

**CODE SWITCHING USED BY KIMMY JAYANTI IN
"iLook" PROGRAM ON NET TV**

THESIS

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ENGLISH LETTERS AND LANGUAGE DEPARTMENT

FACULTY OF HUMANITY

MAULANA MALIK IBRAHIM STATE ISLAMIC

UNIVERSITY OF MALANG

2016

CODE SWITCHING USED BY KIMMY JAYANTI IN "iLook" PROGRAM ON
NET TV

THESIS

Presented to

Maulana Malik Ibrahim State Islamic University of Malang in partial fulfillment
of

the requirement for the degree of Sarjana Sastra (S.S)

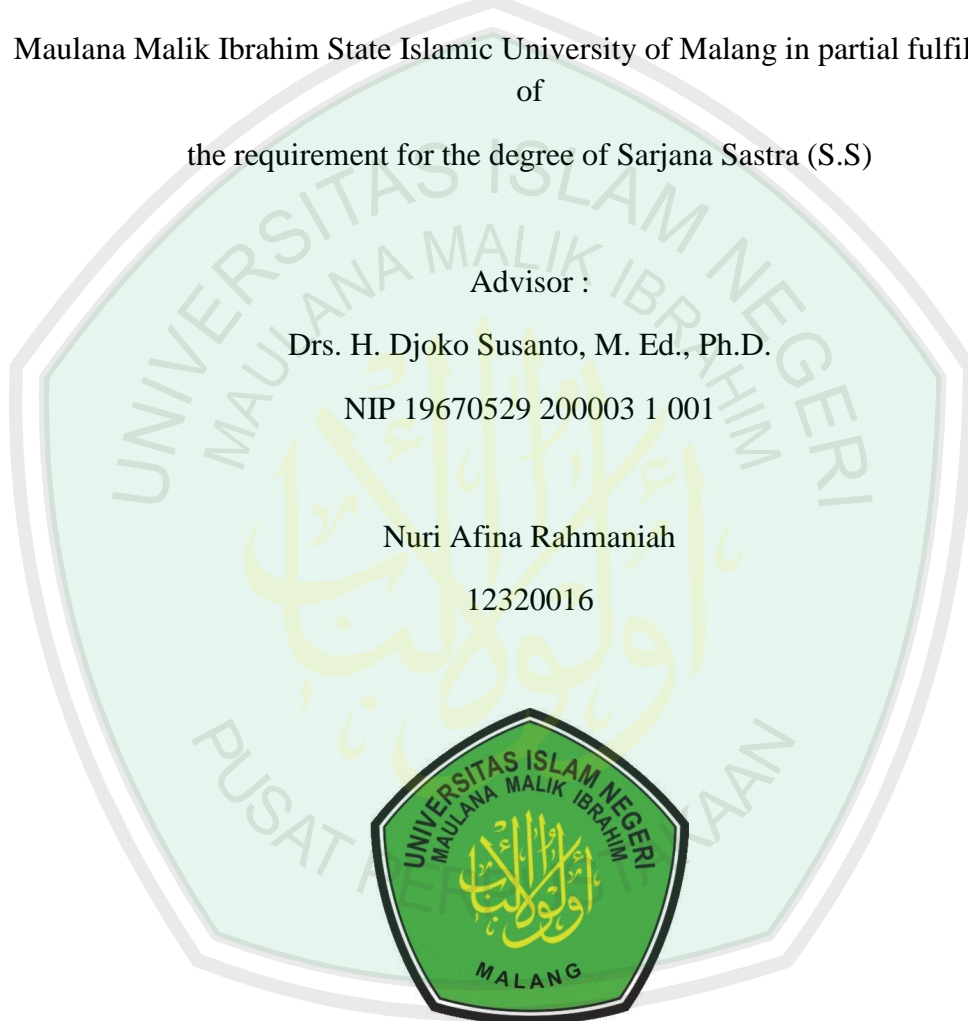
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2016

STATEMENT OF AUTHORSHIP

I declare that the thesis I wrote to fulfill the requirement for the Degree of *Sarjana Sastra (S.S)* in English Language and Letters Department, Faculty of Humanities at Maulana Malik Ibrahim State Islamic University, Malang entitled "*Code Switching Used by Kimmy Jayanti in "iLook" Program on Net TV*" is truthfully my original work. I did not operate any material previously written or published by another author or writer except those indicated in quotations, paraphrasing method and bibliography. Due to this fact, I am the only person responsible for the thesis if there is any objection or claim from others.

Malang, 20 June 2016



Nuri Afina Rahmaniah
Nuri Afina Rahmaniah

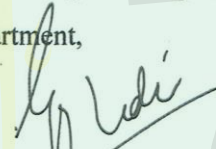
APPROVAL SHEET

This is to certify that Nuri Afina Rahmaniah's thesis entitled "*Code Switching Used by Kimmy Jayanti in "iLook" Program on Net TV*" has been approved by the Board of Examiners as the requirement for the Degree of *Sarjana Sastra (S. S)* in English Language and Letters Department, Humanities Faculty, Maulana Malik Ibrahim State Islamic University, Malang.

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MOTTO

“Kejarlah urusan akhiratmu. Jadikan Surga Allah sebagai tempat yang kamu impikan. Maka Allah akan menjamin urusanmu di Dunia”

-Alm. H. Agus Supramono, S.Kom –



DEDICATION

This thesis is dedicated to my Father, my Mother, and my little sister,
Nadhirah Nurul Aulia.



ACKNOWLEDGMENT

First, I would like to express my sincerest gratitude to Allah swt, the Almighty, who has given me chance, guidance and blessing in finishing this thesis, entitled "*Code Switching Used by Kimmy Jayanti in "iLook" Program on Net TV*". Shalawat and Salam will always be delivered to my Prophet Muhammad SAW, his family, his companion and all his followers, Muslim around the world.

I would never have been able to complete my study without the support and love of my family. My late father, H. Agus Supramono, S.Komp. He has given me a new laptop for me. My mother, Dra. Hj. Tutik Sukesi Hartatik, who has helped me to support the daily needs, give me motivation, and prays for me. My little sister, Nadhira, who always makes me a bowl of hot noodles during writing my thesis. Both of my brothers, Rizky Firdaus and Andy Cahya, who has borrowed their printer for me.

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ABSTRACT

Rahmaniah, Nuri Afina. 2016. Code Switching Used by Kimmy Jayanti in "iLook" Program on NET TV. Thesis. English Language And Letters Department, Faculty of Humanity, Maulana Malik Ibrahim State Islamic University of Malang. Advisor : Drs. H. Djoko Susanto, M. Ed., Ph.D.

Keywords : Code Switching, Kimmy Jayanti, "iLook" Program on NET TV.

People who are capable of speaking and writing two languages well are called "bilingual", they commonly switch a language to another in their communication, that is code switching. This study focuses on analysing code switching used by Kimmy Jayanti in "iLook" Program on NET TV, using theory of code switching proposed by Romaine in Susanto (2008) and Hoffman (1992). The aims of this research are 1). to describe and analyzes the types of code switching and finding the most dominant of them, and 2). to describe the reasons for Kimmy Jayanti code switch her language in "iLook" program on NET TV.

This study investigates code switching used in "iLook" program on NET TV. The objectives of this study are to find out the most dominant type of code switching and the reasons for Kimmy Jayanti code switch her language in "iLook" program on NET TV

This study uses descriptive qualitative approach. The data are collected from the utterances of Kimmy Jayanti in "iLook" program on NET TV which are analyzed by using Romaine in Susanto (2008) dan Hoffman (1992) theory on code switching.

The result of this study shows that there are three types of code switching used by Kimmy Jayanti in "iLook" program on NET TV : intra-sentential switching, inter-sentential switching, and tag switching. In detail, there are 49 intra-sentential switching, 34 inter-sentential switching, and 9 tag switching. There are 7 reasons of Kimmy Jayanti code switch her language : 41 data of talking about a particular topic, 1 data of quoting somebody else, 2 data of showing empathy about something, 5 data of interjection (inserting sentence fillers or sentence connector), 2 data of repetition used for clarification, 3 data of expressing group identity, and 3 data of intention of clarifying the speech content for the interlocutor.

Since this study only analyses types and reasons of code switching, it will be more interesting for the next writer to analyze it by using another theory of code switching. It is suggested for the next writer to use other object or data such as movie or sing as the data source.

مخلص البحث

رحمانية نوري افينا , 2016 , بدلاً من ذلك استخدام التعليمات البرمجية قبل جايانتي كيمي في برنامج "iLook" على NET TV شبكة التلفزيون . أطروحة. قسم اللغة والأداب، "كلية العلوم الإنسانية"، والمملكة المتحدة أوينين مولانا إبراهيم مالك من المؤسف. المشرف: الدكت حاجي دجوكو سوسانتو ماجستير في التعليم الطبعة، دكتوراه

الكلمات الرئيسية : أعمال السلامة والحماية الصحية، عامل، والمصلحة المرسله

الناس الذين هم قادرين على الكلام والكتابة لغتي جيداً ما يسمى "اللغة"، غالباً ما يحولون إلى لغات أخرى في الاتصال بهم، أي بدلاً من التعليمات البرمجية. يركز هذا البحث على تحليل رمز التبديل يستخدمها جايانتي كيمي في "iLook" برنامج على "شبكة التلفزيون"، عبر التعليمات البرمجية باستخدام النظرية اقترحها سوسانتو رومين (2008) وهوفمان (1992). والغرض من هذا البحث (1). لوصف وتحليل الأنواع المختلفة من خلال التعليمات البرمجية وتجد معظم الغالبية من بينهم، و 2. (لتوضيح سبب جايانتي كيمي التبديل من لغة واحدة إلى أخرى في برنامج "iLook" على NET TV "شبكة التلفزيون".

التحقيق في هذه الدراسة عبر التعليمات البرمجية المستخدمة في برنامج "iLook" على NET TV "شبكة التلفزيون". والغرض من هذا البحث معرفة الأنواع التعليمات البرمجية الأبرز والسبب جايانتي كيمي التبديل من لغة واحدة إلى أخرى في برنامج "iLook" على "شبكة التلفزيون".

يستخدم هذا البحث المنهج الوصفي النوعي. جمع البيانات من التصريحات من جايانتي كيمي في برنامج "iLook" على NET TV "شبكة التلفزيون" التي يتم تحليلها باستخدام سوسانتو رومين (2008) وهوفمان (1992) النظريات في نظرية بدلاً من التعليمات البرمجية.

