

# The Patterns of Code Switching Among Youtubers

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## Abstract

Code switching is the sociolinguistic case, which is study about the language used among the society. This study analyzes the use of Code-Switching among youtubers. Code Switching in youtube is usually done by people who have an experience and skills in abroad or people who use English as their second language. It has function in communication, such as for humor, bonding and dampening directness. This study uses qualitative method to involve people experience, and exploring a new area where issues are not yet understood or properly identified. The result of this study shows that the use code switching among youtubers are uttered to express speakers opinion and feelings, to reiterate or repeat the messages clearer and understood, and to entertain people. The main conditions youtubers switch the language because of their own environment both family and community are involve to their language behavior.

**Keywords:** *sociolinguistic, bilingualism, code switching*

## Abstrak

Pengalihan kode adalah kasus sosiolinguistik, yaitu studi tentang bahasa yang digunakan di kalangan masyarakat. Studi ini menganalisis penggunaan Alih Kode di antara pengguna YouTube. Pengalihan Kode di youtube biasanya dilakukan oleh orang-orang yang memiliki pengalaman dan keterampilan di luar negeri atau orang-orang yang menggunakan bahasa Inggris sebagai bahasa kedua mereka. Ini memiliki fungsi dalam komunikasi, seperti untuk humor, ikatan dan meredakan keterusterangan. Studi ini menggunakan metode kualitatif untuk melibatkan pengalaman orang, dan menjelajahi area baru di mana masalah belum dipahami atau diidentifikasi dengan benar. Hasil penelitian ini menunjukkan bahwa alih kode penggunaan di antara pengguna YouTube diucapkan untuk mengekspresikan pendapat dan perasaan pembicara, untuk mengulangi atau mengulangi pesan dengan lebih jelas dan dipahami, dan untuk menghibur orang. Kondisi utama pengguna YouTube beralih bahasa karena lingkungan mereka sendiri, baik keluarga dan komunitas terlibat dengan perilaku bahasa mereka.

**Kata kunci:** *sosiolinguistik, bilingualisme, alih kode*

## INTRODUCTION

Language is a tool used to communicate and to convey our ideas. According to Williams (1977: 21), language is a definition of human being in the world that always explains something implicitly or explicitly. It is because language is involved in every feature of human experience, and it creates as well as reflects representation of that experience. Therefore, it is impossible to visualize human being without language.

Language and societies are two things which cannot be separated. Both of them have a close relation. It is related to the human function as a social creature in the world which needs to communicate with another human being. People use language to communicate in a civilization to get the intended of the message require, whether to expressing their feeling, sharing their opinion, getting information, and also to develop experience and knowledge, and etc. thus, language has a different variety in every personality and social

tradition base on the different users of the language. The terms of linguistics which focus about language and societies called Sociolinguistics. Wardhaugh (1986) argue that sociolinguistics is focused on examining the relationship between language and environment with the target to makes a better understanding of the construction of language and how language function in social communication. Sociolinguistics presents to determine how social factors can be better in communication view through the study of language during communication in the environment.

People are possible to speak more than one language during communication. They not only speak one language to express their feelings. Additionally people use the technique of speaking depends on when they want to talk and where the place during communication. The ability to speak more than one language in communication and interaction called bilingual or multilingual. The purpose of bilingual or multilingual perform is for creating a high quality of communication based on the environment, such as

the members, the topic, the setting or social context of the communication, and the function of the interaction.

Indonesia has three language used to communicate. The first is is local/regional language, such as Javanese, Balinese, maduries, Sundanese, and etc. It utilizes to communicate with people who come from the same region, family, or ethnic groups. The second is national language which also known as Bahasa Indonesia. It used as a formal language in order to unite the different region, family, ethnic groups, and cultures in Indonesia. The third is International language which called English Language. Indonesian people who mastering English in order to be able to communicate with all people around the world. Furthermore, Indonesian people use English Language for some specific purposes, such as Study, business, military, nursing, teaching, and etc. Therefore, it is possible for any Indonesian people change the language based on the function of the communication. Language grows as well as the globalization. Language change and have variation in suitability with the need of interaction and communication between human being. People's speaking switch from one code to another code to reach the target. A code switch may be connected to a exacting listener or receiver during the communication (Holmes,1992: 41).

