A Sociolinguistics Analysis of English Code-Switching in YouTube Podcast

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Abstract

This research examined the instances of code-switching based on the theory of Hammers and Blanc (2003) in Deddy Corbuzier's podcast content with Cinta Laura Keihl on his own YouTube channel. It focuses solely on Deddy Corbuzier's utterance. Consequently, there are two goals of this study. The first objective was to determine the type of code-switching, and the second was to determine the frequency of each type to determine which type of code-switching Deddy Corbuzier uses most frequently. Considering the research's data and objectives, the researcher employed the qualitative descriptive method to conduct this research. The data was deemed qualitative because it consisted of written and spoken words as opposed to numbers. And to analyze the data, the writer uses a sociolinguistics approach. Based on the data findings, Deddy Corbuzier performed code-switching at least 79 times in the collected data: 39 times (49.36%) for intra-sentential switching, 36 times (45.56%) for inter-sentential switching, and 4 times (5.06%) for tag-switching. Thus, it can be seen that intra-sentential switching is the type of code-switching that most often appears, which is 39 times, or 49.36%.

Keywords: Code-Switching, Sociolinguistics, YouTube Podcast

1. INTRODUCTION

Bloomfield (1976) states that "language is a system of arbitrary symbols of sound that enables all humans to construct a culture or learn a system of cultures in order to communicate or interact." According to Jack Ricard (1995), language is a system of sound-composing structures for human communication that expresses the larger unit of meaning. Based on the opinions of the aforementioned experts, it can be concluded that language plays an essential role in interaction. In addition to being one of the most important means of communication, language is also one of the abilities that only humans possess. This is what differentiates human interaction from the interactions of other species on earth. As a

result, language can be broadly defined as a sound system that has meaning, is a symbol of sound, and is spoken from a system of human arbitrage in reasonable circumstances as a means of communication.

Changes in language are both internal and external. Internal language development will be examined through the lens of historical studies, examining the changes and evolutions of languages based on their historical development. However, sociolinguistic studies will investigate external language development by analyzing and observing changes and developments in language that are influenced by sociocultural factors that occur in society. Internal changes initially occurred in the behavior of speakers in their daily lives to conform to each other, followed by a tendency to innovate in familiar groups of people, then by other changes in chains, which eventually resulted in the languages becoming distinct from one another despite having originated from the same language family. External language change is a change and development of language caused by the contact of one language with another, where humans, as culturally social beings, have been interconnected between nations in the world and between ethnic groups within a country.

Language and society cannot be separated. Language is a social product with various links that humans use to communicate and interact with one another. People need language as their main communication tool to be able to interact with others. People can easily express themselves. For sure, without language, someone will have difficulty communicating, interacting, and expressing themselves. Language is closely related to society, so when there is a change in society, the language used will change. Moreover, the development of this language causes the function and use of language to become more varied. It is not only the function of language but also a social communication tool for personal identity. When a person speaks a certain language, for example, he or she indirectly indicates to others that he or she is from the area where the language is spoken.

Language learning falls under psycholinguistics, sociolinguistics, linguistics, neurolinguistics, etc. in the realm of theory. Each area of language acquisition has its own applications. Nonetheless, they continue to communicate with one another. The author examines the sociolinguistics-related language field in this research. Sociolinguistics is one of the disciplines within linguistics. Sociolinguistics is the study of the relationship between language and society, the application of different languages in dissimilar social contexts, identifying the social functions of language and using it to convey social meanings, and providing a wealth of information regarding the relationship between language functions and community social relations. Sociolinguistics is the study of how social groups use specialized language. Numerous social factors, such as race, religion, socioeconomic status, gender, level of education, and age, divide it.

