CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language can be defined as a platform that can be used by human to produce an effective communication. Every language has their own characteristics, styles, and also purposes in expressing the speaker's feelings, messages, and also opinions. In multilingual society, code-switching is a phenomenon when the people substitutes the languages and its variations to the conversation based on the context and situation. An individual who is able to use language proficiently or fluently as a second language can be categorized as a bilingual (Spolsky, 1998:45). Sociolinguistics refers to this phenomenon as Code-switching.

Sociolinguistics is the study of how humans speak differently in different social circumstances, as well as how we might employ certain language functions to communicate a social meaning or element of our identity. Sociolinguistics teaches us how to adapt to real-world attitudes and social circumstances. According to Janet Holmes (1995:1), sociolinguistics is the study of the link between language and society; it seeks to explain why humans talk differently in various social circumstances and to discover the social purposes of language and its role in communication.

Sociolinguists are a branch of linguistics that explains why individuals who talk differently in various social circumstances are apathetic. And the effect of social elements such as social rank, age, social distance, dialect, register, and genre is associated with determining the social function of language and its use, must be able to effectively and clearly transmit social meaning. In this instance, code selection is crucial since we must use a specific language to prevent misunderstandings. Code-switching is the practice of moving from one language to another to maintain an appropriate discussion in another language. This phenomenon makes conversations more fascinating.

In sociolinguistics, code-switching refers to the employment of two distinct languages in a discussion. Code-switching is the employment of two or more languages in a discourse, according to Coupland and Jaworski in Gardner-Chloros (1997, p.361). In several nations across the globe, code-switching is a widespread occurrence. It is not unexpected to learn that Code-switching is not a uniform phenomenon, given the enormous number of Code-switching users. This depends on the sociolinguistic situation of the language user. According to Baker & Jones cited in Saghir (1998), Code-switching in two languages, whether the speaker is multilingual or bilingual the people switch their personal and social conditions and the communication that they are involved in. The concept of code-switching has grown commonplace in contemporary speech. People often transition from one code to another. Code-switching also contributes to the vast range of sociolinguistic contexts where

the phenomena are observed. It is used as an additional resource to achieve a particular interactional goal.

In our day, audio and visual information are readily accessible. Television provides comprehensive audio and visual content. Numerous notable personalities often practice code-switching while appearing on multiple television programs. "Ini Talkshow" on the NET TV channel is one of the television programs offered to utilize Code-switching. This research will thus focus on the phenomenon Cinta Laura's utterances related to code-switching that were performed in NET TV's program entitled "*Ini Talkshow*". This research intends to establish the causes behind Cinta Laura's Code-switching and her predominant Code-switching. The Ini Talkshow is a chat show that has a casual environment—taking on burning concerns that are present in society. This program will also depict the ambiance of the home and the character of the occupant. With Sule as the host, Andre Taulany as the consultant-host, Yurike as Mama Sule, Sas Widjanarko as Uncle Sule, Maya Septha as the housekeeper, and Cinta Laura as the guest.

Cinta Laura is also known as Cinta Laura Kiehl born in August 17, 1993, an Indonesian-Deutsche public figure who is running her career in film, music, and modelling industry. She spent her youth and adolescence outside of Indonesia since her father was the General Manager of "The Grand Hyatt Hotel." Cinta, who was born and reared overseas, is unusual among Indonesian artists in general. Her accent sounds like a combination of Indonesian and English. This attribute is what makes her figure more recognizable. This study

analyzes her Code-switching in a talk show, namely Ini Talkshow. The talk show has the largest audience on YouTube who interviewed Cinta Laura. The talk show's audience is Indonesian so he speaks Indonesian. In certain conversations, he uses English which causes Code-switching

This research focused on the phenomenon of Cinta Laura's utterances in switching the languages that found in "*Ini Talkshow*" YouTube channel regarding to the types and reasons of code-switching. This research intends to evaluate the forms and causes of code-switching by Cinta Laura, who utilizes code-switching often while speaking. He has good English pronunciation and is easy for people to understand. Cinta Laura is known as one of the influential public figures in Indonesia in English, even in her life, she usually speaks English and employs code-switching. The author obtained a video from the YouTube channel "Ini Talkshow."

