



## Code Switching Analysis as Found in Bunga Citra Lestari Youtube Channel

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### ABSTRACT

The objectives of this study are to determine the various types and functions of code switching. Poplack (1980) theory defines three forms of code switching in evaluating the data: tag switching, inter-sentential switching, and intra-sentential switching. Moreover, the theory from Appel and Muysken (1987) distinguish the six functions of code switching are: referential function, directive function, expressive function, phatic function, poetic function, and metalinguistic function. The data source was taken from Bunga Citra Lestari YouTube's channel entitled Love Story #1 - BCL Sebelum dan Sesudah Ashraf was publish on February 12th, 2021. The method that was used to collect the data is qualitative method. This research found 79 data of code switching. In analyzed the data, the intra-sentential switching is commonly used by the participants in the video which found 50 (63,3%) data. Meanwhile, the metalinguistic function is dominantly used which found 32 (40,50%) data for the functions of code switching utterances by the participants. The result of this analysis because both of the speakers, Daniel Mananta and Bunga Citra Lestari are the bilingual person and they often switch the language into other languages because their society also acceptable used of English term.

### \* How to Cite

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## 1. INTRODUCTION

Communication is a process through which two or more people create and share information in order to achieve a shared understanding (Rogers, 2003). Communication is also related to human activity, which includes messages, ideas, and the behavior of people. The main aspect of human beings' realizing a good way of communication is their understanding of using language. Language is a conventional sign system utilized by an entire society to communicate (Gimson, 1989). Language is very important as a gateway to delivering information. There are various languages available that can be used to communicate with people around the world. People used language not only to talk to others but also to do many activities, such as reading a book, listening to music, writing a letter, and so on. Therefore, language is related to all aspects of human life.

At present, humans not only use one language from their mother tongue but also understand about two or more other languages. It is spreading in all parts of the society, including the citizens of Indonesia. In Indonesia, there is only one national language, which is Bahasa and many regional dialects. In addition, on some occasions, Indonesians also speak English or other foreign languages to communicate among each other. The definition of bilingual is someone who has the ability to speak fluently in two languages (Romaine, 1995) and the use of two languages in a single sentence called bilingualism. It commonly happens to teenagers. Sometimes they switch their utterances from Indonesian to English in their daily communication, either in real conversation or on social media. This phenomenon can be influenced by social trends, education, the environment, and so on. In our daily life, we lived in different societies that have different languages as well. Humans with languages and society have a strong relationship. It refers to the human role as a social creature in the world that needs to keep in touch with others. In science, this is known as Sociolinguistics.

Sociolinguistics is a branch of linguistics which study of the relationship between language and society, as well as the ways in which people use language and the social structures in which humans live (Spolsky, 1998). People use a variety of languages in their communication at times, even mixing or switching from one to another. In sociolinguistics, it's known as code switching.

Code switching is the alternation of two languages within a single discourse, sentence or constituent (Poplack, 1980). Typically, people will feel more comfortable with switching or mixing when they utter the conversation. They switch the language not only in conversation in real life or verbally, but also in the conversation on the digital systems such as social media. The term "social media" defines the type of digital technology that allows individuals to communicate, develop relationships, create content, and share information (Lewis, 2010). In social media, many activities can be done by someone either expressing life or sharing the information. People's information, statements, and conversations can be found on many social media platforms, including Instagram, Facebook, Twitter, Tik Tok, Podcast, and YouTube. For example, the phenomenon was exposed by one of the Indonesian singers Bunga Citra Lestari on her YouTube Channel entitled "*Love Story #1 - BCL Sebelum & Sesudah*

*Ashraf*". Bunga Citra Lestari, or BCL, is one of the musicians in Indonesia. She had a lot of songs that she wrote or even collaborations with other musicians. The last year, which is in 2020, was the deepest situation for her because she lost her husband, Ashraf Sinclair. After a year of recovery from the situation, she returns to the public and performs her new song entitled "*12 Tahun Terindah*", which is a story about her life and memories with her husband over the last twelve years. In that video, she tells the story of her journey with Ashraf on her YouTube Channel, which is hosted by her partner, Daniel Mananta. In the video entitled "*Love Story #1 - BCL Sebelum & Sesudah Ashraf*", Bunga and Daniel sometimes used bilingual language to utter their feelings. From this phenomenon, the writer found some code switching in their conversation. The advantage for the writer of analyzing this study is to increase the knowledge on learning and understanding about types and functions of code switching. And for the readers, this study may benefit because most people can speak bilingual and this study will help others to realize that code switching is important to learn because this is involved when they do the conversation in their daily communication.