In globalization era, internet develops many aspects of life including communication. Nowadays, people communicate not only through face to face meeting but also through a platform called social networking or social media. Social media allows people easy to communicate with people around the world by sharing their experiences, showing their feelings, ideas. Social media has different variety, one of them is YouTube. YouTube is an online social networking that allows users to upload, view, download, and share videos.

Nowadays, Youtube becomes a very popular social media which has more than half million users around the world. Mostly, celebrities and public figure around the world used Youtube as a mean sharing their daily activity to interact with their fans. People, who produce their own video well known in the world of youtube usually called as YouTuber. It was discovered when the researcher used YouTube.

As the target language learner, they need background knowledge in learning process. Rosalina (2011) analyze and describe the Code Switching appeared on stand up comedy TV program. This study aims to identify, analyze, and describe the Code Switching come out on Tv Channel Program and explain the cause for the phenomena mentioned above. The result showed that there are three types of code switching on Instagram, namely Inter-sentential switching, Intra-sentential switching, and Emblematic switching. Halim and Maros (2014) explaining the function of Code Switching found in the status update on

Facebook. They use coding, analyzing and categorizing to analyze the data. As a result of the study, the researchers are able to provide the approaching of Code Switching usage in Computer-Mediated Communication (CMC) area.

Rosyida (2017) argue that the objective of her study is to discuss, explain, and describe the types, functions and provides the grammatical items found in Code Switching and Code-Mixing usage in instagram caption among Indonesian artists. Researcher used descriptive qualitative research. This research focuses on the written form of Code Switching and Code Mixing found in Instagram interactions. The data were collected from the captions shows by an artist in their instagram. The result found that most of selebgram use code switching and Code Mixing for their personalization.

The researcher found the phenomena about Code-Switching and usage in the youtuber video. The use of Code-Switching in youtube is usually done by people who have an experience and skills in overseas or people who take English as their second language. It has function in communication, such as for humor, bonding and dampening directness. Based on the phenomena above, the researcher is interested in comprehending more about Code Switching study. The subjects of this research are five Youtubers that has one million subscribers such as Agung Hapsah, Skinnyindonesian24, Londo Kampung, Sacha Stevenson, and Judo Twins. The researcher focuses on analyzing the social factors based Code Switching and the functions of Code Switching among YouTuber. Therefore, the researcher creates a research study entitled "The Patterns of Code Switching among YouTuber".

According to the background and previous studies presented before, there are two questions appear for this research:

1. What social factors based Youtubers using code switching?
2. What are the functions of Code Switching among Youtubers?

This study will give contribution to the theory existed that related to this research. This study also shows the idea of how English language developing in society among people in modern era. Code switching may describe such matter that occurs in the bilingual and multilingual in Indonesia. Since the research of code switching describes the linguistic condition in society, this research is hoped to establish the YouTube viewer's awareness to have a better communication in the society.

## METHOD

This research uses descriptive qualitative method. Qualitative research provide new opportunity in a social

world that is increasingly thought to be complex and multi-dimensional, and where the mostly qualitative strengths of understanding circumstance and process might potentially be very highly appreciated (Mason, 2002). Qualitative research attempts deepen our understanding of how things came to be the way they are in our social world. If the research question involves exploring how people experience something, or what their views are, exploring a new area where issues are not yet understood or properly identified. (Hancock, 2009).

Qualitative method is appropriate to use in an analyzing of "The Patterns of Code Switching among Youtubers". These researcher aims to analyze the social factors based Youtubers use code switching and the main function of youtubers use code switching in Youtube. This research uses a video from the famous youtubers in Indonesia who able to speak in 2 language or more. Language is a tool used to communicate and to convey our ideas, so this is the chance for the youtuber to create something new, makes their own creativity to attract people from the digital world especially in youtube.

The data of the research is the result of video documentation from youtube. It contains of dialog and monolog spoken by youtube. They show a powerful expression and sometimes talking about something trending in world wide. This study use videos that youtuber has posted on youtube as the source of data. This research uses several videos that uploaded by youtuber such as Agung hapsah, SkinnyIndonesian24, Sacha Stevenson, Londo Kampung and Judo twins YouTube Channel. Then the utterance will be transcribed into written form. The data are the words, phrases, clauses, and sentences spoken by the youtubers.