1.2 Problem of the Study

Based on the aforementioned study's background information. This study must investigate the following two issues:

1. What types of Code-switching does Cinta Laura use in the program" Ini Talkshow" on NET TV?

2. What are the Reasons Cinta Laura does Code-switching in the program "Ini Talkshow" on NET TV?

1.3 Objectives of Study

Following the study's problems, the study's aims might be stated as follows:

1. To find out the type of Code-switching used by Cinta Laura in the Ini Talkshow program on NET TV.

2. To find out the reasons for Code-switching used by Cinta Laura in the Ini Talkshow program on NET TV.

1.4 Limitation of the Study

Based on the problem above, this study focused on the Code-switching analysis especially the types and reasons that were performed by Cinta Laura in "*Ini Talkshow*" YouTube Channel. The research data in this study were analyzed through some following theories they are; Appel and Muysken (1987) and also Hoffman (1992:116).

1.5 Significance of the Study

Regarding to this study, there were two significances that related to the analysis of code switching both theoretically and practically.

1.5.1 Theoretical Significance

Theoretically, this study is expected to give some contribution for the theory of Code-switching. It provided the knowledge and also

reference related to the types and reasons of Code-switching for the readers including those native speakers who can speak English fluently.

1.5.2 Practical Significance

Those who are interested in sociolinguistics, particularly Code-switching, may appreciate the practical value of this work. The author expects that this research may also contribute to the improvement of the ability and English language abilities of all linguistics students.

CHAPTER II

REVIEW OF RELATED LITERATURE, CONCEPTS, AND, THEORIES

2.1 Review of Related Literature

There were several studies that reviewed in this chapter as the comparison for conducting the research analysis. It consisted of two theses and one journal article that were explained as below.

First, the thesis that was written by Afina (2016) entitled "*Code-switching Used by Kimmy Jayanti in the I Look Program on NET TV*". This previous study focused on the analysis of code-switching that were performed in Net TV's program called "I Look". It was conducted by using two theories that proposed by Romain as cited in Susanto (2008) and Hoffman (1992). This previous study aimed to find out the types and also the reasons why Kimmy Jayanti used code-switching in her utterances. In conducting the research, descriptive qualitative method was applied in this study. The data were collected through Romaine's theory as cited in Susanto (2008) and also Hoffman's theory (1992). Based on the findings, there were found 92 data of code-switching's types including 9 tag-switching, 34 inter-sentential switching, and 49 intra-sentential switching. On the other hand, there were 7 reasons of switching the utterances, they are; 1 data of quoting somebody else, 2 data of repeating something, 2 data of showing empathy, 3 data of clarifying the speech, 3 data of expressing group identity, 5 data of using interjection, and 41 data on talking about particular topics. Both previous study and this study applied different theories in analyzing the types of code switching. The previous study used

Romaine's theory as cited in Susanto (2008) while Apple and Muysken's theory (1987:118) was applied in this study.

Second, the thesis that was written by Datu (2019) entitled "*Switching the English Code in Indonesian Women's Magazines*". This previous study focused in analyzing the types and reasons of code-switching. Quantitative method was applied in the research by performing the data in the form of table. The data source was chosen from *Woman Magazines*. It was analyzed by using Bokamba's theory (1989) as cited in Ayeomono (2006:91) who defined code-switching as "the mixing of words, phrases, and sentences across sentence boundaries in the same meaning speaking coming from two distinct grammatical (sub) systems." In addition, code-switching was a common phenomenon in the multilingual society. Both the previous study and this study were similar in analyzing the types of code-switching. On the other hand, the previous study used newspapers and TV's program was chosen in this study as the data source.