وتشير نتائج هذه الدراسة إلى أن هناك ثلاثة أنواع من رمز التبديل المستخدمة من قبل جايانتي كيمي في برنامج "iLook" على NET TV "شبكة التلفزيون": أكثر داخل سينتينتال-، جملة-وسينتينتال بدلاً من ذلك بدلاً من العلامة. بالتفصيل، وهناك بدلاً من عدد من داخل سينتينتال-49، على مدى عدد من سينتينتال بين 34 و 9 بدلاً من العلامة. هناك 7 أسباب تحول جايانتي كيمي له رمز اللغة: توضح البيانات 41 حول لماذا الحديث عن موضوع معين 1 بيانات حول عروض الأسعار الخاصة بالأشخاص الآخرين، السبب السبب 2 حول بيانات التعاطف عن شيء، 5 بيانات حول لماذا متعة الكلمة (إدراج الجملة حشو أو موصلات الجملة)، 2 يستخدم البيانات حول أسباب تكرار للتوضيح، 3 بيانات عن الأسباب التي تكشف عن هوية المجموعة والبيانات 3 حول لماذا قصد توضيح مضمون خطابها خطاب.

نظراً لأن هذه الدراسة تحليل فقط نوع والسبب بدلاً من التعليمات البرمجية، سيكون أكثر جاذبية للكاتب القادم لتحليل استخدام نظرية أخرى حول بدلاً من التعليمات البرمجية. وأوصت للكاتب القادم استخدام البيانات مثل الأفلام أو كائن آخر أو الغناء كمصدر بيانات.

ABSTRAK

Rahmaniah, Nuri Afina. 2016. Alih Kode yang Digunakan oleh Kimmy Jayanti dalam Program “iLook” di NET TV. Skripsi. Jurusan Bahasa dan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing : Drs. H. Djoko Susanto, M. Ed., Ph.D.

Kata Kunci : Alih Kode, Kimmy Jayanti, Program “iLook” di NET TV

Orang - orang yang mampu berbicara dan menulis dua bahasa juga disebut "dwibahasa", mereka sering menukar bahasa lain dalam komunikasi mereka, yaitu alih kode. Penelitian ini berfokus pada analisis kode beralih digunakan oleh Kimmy Jayanti di "iLook" Program di NET TV, menggunakan teori alih kode diusulkan oleh Romaine Susanto (2008) dan Hoffman (1992). Tujuan dari penelitian ini adalah 1). Untuk menggambarkan dan menganalisis jenis alih kode dan menemukan yang paling dominan dari mereka, dan 2). untuk menggambarkan alasan Kimmy Jayanti beralih dari satu bahasa lain dalam program "iLook" di NET TV.

Penelitian ini menyelidiki alih kode yang digunakan dalam program "iLook" di NET TV. Tujuan dari penelitian ini adalah untuk mengetahui jenis alih kode yang paling dominan dan alasan Kimmy Jayanti beralih dari satu bahasa lain dalam program "iLook" di NET TV.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data yang dikumpulkan dari ucapan-ucapan Kimmy Jayanti dalam program "iLook" di NET TV yang dianalisis dengan menggunakan Romaine Susanto (2008) dan teori Hoffman (1992) pada teori alih kode.

Hasil studi ini menunjukkan bahwa ada tiga jenis kode beralih digunakan oleh Kimmy Jayanti dalam program "iLook" di NET TV : alih intra-sentential, alih inter- sentential dan alih tag. Secara detail, ada alih intra-sentential sejumlah 49, alih inter- sentential sejumlah 34 dan 9 alih tag. Ada 7 alasan Kimmy Jayanti mengalihkan kode bahasa nya : 41 data tentang alasan berbicara tentang topik tertentu, 1 data tentang alasan mengutip orang lain, 2 data tentang alasan menunjukkan empati tentang sesuatu, 5 data tentang alasan kata seru (menyisipkan kalimat pengisi atau kalimat konektor), 2 data tentang alasan pengulangan digunakan untuk klarifikasi, 3 data tentang alasan mengungkapkan identitas grup dan 3 data tentang alasan niat klarifikasi pidato konten bicaranya.

Karena studi ini hanya menganalisis jenis dan alasan alih kode, itu akan lebih menarik bagi penulis berikutnya untuk menganalisis itu dengan menggunakan teori lain tentang alih kode. Disarankan bagi penulis berikutnya untuk menggunakan data seperti film atau objek lain atau bernyanyi sebagai sumber data.

CHAPTER 1 INTRODUCTION

This chapter presents background of study, research focus, research objectives, significance of the study, scope and limitation, definition of the key terms and research method.

1.1 Background of Study

We may often hear bilingual people switch their language into another language. Spolsky (1998:45) defines bilingual is a person who has some functional ability in second language. That phenomenon usually called code switching in sociolinguistics. 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.

Nowadays, we can get information in the form of visual or audio data easily. Complete information in the form of audio and visual can we find on television footage. In television footage, we often find some public figures or some hosts who use code switching when they speak in the some television shows. One of television shows which the host use code switching is “iLook” program on NET TV channel. Therefore, this research aims to highlight the phenomenon of code switching in the utterances of Kimmy Jayanti, as the host of “iLook” program on NET TV. The purpose of this research is to find out the reasons of code switching used by Kimmy Jayanti and the dominant type of code switching used by her. “iLook” program is taken as the research object because nowadays we often find people do code switching in TV program especially on Music or fashion TV show. The audience of that TV program is mainly teenager

and adult people, with the host, Kimmy Jayanti. She often switches her language from English to Indonesian and Indonesian to English as her character and her style when speaking or explaining about fashion.

There are many researchers who have already conducted the study on CS, such as Shierly (2004) who examines "Code Switching Used by the Presenter on RCTI Quiz Program "Who Wants to Be a Millionaire". She focused on Tantowi Yahya's Utterances. She analyzed between Indonesian - English, Indonesian - Javanese, and Indonesian - Arabic code switching. The writer recorded three episodes and transcribed the recording. She used Holmes theory. She found that the use of English language is quite dominant in the whole result which is 60.6 % from the whole switch, and non-standard language also has big number of percentage, 35.3% from the whole switch, while Javanese language only appeared 2.7% and Arabic language 1.4%.

Irwansyah (2007) investigates "Code Switching Used by AFI 3 commentators in the concerts of AFI 2 on Indosiar". The writer analyzed three commentators of AFI 3 Indosiar. The writer uses theory of Bloom and Gumperz (1980), Dell Hymes in Rahardi (2001) and Poplack (1980). The writer analyzed the type and characteristics of code switching used by AFI 3 commentators in the concerts of AFI 3 on Indosiar. The result of his study shows that there are five kinds of code switching used by the commentators of AFI 3 on Indosiar : situational code switching, internal code switching, metaphorical code switching, external code switching, and inter-sentential code switching.

Another researcher is Christina (2004). She studied code switching in Ni Hao Ma Program of Suzana Fm Surabaya. She analyzed between English - Japanese code switching. She only studied conversational code switching in Ni Hao Ma program of Suzana Fm in Surabaya. She used the theory of Gumperz (1982) to analyzed the data. She found that there are six functional types of conversational code switching.

The present research has several differences from previous studies. The previous study analyzed the data by using code switching theory proposed by Holmes and Blom & Gumperz (TH???). The objects used were recording of episode TV show and transcript of radio's quiz. However, the present study uses Romaine and Hoffman's theories (TH???) focusing on the utterances made by Kimmy Jayanti as host of NET TV in "iLook" program. The writer uses the data of transcript taken from Kimmy Jayanti's utterances in "iLook" program on NET TV.

Based on the description above, this study as mentioned above analyzes the reasons why Kimmy Jayanti code switches and the dominant type of code switching used by Kimmy Jayanti in "iLook" program,

1.2 Problem of Study

Based on the explanation above, this research has two questions to answer:

- 1). What is the most dominant type of code switching made by Kimmy Jayanti in "iLook" Program on NET TV ?
- 2). What are the reasons that Kimmy Jayanti switch one language to another in "iLook" Program on NET TV ?

1.3 The Objectives of Study

In relation to the problems mentioned above, the objectives of this study aimed at finding out:

- 1). The most dominant type of code switching made by Kimmy Jayanti in “iLook” Program on NET TV.
- 2). The reasons of Kimmy Jayanti do code switching in her language in "iLook” Program on NET TV.

1.4 Scope & Limitation of Study

This research obtained data taken from the utterances found in seven videos of Kimmy Jayanti in “iLook” program on NET TV by using Romaine and Hoffman’s theory. This study focuses on examining types of code switching and the reasons of Kimmy Jayanti do code switching in “iLook” program on NET TV.

1.5 Significance of Study

Theoretically, this study is expected to enrich theoretical perspective on code switching used by Kimmy Jayanti in “iLook” program on NET TV, especially, how to analyze the utterance of language research using code switching theory as that shown by Kimmy Jayanti in “iLook” program on NET TV. Practically, this study may be employed to help the reader in analysing code switching that is used in the program. It is also expected to provide empirical source for further researchers and the reader who concern sociolinguistic studies. The writer also expects that this study would be more developed by those who are interested in the field of sociolinguistic especially in code-switching.

1.6 Research Method

This research method presents research design, research instruments, data source, data collection, data analysis.

1.6.1 Research Design

This research is classified as descriptive qualitative method because it analyses the data in the form of utterances descriptively. Qualitative research is used to describe and analyze code switching used by Kimmy Jayanti in “iLook” program on NET TV.

This study is classified as descriptive qualitative since the data are in the form of utterances. The data are analyzed descriptively based on the utterance of Kimmy Jayanti in “iLook” program on NET TV, on Sunday, March 6th 2016 until Saturday, March 19th 2016. Every 07.30 PM until 11.20 PM

Descriptive qualitative method is appropriate design in conducting this study since it is aimed at describing code switching found in “iLook” program on NET TV. Besides that, the data are interpreted and displayed descriptively and systematically based on the supporting theory used in this study. In this research, the writer does not only describe the reasons for Kimmy Jayanti do code switching in “iLook” program on NET TV, but also describe the types of code switching and which one is dominant.