The research instrument in collecting data is documentation from YouTube channel. The researcher uses several videos to provide detail analysis. In qualitative research, decisions about design and strategy are continuing and are grounded in the practice, process and context of the research itself (Mason, 2002). The researches will be the participant who collect and analyses the data which is in utterances form. The main condition is that thinking about strategy and design should not stop there. The qualitative researchers should not aim to produce complete progress but they should nevertheless produce a research design at the start of the process.

For collecting the data for this research, the writer used these several steps: The first step was seeing the videos. It was necessary to get the background knowledge of the video. It was also required to find out whether the video contained sufficient data to help the writer to analyze. The second step was browsing and checking the video script. It will show the deeper knowledge and information of the video including knowing how many times the youtubers use code switching in their video. The third steps were

classifying and analyze the detail information of the video that contain of code switching inside the video.

## FINDINGS AND DISCUSSIONS

The purposes of the research are to provide the use of code switching and social factors of code switching among Youtubers appeared in their Youtube videos. People who called Youtuber were found to use code switching in their video. They added code switching to convey their feelings, to make the message understandable and show their humor in additional time. From those codes switching which are utterances by Youtubers in Youtube, they can be classified into 3 reasons such as personalization, dampening directions (Repetition) and humor. There are six reason that engage people use code switching by Myers and Scotton (2006) such as, living in a multilingual nation, urban multilingualism, minority groups, migration, marrying or having parent or family outside ones ethnic group.

The discussion focuses on the aspects that encourage bilingualism and feature code switching to the society. The key of the subject are maintenance of a first language in the terms of bilingualism and switching code from the first language to second language as speaker's major language and how bilingualism figures in the environments. People using bilingual language to envelop speaking more than their own language, almost every country in the world is multilingual. They use more than one language to speak with other people. Even if they communicate to other people use their local language.

People can communicate to outside neighborhood in their society and speak only the first language. In some places, even the some areas are very multilingual where there are small ethnic groups who speaking only their own language, but with common contacts with other community and their languages. In some nations that call multilingual especially in the urban area there are a lot of people that use different language in their life. Mostly they not only talk to their friends or partner but also their neighborhood. People in urban area usually switch the language is for fun especially in digital platform such as facebook, instagram, and youtube.

In some variation there are similar factors that affect code switching used. For instance live in multilingual nation and urban multilingualism. These two factors are connected because they live in modern country which is most of the inhabitant are able to speak more than one or two languages. Based on the data case 1 explain why live in multilingual nation affect the use of code switching.

*"Background our mom is diplomat, she is posted in four countries the first one being USA, and then Norway, and then Denmark, and then India. So we've live around"*



From the case 1 explain that Anjovi and Andovi mother is a diplomat. She is often to move one country to another country to do her duty. And she carries their children to following her. So it makes Anjovi and Andovi change they language behavior. And they are often to speak in 2 languages in their daily life, both English and Indonesian language.

Members of a variety of sub-groups, social networks, and communities are also affect people to switch their language. This is a very important thing in which they are minority groups. The condition of minority groups are mirroring with the truth that the groups requires the same level of representative standings as the main representative language of the majority, but it can also be chosen for other reasons. This condition is explicated in minority group and migration. In every factor, a result of migration has been bilingualism in the first language or the mother tongue and the main language of the country receiving the immigrant. So the community will involve their language as well as they communicate with different people. The researcher will give an example that migration force people to change their language behavior. It happens because community is the prime source of this factor. People need to speak with other people indeed they have to mastering the language first.

“Pertama kali bapakku menyatakan kepadaku bahwa kita harus pulang ke Indonesia, aku merasa nggak mau terima, nggak mau percaya gitu, I was in denial I can still extend oh masih ada caranya untuk perpanjang aku disini. Now I’m a filmmaker. Which I, its fine. I like being filmmaker. Tapi kadang-kadang aku pikir kalau tetap di Australia bisa jadi apa gitu.”

In case 4 presented the life story of Agung Hapsah. Agung was born in Kalimantan Indonesia. When he was a child he moved to Australia following his father for study in Victoria University. Agung grow up and study in Australia that is making him able to speak English as the first language (L1) and Indonesian Language as the second language (L2). Children usually learn the language from their mother or their father or even sometimes both, which language dominates depends on which language has the most their use in every communication in their family even their society. The mother is usually the best partner to support children language learning either the mothers or the father’s language if it is not the local language Myers and Scotton (2006:52). From the data show us that they family doing migration and the migration influence the language behavior. That is why migration affects people to use code switching in their communication.