Nowadays, one of the phenomena of sociolinguistics in this era of globalization is the ability of someone to speak two or more languages in their daily lives. This phenomenon is called bilingualism or multilingualism. Usually, this phenomenon can occur in an environment where the average resident is capable of speaking more than one language. Also, this phenomenon happens in Indonesia, where its people are now becoming more familiar with foreign languages, especially English. This is due to the widespread use of large portions in English, particularly in the realm of entertainment. Usually, a bilingual or multilingual person mixes or switches the language from one language to another when they are speaking. This condition is called code-switching. It is due to someone who often selects codes and switches back and forth from one language to another.

Vogt assumes that code-switching is not only common but also natural. He suggests that all languages, if not all language users, are exposed to language contact and that contact phenomena, such as language alternation, are a crucial aspect of language change. According to Gardener (2009), code-switching occurs when a speaker transitions from one language to another or from one code to another. It explains that code-switching occurs not only when the language is changed but also when the code is changed (dialect, intonation, and so forth). The phenomenon of code-switching has long piqued the interest of scholars who have investigated what causes such occurrences. The code-switching phenomenon has become a trend or style of speaking in society, especially among young people. They are accustomed to code switching or mixing in their speech. The phenomenon of code-switching can be found in spoken or written language. Normally, it can occur in spoken language because someone directly interacts and communicates with other people. Without realizing it, code-switching will likely occur in face-to-face conversations.

With the advancement of technology, it is easy to find social media users who mix or switch their languages. YouTube is one of the most prominent social media platforms. YouTube allows anyone to upload and view videos. According to Kabilin (2012), YouTube is a video-sharing website where users can upload and share videos. Presently, the most popular content on YouTube is podcasts, in which the host invites experts or guests who are certainly relevant to the topic being discussed. Deddy Corbuzier is one of the YouTubers or artists known for his content podcast. Deddy Corbuzier is a YouTuber and bilingual artist. He is bilingual in Indonesian and English. When speaking with people, he frequently switches between languages. The intensity of his code-switching and code-mixing depended on who he was speaking with. Based on the preceding explanation, the researcher was interested in analyzing the type of code-switching and identifying the most prevalent type of code-switching used by Deddy Corbuzier on his podcast.

2. RESEARCH METHOD

Considering the research's data and objectives, the researcher employed the qualitative descriptive method to conduct this research. The data was deemed qualitative because it consisted of written and spoken words as opposed to numbers. Qualitative research is an independent field of study. It transcends disciplines, fields, and topics. This study aimed to describe the type of code-switching and identify the most prevalent type of code-switching used by Deddy Corbuzier on his podcast. To analyse the data, the writer uses a sociolinguistics approach. In this study, the writer uses a qualitative descriptive method. According to Bogdan (1998), qualitative research does not use the term "population," but rather refers to social situations as having three components: place, activity, and actors. Thus, in this research, the subject of the study is Deddy Corbuzier. The data was obtained from Deddy Corbuzier's YouTube channel, where the video taken for analysis was a podcast video between Corbuzier and Cinta Laura Keihl. The focus of the study was to analyze Deddy Corbuzier's speeches for code-switching.

The researcher was the primary instrument in this research. The researcher was primarily responsible for collecting and documenting the data. Given that comprehension is the primary objective of this research, which is immediately responsive and adaptable, this is the optimal method of data collection and analysis. (Meriam, 2001,p.5). The researcher needed a book, pen, mobile phone, wifi, digital dictionary, and laptop to make his work easier. The researcher, as the instrument of research, is responsible for collecting and analyzing the data, stating the research focus, selecting an informant as a data source, compiling the data, making comparisons with the data, and drawing conclusions about the case. In addition to the research as the primary instrument, the second instrument is the video broadcast as the document to be analyzed. The document utilized in this study is the primary source; the researcher directly analyzed the video broadcast. In this research, the researcher uses the theory by Hoffman (1991) to analyze the types of code-switching. In analyzing the data, the researcher took some steps. First, the researcher transcribes the utterances of code-switching. Second, the researcher classifies the code-switching utterances based on their classification. And lastly, the data were put into the data tabulation.