1.6.2 Research Instruments

The writer used human instrument in her study because she becomes the key instrument who actively and directly in data collection

and data analysis. Lincoln and Guba in Sugiyono (2006:223) stated that the instrument of choice in naturalistic inquiry is the human. As stated by Moleong (2005:9) that a human instrument is used in a research because only human who has capability to understand the real condition of the research subject. Other forms of instrumentation may be used in later phases of the inquiry, but the human is the initial and continuing mainstay

1.6.3 Data Source

The data source of this research is Kimmy Jayanti's utterances in "iLook" program on NET TV taken from some videos:

- "Dictionary - Women's Bag"
<https://www.youtube.com/watch?v=vwGZrVPKjsI>
- Dictionary - Women's Sleeves | iLook | Kimmy Jayanti | NetMediatama
https://www.youtube.com/watch?v=pD_f3npY_rM
- 5 Most Timeless Facial Hairstyles For Men
<https://www.youtube.com/watch?v=g1GMfC90Jxo>
- 5 Most Audrey Hepburn's Essential Items
<https://www.youtube.com/watch?v=udwcqgPWwic>
- Apa Arti Fashion Untuk Kimmy Jayanti
<https://www.youtube.com/watch?v=61WYyBDKoEU>
- DIY – Rockstar
<https://www.youtube.com/watch?v=swrsp15mCiE>
- Fashionary Hijab | iLook | Kimmy Jayanti | NetMediatama
<https://www.youtube.com/watch?v=HxqK4VFwwLg>

The data of this research are taken only part of Kimmy Jayanti's utterances in "iLook" program on NET TV. Her utterances are then analyzed according to the research questions: the types of code switching and the reason of her to do code switching.

1.6.4 Data Collection

First, the writer opened YouTube website. Second, the writer looked for the video of Kimmy Jayanti in "iLook" program on NET TV, and then downloaded seven videos and watched the program in those video. Thirdly, the writer listened to the utterances to understand Kimmy Jayanti's talking about different particular topic in every episode. Fourthly, the writer tries to transcribe the utterances and also selects, and classified the data. Finally, the writer arranges the data systematically in accordance with the research questions.

1.6.5 Data Analysis

To analyze the data, the following steps are taken: 1). identifying the sentences which was found in the utterances of Kimmy Jayanti in "iLook" program on NET TV, 2). identifying and classifying the data based on the categorisation of the types of code switching and the reasons do code switching, 3). identifying the most dominant type of code switching, and 4). making a conclusion based on the analysis.

1.7 Definition of Key Terms

Code : Code switching is a switch which occurs when the Speaker shift from one language to another or when the speaker switches from one code to another (Holmes, 1992)

Kimmy Jayanti : A model, presenter and Indonesian actress
Who initiated has acting through the film “I Know What You Did on Facebook”.

iLook : iLook is a television show that discusses various things related to fashion



CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1. Sociolinguistic

Fishman in Chaer and Agustina (2004:3) said that, ‘sociolinguistics is the study of the characteristics of language varieties, the characteristics of their functions, and the characteristics of the speaker as these three constantly interact, change and change one another within a speech community’. In addition, Holmes (2001:1) says that sociolinguistics is concerned with the relationship between language and the context in which it is used.

2.2 Bilingualism

Bilingualism is an individual’s ability to use more than one language variety. Bilingualism is the ability to use two languages. Trudgill (2003) said that bilingualism means the ability of an individual to speak two or more languages (p. 24). Many countries in this world are called bilingual because they have more than one language. They also have ability to speak more than one language.

Nowadays, bilingualism has become a common phenomenon. Social interaction always involves communication among the society members by using language. While in the social interaction, the society members often use more than one language variety on their bases language. It is done by purpose to convey what they mean in communication. This phenomenon is called the development of communication. It commonly happens in almost area of people’s life.

2.3 Code Switching

Code switching can occur quite frequently in an informal conversation among people who are familiar and have a shared educational, ethnic, and socio-economic background. It is avoided in a formal speech situation among people especially to those who have little in common factors in terms of social status, language loyalty, and formality. (Hoffmann, 1991 : 113).

Code switching occurs where there is a change from one clause of language to another clause of language. Brown and Attardo (2000) underlined that code switching can occur between different languages, dialect or styles within one sentence or adjacency pair (p. 84). Hymes (1974) stated that code switching has become a common term for alternate use of two or more languages, varieties of language or event speech styles (p. 103). From theories above, it can be concluded that code switching happens when someone switches his/her language. It can also happen when someone changes his/her dialect or speech style. According to Holmes (1992) code switching occurs when the speaker shifted their language from one language to another. Code switching is switched essentially between sentences

2.4 Types of Code Switching

Romaine in Susanto (2008:47) states that there are three types of code switching. Each of types is discussed below.

2.4.1. Intra-sentential code switching

Intra-sentential code switching concerns language alternation that occurs within a sentence or a clause boundary. Sometimes it includes

mixing within word boundaries. Since intra-sentential code switching occurs within sentence / clause/ word boundaries/ phrase. For example:

A: Dari jam sepuluh empat lima *tekan jam sewelas seprapat kan?* (From ten forty five to *eleven fifteen, isn't it?*) Sudarsono in Susanto (2008:50).

Further supported by Hoffman (1991) that it is the switch that occurs within sentence. It is often occurred when someone uses one language and suddenly switches into another language in a sentence.

2.4.2. Inter-Sentential Switching

Appel & Muysken in Susanto (2008:48) stated that inter-sentential codes switching is the switch involving movement from one language to other between sentences. This situation may also include a switch from a whole sentence or more than one sentence produced entirely in one language. Inter-sentential switching may serve to emphasize a point made in the other languages in conversation.

The following examples shows inter-sentential code switching from one language to another language:

“ini lagu lama, tahun 60an. *It's oldies but goodies, they said.* Tapi, masih enak kok didengerin.”

It shows Indonesian bilingual switches from Indonesian to English (Indrawan, 2010: 76).

Further supported by (Hoffman, 1991:112) inter-sentential switching is the switch from one language into another language which occurs between sentences or speech acts.

2.4.3. Tag Switching

Tag switching involves the insertion of a tag from one language into an utterance which is otherwise entirely in other language. Tags used easily inserted in speech at a number of point in monolingual utterance without break syntactic rules (Romaine in Susanto, 2008: 47). For example: oh, ya, saya tau. Di sebelah selatan sana tu, *ya?* (Oh, yes, I know, on the south side over there, isn't that?) Johns in Susanto (2008:47).

Tag question may be used as a polite request or to avoid the impression of a firm order, for example, “jendela ditutup ya, sebelum tidur”. (Shut the window, won't you, before you sleep).

Further supported by (Poplack in Hoffmann, 1991: 113) it is exclamation or tags which is serving as an emblem of the bilingual character. For example:

1. An adult Spanish-American English speaker

„ . . . Oh! Ay! It was embarrassing! It was very nice, though, but I was embarrassed.

(Silva-Corvalan in Hoffmann, 1991: 112)

2.5 The Reasons do Code Switching

When code switching occurs, the motivation or reasons of the speaker is an important consideration in the process. According to Hoffman (1992:116) there are a number of reasons for bilingual person to switch their languages such as, talking about a particular topic, quoting somebody else, showing empathy about something, interjection (inserting sentence fillers or sentence connector),

Repetition used for clarification, expressing group identity, and intention of clarifying the speech content for the interlocutor.

2.5.1. Talking About a Particular Topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his emotional feelings in a language that is not his everyday language.

2.5.2 Quoting Somebody Else

People often quote word, sentence, and expressions that they like from well-known person sometimes, the quote from different language such as English wise word. The use it because they want to express and emphasize sometime to look better. For instance: saya lupa siapa namanya. What is a name? [I forgot who he is. What is a name?]. The example show popular quotation “what is name?” by Shakespeare, well known poet, from England. For example is from Sudarsono in Susanto (2008:71):

A: “jened, sampai pusat Pak Rektor bilang maneh, *sanguine wes ono ta?* Bang [imitative verb adjunct with *mak*, usually used to refer to slimming the door], when I reached the center administration, Mr Rector said again, “*you have received the traveling funds, haven’s you?*”

From example above is an instance of code switching which reasons as a direct quotation of another person’s speech. Speaker a quotes the original speech from his rectors statement.

2.5.3 Showing empathy about something

People often switch their language to express empathy about something. In some cases using another language, English, is more convenient to show their empathy rather than using L1 such as Indonesian vice versa. Moreover, the appropriate language usage is able to make the meaning stronger.

For example: “semoga sukses teman. *You can do it!*” [good luck my friend. You can do it!]. In this utterances, the friend wants to encourage his friends to be more confident and optimistic to do something.

2.5.4 Interjection (inserting sentence fillers or sentence connector)

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. For example: “By the way, *nanti malam kamu punya waktu nggak?*” [By the way. Do you have time to night?]

As an interjection includes exclamations or sentence fillers such as; *nah an lah* (conceding the obvious), *lho* (an exclamation of surprise), *anu* (indicating hesitation) and tag questions, for example (*i yo toh, nggih toh* (Susanto, 2008:71)

2.5.5 Repetition used for clarification

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the languages that he masters to say the same messages. Frequently, a

message in one code is repeated in the other code literally. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message.

2.5.6 Intention of Clarifying the Speech Content for the Interlocutor

When bilingual or multilingual person talks to another bilingual or multilingual, there will be lots of code switching and code mixing occurs. It means to make the contents of his speech runs smoothly and can be understood by the listener. A message in one code is repeated in the other code in somewhat modified form.

2.5.7. Expressing Group Identity

Code switching and code mixing can also be used to express group identity. The way of communication of academic in their disciplinary groupings, are obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community

CHAPTER 3 FINDINGS & DISCUSSIONS

3.1 Findings

This section identifies and describes the types and the reason for Kimmy Jayanti code switches in "iLook" program on NET TV. The writer presents the types of code switching used by Kimmy Jayanti and also the reason for Kimmy Jayanti do code switching.

3.1.1 Types of Code Switching

There are three types of code switching found in this study: inter-sentential switching, intra-sentential Switching, and tag switching.

Inter-Sentential Switching

- **Example 1 / Data 5.8 / Episode “Arti Fashion Untuk Kimmy Jayanti”**

You know, this is the job I really want. So that, I can be myself. Karena ilook mempercayakan aku sebagai seorang *presenter* yang menjadi diriku sendiri.

All of the data took place in NET TV Studio. From data 5.8, it can be seen that Kimmy Jayanti wanted to explain about one of fashion items. She told about Bag. In data 5.8, Kimmy said “*You know, this is the job I really want. So that, I can be myself.* Karena ilook mempercayakan aku sebagai seorang *presenter* yang menjadi diriku sendiri.”. It can be categorized as inter-sentential switching because this data shows a switch between two languages, English to Indonesia which happened between sentences. Kimmy said “*You know, this is the job I really want. So that, I can be myself*”. That is noun clause, which followed by Indonesian

sentence “Karena iLook mempercayakan aku sebagai seorang *presenter* yang menjadi diriku sendiri”.

