe any changes that occur. Chambers (2002:3) in Wardhaugh defines that sociolinguistics is the study of the social uses of language, and the most productive studies in the four decades of sociolinguistic research have emanated from determining the social evaluation of linguistic variants. Besides, Holmes (2013:1) sociolinguistics is study the relationship between language and society. By explanation above that sociolinguistics is dealing with the relationship between language and society. This relationship cannot be separated in our daily life caused there is any changes occur when language and society involved in. besides that sociolinguistics also study about the social uses of language and the linguistics structure.

2. Bilingualism

Fromkin et al., (2001:460) Bilingualism (or multilingualism) also refers to the situation in nations in which two (or more) languages are spoken and recognized as official or national languages. Bloomfield (2011:82) defines bilingualism as “the native-like control of two languages”. Mayers-scotton (2005) added that bilingualism is the term for speaking one or more languages. From the explanation above bilingualism is a condition when someone takes two or more about language and applied it in his/her social communication. So, bilingualism is ability use two languages.

3. Code Switching

Wardhaugh (2006:1) “When two or more people communicate with each other in speech, we can call the system of communication that they employ a code. As Gal (2006:101) added that code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, evoke or change interpersonal relations with their rights and obligations. Gardner (2009:4) such varied combination of two or more linguistics varieties occur in countless bilingual societies communities, and are

known as code switching. From the explanation above code switching is a strategy used on conversation such as in social community which is the function is to create and change interpersonal relation the hearer. Because speakers use code on their communication, code switching needed in aspects of communication.

4. Types of code switching

According to Hoffman (1991;112) there is some types varieties of code switching. As follows:

a) Intra-Sentential code switching

Intra-sentential code switching concerns language alternation that occurs within a sentence or clause boundary. Where each clause or sentence is in one language or other. Intra- sentential switching covers the uses of two languages in different clause, phrase or sentence which occurs at sentence boundaries in one conversation.

The example: A: Spanish- English

I started going like this. Y leugodecia (and then he said) look at the smoke coming out of my fingers (valdesfailis 1982:220)

b) Inter-sentential switching

Inter-sentential switching is code switching that happens between clause or sentence boundary. In this case, an entire clause or sentence 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 with the previous type, this switching is not limited to insertion of one or two words. In addition, this switching should take place between at least two clauses, which also can be mean two sentences. A considerable number of codes switching under this type can be found below :

“... Last week aku shopping dengan sisterku. That's why aku gak di rumah” The classic example is from Poplack's article title, “Sometimes I will start a sentence in Englishy termin ó in español.” (Sometimes I'll start a sentence in English and finish in Spanish). In intra sentential code-switching, the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift. It often happens within one sentence or even a one phrase. The speaker is usually unaware of the switch, until after the fact, and for example, “You have to find akalopedi (good guy) and marry him. (English-Greek).

c) Tag Switching

Tag switching is code switching with sentence tags that they precede or follow a sentence. Tag switching sometimes called emblematic switching or 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. This involves the insertion of a tag in one language into an utterance that is otherwise entirely in the other language example of common tags switching in English include 'right'. A Japanese-English example might be: "I'm a good friend, neh?" Where the Japanese particle, 'neh'('no? or isn't that right?') is added to give a teasing tone to the sentence.

X : "Engari [so] **now we turn to more important matters.**" (Switch between Maori and English)

Ming : "**Confiscated by Customs**, dàgài [probably]" (switch between English and Cantonese Chinese).

5. The Reasons do code switching

According to Hoffman (1991) there is seven reasons to do switching. The seven reasons are as follows:

a) Talking about particular topic

People sometimes prefer to talk about a particular topic in one language rather than another. Sometimes, a speaker feels free and more comfortable to express his/her emotional feelings in a language that is not his/her everyday language.

b) Quoting somebody else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said. The switch like a set of quotation marks. The use it because they want to express and emphasize. Myers-Scotton give example English and Swahili. "Lakinini-ko SURE u-ki-end-a." (But I'm sure if you go). They explain that the matrix language is Swahili. SURE is an embedded English language on it. From the example above code switching used to quoting somebody else and it happens when the speaker is claiming the quoted person said.

c) Being emphatic about something

As usual, when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally

or unintentionally, will switch from his second language to his first language. On the other hand, he switches from his second language to his first language because he feels more convenient to be emphatic in his second language rather than in his first language. Generally the people often switch their language to express empathy about something.