## 2. METHODS

In analyzing the data, the researcher used the qualitative method to describing the data which contained of code switching from the utterances of Bunga Citra Lestari and Daniel Mananta in It's Me BCL YouTube channel video. The video entitled *Love Story #1 - BCL Sebelum & Sesudah Ashraf* was used as the data source in this study. The duration of the video is 25 minutes and 44 seconds. In this video, Daniel Mananta as an interviewer and BCL as the interviewees. That video was having 5 million viewers. Talked about the love journey of BCL, from the first meeting with Ashraf Sinclair, how was the life before and after Ashraf passed away, about fans and family, and also her son Noah Sinclair. In the process of collecting the data, researchers implemented the observation method to receive the detail information. There are following steps in collecting the data: (1) Open YouTube application and downloading the part of the video entitled "*Love Story #1 - BCL Sebelum & Sesudah Ashraf*". (2) Watching and listening carefully of the video to find out the data. (3) Making the transcriptions based on the conversation between Bunga Citra Lestari and Daniel Mananta. (4) Classify the data of code switching based on the types and the functions. In the identify the data, the author implements the theory proposed by Poplack (1980) to analyze the types of code-switching and Appel and Muysken (1987) to find out the functions of code switching. The data are described factually, systematically, and scientifically. The results of data analysis are presented in a formal and informal method. Formal, the author used the table to show the percentage of the types and functions of code switching. Meanwhile, the informal method was described the data descriptively in sentences.

### 3. RESULTS AND DISCUSSION

#### Results

Formal and informal methods are the method to presents the data of analysis. First, the formal method is presented in table to show the percentage of types and functions of code switching. Second, the informal method is presented by describing the data descriptively in sentences. The finding is divided into two parts: the first one is to show the types of code switching analyzed based on the theory from Poplack (1980) and the second is showing the functions of code switching based on the theory from Appel and Muysken (1987).

#### Discussion

From the result, there was found 79 data of code switching in the video of Bunga Citra Lestari YouTube's Channel entitled "Love Story #1 - BCL Sebelum & Sesudah Ashraf". Based on the table of percentage, the highest occurrence of code switching is intra-sentential switching there are 50 (63,3%) data. The reason is because the speaker, Bunga Citra Lestari and Daniel Mananta are the bilingual person, they are often switch the language into another languages in middle of the sentence. Besides, they are coming from the entertainment industry which their environment and their society also used the English term in daily communication. In another hand, there were found 22 (27,8%) data of inter-sentential switching, and the lowest data was a tag switching with 7 (8,9%) data.

Regarding to the functions of the code switching, the highest occurrence was obtained by metalinguistic function with 32 (40,50%) data. It's happened because the speaker, either Bunga Citra Lestari and Daniel Mananta wanted to impress and emphasized their linguistic skill. Because the ability in the bilingualism, they often switch their language during uttered their statement in the video.

The following result of the other functions of code switching are found 24 (30,40%) data of referential function, 10 (12,66%) data of directive function, 8 (10,12%) data of expressive function, 4 (5,06%) data of phatic function, and the lowest data was a poetic function with only found 1 (1,26%) data in the conversation. The lowest data found because, the speaker rarely insert a joke, puns, in their conversation.

Here are several examples and the explanations regarding the types of code switching and followed by its function in the conversation between Bunga Citra Lestari and Daniel Mananta in video YouTube's Channel entitled "Love Story #1 - BCL Sebelum & Sesudah Ashraf".

### 3.1 Tag Switching and Its Functions

#### Data 1

**“Well,** gue sekarang mementingkan kualitas sama istri gue sama anak gue”  
(Well, now I concerned with the quality of my wife and my children)  
(Love Story #1 - 17:22)

From the utterance above, it was categorized as tag switching. Tag switching is the process of introducing a tag or shorter sentence from one language into the other. Meanwhile, the utterance occurs by using English expression as a tag in the first sentence **“well”** and it continues with Indonesia language by saying “gue sekarang mementingkan kualitas sama istri sama anak gue”. The use of the word **“well”** is indicated to the speaker which wants to emphasize the whole statement.

The utterance **“well”** is intended to tell the hearer that the speaker wants to impress the other participants with show linguistic skill. In this case, the data can be classified as metalinguistic function.

#### Data 2

**“Anyway,** Lo baru balik dari New York ya?”  
(Anyway, you just come back from New York?)  
(Love Story #1 - 24:24)

In discussion, the word **“anyway”** uttered at the beginning of the sentence. The utterance above were categorized as tag switching because the speaker attaches or adds any tag or filler in a sentence. Tag switching involves inserting a tag or short phrase in the sentence. Based on the data, the tag uttered by the speaker using English **“anyway”** and followed by using Indonesian “Lo baru balik dari New York?” with the question mark at the end of the sentence that indicated of asking the question to another participant.