- **Example 2/ Data 2.3 / Episode “Dictionary - Woman’s Sleeves Dress”**

“Tipe lengan baju ini memiliki ciri yang melebar dibagian atas lengan dan mengecil dibagian pergelangan tangan. *Yes, it's a batwing. I have learned some more about it in dictionary.*”

Data 2.3 is inter-sentential switching because the first sentence is Indonesian and then it is followed by English. Romaine (1989:86) stated that inter-sentential code switching takes place in a clause or sentence boundary in which each clause or sentence is in one language or another. The sentence “*Yes, it's a batwing. Let's learn some more with dictionary*” is a persuade of Kimmy Jayanti to the audience for learning more and kept attention to her, about her particular topic in iLook program on that episode. It was batwing.

- **Example 3/ Data 3.11 / Episode “5 Most Timeless Facial Hairstyles For Men”**

“Tidak perlu repot mewarnai *facial hair* agar terlihat lebih muda. *If you going great, don't worry*”.

There are some of inter-sentential switching’s examples. One of them is data 3.10, because Kimmy mixes two language in her utterances between sentences. The first sentence she used Indonesian “Tidak perlu repot mewarnai *facial hair* agar terlihat lebih muda”. Then, she switched to English “*If you going great, don't worry*”. Actually, in her second

sentences, she just want to give attention if the audience want to maintain their natural facial hair colour.

In the first sentence of the Data 3.10, the writer found intra-sentential switching, because in that sentence, there is English Utterance “*facial hair*”. Kimmy mixed two language in one sentence

- **Example 4/ Data 3.6 / Episode “5 Most Timeless Facial Hairstyles For Men”**

“Model kumis yang tidak tepat bisa tampak membuatmu lebih jadul. *So stay to the right one.*”

There is another example of inter-sentential switching, as shown in data 3.6 “Model kumis yang tidak tepat bisa tampak membuatmu lebih jadul. *So stay to the right one*”. This example includes inter-sentential code switching because as the data shows that Kimmy Jayanti used to language. Kimmy said “Model kumis yang tidak tepat bisa tampak membuatmu lebih jadul”. After that she switched to English language “*So stay to the right one*”.

- **Example 5/ Data 3.10 / Episode “5 Most Timeless Facial Hairstyles For Men”**

“*You should try the natural colour facial hair.* Warna *facial hair* yang natural selalu *in-style* dan terlihat bagus.”

As an International model and presenter of fashion’s TV program, English is important language for Kimmy Jayanti. Therefore, it cannot be denied that in her utterances, she always switches two language (English and Indonesian) for example in the data 3.10, Kimmy Jayanti used inter-

sentential switching. In the first sentence, she said “*You should try the natural colour facial hair*”. After that she switches to the Indonesian, “*Warna facial hair yang natural selalu in-style dan terlihat bagus*”. In the second sentence, the writer finds two English utterances, “facial hair” and “in-style”. The second sentence can be categorized intra-sentential switching. Because Kimmy mixes Indonesian and English in one sentence.

- **Example 6 / Data 5.8 / Episode “Arti Fashion Untuk Kimmy Jayanti”**

“*You know, this is the job I really want, because I can be myself.* Senang rasanya karena ilook mempercayakan aku sebagai seorang pembawa acara yang menjadi diriku sendiri”.

In the data above, there are two sentences. They are separated by a full stop. The English sentence “*You know, this is the job I really want, because I can be myself*”, and after that there is a full stop and the speaker continues it with the Indonesian sentence “Senang rasanya karena ilook mempercayakan aku sebagai seorang pembawa acara yang menjadi diriku sendiri”. Both of these sentences are inter-sentential switching, because this switching involves a switch at a clause or sentence boundary, when each clause or sentence is in one language or another.

Intra-Sentential Switching

- **Example 1 / Data 7.3 / Episode “Fashionary Hijab”**

“*Another fun fact*, hijab yang kita tahu saat ini, ternyata sudah digunakan sejak awal abad ke-19 dan bukan sebagai praktik keagamaan”.

The sentence above is intra-sentential switching, because the words “*Another fun fact*”, as the English word are mixed with Indonesian in

sentence. Kimmy Jayanti wants to explain about another fact about Hijab. Therefore she code switches her language.

- **Example 2 / Data 1.2 / Episode “Dictionary - Women’s Bag”**

“Envelope bag, shoulder bag, and backpack bag adalah jenis tas yang paling banyak digemari”.

The writer analyzed that Data 1.2 is one of intra-sentential switching’s examples. Because, in data above, Kimmy mentioned some kinds of bag with English utterance in beginning of the sentence. Kimmy said *“Envelope bag, shoulder bag, and backpack bag”* after that followed by Indonesian utterance *“adalah jenis tas yang paling banyak digemari”*. Therefore, Data 1.2 is intra-sentential switching because the switch within a clause or sentence boundary or mixing within word boundary.

- **Example 3 / Data 1.3 / Episode “Dictionary - Women’s Bag”**

“Coba cari jenis tas favorit kamu on our dictionary.”

Example 3 in Data 1.3 occurred when Kimmy Jayanti wanted to invite the audiences to know more about some kinds of women’s bag on ilook’s dictionary. This data can be categorized as intra-sentential switching, because intra-sentential switching is concerns language alternation (Indonesian and English) that occurs within a sentence of a clause boundary (Romaine in Susanto (2008:47)). Kimmy said *“Coba cari jenis tas favorit kamu”* after that followed by English utterance *“on our dictionary”*. It was happened within a sentence. Therefore, the data above includes intra-sentential switching.

- **Example 4 / Data 2.2 / Episode “Dictionary - Woman’s Sleeves Dress”**

“Setiap tipe lengan baju yang kamu pakai memiliki nama yang berbeda sesuai ciri khasnya, contohnya *batwing sleeves*, seperti namanya yang berarti sayap kelelawar.”

This data uttered by Kimmy Jayanti in the last segment. It includes intra-sentential switching because the English utterance “batwing sleeves” appeared in the middle of Indonesian sentence “Setiap tipe lengan baju yang kamu pakai memiliki nama yang berbeda sesuai ciri khasnya, contohnya *batwing sleeves*, seperti namanya yang berarti sayap kelelawar”. Kimmy switched Indonesian to English, after that Indonesian again, because she wanted to explain about particular topic about Woman’s Sleeves Dress. It is Batwing.

- **Example 5 / Data 3.5 / Episode “5 Most Timeless Facial Hairstyles For Men”**

“*Facial hair style* yang juga jadi favorit banyak pria adalah kumis”

Another example of intra-sentential switching is obtained from data 3.5. In this data, the writer analyzed that Kimmy explained about the most favourite of facial hair style for men is mustache. From the data above, Kimmy switched English to Indonesian. Therefore the writer analyzed that Data 3.5 includes intra-sentential switching because it occurred when someone uses one language and suddenly switches into another language in a sentence.

Tag Switching

- **Example 1 / Data 3.5 / Episode “5 Most Timeless Facial Hairstyles For Men”**

“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?*”

From data above, describes about Kimmy made sure about her guess or question about woman's sleeves dress. This data is classified as tag switching because Kimmy said "I bet you noticed, but you don't know their name, right?". In her utterance, she wanted to show her curious but still has politeness with friendly manner to audience. Beside of that, specifically tag switching can be in the form of an exclamation, a tag, or a parenthetical in another language within a sentence which is in different language. In this sentence, the writer analyzed that there is question tag “right”, which show asking with politeness.

- **Example 2 / Data 5.4 / Episode “Arti Fashion Untuk Kimmy Jayanti”**

“*Style sehari-hari, aku menyebutnya Classic boyish chic. Why? Because sometimes aku memadukan minimalis style dengan sneakers and beberapa accessories jadi membuat penampilanku terlihat lebih muda*”

Tag switching involves the insertion of a tag in one language into an utterance which is otherwise entirely in other language. In this data, tag switching is occurred because the writer found and analyzed that the word “why?” equals to English question tag. In this case, Kimmy Jayanti used that word to showed the reason she usually calls her style “classic boyish chic”.

3.1.2 Reason of Do Code Switching

According to Hoffman (1992:116) there are a number of reasons for bilingual person to switch their languages such as, talking about a particular topic, quoting somebody else, showing empathy about something, interjection (inserting sentence fillers or sentence connector), Repetition used for clarification, expressing group identity, and intention of clarifying the speech content for the interlocutor.

Talking About Particular Topic

- **Example 1 / Data 1.1 / Episode “Dictionary - Women’s Bag”**

“Bicara tentang *fashion item* wanita tidak akan ada habisnya. *Especially this one, Bag.*”

From the data above, the writer analyzed that in Data 1.1, appeared the reason Kimmy Jayanti do code switching is talking about particular topic. People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express their emotions, excitements, or even anger in a language that is not their everyday language.

Quoting Somebody Else

- **Example 1 / Data 4.14 / Episode “5 Most Audrey Hepburn's Essential Items”**

“*Yes of course, Audrey Hepburn pernah mengatakan sebuah quote “my look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses”.*”

In the data 4.14, the writer analyzed that Kimmy Jayanti loves Audrey Hepburn's style. Because of that, she told the audience about one of Audrey Hepburn's quote, "*my look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses*". It can be categorized in Quoting somebody else become a reason Kimmy do Code Switching on that utterance. Because regarding this reason, Hoffman (1991) suggested that "people sometimes like to quote a famous expression or saying of some well-known figures".

Showing Empathy about Something

- **Example 1 / Data 7.5 / Episode "5 Most Timeless Facial Hairstyles For Men"**

"*How about the colours? warna2 basic seperti putih, hitam, krem, dan abu2 adalah pilihan utama pada masa itu. But don't worry, saat ini warna hijab sudah bervariasi*"

The reason Kimmy do code switching on that utterance is showing empathy about something. The writer find English utterance "*But don't worry*". It means Kimmy wanted to give explanation about the color of this day. Therefore, the woman can choose more color of hijab.