Third, one journal was written by Lubis, et.al (2017) entitled "*The Use of Code-switching Among Late Adolescents on Facebook Social Media*". This previous research examined the code-switching usage that found on Facebook. The theory that proposed by Poplack (1980) was applied to identify the different types of code switching that used by late teenagers who used social media especially Facebook. On the other hand, in revealing the reasons of code-switching, Hoffman's theory (1992) was used in this study. Moreover, this study also used qualitative descriptive method. The Miles and Huberman approach was used to examine the study data. The study's findings are: (1) late adolescents employ three

different types of code-switching on Facebook; and (2) Some of these reasons include having empathy for other people and utilizing exclamations to gain an edge. The requirement for attention, the use of repetition for an explanation, the goal of showing group identification, the softening of demands or directives, linguistic needs, and the use of humor. This research often contains satire. The similarity between the previous research and this research were the types of code switching analysis. Besides, the difference was found in using the data sources. The social media especially Facebook was chosen as the data source while this study used "*Ini Talkshow*" YouTube channel.

2.2 Concepts

The concepts here explain the terms referred to in this title, as they are relevant to the problem in this study. Those several concepts were described as the explanation below.

2.2.1 Code-switching

According to Chair and Agustina (2010: p.120), code-switching can be defined as a language variation that is purposely substituted by the speaker in particular situation. On the other hand, Romaine (1992:110) explained that code-switching is the combination of speaker's languages, dialects, or styles in the context of delivering speech or utterances in the conversation.

A code is a set of words, characters, and symbols to convey messages. Code-switching is a phenomenon that occurs when bilingual or multilingual speakers

transition from one language to another (Wardhaugh, 2006: 101). It is well known that multilingual speakers may transition between or combine several languages while speaking. Multiple linguists have underlined that switching between languages is a communication option available to a bilingual member of a speech community, just as switching between styles or dialects is a communicative choice for the monolingual speaker, as shown by Aranoff and Miller (2003:523).

The alternation between two or more languages is another way to describe code conversion. In the speaker's discourse, it occurs organically. Bilingual plan. Some individuals may subconsciously engage in code-switching. They speak several languages, and other languages may use Code-switching to repeat what has been said. These causes include talking about someone else on a particular issue, contemptuous of something, interruption, repetition, direct speech content, displaying group identification, softening and straightening the request, or demands, genuine vocabulary needs, and excluding others. They also combine dialects or varieties of vernacular. You may connect academic and street language.

2.2.2 Ini Talkshow

Ini Talkshow is a talk show that is packed with a relaxed atmosphere. Discussing hot issues that simply exist in society. This event will also show the atmosphere of the house and the characters in the house. This show is inviting people to talk about their experience with the events or topics or those who are experts in the problem being discussed. According to Effendy (2011:31), that is, broadcast information, that is, where each availability is, resource personnel

provide information about the topic or issue being discussed. The program is intended to educate that within each availability, there is a message that can be obtained and selected from several invited sources and entertained by namely speakers or guest stars who always presented up to date with issues that happened in Indonesia.

This program is a conceptual work of Comedy Nights which is broadcast on Colors, a TV channel in India. Talkshow received permission from the production of Comedy Nights in Indonesia to be aired. This program also has a concept that is almost similar to the PAS Mantab program that airs on Trans7. Ini Talkshow airs every Monday-Friday, with live broadcasts every Tuesday-Friday. The concept and shooting of this event started on March 23, 2014, and aired on March 29, 2014, therefore March 29 is the birthday of Ini Talkshow on NET TV.

2.3 Theories

The two halves of this study's idea are the different types of code-switching and their reasons. Hoffman's theory classifies Code-switching causes, while Apple and Muysken's approach classifies Code-switching categories. The swapping of linguistic codes is referred to as code-switching.

In this case, the Code-switching in Cinta Laura's dialogue on Ini Talkshow is so many different sentences that can be classified by types and the reasons for the purpose.