d) Interjection

Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Damn!, Hey!, Well!, Look!, etc. in code switching people sometimes can mark an interjection or sentence connector. It may happen unintentionally. Example of interjection in sentence: Indonesian - English is dompet ku ketinggalan di taksi! Shitt! (My wallet was left in the taxi!). Spanish- English Chicano professionals saying goodbye, and after having been introduced by a third speaker, talking briefly:

a : Well, I'm glad to meet you.

b: Andale pues (O.K. Swell). And do come again.

e) Repetition use for clarification

When a bilingual or multilingual person wants to clarify his speech so that it will 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. For examples: English- Hindi Father calling his small son while walking through a train compartment, "Keep straight Sidhajao" (keep straight).

f) Intention of clarifying the speech content for interlocutor

When bilingual or multilingual person talks to another bilingual/multilingual, there will be lots of code switching and code mixing occurs. It means to make the content of his speech runs smoothly and can be understood by the listener. A message in one code is repeated in the other code in somewhat modified form.

g) Expressing group identity

Code switching and code mixing can also be used to express group identity. The way of communication of academic people in their disciplinary groupings, are 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.

B. Previous study

some previous study have relevant to things present study which conducts a sociolinguistics study especially in code switching they are:

1. Anna Marieta Da Silva (2013) in their research with the title the English borrowings and the Indonesian- English code switching in two collections blog short-stories. The aims of the research to analyzed the English borrowings and the code switching in two collections of blog short stories. This research uses qualitative method and the result showed that 633 sentence that contained incidents of either borrowings or code switching. The English borrowing 84% (712 incidents) intra-sentential code switching 11% (89 incidents), inter-sentential code switching 3% (27occurents) and tag switching 2% (19 occurents). The result of the research is suggested for the further researchers to conducted to the error produced by writers. Similar to Anna's research, this research also focuses on finding out of code switching with Hoffman theory (1991). The difference of this research are object and source of the data, Anna's research takes the data from blog short stories from Raditya Dika with the title whereas the object and source of the data on this research is taken from utterances by SunnydahyeIn YouTube channel.
2. Cao Geman (2016) in their research with the title a study of code switching in the movie I not stupid too. The aims of the research to help the people to be aware of the phenomenon which is called code switching. to analyzed the function of the code switching based on theory Appel & Musyken and types of code switching based on theory Bloom & Gumperz. This research used quantitative method in analyzing the data. The result showed that they are the types of code switching situational switching, metaphorical switching, the function of code switching are phatic, expressive, referential and directive function. In the other hand this study the types and function of code switching found in this movie.

Similar to Cao's research, this research also focused to finding out of the types code switching with Hoffman theory (1991). The difference of this research are the object and source of the data, Cao's takes the data from movie I not

stupid too whereas the data on this research is taken from utterances by SunnydahyeIn YouTube channel that contain code switching.

3. Fikriatu Zakiyah (2019) in their research with title Code Switching and Mixing Used in Vlog Nebeng Boy. The aims of the research to conduct this research in order to be a model of teaching and learning. In this research the researcher conduct a research problem is what types of code switching and mixing. To analyzed the researchers uses theory based on Hoffman. The result of the study the researcher found three types of code switching and three types of code mixing, they are intra-sentential, inter-sentential, tag switching, intra-sentential code mixing, intra-lexical mixing, involving change pronunciation Similar to Fikriatu's research, this research also focused to find out the type code switching with Hoffman theory (1991). The differences of this study is this research investigates about code switching on YouTube channel about beauty content focused on make up.

RESEARCH METHOD

Research Design

1. The researcher discussed about research design in this part. Research design is needed to analyzed the problem of the study. Ary et all (2010;39) states that qualitative research focuses on understanding social phenomena and providing rich verbal descriptions of settings, situations, and participants. So the researcher used qualitative research because the researcher interest in the social phenomenon. According to Adnan Latief (2013) qualitative research is a process of inquiry aimed at understanding human behavior by building complex, holistic pictures of the social and cultural in which such behavior occurs. It does by analyzing words rather than numbers, and by reporting views of the people who have been studied. This method is use to identify the type of code switching and reasons of code switching.

2. Source Of Data And Data

Data is the most important in the research, because without any data the research cannot be conducted. The data are information collected by the writer to answer research problem. Ary et all (2010:32) stated that qualitative researchers also have a toolbox of data-gathering techniques, including in

depth interviewing, participant observation, and document analysis. In addition, Moloeng (2009:157) stated that an addition data can be in form such as document and the others. Here, the primary source of the data in the research is SunnydaheIn YouTube channel. The video was taken from the YouTube. The data used to support this research are taken from all utterances in SunnydahyeIn video's get ready with me with the title get ready with me ala Instagram, get ready with me ala Jennie Blackpink, get ready with me jadi putri drama Korea, get ready with me living coral, get ready with me ft Loudi 14u.

