

Implementation of Code Switching in Titan Tyra's Youtube Videos (A Sociolinguistics Study)

Clara Olivia Triverani Shantya Putri¹, Ervina CM Simatupang²

English Departement, Faculty of Humanities, Widyatama University, Indonesia
clara.olivia@widyatama.ac.id, ervina.simatupang@widyatama.ac.id

Abstract

This research entitled "Implementation of Code Switching in Titan Tyra's YouTube Videos". The researcher choose four videos from Titan Tyra's YouTube channel as the data sources. The purposes of this research are: (1) to identify types of code-switching that appeared on Titan Tyra's YouTube video, (2) to identify several factors that influence Titan Tyra to use code-switching. This research used qualitative method according to Strauss and Corbin (2007). The theories use to analyze the data were taken from Poplack (1980), Holmes (2013), and Myers (2006). The results of this research are 30 data and this is divided into 18 data of Inter-Sentential (60%), 6 data of Intra-Sentential (20%), and 6 data of Tag Switching (20%), while for the factor divided into 5 data of social context (12.5%), 5 data of the setting (12.5%), 8 data of the function (35%), 4 data of the topic (11%), 6 data of the participant (20%), and 3 data of cultural borders (9%). The most dominant type that appeared on Titan Tyra's YouTube video is Inter-Sentential Switching, while the most dominant factor is the function because the language switch used by Titan Tyra only serve to explain and complete the meaning of her speech.

Keywords

code switching; bilingualism; sociolinguistics



I. Introduction

Language is a tool used by humans in communicating. Ramelan (1984) states that language is use to express human emotions, expressions, feelings, thoughts and ideas. This is not only about a language that humans use to speak and express feelings , but also studies the relationship between language itself and society, which we are familiar with the term as sociolinguistic (Holmes, 2013:1). We as humans certainly have differences. Not only differences in physical and thinking patterns, but also differences in speaking styles and language use. The use of the language is affected by several factors, such as social environment and behavior. Wulandari (2022) mentioned that sociolinguistics also teaches that in communicating, speakers and interlocutors will of course show the variety of languages and styles of language that will be used during communication and why someone can communicate differently in different situations. Myers (2006) states that sociolinguistic is a study of language from the perspective of society may be thought as linguistics plus sociology. Sociology refers to a science of society; and linguistics refers to a science of language. Fishman (in Chaer 2003:5), said that sociolinguistics see language as primarily a social system and a system communication and part of a particular society and culture. In sociolinguistic, Wardhaugh (2006) states that the language used by humans in everyday life can be vary. He also added that there's no one speaks the same way at all the time because people always develop the use of language into various types of needs. Zuraida (2021) says that there are new words that are always appearing, until finally making the form of the language more varied.

As time goes by, many Indonesians have implemented the system of using two languages at the same conversation. Myers (2006:239), the use of more than one languages at the same conversation is called code-switching. Zuraida (2021) stated that the use of code-switching itself usually carried out by someone who have a balance bilingualism

skills. Fishman (1972:244) also added that while implemented the code-switching technique, there are several factors that needs to pay attention such as who speaks, in what languages, to whom and when. In speech events, the use of the language can be in various change, such as in its language or the use in language varieties (code switching), for example a change from Indonesian to English and vice versa (Hendar, 2012). There are several factors that influence someone to do code-switching, among them are: (1) the participants, (2) the settings or social context, (3) the topic, and (4) the function (Holmes, 2013). The participant factor is paying attention about who is speaking and to who. In addition, the participant must also pay attention to the relationship between the speakers. How well do they know each other? This is because it can affect the pattern of changes in the use of code-switching itself. Then, the setting or social context. It is talking about the place where the conversation took place. The use of code-switching basically can happen anywhere and anytime, even in the family, friends, school, and workplace. Next, a topic can determine the use of a code-switching, because sometimes when humans communicate, on a certain topic there is a word that is easier to explain in another language or basically the word cannot be changed into another language (native language). Lastly, the function. This function for code-switching is a goal to be achieved. In another sense, the use of code-switching is adapted to certain conditions according to needs. However, Myers (2006) provides another view of the factors that influence a person's use of code-switching. Among them are: (1) national borders, (2) cultural borders, and (3) religious borders.