3. FINDINGS AND DISCUSSION

Based on the theory of Hamers and Blanc (2003), researchers found that Deddy Corbuzier uses three types of code-switching: intra-sentential switching, inter-sentential switching, and tag-switching. Deddy Corbuzier and Cinta Laura Keihl revealed in a podcast on Deddy Corbuzier's YouTube channel that researchers discovered at least 79 instances in which Deddy Corbuzier changed code from Indonesian to English or vice versa. The three types of code-switching are elaborated in each item.

3.1 Intra-Sentential Switching

Switching within the clause or sentence boundary, including the word boundary, constitutes intra-sentential switching (Hamers and Blanc, 2003). Intra-sentential switching can be accomplished by inserting single words (nouns, verbs, adverbs, adverbials) or phrases (noun phrases, adverb phrases, adjective phrases, and so on). It is possible for intra-sentential switching to change from Indonesian to English and vice versa. Based on the analysis of the data, it has been determined that in the podcast Deddy Corbuzier with Cinta Laura Keihl, Deddy Corbuzier uses intra-sentential switching 39 times, with 32 data points involving intra-sentential switching from Indonesian to English and 7 data points involving intra-sentential switching from English to Indonesia. Some Deddy Corbuzier expressions, including intra-sentential switching, will be discussed below.

Table 1. Data 1 Switch Indonesia to English

Data 1	*...gue literally gue itu lagi nonton Netflix...*
	...I'm literally watching Netflix...

According to the aforementioned statement, Deddy Corbuzier switched from Indonesia to English. "Literally" which is an adverb in English has been inserted. In Indonesia sentences, the word "literally" is inserted in the middle position. The insertion is observed to be at the sentence boundary.

Table 2. Data 2 Combination Indonesia and English

Data 2	*...dan begini "this is my plan" yaa rencananya gue adalah oke dia jam 5 datang kesana...*
	…And here is my plan: she will come at five o'clock…

This utterance contains a language combination of Indonesia and English. Deddy Corbuzier first used the Indonesian language, i.e., "dan begini," then continued his sentence using English, i.e., "this is my plain," and the sentence was repeated again in Indonesia with the same meaning. Deddy Corbuzier's expression belongs to the intra-sentential switching type because it is still within the bounds of the sentence.

Table 3. Switch Indonesia to English within a Single Sentence

Data 3	*...dan your mom keluar pada saat itu ketemu gue di jalan...*
	…And your mom came out at the time and met me on the road…

In the table 3 the data show that Deddy Corbuzier switches from Indonesian to English within a single sentence. Deddy Corbuzier inserted "your mother" into the sentence.

Table 4. Transition English to Indonesia

Data 4	*...I mean is that people really ngomong gitu ke lo?...*
	...I mean, do people really talk to you like that?...

In table 4 the assertion showed that Deddy Corbuzier transitions from English to Indonesia. There is a combination of Indonesia and English in the preceding question sentence. The transition from English to Indonesia is "I mean, is that people really," where the English sentence is incomplete and the Indonesia sentence continues.

Table 5. code-switching English to Indonesia

Data 5	*...settle in a sense of ya sudah melanjutkan hidup, ya sudah dapat gaji dari kantor ya sudah menikmati sisa hidup...*
	...settle in the sense of "oke, get on with life, get a salary from the office, and enjoy the rest of life."...

In the sentence spoken by Deddy Corbuzier, there was code-switching from English to Indonesia. "Settle in the sense of" is a rudimentary English sentence. To complete the sentence, Deddy Corbuzier continued to use the Indonesian language.

Table 6. intra-sentential switching

Data 6	*...do you know why in Disney mereka ending-nya happily ever after?...*
	...Do you know why, in Disney, they end up living happily ever after?...

In this case, Deddy Corbuzier inserted the Indonesian word "mereka" into the sentences that are overall in English. The language change made is still within the sentence limit. It can be inferred from some of the data that have been explained that intra-sentential switching occurs because the change of language to another language is still within the sentence boundary.