2.3.1 Types of Code-switching

Apple and Muysken (1987:118) show three types of Code-switching, among others Tag Switching, Inter-Sentential, and Intra-Sentential. The three types are described below:

1. Tag Switching

Tag switching includes an exclamation, tag, or parenthetical in a language different from the remainder of the phrase. Tag-switching is transferring one or both tag phrases or words from one language to another (standard in intra-sentential switches). It may occur when the interlocutor attempts to demonstrate respect for another individual. Tag swapping is the insertion of a tag from one language into speech wholly in a different language, such as oh, yeah, and I know. That far south, huh? (Ouch, I know, you're in the south, huh?) John in Susanto (2008), page 47. In addition, backed by (Romaine in Susanto, 2008), precisely the exclamation point or tag "you know" or "I mean." Tag redirection is subject to minimal syntactic constraints; hence, tags may be introduced at any number of locations in monolingual speech without violating syntactic norms. The question tag may also be used politely to seek information or to avoid the appearance of an explicit command.

2. Inter-sentential Code-switching

Inter-sentential code-switching is characterized by the transition from one language to another between sentences. This circumstance may also include the transition from a sentence or many sentences composed wholly in one language.

12

Inter-sentential Code-switching may be used to highlight a point expressed in the other language.

Inter sentential (or inter-sentential) Code-switching is a kind of Code-switching that involves switching between two languages in a single discourse after a phrase in the first language has concluded and before the next sentence in the second language starts (e.g., Appel & Muysken 1987:118).

3. Intra-sentential Code-switching

The movement from one language variety to another inside a single utterance at the sentence, phrase, or word level is known as intra-sentential code-switching. The term "intra-sentential code-switching" describes the linguistic change that takes place inside the confines of a phrase or sentence. Therefore, it occurs within the boundaries of words, phrases, clauses, and sentences.

2.3.2 The Reasons of Code- Switching

The speaker's intentions or goals are crucial factors in the process of code-switching. Hoffman (1992) asserts that multilingual persons switch languages for a variety of reasons, such as speaking about a particular problem, quoting someone else, expressing empathy for something, and interjections (connecting sentence). Repetition is used to explain, convey organization identification, and clarify speech content for the interlocutor.

1. Talking About a Particular Topic

   Some individuals sometimes prefer to choose another language when they are talking about specific things. It purposes to make them expressing

the feelings and also emotions freely in the foreign language rather than their mother language.

2. Quoting Somebody Else

Generally, several speakers discuss something with their favorite words, sentences, and expressions, for instance, it is about the motivation, wise words, or even quotes from celebrities, motivators, or public figures. It aims to express and emphasize the statement and expression to be a standard to achieve their goals and dreams.

3. Showing Empathy on Something

To show empathetic concern for something, people often alter their vocabulary. In some cases, it is more convenient to use another language, English, to show empathy than to use L1, such as Indonesian. Moreover, correct use of language can improve meaning. For example: "Kamu pasti berhasil. *Stay strong*!" [You must be success. *Stay strong*!]. In these statements, the buddy hopes to inspire his companions to act with more assurance and optimism.

4. Using Interjection

A natural sentence filler or connector that can be categorized as interjection such as "by the way" or "anyway." Interjections, such as "Hey!", "Dam", "Well!" etc., are sometimes known as short exclamation points. For example: "Thank you buat informasinya, anyway Aku harus pergi sekarang." [Thank you for your information, anyway I must go now]. As an exclamation point, we employ an exclamation point or sentence placeholder as follows:

Tag questions such as nah lah (a admission of the obvious), lho (an exclamation mark of astonishment), anu (showing indecision), and (i) yo toh, nggih toh (expressing agreement or disagreement) (Susanto, 2008: 71)

5. Repeating Something for Clarification

   Both native and foreign languages can be switched for making an effective understanding when a speaker tries to discuss something with the listener. Frequently, the same message is repeated in many codes. Not only does repetition clarify what is stated, but it also reinforces or amplifies the point.

6. Intention of Clarifying the Speech Content for the Interlocutor

   There are several code transitions and code-mixing when a bilingual or multilingual person speaks with another bilingual or multilingual person. This indicates that the substance of his speech is clear and easily understood by the audience. Messages from one code are repeated with small modifications in another code.

7. Expressing Group Identity

   Group identity can be represented through code-switching in the context of social communication. Academics communicate differently than other groups in academia. In other words, the manner in which a community communicates differs from that of those outside the group.