Nowadays, the implementation of the code-switching is not only practiced in everyday life, but also on social media especially YouTube. YouTube is a mass media platform in the form of web video sharing which is facilitated for users in terms of sharing information in the form of videos (Septian, 2012). According to Teresia (2020), YouTube as the second biggest social media platform that can help increase someone's popularity. It can be said that this is an excellent opportunity for content creators. Prabowo (2019) mentioned that content creator or well known as YouTuber also vlogger is a person who produces their own video and uploads it to the YouTube platform. In this day and age, many YouTubers are adopting a code-switching style of language, just like Titan Tyra.

Titan Tyra is a YouTuber as well as an influencer from Indonesia. She always implemented code-switching from Indonesian to English or vice versa, both in daily conversation nor her YouTube videos. Moreover, Titan Tyra's ability to do code-switching has actually encouraged the younger generation of Indonesia to learn to do the same. Titan Tyra often implemented code-switching in her YouTube videos to complete the meaning behind her utterances. Based on the explanation above, the author decided to analyze and find out about the types of code-switching and the factors that influence Titan Tyra to use code-switching in her daily vlog.

II. Review of Literature

2.1 Code-Switching

Code switching is a communication ability to use two languages at the same time in a communication process. Hymes (1974) defines code-switching as a common way to use two or more languages, varieties of a language. Code-switching refers to the mixing, by bilinguals (or multilinguals), of two or more languages in discourse, often with no change of interlocutor or topic. Poplack (1980:208) states that code switching is the alternation of two languages within a single discourse, sentence or constituent. "One type of convergent behavior is said to be motivated by how speakers often attempt to deal with listeners through audience design, i.e., by orienting their speech toward others through code

choices” (Bell, 1984, 2001). Simatupang (2016) mentioned that because of their ability to speak several languages, people have a tendency to mix and switch the languages. This tendency to mix and alternate between two or more languages in a single conversation is called code switching. Even the speaker uses two languages together in one communication, it still does not change the meaning contained in a sentence that is expressed. Thus, the use of these two languages aims to complete the meaning of the sentence or clause in the first or second part and so on. Poplack (1980:230) mentioned three types of code-switching, there are: intra-sentential switching, inter-sentential switching and tag switching.

2.2 Types of Code Switching

a. Inter-Sentential

In inter-sentential code switching, language switch is done at sentence boundaries- words or phrases at the beginning or end of a sentence. Usually, it is seen most often in fluent bilingual speakers. The following is an example of inter-sentential switching based on Poplack (1980).

“Sometimes I’ll start a sentence in Spanish **y terming en español** [sic] (‘and finish in Spanish’)”

This type of code switching requires the fewest updates because it occurs only between sentences.

b. Intra-Sentential

In intra-sentential code switching, the shift is done in the middle of a sentence with no interruptions, hesitations, or a pauses to indicate a shift. The following is an example of intra-sentential switching based on Poplack (1980)

“He was sitting down **EN LA CAMA, MIRANDONOS PELEANDO, Y** (in bed, watching us fighting and) really, I don’t remember **SI EL NOS SEPARO** (if he separated us) or whatever, you know”.

The role of intra-sentential here can be said that it is quite complex. This is because the use of two languages is applied not only to express meanings, but still has to pay attention to the grammatical structure of the two sentences.

c. Tag Switching

This is the switching of either a single word or a tag phrase (or both) from one language to another. It involves the insertion of a tag from one language into an utterance in another language. The following is an example of tag switching based on Poplack. (1980)

“**Salían en sus carros y en sus** (They would go out in their cars and in their SNOWMOBILES”.