The last is marrying or having parent or family outside ones ethnic group. For example if the person were raised by a father or mother who has a different first

language than any of the other family areas, then it is potential the person will obtain her language as well as the dominant family language. As a result it depends of the parent will educate their children to use language what they want.

“ did you know that most indonesian men can't poop and most their smoking, but the cigarette butts are really hard to flash it's almost mornings when i wake up and is sitting there waiting for me yeah as used to sasha “welcome to your life” nobody ever says to me enak yaa nikah sama local ”

In case 5 shows Sacha Stevenson tells her experience marrying local (Indonesian people). Myers and Scotton (2006) argue that there are several factors make people changes their language. And the most common phenomenon is come from their family itself. When people move to other country that has different language or have a family from different ethnics. This phenomenon happens in sachu family that marrying different ethnic. She learns Indonesian language from her husband. She also tells her story living in Indonesia in her own youtube channel using Indonesian and English language.

Based on Gardner and Chloros (2009) the use of code switching divided into three conditions why youtuber switch the language in their video. It consists of personalization, dampening direction (repetition) and humor. According to Halim Nur Syazwani and Marlyna Maros (2013: 130) the use of personalization switching is to check the speaker opinion. The previous theory revealed that personalization switch codes to convey their emotions towards their addressees, because words and expression carried by different languages express one’s thoughts and feelings better. Besides switching codes to communicate their moods and feelings, the users were also found to add emoticons. Gardner and Chloros referred code switching as a contextualization cue, that is a verbal or non verbal sign that provides a fated structure for the referential content of a message (2009 : 67). As a result people who switch their language to show their emotional feelings or personal opinion categorized as personalization of code switching.

Youtubers use Personalization code switching has some reason, not only to show their emotions but also they utilize to attract the viewers. Speakers switch the code in order to explain the speaker opinion. Personalization expresses strong emotional feeling, and memories also the hearer can receive the affective meaning whether the speaker happy, excited, sad, angry and so on. Code switching for personalization purpose can also to give impressive effect and enjoyment. It builds high-quality for the video contents and makes the viewer feels free watch the video. The data shows that mostly youtuber switch the language to express feeling, giving opinion, and show detail information. It can

be seen in example 6 and 7 shows the own feeling of Agung Hapsah.

“nggak mau percaya gitu, *I was in denial I can still extend* oh masih ada caranya. Didalam kepalaku ini semua tidak harus terjadi *this is irrational*.”

We could see Agung Hapsah tells his personal experience when he has to leaves from Australia and move to Indonesia. He doesn't accept his father decision to return to Indonesia. Agung believe that he can still extend in Australia. The utterance of Agung Hapsah by switching the language means to explain his condition that he doesn't want move to Indonesia. He feels that his parent's decision is irrational because Agung Hapsah is comfortable in Australia. He needs to graduate from his school, hanging out with best friends and grow up in Australia. He cannot imagine that he have to leave it all until he thinks life is unfair and make him decline. Agung tries demonstrating how depressed he is. He cannot imagine that why he have to go back in Indonesia. In example 10 there was a discussion between Andovi and his brother Anjovi.

“Banyak orang menganggap kayak “ohh karena views dia laku di youtube ujung-ujungnya dia ditarik ke film” ya oke guys produser itu terserah lah otak mereka berfikir apa. Produser memang berhak itu uang mereka kalau mereka ada strategi untuk bikin filmnya laku, tapi guys kita bukan karakter tempelan yang ditempel disebuah film untuk naikin views. *We actually write the movie, we make the movie, we star in the movie, and we help to make the movie happen.*”

They discuss the problems of movies industries in Indonesia. Especially Netizen (person actively involved in online communities) that always judging everything they want and never think before giving comments and judge all of the thing in the Internet. Anjovi and Andovi feel annoyed to the people who never appreciate something new. Because Anjovi and Andovi assume is not easy to make a real movie, they actually write the movie, make the movie, becoming stars in the movie and help to make the movie happen. Andovi switch the language to emphasize the point of switching by raising the intonation when he gives the argument. In example 13 Andovi and Anjovi sharing their story about their mom.

