

Code Switching Used by Kimmy Jayanti in "iLook" Program on NET TV: Sociolinguistics Study

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Abstract

The purpose of this study is to analyze and investigate the various forms of Kimmy Jayanti's used code switching in the NET TV program "iLook," utilizing the code switching theory presented by (Dewi, 2021). The goals of this study are to 1) analyze the dominant types of code switching, and 2) to explain what are the functions of code switching used by Kimmy Jayanti her language in the "iLook" program on NET TV. This study used a qualitative method and the data were collected from the script of episode. The result of this study shows that there are three types of code switching used by Kimmy Jayanti in "iLook" program on NET TV: in detail, there are 1 intra-sentential switching, 2 inter-sentential switching, and 2 tag switching. There are 7 reasons of Kimmy Jayanti code switch her language: 1 data of talking about a particular topic, 1 data of quoting somebody else, 1 data of showing empathy about something, 1 data of interjection, 1 data of repetition used for clarification, 1 data of expressing group identity, and 1 data of clarifying the speech content.

Keywords

code-switching; bilingualism;
iLook program; NET TV



I. Introduction

Language is one of the most important things in the life of every human being (Purba, N. et al. (2020). Many people can speak multiple languages in this globalized world. A "bilingual" or "multilingual" individual can speak more than one language. Bilingual persons speak two languages and act appropriately in both, according to (Watzinger-Tharp, 1994) bilingual people are described as people who speak the same two languages, who also act appropriately in sociocultural ways in both languages. On the other hand, this definition is also supported by (Connine et al., 1993) suggests that bilingualism is the ability to speak two languages using structures and concepts that are different from that of that language, not paraphrasing from the original language implies that bilingualism is the ability to speak two languages utilizing different structures and concepts, not paraphrase. Bilinguals often switch languages.(Grabe & Spolsky, 1988) implies that bilingualism is the ability to speak two languages utilizing different structures and concepts, not paraphrase. Bilinguals often switch languages.. It very much depends on a variety of social factors or dimensions, context, and speech situation as well (Hendar & Anshari, 2021). Code switching occurs in bilingual and multilingual community when a person switches from one language, variety, or dialect to another one. People can do code switching in any kinds of situation and domain.

(Adi, 2018) stated that code-switching happens when a bilingual applies an alternative way between two or more languages in his or her speech with another bilingual. It occurs because people usually switch the code from one language to another, especially when their languages are used in the environment. It means the speech community affects the use of code-switching. In most cases, "bilingualism or multilingualism" to refer to the

use of more than one language, which includes both bilingualism (the use of two languages) and multilingualism (the use of three or more languages). It was estimated that more than 60% of children grow up in a bilingual environment and have gradually gained competence in both languages (Saddhono & Rohmadi, 2014)

“Code switching” is switching between two languages or language variations in a conversation across sentence or clause boundaries” (Herk, 2015). This function is used to emphasize what has been said previously. Code-switching for message qualification happens when another language in form of amplification or qualification follows a topic that is introduced in one language (Halim & Maros, 2014). Lastly, personalization versus objectification is to distinguish the context of the conversation, whether it is a personal opinion or specific matters. Personalization versus Objection is the change of codes that occurs when someone talks about himself instead of other people (Kasim et al., 2019).

II. Review of Literature

According to (Hamer s and Blanc, 2000), there were three types of code-switching namely intra-sentential switching, inter-sentential switching, and extra-sentential switching or tag switching. Further, according to them, each of them is characterized by changes of distinct levels of constituents. Additionally, it is indicated by distinct degrees of bilingual ability.

2.1 Inter-Sentential

In inter-sentential code switching, the language switch is done at sentence boundaries words or phrases at the beginning or end of a sentence. This type is seen most often in fluent bilingual speakers.

2.2 Intra-Sentential

Intra-Sentential code-switching is a shift that is done in the middle of a sentence, without hesitations, interruptions, or pauses that would indicated a shift in language. Almost always, speakers are unaware of the shift in language.