Tag-switching is a free rule without being bound by a certain grammatical so that the placement of its constituents can be placed in any position, either at the beginning, in the middle or at the end.

III. Research Method

In conducting this research, the researcher prioritizes qualitative method with descriptive analysis. According to Strauss and Corbin (2007:1), this qualitative research is a research that can be used to examine life society, history, behavior, organizational functionalization, social movement, or kinship. The data collection technique that the researcher uses is Non Participant Observation Methods by watching and note taking. Observation can be done directly and indirectly, by take a role or not (Spradley in Sutopo,

2006:75). The researcher obtained data from four videos belonging to Titan Tyra on her YouTube channel entitled "Ketemu Keluarganya Ariana Grande-USA Vlog-Shopping & Kuliner", "We've Been Married For Months! Sorry for the Secret", "Paris Vlog-Jalan Bareng Kreator dan Artis Indo", and "Ketemu Artis Korea-Paris Vlog". Furthermore, after watching and take notes of the dialogue script, the writer categorizing each dialogue to each types of code-switching and categorizing the factors.

IV. Results and Discussion

4.1 Inter-Sentential Switching

Data 1

0:00:19 --> 0:00:24

(Ketemu Keluarganya Ariana Grande|USA VLOG Belanja & Kuliner)

Titan: "Kayaknya ini salah satu makanan terenak yang pernah aku makan di pesawat, **even for a business class standard**".

The dialogue happened when Titan was in the plane. During the flight, Titan gave her opinion on the dishes she was eating in two languages, namely Indonesian and English. This assessment can be seen in terms of the placement of a phrase used in other languages at the last sentence, from Indonesian "*kayaknya ini salah satu makanan terenak yang pernah aku makan di pesawat*" to English form "**even for a business class**". Then this language switch (code-switching) is categorized as Inter-Sentential Switching. The sentence patterns used in both are in the form of phrases.

The factor that influence Titan Tyra of the code-switching appeared in Titan Tyra's YouTube video is the topic. It is categorized as the topic because this dialogue takes place when Titan Tyra is on a flight to America and she's talked about the food served by the airline. Based on the data, the researcher found that 18 data that are categorized as Inter-Sentential Switching because the language switch are the changes in the form of English to Indonesian and vice versa. In addition, the data is categorized as Inter-Sentential type because the placement of language changes occurs at the beginning and at the end of phrases, clauses or sentences. However, although the use of Inter-Sentential is still relatively free, it is still necessary to pay attention to the form of the sentence, especially if it consists of two sentences in two language forms. The factor that which affect the use of code-switching on this Inter-Sentential Switching data consists of factors are: social context, the topic, the participants, the function, cultural borders and the setting. Each of these factors has a very strong influence on the use of code-switching in every dialogue that Titan Tyra makes in her videos. This can be seen from each place, topic of discussion, and conditions, where Titan Tyra changes the structure, vocabulary, and sentences that she uses by merging of the two languages and adapted to the situation at that time.

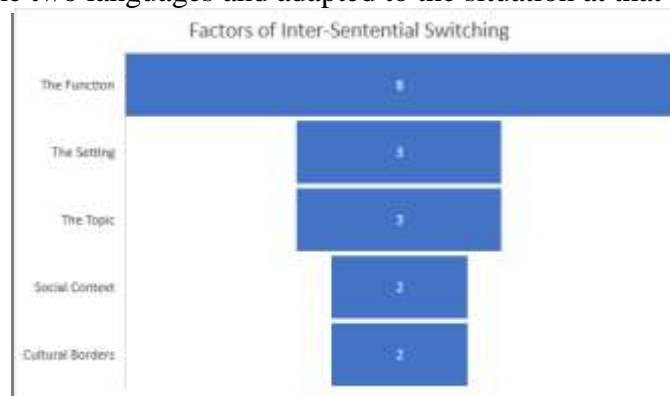


Figure 1. The Use of Inter-Sentential Switching Factors.