“That's the beauty of our mom she always put us in uncomfortable situations. *Misalnya ada acara keluarga “ayo andovi nyanyi nyanyi nyanyi, bisa dansa kan, salam salam pak dubes salam” padahal ga tahu siapa itu pak dubes.*”

Mrs Lopez educates Anjovi and Andovi Da Lopez. She always pushes Andovi and anjovi to be confidence. They mother often advice them to sing a song and sometimes speak up in public. The utterance of language switch from the data has two main purposes. First is to show the important of education for young people. The second is Anjovi and Andovi expresses their own feeling when his mother educated them.

Denial and irrational expression was used by Agung Hapsah to express his own feeling especially to show his emotion in unexpected accident. Agung Hapsah used that expression to inform viewer, he shows his feeling because he depressed when he will go back to Indonesia. The utterance of Agung Hapsah by switching the language means to explicate his condition that he still wants to live in Australia. In example 9 also inform Anjovi and Andovi Da Lopez feelings.

“Guys kita bukan karakter tempelan yang ditempel disebuah film untuk naikin views. *We actually write the movie, we make the movie, we star in the movie, and we help to make the movie happen.*”

Andovi and Anjovi give the strong affirmation when they say “we actually write the movie”. They used that expression to show their deep feelings. The utterance of Andovi and anjovi tells to audience that they seriously create their own movie; they act as professional actors not just become additional actors. The Youtubers also switch the language when giving some opinion on outstanding issues or their own stories. Sometimes they create a video that contains of their own experiences. In example 2 Sacha Stevenson feel annoyed because people in Indonesia believe that western people is too open minded.

“Tapi aku paling sebel orang bilang orang barat terlalu *open minded* dia itu bukan budaya kita, *what ? open mindedness is not a western thing.*”

Sacha used that expression to explain their viewer that mostly Indonesian people. She wants to give enlightenment to people that actually open mindedness is not a culture of each country. But the correct is open minded is belong to people habits. The utterance of sachal argument is to provide her opinion and give good information to their viewers. Next meaning of personalization code switching is giving detail information to the audience. It can be found in example 9 when Agung Hapsah meets an Indonesian director and western director.



*"It was like a tv show and I met a bunch of directors, and they're all very boring, very textbook. Tapi sama angga kelihatan dia nggak peduli tentang hal kayak gitu, dia mau membuat art."*

Agung hapsah tells his own experience meet a great director who inspired him. He demonstrates the difference between Melbourne and Indonesian directors. The directors who Agung meet in Melbourne are bored are textbook, but Indonesian directors are very creative and mostly they use the feeling when creates movie or something new that never makes before. The use of switching code here is to give information to his followers.

Dampening direction (repetition) is a part of the function of code switching. The purpose of Dampening Direction in Code switching itself is to make the message is clear and understandable through the interlocutors. While people are discusses something or speak something sometimes they cannot avoid a misunderstanding that can happened. It happens because the language that they use is not transferred well to the listener.

The user switched codes to reiterate or repeat the messages with the intention of making the message clearer and understood (Halim and Marlyna. 2013). Usually youtuber uses dampening direction to explain the audience something important. As hoffman(1991) said when a bilinguals need to clarify their speech so that it will be understood more by the listener, they can sometimes use both of the languages that he masters saying the same utterance. The speaker should code switch they language so the receivers can understand what actually the speaker is talking about. Moreover it can minimize the misunderstanding. This condition are explained in example 17 when Anjovi and Andovi discussing movie.

*"So we will express our opinions and maybe sometimes our language will be little fault, jadi mungkin kita bakal nomong kasar tapi kita bukan ngomong kasar untuk to be cool."*

Here Anjovi attempts to the audience that at the moment he will be angry and saying some bad words. First he uses English language to say his speech then he reiterate into Indonesian language. The reason anjovi repeat his speech because he went to the viewer understands what he talk is about. Halim and Marlyna (2014) inform from their journal that Code-switching for repetition occurs when a topic is introduced in one language and followed by an amplification or qualification in another language. The substance of example 17 and 19 it might be different. In example 19 the speaker switches the language and reiterates her speech into English language.