2.3 Extra-Sentential or Tag Switching

This is the switching of either a single word or a tag phrase (or both) from one language to another. This type is common in intra-sentential switches. It involves the insertion of a tag from one language into an utterance in another language. Tags used easily inserted in speech at a number of point in monolingual utterance without break syntactic rules (Romaine in Susanto, 2008). Tag question may be used as a polite request or to avoid the impression of a firm order.order.

Even though there were different kinds of code switching, it also served a purpose. Hoffman (1992:116) says that a bilingual person may switch languages for a number of reasons, such as to talk about quoting someone else, a specific topic, to repeat something to make it clearer, to show group identity, to clarify, to interject, or to show empathy about something.

a. Quoting Somebody Else

The use it because they want to express and emphasize sometime to look better. An example of code switching that justifies itself as a direct quotation of another person's speech.

b. Particular Topic

A topic is a particular subject that you discuss or write about. particular in American English. (pər'tɪkjələr, pə'tɪk-) adjective. 1. of or pertaining to a single or specific person, thing, group, class, occasion, etc., rather than to others or all; special rather than general.

c. Repetition for Clarification

Based on the Hoffman (1991) said that when a bilingual wants to clarify his/her speech so that it will be understood more by the listener, he/she can sometimes use both of the languages that he masters saying the same utterance (the utterance is said repeatedly).

d. Expressing Group Identity

To express group identity, code switching and code mixing can also be employed. Academic communication differs significantly from those of other groups in their disciplinary groupings. Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media (Hasbullah, et al: 2018).

e. Intention of Clarifying

It refers to ensuring that the contents of his speech flow smoothly and are easily comprehended by the audience.

f. Interjection

Interjection is kind of sentence fillers or sentence connector that is frequently used by people naturally such as “By the way”, “Anyway”, etc. interjection is also called as a short exclamation like “Dam!”, “Hey!”, “Well”, “Look!”, etc.

g. Showing Empathy about Something

When they want to show empathy for another person or situation, people frequently change the words they use. In certain circumstances, demonstrating empathy through the use of another language, such as English, is more practical than through the use of L1.

III. Research Method

This research was conducted as qualitative content analysis because the researchers focused on the code-switching of the main host Kimmy Jayanti in the entitled *iLook*. According to (Stemler, 2015), a content analysis might be considered a frequently used method in the academic field. The use of it often is combined with other methods such as surveys, focus groups, and experiments. Further, qualitative research is ‘nt based on social science, but on the daily environment in which we use naturalistic evidence according to (Silverman, 2016). In addition, (Bogdan and Biklen, 1982) define that qualitative research will always analyze the data inductively. This decision is based on the data that are taken from *iLook*.

Research Question

Based on the explanation above, the researchers formulated two questions:

1. What the dominant type of code switching used by Kimmy Jayanti in “iLook” program?
2. What are the functions of code-switching used by that program?

IV. Results and Discussion

This section identifies and describes as well as debate about the sorts of Kimmy Jayanti code switches that are used in the "iLook" show that airs on NET TV, as well as their functions. The author describes the various forms of code switching that Kimmy Jayanti makes use of, as well as the purposes she serves by employing these forms of code switching.

4.1 Inter-Sentential Switching

Data 1

Kimmy Jayanti: *"Everyone love leather jacket fashion item, some even can't live without them. Yes, it's leather jacket.* Leather jacket adalah salah satu ikonik jaket yang harus kamu punya. (**"How To - Style Leather Jacket" 00.00-0.15**)

Because these data reveal a transfer from English to Indonesia that took place between sentences and phrases at the beginning of a sentence, it is possible to classify this phenomenon as inter-sentential switching. According to the information presented above, Kimmy Jayanti utilized code swapping, and the function is for repetition for the purpose of clarity. After that, in order to validate her English speech that "leather jacket," she responded with "yes, it's a leather jacket."

Data 2

Kimmy Jayanti: *"First, we have Emma Watson.* Aktris cantik yang terkenal dalam perannya yang menjadi Hermoine Granger dalam film serial Harry Potter ini terlihat tampak cantik dengan balutan little white dress nya"

According to what she says, she engages in a sort of code switching known as inter-sentential code switching. This is due to the fact that she utilizes English in the main sentence in other sentences.