4.2 Intra-Sentential Switching

Data.2

0:01:33 --> 0:01:41

(Ketemu Keluarganya Ariana Grande|USA VLOG Belanja & Kuliner)

Titan: “Jadi malam ini kita akan dinner saja dan **maybe we’ll check out some clubs because I’m never been to Las Vegas with friends**, biasanya sama keluarga, terus vibenya beda aja gitu loh kalau sama keluarga”.

The dialogue happened at the hotel while Titan Tyra and her friends are getting ready to go out. Suddenly, there are a language switch (code-switching) from Indonesian into English and ends in Indonesian form again. Even a sentence of “**maybe we’ll check out**” showed up in the middle, it is still categorized as Intra-Sentential because it is a sentence that is structured according to grammatical rules. As for the factors that encourage the emergence of this code-switching itself is the participants factor because Titan Tyra already considers her subscribers as her second family. On the other hand, her subscribers also already know how the true nature of Titan Tyra it self.

There are found as many as 6 data that are categorized as Intra-Sentential Switching because the language switch occurs in both sentence right at the middle of the sentence. The form of language in this type has a format from Indonesian to English and ends in Indonesian again. The language switch (code-switching) in Intra-Sentential type, mostly occurs in the middle of the sentence and in accordance with the applicable sentence structure rules. Factors that influence the application of code-switching on this Intra-Sentential type are: social context, the setting and the participants factor.

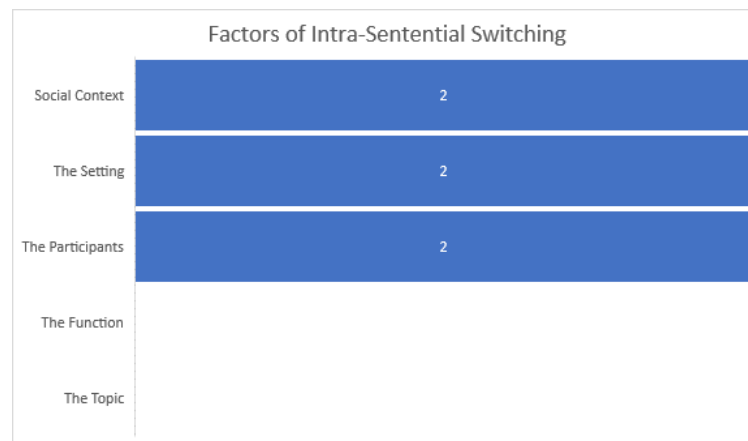


Figure 2. The Use of Intra-Sentential Switching Factors.

4.3 Tag Switching

Data.3

0:05:27 --> 0:05:31

(Ketemu Keluarganya Ariana Grande|USA VLOG Belanja & Kuliner)

Titan: “We’re at Santa Monica Pier”

Gaius: “Right at the sunset, **ya**”

As an example of the data 3, where the placement of the Tag Switching that appears in Titan Tyra videos, generally always in the last position of the sentence or a phrase. The use of this Tag Switching by Titan Tyra is mentioned to her friends, an animal, to and also from her husband. In this data, Gaius (her husband) performs tag switching transactions by placing suffix "ya" to continue Titan Tyra's dialogue. Gaius put the suffix “**ya**” after “**right at the sunset**” phrase. Because Gaius is a Singaporean and usually uses Singlish (Singapore-English), Gaius is used to putting a suffix “**lah**” in the Singaporean style, but

suddenly he changed it become "ya" in the Indonesian style. The factor according to this data is cultural borders and social context. It is categorized as cultural borders because there is a different style in implementing the code-switching between Titan Tyra and Gaius. As for the social context factor, this is based on the Titan Tyra dialogue which emphasizes the name of a location and the presence of Titan and Gaius there.