Interjection (inserting sentence fillers or sentence connector)

- **Example 1 / Data 4.5 / Episode "5 Most Audrey Hepburn's Essential Items"**

"*Anyway, ada 5 item paling essential yang lengkap dengan look-nya. First item is Ballet flats.*"

The writer analyzed that the reason of Kimmy Jayanti do code switching in data 4.5 is interjection. She was inserting sentence fillers or sentence connector "Anyway" in the beginning of the sentence. Regarding

the reason, Hoffman (1991) suggested that language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector. It may happen intentionally or unintentionally.

Repetition for Clarification

- **Example 1 / Data 4.8 / Episode “5 Most Audrey Hepburn's Essential Items”**

“Kedua adalah *plaid shirt*. *Yes, plaid shirt* tidak hanya menjadi tren *fashion* di tahun 2014 tapi juga pada era Audrey Hepburn.”

From the data above, Kimmy Jayanti used code switching because repetition for clarification. Because she wanted to confirm her English utterance “plaid skirt”, after that she said “yes, plaid skirt”. About this reason, 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 language that he masters saying the same utterance (the utterance is said repeatedly).

Intention of Clarifying the Speech Content For the Interlocutor

- **Example 1 / Data 2.1 / Episode “Dictionary - Woman’s Sleeves Dress”**

“Model potongan janggut atau kumis yang tebal dan berantakan membuatmu terlihat *cool* ? *Think again*”.

In the Data 3.1, Kimmy Jayanti do code switching because intention of clarifying the speech content for the interlocutor. That appeared, “Model potongan janggut atau kumis yang tebal dan berantakan membuatmu terlihat *cool* ? *Think again*”?.

When a bilingual person talks to another bilingual as suggested by Hoffman (1991), it was mentioned that there will be lots of code switching and code mixing that occur. It means making the content of his/her speech runs smoothly and can be understood by the hearer.

Expressing Group Identity

- **Example 1 / Data 6.2 / Episode “DIY - Rockstar”**

“Bukan hanya musiknya, tapi juga *style fashion* para *rockstars* juga menjadi tren. Seperti Rihanna and Pink yg selalu *walking the rockstar's look*. Cukup mudah untuk mendapatkan *look* ini. *Leather jacket, black outfit, boot, and accessories* adalah ciri dari *rocker style*.”

In this data, Kimmy Jayanti told about Rockstar, such as “Rihanna” and “Pink”. Absolutely the reason Kimmy Jayanti do code switching on that data because she was expressing group identity. Code switching and code mixing can also be used to express group identity. The way of communication of academic people in their disciplinary groupings, are obviously different from other groups (Hoffman, 1991).

3.2 Discussion

After analyzed and classified the data based on the types and the reason do code switching, it is clear that Kimmy Jayanti utterances show types and the reason do code switching.

3.2.1 Types of Code Switching

As stated in Chapter 2 sub-chapter finding, There are three types of code switching used by Kimmy Jayanti in this study:

Inter-Sentential Switching

There are 6 examples of inter-sentential switching, from 25 Data in appendix of findings tabel.

The percentage is 43,85 %. The writer get it from calculation :

$$\text{formula: } P = \frac{F}{N} \times 100 \%$$

Explanation : P = as percentage

F = as frequency of the data

N = as total of the data

In data 5.8 Kimmy says “*You know, this is the job I really want. So that, I can be myself.* Karena ilook mempercayakan aku sebagai seorang *presenter* yang menjadi diriku sendiri”. It is categorized as inter-sentential switching because this data shows a switch between two languages, from English to Indonesian between sentences. Kimmy said “*You know, this is the job I really want. So that, I can be myself*”. That is noun clause, which followed by Indonesian sentence “*Karena ilook mempercayakan aku sebagai seorang *presenter* yang menjadi diriku sendiri*”.

Therefore, this data included inter-sentential switching, because Kimmy Jayanti used Indonesian in the first sentence, after that she switched to the English in the second sentence. Susanto (2008 : 48) Stated that inter-sentential code switching is the switch involving movement from one language to another language between sentences.

Intra-Sentential Switching

There are 5 examples of intra-sentential switching, from 44 Data in appendix of findings tabel. The percentage is 77,19 %. The writer get it from calculation.

In the data 1.2, Kimmy said “*Envelope bag, shoulder bag, and backpack bag* adalah jenis tas yang paling banyak digemari”. The writer finds the English words “*Envelope bag, shoulder bag, and backpack bag*” are uttered by Kimmy Jayanti in the beginning of the sentence. Kimmy Jayanti explained about kinds of women’s bag favourite. The data 1.2 included intra-sentential type of code switching because the words “*Envelope bag, shoulder bag, and backpack bag*”, as the English words are mixed with Indonesian in sentence boundary or mixing within word boundary.

Another example of intra-sentential switching is in Data 1.3 occurred when Kimmy Jayanti said “Coba cari jenis tas favorit kamu *on our dictionary.*” She wanted to invite the audiences to know more about some kinds of women’s bag on ilook’s dictionary. This data can be categorized as intra-sentential switching, because intra-sentential switching is concerns language alternation (Indonesian and English) that occurs within a sentence of a clause boundary (Romaine in Susanto (2008:47)). Kimmy said “Coba cari jenis tas favorit kamu” after that followed by English utterance “on our dictionary”. It was happened within a sentence. Therefore, the data above includes intra-sentential Switching.

Tag Switching

There are 2 examples of intra-sentential code switching, from 8 data in appendix of findings tabel. The percentage is 3,50 %.

In the data 3.5, Kimmy said “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?*”. This data is classified as tag switching because Kimmy said "I bet you noticed, but you don't know their name, right?". In her utterance, she wanted to show her curious but still has politeness with friendly manner to audience. Beside of that, specifically tag switching can be in the form of an exclamation, a tag, or a parenthetical in another language within a sentence which is in different language. In this sentence, the writer analyzed that there is question tag “right”, which show asking with politeness.

3.2.2 Reasons of Do Code Switching

As stated in Chapter 2 sub-chapter finding, There are seven reasons of Kimmy Jayanti do in this study :

Talking About Particular Topic

The writer make an example of talking about particular topic as Kimmy Jayanti’s reason do code switching. The writer find 4.6 data. It equals with percentage 71, 92% for the reason talking about particular topic. For example in data 1.1, Kimmy Jayanti said, “Bicara tentang *fashion item* wanita tidak akan ada habisnya. *Especially this one, Bag*”.

From the data above, appeared the reason Kimmy Jayanti do code switching is talking about particular topic. It happened because people sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express their emotions, excitements, or even anger in a language that is not their everyday language.

Quoting Somebody Else

Quoting somebody else is one of reasons why Kimmy Jayanti do code switching. The writer find only 1 data. It equals with percentage 1,75 %, and the writer find it in data 4.14 when Kimmy said “*Yes of course, Audrey Hepburn pernah mengatakan sebuah quote “my look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses”*”. The writer analyzed that Kimmy Jayanti loves Audrey Hepburn’s style. Because of that, she told the audience about one of Audrey Hepburn’s quote, “*my look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses”*”. It can be categorized in Quoting Somebody else become a reason Kimmy do Code Switching on that utterance. Because regarding this reason, Hoffman (1991) suggested that “people sometimes like to quote a famous expression or saying of some well-known figures”.

Showing Empathy About Something

In data 7.5, Kimmy said “*How about the colours? warna2 basic seperti putih, hitam, krem, dan abu2 adalah pilihan utama pada*

masa itu. *But don't worry*, saat ini warna hijab sudah bervariasi”. From that utterance, the writer finds the reason Kimmy do code switching on that utterance is showing empathy about something. The writer find English utterance “*But don't worry*”. It means Kimmy wanted to give explanation about the color of this day. Therefore, the woman can choose more color of hijab. The writer find 2 data which equals percentage 3,50 %.

Interjection (inserting sentence fillers or sentence connector)

The writer make an example of the Interjection reason from 5 data. It equals with percentage 8,77%. In the data 4.5, Kimmy said “*Anyway, ada 5 item paling essential yang lengkap dengan look-nya. First item is Ballet flats*”. The writer analyzed that the reason of Kimmy Jayanti do code switching in data 4.5 is interjection, because she was inserting sentence fillers or sentence connector “*Anyway*” in the beginning of the sentence. Based on Hoffman (1991) suggested that language switching and language mixing among bilingual or multilingual people can sometimes mark an interjection or sentence connector. It may happen intentionally or unintentionally.

Repetition for Clarification

Repetition for Clarification is also become one of Kimmy Jayanti’s reasons do code switching. The writer find 2 data from the table of finding, and it equals with 3,50 %. In data 4.8, Kimmy Jayanti used code switching because repetition for clarification. Because she

wanted to confirm her English utterance “plaid skirt”, after that she said “yes, plaid skirt”. 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).

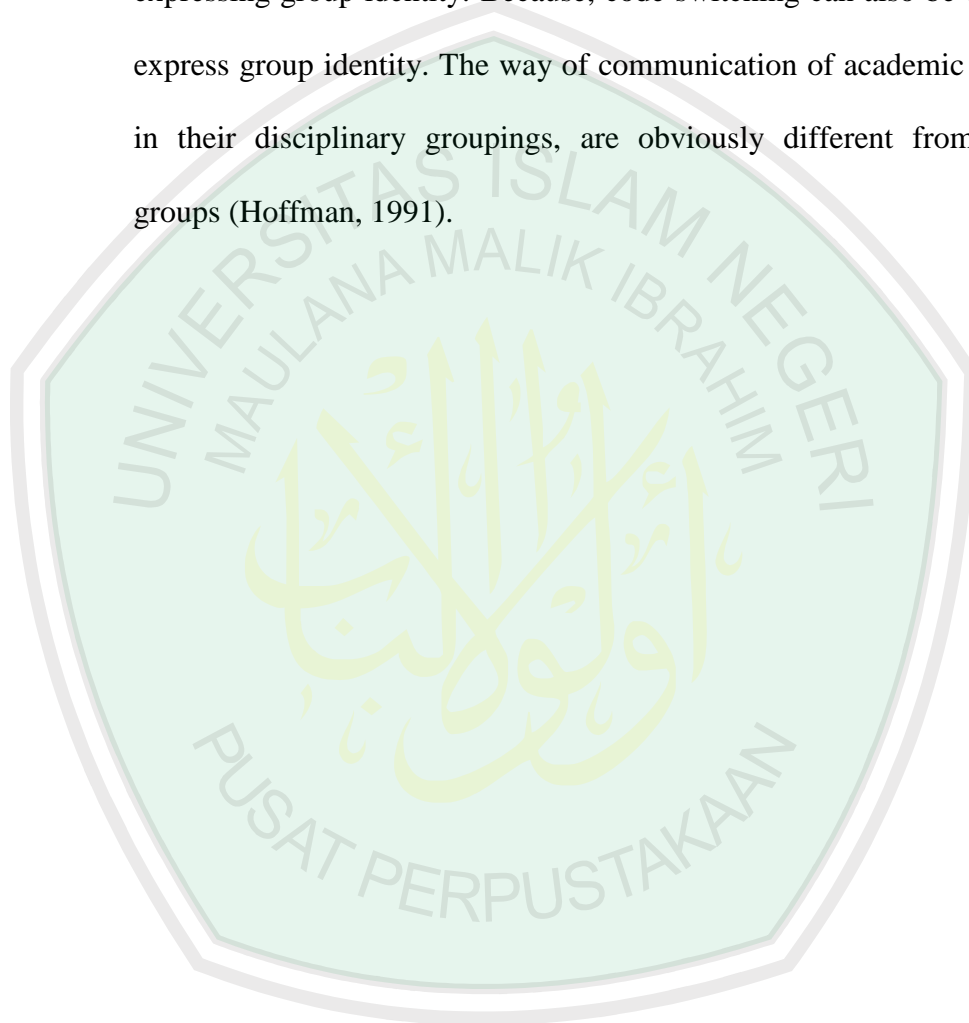
Intention of Clarifying the Speech Content For the Interlocutor