Based on this information, the author came to the conclusion that Kimmy Jayanti admires Emma Watson's sense of style. It is possible to classify it as citing somebody else, which then becomes a justification for Kimmy to perform code switching on that remark. Because of this, Hoffman (1991) claimed that "people sometimes like to quote a famous expression or saying of some well-known persons." This is because of the reason that "people sometimes like to cite a famous expression or saying of some well-known figures."

4.2 Intra-Sentential Switching

Data 3

Kimmy Jayanti: "saya memang demen banget pake kacamata, untuk *make my look more stylish* sehari-hari" (Episode: **"Walk in Closet - Kimmy Jayanti" 2.52-2.56**)

Kimmy Jayanti makes use of this data in the final portion of the show, because the English sentence "saya memang demen banget pake kacamata, untuk make my look more stylish sehari-hari," it incorporates an inner switch. Kimmy made the transition from Indonesian to English, This data can be characterized as intra-sentential switching since the shift occurs in the middle of a phrase in intra-sentential code switching, and there are no interruptions, hesitations, or pauses to indicate a shift.

Therefore, from the data above the function is for particular topic. People occasionally choose to speak in one language rather than another when discussing a specific topic. A speaker may feel more free and comfortable expressing their emotions, excitements, or even wrath in a language other than their native one.

4.3 Tag Switching

Data 4

Kimmy Jayanti: "Tapi, taukah kamu setiap baju yang kamu miliki mempunyai tipe lengan yang berbeda-beda. *I bet you noticed, but you don't know their name, right?*" ("5 Most Timeless Facial Hairstyles For Men")

In her utterance, she wanted to show her curious and give some support but still has politeness with friendly manner to audience. To be more exact, tag flipping can take the shape of an exclamation, a tag, or a parenthetical phrase in one language within a sentence that is in another language. In this sentence, that there is question tag "right", which show asking with politeness.

According to data 4, Kimmy Jayanti does code switching and the function is interjection. An interjection is a word or expression that occurs as an utterance on its own and expresses a spontaneous feeling or reaction. It is a diverse category, encompassing many different parts of speech, such as exclamations, curses, greetings, response particles, hesitation markers, and other words. Based on that data 4 there are the interjection when she said "right?" at the end of speech which show asking with politeness. According to Hoffman (1991), language switching and language mixing among bilingual or multilingual individuals can occasionally indicate an interjection or sentence connector. It may occur intentionally or accidentally.

Data 5

Kimmy Jayanti: "Pernah bingung mencari pasangan sepatu dengan dress yang kita pakai? cobalah beberapa tips ini. *There are no rules here, just have fun with your outfit girls*" ("How To - Match Your Dress With Shoes Colour". 0.29-0.41)

This data is classified as tag switching because, she wanted to show her curious and give some support but maintains a demeanor of civility and friendliness toward the audience. To be more exact, tag flipping can take the shape of an exclamation, a tag, or a parenthetical phrase in one language within a sentence that is in another language. The author of this sentence performed an analysis and determined that there is a supporting word that shows requesting in a respectful manner.

According to data 5, the function of Kimmy do code switching on that utterance is showing empathy about something. The writer find English utterance "There are no rules here, just have fun with your outfit girls". It means Kimmy wanted to give explanation about the outfit that to don't worry about it. Therefore, the girls should have fun with the outfit because it is no rules there.

V. Conclusion

Based on the findings and discussion, the writer concludes this writing by analyzing the different types of code switching and the reasons why Kimmy Jayanti does code switching in the iLook program on NET TV. First, the writer examined Kimmy Jayanti's comments in the "iLook" program on NET TV because she speaks two languages, Indonesian and English. Second, it can be concluded that Kimmy Jayanti used three types of code switching: inter-sentential switching, intra-sentential switching, and tag switching. Therefore, the dominant types in this study is inter-sentential switching, and tag switching.

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