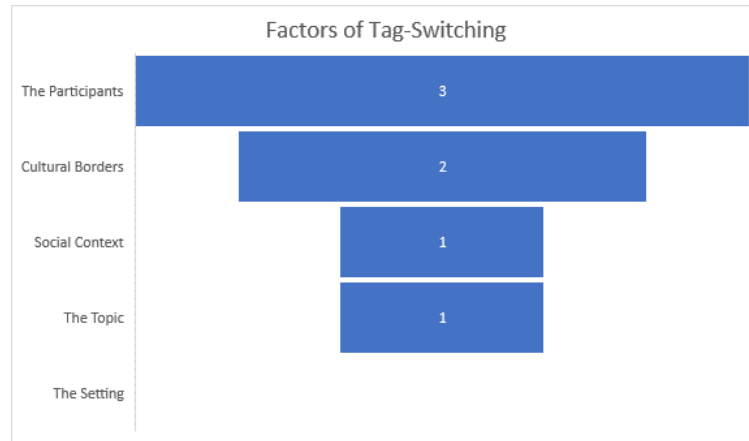


Figure 3. *The Use of Tag-Switching Factors.*

Based on the analysis data above, the researcher finally found that there are 3 types of code switching, among them are: Inter-Sentential, Intra-Sentential and Tag Switching. In addition, the researchers also found that there are supporting factors behind the emergence of the use of Tag Switching itself, namely social context, the function, the topic, the participants and cultural borders. The following is the calculation in the form of a percentage table:

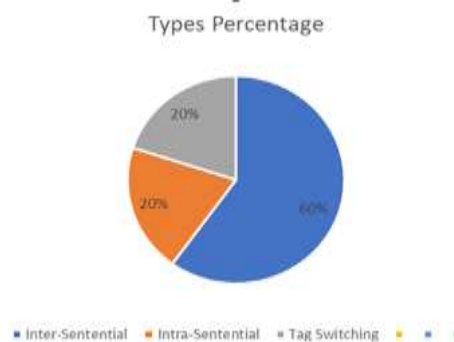


Figure 4. *The Percentage of Types of Code-Switching on Titan Tyra's YouTube Videos.*

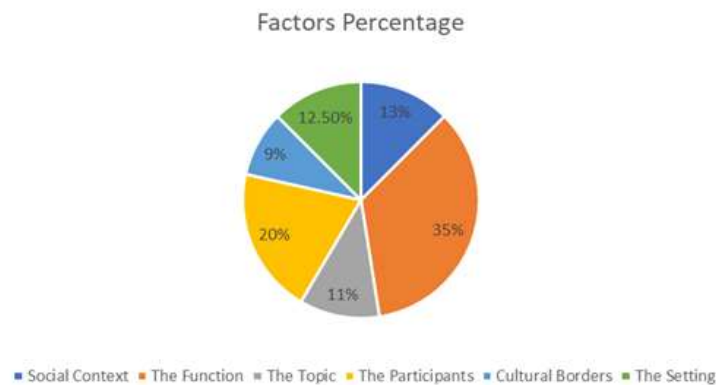


Figure 5. *The Percentage of Factors The Use of Code-Switching on Titan Tyra's YouTube Videos.*

V. Conclusion

The result of the study based on Titan Tyra's YouTube video shows that there are three types of code-switching, namely 18 data of Inter-Sentential Switching (60%), 6 data of Intra-Sentential Switching (20%), and 6 data of Tag Switching (20%). However, the conversations that occur in Titan Tyra's YouTube Video are more dominant in one-way communication. Titan Tyra's use of code-switching can also be affected by other factors, such as Social Context (12.5%), The Setting (12.5%), The Function (35%), The Topic (11%), The Participants (20%), and Cultural Borders (9%). Based on the analysis above, the author can conclude that the most dominant type of code-switching in Titan Tyra's YouTube video is Inter-Sentential Switching. While the most dominant factor is the function.

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