In the Data 2.1, Kimmy Jayanti said “Model potongan janggut atau kumis yang tebal dan berantakan membuatmu terlihat *cool* ? *Think again*”. Absolutely, the writer find the reasons why Kimmy Jayanti do code Switching because intention of clarifying the speech content for the interlocutor. The data above appeared ”Model potongan janggut atau kumis yang tebal dan berantakan membuatmu terlihat *cool* ? *Think again*”. When a bilingual person talks to another bilingual as suggested by Hoffman (1991), it was mentioned that there will be lots of code switching and code mixing that occur. It means making the content of his/her speech runs smoothly and can be understood by the hearer. For this reason, the writer find only 3 data which equals with 5,26%.

Expressing Group Identity

For this reason, the writer find only 2 data from the finding table, therefore it equals with 5,26%. In data 6.3, Kimmy Jayanti said “Bukan hanya musiknya, tapi juga *style fashion* para *rockstars* juga menjadi tren. Seperti Rihanna and Pink yg selalu *walking the rockstar's*

look. Cukup mudah untuk mendapatkan *look* ini. *Leather jacket, black outfit, boot, and accessories* adalah ciri dari *rocker style*". She told about Rockstar, such as "Rihanna" and "Pink". Absolutely the reason Kimmy Jayanti do code switching on that data because she was expressing group identity. Because, code switching can also be used to express group identity. The way of communication of academic people in their disciplinary groupings, are obviously different from other groups (Hoffman, 1991).



Chapter 4

CONCLUSIONS

After analysing and interpreting the data, the writer continue to the conclusion and suggestion. The conclusion is drawn based on the statement of the problems while suggestion is given for the next researcher who are interested in doing same field of the study.

4.1 Conclusion

In analyses types of code switching and the reasons of Kimmy Jayanti do code Switching in iLook program on NET TV, the writer concludes this writing that First, the writer analyzed this Kimmy Jayanti's utterances in "iLook" program on NET TV because Kimmy Jayanti use two languages, Indonesian and English. Second, there are three types of code switching: inter-sentential switching 41,93 %, intra-sentential switching 62,90%, tag switching 16,12 %. Therefore, the dominant types in this study is intra-sentential switching. Intra-sentential code switching concerns language alternation that occurs within a sentence or a clause boundary. Sometimes it includes mixing within word boundaries

Romaine in Susanto (2008:47). Third, The study also shows that there are many reasons why code switching happened in Kimmy Jayanti's utterances : talking about a particular topic 71,92%, quoting somebody else 1,75%, showing empathy about something 3,5%, interjection (inserting sentence fillers or sentence connector) 8,77%, repetition used for clarification 3,5%, expressing group identity 5,36%, and intention of clarifying the speech content for the interlocutor 5,26%. The most reasons why Kimmy Jayanti do code switching is talking about a

particular topic. Sometimes, a speaker feels free and more comfortable to express his emotional feelings in a language that is not his everyday language. (Hoffman (1992:116)). Therefore she often use intra-sentential switching because she wants to talk about a particular topic in every episodes to the audiences in Indonesia and every country who watch her program TV on YouTube. She just want the audiences understand with what she is talking about.

4.2 Suggestion

Related to the reasons of code switching, the writer expects for the next researches or writers to discover another finding about code sociolinguistic especially code switching. The writer suggests for the next researcher to use the result of this study as the additional reference in studying code switching. Since this study only analyzed types code switching and the reasons of do code switching.

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Appendix 1 : Table of Findings

THE SUMMARY OF ANALYSIS

1. Video 1 / Episode “Dictionary - Women’s Bag”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1	Bicara tentang <i>fashion item</i> wanita tidak akan ada habisnya. <i>Especially this one, Bag.</i>	1.1	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
2.	<i>Envelope bag, shoulder bag, and backpack bag</i> adalah jenis tas yang paling banyak digemari.	1.2	Intra-Sentential Switching	Talking about particular topic
3.	Coba cari jenis tas favorit kamu <i>on our dictionary.</i>	1.3	Intra-Sentential Switching	Talking about particular topic

Appendix 2 : Table of Findings

THE SUMMARY OF ANALYSIS

2. Video 2 / Episode “Dictionary - Woman’s Sleeves Dress”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1.	Tapi, taukah kamu setiap baju yang kamu miliki mempunyai tipe lengan yang berbeda-beda. <i>I bet you noticed, but you don't know their name, right?</i>	2.1	Tag Switching	Intention of Clarifying the Speech Content For the Interlocutor
2.	Setiap tipe lengan baju yang kamu pakai memiliki nama yang berbeda sesuai ciri khasnya, contohnya <i>batwing sleeves</i> , seperti namanya yang berarti sayap kelelawar.	2.2	Intra-Sentential Switching	Talking about particular topic
3.	“Tipe lengan baju ini memiliki ciri yang melebar dibagian atas lengan dan mengecil dibagian pergelangan tangan. <i>Yes, it's a batwing. I have learned some more about it in dictionary.</i> ”	2.3	Inter-Sentential Switching	Talking about particular topic

Appendix 3 : Table of Findings

THE SUMMARY OF ANALYSIS

3. Video 3 / Episode “5 Most Timeless Facial Hairstyles For Men”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1.	Model potongan janggut atau kumis yang tebal dan berantakan membuatmu terlihat <i>cool</i> ? <i>Think again.</i>	3.1	Intra-Sentential Switching	Intention of Clarifying the speech content for the interlocutor
2.	<i>First, short circle beard. Facial hair</i> tipis dan rapi yang melingkari area mulut <i>makes you looked great. Model facial hair</i> ini membuat tulang rahang menonjol dan terlihat <i>masculine.</i>	3.2	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
3.	For your information, <i>facial hair</i> model ini butuh perawatan yang rutin ketika <i>facial hair</i> sudah mulai tumbuh tebal pastikan kamu selalu mencukurnya agar bentuk tipisnya tetap terjaga.	3.3	Intra-Sentential Switching	Talking about particular topic
4.	<i>Facial hair style</i> yang juga jadi favorit banyak pria adalah kumis	3.4	Intra-Sentential Switching	Talking about particular topic
5.	Ada banyak model kumis yang menjadi favorit para pria <i>but the most timeless and classic one</i> adalah model lurus menutupi bagian atas bibir.	3.5	Intra-Sentential Switching	Talking about particular topic

6.	Model kumis yang tidak tepat bisa tampak membuatmu lebih jadul. <i>So stay to the right one.</i>	3.6	Inter-Sentential Switching	Talking about particular topic
7.	Berikutnya, <i>five o'clock shadow</i> . <i>Facial hair</i> ini memiliki potongan tipis di area seputar dagu, rahang, dan bagian atas bibir.	3.7	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
8.	<i>This is the best style</i> untuk pria yang memiliki pertumbuhan <i>facial hair</i> yang cepat	3.8	Intra-Sentential Switching	Talking about particular topic
9.	Keuntungan dari <i>facial hair</i> ini adalah membuat penampilan lebih serius dan terawat, tanpa menghilangkan kesan masculine	3.9	Intra-Sentential Switching	Talking about particular topic
10.	<i>He has tried the natural colour facial hair</i> . Warna <i>facial hair</i> yang natural selalu <i>in-style</i> dan terlihat bagus.	3.10	Inter-Sentential Switching & Intra-Sentential Switching	Talking about particular topic
11.	Anda tidak perlu repot mewarnai <i>facial hair</i> agar terlihat lebih muda. <i>If you going great, don't worry.</i>	3.11	Intra-Sentential Switching & Inter-Sentential Switching	Showing empathy about something
12.	Coba lihat gaya George Cloony yang tampak keren dan percaya	3.12	Intra-Sentential & Inter – Sentential	Talking about particular topic

	diri dengan warna asli <i>his facial hair</i> . <i>Be confident</i> .		Switching	
13.	<i>Last but not least</i> , kalau kamu tidak punya banyak waktu untuk menjaga potongan <i>facial hair</i> , <i>just cut them all off and</i> coba gaya <i>clean shaven</i> .	3.13	Intra-Sentential Switching	Interjection
14.	Untuk mendapatkan tampilan <i>clean shaven</i> ini, juga dibutuhkan perawatan rutin. <i>So that</i> , rajinlah mencukur agar wajah tetap bersih dan mulus.	3.14	Intra-Sentential & Inter-Sentential Switching	Interjection
15.	<i>With this clean shaven</i> , kamu akan tampak professional.	3.15	Intra-Sentential Switching	Talking about particular topic
16.	But hey, tidak ada salahnya mencoba untuk bereksperimen dengan <i>facial hair style</i> , <i>right</i> ?	3.16	Tag Switching	Interjection
17.	<i>So, fashion people</i> itu tadi <i>5 most timeless facial hair style for men</i> yang bisa kamu coba. <i>Which one is your favorite</i> ?	3.17	Tag Switching	Talking about particular topic