*"Tapi banyak orang Indonesia tidak peduli dan tidak manfaatin semua yang Indonesia serahkan, so maybe they not take advantage of all things that indoneisa has to offer."*

Sacha repeat her speech in English language because she wants to express her feelings. She feels free when using English language rather than Indonesian language. It happens because her first language (L1) is English and Indonesian language as the second language (L2). So when she needs to clarify something she still connected with her first language (L1). This is different from example 17 that repeat the speech into Indonesian language because the mother tongue of anjovi is Indonesian language (L1) and English language as his (L2). Bilinguals may switch their languages in accordance with a variety of situations. The various situations (settings) may be classified with respect to the participants who may be present, the setting, the topics and functions of discourse and the technique employed. In some instances, Kim, Eunhee (2006) argue that members of a community are reported to code-switch regularly when a particular topic is discussed. This condition is explained in example 20. Judo talks to his Australian friend from Korea.

*"G : Halo everyone.  
J : So it's too windy yaa , ini anginnya terlalu kenceng, we're going to primout ya  
G : Yaa"*

The data shows that in the same communities switching code is important in language variation. Especially when the speakers are comes from different countries and different mother language. So it makes both of the speakers use their second language for communicate to each other.

To entertain people code switching also be present as humor. Myers-Scotton in Agneta & Ana (2010) describes code-switching as the alternation between two or more languages or varieties of a language in the same utterance or dialogue. Interestingly, this communicative performance does not only occur in general field or situation, but also in specific one, such as for the entertainment and even for affecting the sense of humor, such as in the Youtube performance.

This communicative behavior does not only occur in general domain or situation, but also in specific one, such as for the entertainment and even for arousing the sense of humor. The speakers' doing this performance actually to makes people laugh and prank as a variation or style in delivering the main point of their punchline of humor. In example 23 provides a dave prank in his youtube channel londo kampung. He tries to speak in English then he switch into Javanese language.

- “LK : *Yea you haven't been australia ? gak tau nang australi ?*  
P2 : Hahaha kamu tahu pakai bahasa indonesia ya”

This condition showed that Dave intentionally using that language to entertain people. When the strangers talk to him, they directly speak in English because of Dave appearance look like western people. So it makes the strangers shocked when Dave replied use Javanese language because they never imagine that Dave able to speak Javanese language. The creative and artful use of language can be marked in individuals' ability to produce verbal humor in language behavior. As shown by Dave, he creates something different to entertain and makes people joyful. Similar condition exists in example 27 Dave confused through language use by the stranger.

- “ P3 : Do you do you.. do you speaking indonesia ?  
LK : *Cak awakmu ngomong opo se buingung aku*  
P3 : Hahahaha tak kira orang luar wajahnya kayak bule ”

These circumstances explained that the stranger desire to talk with Dave using English language, but his language skill is too bad. So it makes Dave confused and did not understand what he wants to ask to.

All of those example are provides as the use of code switching. The discussion centers on the factors that promote bilingualism and on characteristics of code switching to the society, especially in Youtube environment. According to this research the writer can conclude that the Code Switching function that is most often used by youtuber is Personalization because mostly they only talk to the camera by themselves. And show to the viewers what they really feel. The power of code switching occurs though their competence in each variety, social networks and relationships, attitudes and ideologies, self-perception and perception of others. The discussion showed those function of code switching control language behavior.

## CONCLUSION

From the discussion above related to the function of code switching and the social factors affect code switching among Youtubers, it can be conclude that there are three main function of code switching, such as Personalization, Dampening directness (Repetition) and Humor. Then six social factors affect of code switching used for instance, Living in a multilingual nation, Minority groups, urban multilingualism, marrying outside one's ethnic group,

Having a parent or grandparent outside one's ethnic group and Migration. The researcher find the use code switching among Youtubers are uttered to express speakers opinion and feelings, to reiterate or repeat the messages clearer and understood, and to entertain people.

The data shows that mostly Youtuber switch the language to express feeling, giving opinion, and show detail information. It can conclude that Youtubers need influence people to see and watch their video to make their channel become popular and trending in the worldwide. The main conditions youtubers switch the language because of their own environment both family and community are involve to their language behavior. After analyzing and discovering meaningful findings, the researcher would like to give a suggestion on other researchers who are interested in code switching phenomena.

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