Based on the data above, the speaker switched the code from English to Indonesian. The speaker used the word **“anyway”** in the beginning of the sentence to emphasize of asking the question to another participant. Besides, the speaker wants to showed his ability to speak fluently in English. Moreover, the word **“anyway”** was quite popular in daily conversation. As the result, it can be categorized as metalinguistic function.

### 3.2 Inter-sentential Switching and Its Functions

#### Data 3

“Gue engga perlu jagain egonya Ashraf, **a man is about the ego, right?**”

(I don't need to take care of Ashraf's ego, a man is about the ego, right?)

(Love Story #1 - 8:27)

The utterance above was categorized as inter-sentential switching. The first sentence was uttered by using the Indonesian language “gue engga perlu jagain egonya Ashraf” and the second sentence was uttered by using English “**a man is about the ego, right?**”. In this case, the speaker switched the language into another language occurring the transition between sentence boundary and at the end of the second sentence there is a question mark which indicates the direct question to another speaker.

Furthermore, the function of the utterance above can be categorized as a directive function. The utterance “**a man is about the ego, right?**” is indicated to involve the hearer directly by giving the question. In this case, Bunga Citra Lestari ask to Daniel Mananta about agreement if a man is having ego. As the result, the data can be classified as directive function.

#### Data 4

“**It's amazing to create that memory you do afraid.** Lo bener-bener kayak lakuin aja biarpun ketakutan”

(It's amazing to create that memory you do afraid. You really do it even if you're scared)

(Love Story #1 - 21:37)

The utterance above can be categorized as inter-sentential switching because it is showed a switch between two languages. The speaker uttered the sentence by using English in the beginning and the second sentence was uttered in Indonesian language after the sentence boundary. This case is indicated as inter-sentential switching.

The utterance above was classified as an expressive function because at the beginning of the utterance there is the sentence “**it's amazing to create the memory you do afraid**”, which means express the feeling from the speaker. The word was used to express Bunga's feeling when she is very amaze when she has a chance to create the memory when she and her family tried to used hot air balloon.

### 3.3 Intra-sentential Switching and It's Functions

#### Data 5

"Gue nyari comfort, gue nyari perasaan diterima"

(I am looking for comfort, I am looking for a feeling of acceptance)

(Love Story #1 - 9:58)

From the utterance above, showed that the speaker was inserted the different language in the middle of the sentence. The insertion of English word "comfort" occurred within the sentence. In this case, the data was categorized as intra-sentential switching. As the characteristic of intra-sentential switching which the speaker switches the code within a sentence.

Based on the function of code switching, the data above includes as referential function. The insertion of word "comfort" happens in the utterance of the speaker due to a lack of knowledge of the word. When Bunga Citra Lestari used the English word "comfort" instead of the word "nyaman" in Indonesian language. In this case, she only looking for the feeling of acceptance and make her comfort in building the relationship. On the other hand, the word "comfort" is easier to understand and commonly used in daily conversation.

#### Data 6

"Let's say Lo nangis disamping dia, dia kena loh!"

(Let's say you cry beside him, he got it!)

(Love Story #1 - 11:39)

Based on the utterance above can be categorized as intra-sentential switching. The utterance "Let's say Lo nangis di samping dia, dia kena loh!" occurred the insertion of words from the different languages in one sentence. The word "let's say" is utterance in the beginning of the sentence and continued with "Lo nangis disamping dia, dia kena loh!". As the characteristic of intra-sentential switching, the speaker switched the language in the same utterance.

From the data above, the utterance can be classified into phatic function. In this case, the phatic is refers to the utterance which involved the tone was lauder to give the expression and emphasize the word. The utterance "Lo nangis disamping dia, dia kena loh!" is represent the phatic function, because the end of the sentence, the speaker is raising the tone with the punctuation exclamation mark after the sentence.

#### 4. CONCLUSION

Based on the data from Bunga Citra Lestari YouTube channel entitled "Love Story #1 - BCL Sebelum & Sesudah Ashraf" there are three types of code switching based on the theory proposed by Poplack (1980): tag switching, inter-sentential switching, intra-sentential switching. According to the data, there are 79 of total data of code switching. The most common used of type of code switching is intra-sentential switching with 50 (63,3%) data. The reason is because the speaker, Bunga Citra Lestari and Daniel Mananta are the bilingual person, they are often switch the language into another languages in middle of the sentence. Meanwhile, for the functions of code switching, the highest occurrence was obtained by metalinguistic function with 32 (40,50%) data. It's happened because the speaker, either Bunga Citra Lestari and Daniel Mananta wanted to impress and emphasized their linguistic skill.

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