Appendix 4 : Table of Findings

THE SUMMARY OF ANALYSIS

4. Video 4 / Episode “5 Most Audrey Hepburn's Essential Items”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1.	<i>They say that Fashions fade style is eternal.</i> Tren bisa datang dan pergi, tetapi <i>style</i> yg klasik dan unik bisa bertahan selamanya.	4.1	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
2.	Kita bisa melihat contoh <i>style</i> yang <i>eternal</i> dari sosok Audry Hepburn. Meskipun sudah 50 tahun yang lalu, <i>fashion item</i> khas Audrey masih bisa di pakai oleh wanita jaman sekarang.	4.2	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
3.	Tidak hanya LBD atau <i>Long Black Dress</i> , masih banyak fashion item lainnya yang bisa menjadi tren masa kini. <i>Do you want to know more of her iconic style, right? This is 5 most.</i>	4.3	Tag Switching	Intention of Clarifying the Speech Content For the Interlocutor
4.	<i>Everybody loves audrey hepburn's style.</i> Audrey Hepburn menjadi <i>style icon</i> paling <i>populer</i> karena ia tau apa yang terlihat bagus padanya dan apa yang tidak. <i>She knows exactly how to work her fashion.</i>	4.4	Intra-Sentential Switching & Inter-Sentential Switching	int used for Clarification

5.	<i>Anyway, ada 5 item paling essential yang lengkap dengan look-nya. First item is Ballet flats.</i>	4.5	Intra-Sentential Switching & Inter-Sentential Switching	Interjection
6.	Pada tahun 1957, Audrey Hepburn memakai sepasang <i>ballet flats</i> dalam filmnya yang terkenal "Funny Face". <i>Ballet Flats</i> yang dipakai dengan atasan dan <i>top trouser</i> serba hitam, menjadi salah satu <i>style</i> Audrey yang paling <i>memorable</i> .	4.6	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
7.	Apalagi sejak <i>ballet flats</i> muncul pada film "Funny Face". <i>Ballet flats</i> menjadi <i>trend fashion</i> yang diminati banyak wanita and <i>of course</i> hingga saat ini <i>ballet flats never go out of trend</i> .	4.7	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
8,	Kedua adalah <i>plaid shirt</i> . <i>Yes, plaid shirt</i> tidak hanya menjadi tren <i>fashion</i> di tahun 2014 tapi juga pada era Audrey Hepburn.	4.8	Intra-Sentential & Inter- Sentential Switching	Repetition used for Clarification
9.	Untuk mendapatkan <i>style</i> ala Audrey Hepburn Cukup padukan fashion item umum seperti <i>White skirt and Wooden Wedges</i> . <i>And this look is the perfect partner for summer</i> .	4.9	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic

10.	Ketiga adalah <i>Stripes Shirt</i> . Untuk mendapatkan style ala Audrey Hepburn, padukan <i>stripes shirt</i> dengan celana <i>jeans</i> panjang atau celana pendek <i>casual</i> .	4.10	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
11.	Keempat adalah <i>midi skirt</i> . Padukan <i>midi skirt</i> putih dengan <i>wedges sandal</i> and <i>you will find your new summer uniform</i> .	4.11	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
12.	Serupa dengan film <i>funny face</i> , <i>look</i> ala musim panas Audrey Hepburn menjadi terkenal berkat film <i>Roman holiday</i>	4.12	Intra-Sentential Switching	Talking about particular topic
13.	<i>Voila</i> , kelima adalah <i>Sleeveless Dress</i> hitam.	4.13	Intra-Sentential Switching	Talking about particular topic
14.	<i>Yes of course</i> , Audrey Hepburn pernah mengatakan sebuah <i>quote</i> “ <i>my look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses</i> ”	4.14	Intra-Sentential Switching	Quoting Somebody Else
15.	Jadi utk bergaya ala Audrey Hepburn, kamu cukup memakai <i>Long Black Dress</i> tanpa lengan dan <i>oversize sunglasses</i> . <i>So that, you have it, 5 most essential items of Audrey Hepburn's look</i> .	4.15	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic

Appendix 5 : Table of Findings

THE SUMMARY OF ANALYSIS

5. Video 5 / Episode “Arti Fashion Untuk Kimmy Jayanti”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1.	<i>Arti fashion buat aku, Fashion is a piece of artwork as self expression and a lifestyle.</i>	5.1	Inter-Sentential Switching	Repetition used for Clarification
2.	<i>Item fashion favorit saya, I could say "Taihai boots and Kamii So top. Why ? The simply because I love them.</i>	5.2	Tag Switching	Talking about particular topic
3.	<i>Role model aku dalam fashion Rihanna as exist cameleon and Victoria Beckham as a fashionable mom.</i>	5.3	Intra-Sentential Switching	Expressing Group Identity
4.	<i>Style sehari-hari, aku menyebutnya Classic boyish chic. Why? Because sometimes aku memadukan minimalis style dengan sneakers and beberapa accessories jadi membuat penampilanku terlihat lebih muda.</i>	5.4	Tag Switching	Talking about particular topic
5.	<i>Ok, arti ilook buat aku. that such a deep question, because you know that ilook is my job and that's what</i>	5.5	Tag Switching	Interjection

	<i>I'm doing now, dengan great teamwork yang aku punya saat ini, tim-tim kreatif, teman – teman aku, dan juga bukan hanya pemirsa ilook di rumah</i>			
6.	Aku juga disini sebagai <i>presenter</i> , aku juga belajar banyak dari ilook, <i>and thank you so much it's such an honour to be part of this TV show. iLook, I love you.</i>	5.6	Intra-Sentential & Inter-Sentential Switching	Talking about particular topic
7.	<i>My favourite moment</i> selama berada di ilook. <i>Well, most of them is my favorite moment</i> , apalagi pada saat <i>gimmick</i> yang membuat aku menjadi org lain dan aku bisa menjadi diriku sendiri, seperti “Kimmy hari ini harus jadi joker gitu <i>and you can do whatever you want kimmy as crazy as you are, Kimmy</i> ”.	5.7	Intra-Sentential Switching	Talking about particular topic
8.	<i>You know, this is the job I really want. So that, I can be myself.</i> Karena ilook mempercayakan aku sebagai seorang <i>presenter</i> yang menjadi diriku sendiri.	5.8	Inter-Sentential Switching	Talking about particular topic

Appendix 6 : Table of Findings

THE SUMMARY OF ANALYSIS

6. Video 6 / Episode “DIY - Rockstar”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1.	Para Rocker terlihat sangat <i>excited</i> dalam memperlihatkan <i>style</i> – nya.	6.1	Intra-Sentential Switching	Talking about particular topic
2.	Bukan hanya musiknya, tapi juga <i>style fashion</i> para <i>rockstars</i> juga menjadi tren. Seperti Rihanna and Pink yg selalu <i>walking the rockstar's look</i> . Cukup mudah untuk mendapatkan <i>look</i> ini. <i>Leather jacket, black outfit, boot, and accessories</i> adalah ciri dari <i>rocker style</i> .	6.2	Intra-Sentential Switching & Inter-Sentential Switching	Expressing Group Identity

Appendix 7 : Table of Findings

THE SUMMARY OF ANALYSIS

7. Video 7 / Episode “Fashionary Hijab”

No.	Dialogue / Utterances	Data	Type of Code Switching	The Reason to do Code Switching
1.	Salah satu <i>highlight fashion</i> tahun ini adalah <i>hijab fashion</i> . <i>Yes, it's not always skirts and trousers</i> , tetapi penutup kepala juga sudah mengalami evolusi <i>style</i> , hingga sekarang menjadi <i>trending fashion item</i> .	7.1	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
2.	<i>Do you know guys</i> , pemakaian penutup kepala sudah ada sejak jaman romawi kuno saat itu penutup kepala dianggap penanda kelas sosial.	7.2	Intra - Sentential Switching	Talking about particular topic
3.	<i>Another fun fact</i> , hijab yang kita tahu saat ini, ternyata sudah digunakan sejak awal abad ke-19 dan bukan sebagai praktik keagamaan	7.3	Intra-Sentential Switching	Talking about particular topic

4.	Ada banyak jenis hijab sebelum bentuk yang kita kenal sekarang. <i>That in the day</i> , banyak yang menggunakan pashmina hijab yang banyak dipadukan dengan gamis, dan <i>hijab basic</i> segi empat	7.4	Intra-Sentential Switching	Talking about particular topic
5.	<i>How about the colours?</i> warna2 basic seperti putih, hitam, krem, dan abu2 adalah pilihan utama pada masa itu. <i>But don't worry</i> , saat ini warna hijab sudah bervariasi.	7.5	Tag Switching	Showing empathy about something
6.	Gaya hijab yang terkesan sederhana dan apa adanya, sekarang sudah berubah menjadi lebih <i>unique and absolutely more colorful</i> .	7.6	Intra-Sentential Switching	Talking about particular topic
7.	Permainan bentuk, motif, dan warna membuat kamu tampil <i>stylish from head to toe</i> , salah satunya adalah <i>turban style</i> .	7.7	Intra-Sentential Switching	Talking about particular topic
8.	<i>Turban style</i> adalah <i>one of hijab style</i> . Kesan <i>chic and urban</i> bisa kamu dapatkan dengan <i>turban style hijab</i> .	7.8	Intra-Sentential Switching & Inter-Sentential Switching	Talking about particular topic
9.	Dengan <i>hijab tutorial</i> yang mudah diakses. <i>Now there is no reason not to be creative with your hijab</i> . <i>Happy trying, fashion people</i> .	7.9	Intra-Sentential Swithing & Inter-Sentential Switching	Talking about particular topic

Appendix 1 : Data Transcription

Video “Dictionary - Women’s Bag” by Kimmy J in iLook

Utterance 1 : Bicara tentang *fashion item* wanita tidak akan ada habisnya,

especially this one, Bag. Tas adalah item yang sangat penting untuk wanita.

Utterance 2 : *Make up pouch, hand sanitizer, mint candy, notebook,* dan item2

berguna lainnya bisa kita bawa dalam satu tas.