3. Research Instrument

In qualitative research, instrument is a tool which used to collect the data. The instrument is depending on the taken. According to Ary (2010:424) that qualitative studies, human or researcher are the instrument, it means that the researcher is the primary instrument for the gathering and analyzing data. the researcher conduct some activities such as collecting, identifying, classifying, and analyzing the data.

Answering first questions the researcher took the data that had collected by using table 3.1 classification of code switching used by SunnydahyeIn YouTube channel. It easier to interpreted or analyzed and make the readers easier to read.

Table 3.1 types of code switching

NO	CODE	TIMES	UTTRANCE	TYPES		
				ITES	ITAS	TS
1	DIU1V1ITES	02:24	“aku suka karena dia, benar-benar moisturizing banget di kulitaku dan kulit aku sangat dry banget”.	✓		
2.						

3.2 table reasons of code switching

No	Code	Time	Utterances	Reasons of code switching								Indicator	
				PT	QS	ES	IN	RC	IC	EG	OT		
1.	D1U1V1PT	00:44	“...aku suka karena dia, benar-benar moisturizing banget di kulit aku dan kulit aku sangat dry banget.”	✓									It categorized as talking about Particular topic because it shows that the speaker more comfortable to express her feelings into another language in here is she comfort to use English language to express her feelings. She clear a word moisturizing as English language that she comfort
2.													

Data Collection Procedures

This research employed documentation method because the data source was taken from sunny’s video YouTube channel. So, to collect the data the researcher does some steps as follow:

The researcher searches or finds out the video GRWM (Get Ready with Me) by SunnydahyeIn YouTube channel then watches the video GRWM (Get Ready with Me) by SunnydahyeIn YouTube channel after that makes transcript based on the video Get Ready with Me and the last classifies the utterances that include in types of code switching and reasons of code switching. Based on the Hoffman theory (1991).

Procedures of analyzing data

The researcher doing an analysis on the data that has been collected through these steps, as explained below:

a) Identifying

The researcher identifies data has been collected, that contained a code switching in SunnydahyeIn YouTube channel.

b) analyzing the data

the researcher analyzed the data by taking utterance in SunnydahyeIn video then, the researcher analyzed the types of code switching that appear on the video sunny video and the reason of code switching based on Hoffman theory.

c) Making conclusion

The researcher make conclusion after interpret some data chosen in analyzing the data. This steps, the data from utterance of Sunnydahye in the video Get Ready with me. Then, make conclusion from the data.

FINDINGS AND DISCUSSION

From the finding above, the data of research presented that consist of two types of code switching which appropriate with theory from Hoffman (1991), they are intra-sentential code switching, inter sentential code switching. There are two types are found in the utterance of SunnydahyeIn YouTube channel. In addition, inter sentential of code switching is the types of code switching that mostly used by SunnydahyeIn in this video because as explained Inter-sentential switching is code switching that happens between clause or sentence boundary. In this case, an entire clause or sentence 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 with the previous type, this switching is not limited to insertion of one or two words. Some types of code switching also have a reasons from the finding the data of the research presented that consist of one reason of code switching which appropriate with Hoffman theory (1991). They are talking about particular topic, talking about particular topic is the mostly reasons used by SunnydahyeIn because People sometimes prefer to talk about a particular topic in one language rather than another. Sometimes, a speaker feels free more comfortable to express his/her emotional feelings in a language that is not his/her everyday language.

Conclusion

The researcher found the types of code switching are used by SunnydahyeIn YouTube channel are intra-sentential code switching, inter-sentential code switching. The researcher found the reason of SunnydahyeIn switches the language in YouTube channel are talking about particular topic.

Suggestion

After getting the result of finding, researcher like to give some suggestion as considerations which are important to the readers that code switching is about the people who can spoke more than one language to communicate which could find on YouTube Platform, novel, film or daily conversation. For the teachers that code switching is one of sociolinguistics aspect and it can increase knowledge of studying sociolinguistics. For the next researcher who analyzed code switching theory. The researcher has to give more attention in code switching theory and the data that are found by the researcher have not been validated so it's suggested for the next researcher should do validation.

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<https://www.youtube.com/watch?v=eRXnceA556s&t=1s>

<https://www.youtube.com/watch?v=enxLtIJ292U&t=14s>

<https://www.youtube.com/watch?v=gETsB56nupo&t=55s>