Utterance 3 : *Envelope bag, shoulder bag, and backpack bag* adalah jenis tas

yang paling banyak digemari. Coba cari jenis tas favorit kamu *on our dictionary.*

Appendix 2 : Data Transcription

Video “Dictionary - Woman’s Sleeves Dress” by by Kimmy J in iLook

Utterance 6 : Banyak tipe pakaian wanita yang mungkin sudah sering kamu

gunakan mulai dari *dress, blouse, shirt, t-shirt,* sampai *sweater.*

Utterance 7 : 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?*

Utterance 8 : Setiap tipe lengan baju yang kamu pakai memiliki nama yang

berbeda sesuai ciri khasnya. contohnya *batwing sleeves,* seperti

namanya yang berarti sayap kelelawar. Tipe lengan baju ini

memiliki ciri yang melebar dibagian lengan dan mengecil dibagian

pergelangan tangan. *Yes, it's a batwing. Let's learn some more with dictionary.*

Appendix 3 : Data Transcription

Video “5 Most Timeless Facial Hairstyles For Men” by Kimmy J in iLook

Utterance 7 : Model Potongan janggut atau kumis yang tebal dan berantakan membuatmu terlihat *cool* ? *Think again.*

Utterance 8 : *First, short circle beard. Facial hair* tipis dan rapi yang melingkari area mulut *makes you looked great. Model facial hair* ini membuat tulang rahang menonjol dan terlihat masculine. For your information, *facial hair* model ini butuh perawatan yang rutin ketika *facial hair* sudah mulai tumbuh tebal pastikan kamu selalu mencukurnya agar bentuk tipisnya tetap terjaga.

Utterance 9 : *Facial hair style* yang juga jadi favorit banyak pria adalah kumis. Ada banyak model kumis yang menjadi favorit para pria *but the most timeless and classic one* adalah model lurus menutupi bagian atas bibir. Model kumis yang tidak tepat bisa tampak membuatmu lebih jadul. *So stay to the right one.*

Utterance 10 : Berikutnya, *five o'clock shadow. Model facial hair* ini memiliki potongan tipis di area seputar dagu, rahang, dan bagian atas bibir. *This is the best style* untuk pria yang memiliki pertumbuhan *facial hair* yang cepat. Keuntungan dari *facial hair* ini adalah membuat penampilan lebih serius dan terawat, tanpa menghilangkan kesan *masculine.*

Utterance 11 : *Try the natural colour facial hair.* Warna *facial hair* yang natural selalu *in-style* dan terlihat bagus.

Utterance 12 : Tidak perlu repot mewarnai *facial hair* agar terlihat lebih muda. *If you going great don't worry.* Coba lihat gaya George Cloony yang tampak keren dan percaya diri dengan warna asli *his facial hair.* *Be confident..!*

Utterance 13 : *Last but not least,* kalau kamu tidak punya banyak waktu untuk menjaga potongan *facial hair, just cut them all off* and coba gaya *clean shaven.* Untuk mendapatkan tampilan *clean shaven* ini, juga dibutuhkan perawatan rutin. *So that,* Rajinlah mencukur agar wajah tetap bersih dan mulus. *With this clean shaven,* kamu akan tampak professional.

Utterance 14 : Kebanyakan wanita lebih menyukai wajah pria yang bersih dibandingkan yang berkumis atau berjanggut. But hey, tidak ada salahnya mencoba untuk bereksperimen dengan *facial hair style, right? So fashion people* itu tadi *5 most timeless facial hair style for men* yang bisa kamu coba. *Which one is your favorite?*

Appendix 4 : Data Transcription

Video “5 Most Audrey Hepburn's Essential Items” by Kimmy J in iLook

Utterance 15 : *They say that Fashions fade style is eternal.* Tren bisa datang dan pergi, tetapi *style* yg klasik dan unik bisa bertahan selamanya. Kita bisa melihat contoh *style* yang *eternal* dari sosok Audry Hepburn. Meskipun sudah 50 tahun yang lalu, fashion item khas Audrey masih bisa di pakai oleh wanita jaman sekarang.

Utterance 16 : Tidak hanya LBD atau *Long Black Dress,* masih banyak *fashion*

item lainnya yang bisa menjadi tren masa kini. *Do you want to know more of her iconic style, right? this is 5 most.*

Utterance 17 : *Everybody loves audrey hepburn's style.* Audrey Hepburn menjadi *style icon* paling populer karena ia tau apa yang terlihat bagus padanya dan apa yang tidak. *She knows exactly how to work her fashion.* Anyway, ada 5 item paling *essential* yang lengkap dengan *look-nya.* *First item is Ballet flats.*

Utterance 18 : Pada tahun 1957, Audrey Hepburn memakai sepasang *ballet flats* dalam filmnya yang terkenal "Funny Face". Ballet Flats yang dipakai dengan atasan dan top trouser serba hitam, menjadi salah satu style Audrey yang paling *memorable.* Apalagi sejak *ballet flats* muncul pada film "Funny Face". *Ballet flats* menjadi trend fashion yang diminati banyak wanita and *of course hingga saat ini Ballet flats never go out of trend.*

Utterance 19 : Kedua adalah *Plaid Shirt.* Yes, *Plaid Shirt* tidak hanya menjadi tren *fashion* di tahun 2014 tapi juga pada era Audrey. Untuk mendapatkan *style* ala Audrey Hepburn. Cukup padukan fashion item umum seperti *White skirt and Wooden Wedges.* *And this look is the perfect partner for summer.*

Utterance 20 : Ketiga adalah *Stripes Shirt.* Untuk mendapatkan style ala Audrey Hepburn, padukan *stripes shirt* dengan celana *jeans* panjang atau celana pendek *casual.*

Utterance 21 : Keempat adalah *midi skirt.* Padukan *midi skirt* putih dengan *wedges sandal* and *you will find your new summer uniform.* Serupa dengan film *funny face,* tampilan ala musim panas Audrey Hepburn menjadi terkenal berkat film *Roman holiday.*

Utterance 22 : *Voila, kelima adalah Sleeveless Dress hitam. Yes of course, Audrey*

Hepburn pernah mengatakan sebuah *quote my look is a teenable, woman can looked like Audrey Hepburn by flipping out their hair by a large sunglasses and a little sleeveless dresses.* Jadi utk bergaya ala Audrey Hepburn, kamu cukup memakai *Long Black Dress* tanpa lengan dan *oversize sunglasses.* *So that, you have it, 5 most essential items of Audrey Hepburn's look.*

Appendix 5 : Data Transcription

Video “Apa Arti Fashion Untuk Kimmy Jayanti” in iLook

Utterance 23 : *Arti fashion buat aku, Fashion is a piece of artwork as self expression and a lifestyle.*

Utterance 24 : *Item fashion favorit saya, I could say "Taihai boots and Kamii So top. Why ? The simply because I love them.*

Utterance 25 : *Role model aku dalam fashion Rihanna as exist cameleon and Victoria Beckam as a fashionable mom.*

Utterance 26 : *Style sehari-hari, aku menyebutnya Classic boyish chic.*

kenapa? Because sometimes aku memadukan minimalis style dengan sneakers and beberapa accessories jadi membuat penampilanku terlihat lebih muda.

Utterance 27 : *Ok, arti ilook buat aku. that such a deep question, because you*

know that ilook is my job. That's what I'm doing now, dengan great teamwork yang aku punya saat ini, tim-tim kreatif, teman – teman aku, dan juga bukan hanya pemirsa ilook di rumah. Aku juga disini sebagai presenter, aku juga belajar banyak dari ilook, and thank you so much it's such an honour to be part of this TV show. iLook, I love you.

Utterance 28 : *My favourite moment* selama berada di ilook. *Well, most of them*

is my favorite moment, apalagi pada saat gimmic2 yang membuat aku menjadi org lain dan aku bisa menjadi diriku sendiri, seperti “Kimmy hari ini harus jadi joker gitu and you can do whatever you want kimmy as crazy as you are, Kimmy”. You know, this is the job I really want, because I can be myself. Senang rasanya karena ilook mempercayakan aku sebagai seorang pembawa acara yang menjadi diriku sendiri”.

Appendix 6 : Data Transcription

Video “DIY - Rockstar” by Kimmy J in iLook

Utterance 29 : *Rock n roll* bukan hanya tentang musik, tapi juga tentang penampilan.

Utterance 30 : Para Rocker terlihat sangat *excited* dalam memperlihatkan *style* nya. Bukan hanya musiknya, tapi juga *style fashion* para *rockstars* juga menjadi tren. Seperti Rihanna and Pink yg selalu *walking the rockstar's look*. Cukup mudah untuk mendapatkan *look* ini. *Leather jacket, black outfit, boot, and accessories* adalah ciri dari *rocker style*

Appendix 7 : Data Transcription

Video “Fashionary Hijab” by Kimmy J in iLook

Utterance 31 : Salah satu *Highlight fashion* tahun ini adalah *hijab fashion*. *Yes, it's*

not always skirts and trousers, tetapi penutup kepala juga sudah mengalami evolusi *style*, hingga sekarang menjadi *trending fashion item*.

Utterance 32 : . *Do you know guys*, pemakaian penutup kepala sudah ada sejak jaman romawi kuno saat itu penutup kepala dianggap penanda kelas sosial.

Utterance 33 : *Another fun fact*, hijab yang kita tahu saat ini, ternyata sudah digunakan sejak awal abad ke-19 dan bukan sebagai praktik keagamaan

Utterance 34 : Ada banyak jenis hijab sebelum bentuk yang kita kenal sekarang. *That in the day*, banyak yang menggunakan pashmina hijab yang banyak dipadukan dengan gamis, dan *hijab basic* segi empat. *How about the colours?* warna2 basic seperti putih, hitam, krem, dan abu2 adalah pilihan utama pada masa itu. *But Don't worry fashion people*, saat ini hijab sudah bervariasi.

Utterance 35 : Gaya hijab yang terkesan sederhana dan apa adanya, sekarang sudah berubah menjadi lebih *unique and absolutely more colorful*. Permainan bentuk, motif, dan warna membuat kamu tampil *stylish from head to toe*, salah satunya adalah *turban style*.

Utterance 36 : *Turban style* adalah *one of hijab style*. Kesan *chic* and urban bisa

kamu dapatkan dengan *turban style hijab*.

Utterance 37 : Dengan perkembangan hijab yang semakin bervariasi, *it means*

mulai bermunculan juga *blogger hijab*, komunitas, hingga tutorial berhijab. Banyak *blogger hijab* yang sudah mendunia dan menginspirasi para kaum hijabers mancanegara. Dengan hijab tutorial yang mudah diakses. *Now there is no reason not to be creative with your hijab. Happy trying, fashion people.*



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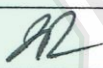









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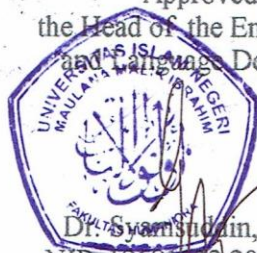
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