3.2 Inter-Sentential Switching

Inter-sentential switching is a switch at the clause or sentence boundary between one clause in one language and the other clause in another language, according to Hamers and Blanc (2000:259). This type of code-switching is described in Deddy Corbuzier's podcast with Cinta Laura Keihl as follows:

Table 7. Data 1 inter-sentential switching from Indonesia to English

Data 1	*...dan gue akan datang sekitar setengah empatan lah terus gue nge-gym dulu, so I get my body pumped...*
	And I will come about halfway through the gym first, so I can get my body pumped.

From the sentences above, it can be seen that the sentences consist of two sentences. The first sentences were in Indonesian, i.e., "dan gue datang sekitar setengah empatan lah terus gue nge gym dulu," then Deddy Corbuzier switched into English, i.e., "so I get my body pumped." The utterance above was classified as inter-sentential switching from Indonesia to English.

Table 8. Data 2 inter-sentential switching from Indonesia to English

Data 2	*…tapi kalau pakai kacamata, is it oke…*
	But if you wear glasses, is it okay?

In table 8 that in data can be seen that there are two clauses in a sentence uttered by Deddy Corbuzier. The first clause is entirely in Indonesian, i.e., "tapi kalau pakai kacamata," with no other language inserted, and the second clause is entirely in English, i.e., "is it okay?" with no other language inserted. As a result, this data set pertains to inter-sentential switching from Indonesia to English.

Table 9. Data 3 inter-sentential switching from Indonesia to English

Data 3	*...Cinta gimana rasanya jadi lo ya? I'm trying to speak in Indonesia...*
	...Cinta how does it feel to be you? I'm trying to speak in Indonesia...

In the table 9 shows data that first sentence is spoken by Deddy Corbuzier using Indonesia without any inserts from other languages (English). Then, the next sentence is changed to English. Due to the language change made by Deddy Corbuzier between the two sentences, this data includes inter-sentential switching from Indonesia to English.

Table 10. Data 4 inter-sentential switching from Indonesia to English

Data 4	*...just explain her it's her fault, karena chat terakhir dia jam 5, itu yang nancep di otak gue jam 5...*
	...Just tell her it's her fault because the last conversation she had was at 5 o'clock, the one in my mind, at 5 o'clock...

Deddy Corbuzier changed his language in the previous data from an Indonesian sentence to English. In this data, Deddy Corbuzier started his sentence using English, which is "just explain her, it's her fault," then he replaced the next sentence using Indonesian, which is "karena chat terakhir dia jam 5, itu yang nancep di otak gue jam 5."

Table 11. Data 5 inter-sentential switching from English to Indonesia

Data 5	*...oke you don't need to say it, karena gue udah tahu dia nunggu gue satu jam...*
	...Okay, you don't have to say anything because I already know he's been waiting for me for an hour...

In the table 11 shows the fifth data is the same as the fourth data. The above sentence belongs to the code-switching type that is inter-sentential switching from Indonesia to English because of the language change made by Deddy Corbuzier from English to Indonesia between two sentences or two clauses.

Table 12. Data 6 inter-sentential switching from English to Indonesia

Data 6	*...it doesn't help it all, gue kesel banget...*
	...It doesn't help at all, and I'm really dejected...

The next data from inter-sentential switching from English to Indonesia shows there are two sentences where the first sentence uses English, namely "it doesn't help it at all," followed by the second sentence which also uses English, namely "gue kesel banget." It can be concluded from some of the data that has been displayed and then explained that code-switching type inter-sentential switching occurred

between two sentences or clauses where the first sentence all uses one language and the other sentences all use other languages.

3.3 Tag-switching

Hamers and Blanc (2003) stated that tag-switching or extra-sentential switching is where the speaker inserts a tag from one language into an utterance that is entirely in the other language. (p.260). "Tag" means to add or insert in Indonesian. Tag-switching means adding a word tag (such as okay, well, so what, by the way, so, etc.) to a sentence that is entirely in another language (in this context, Indonesian). In this study, the researcher discovered three sentences containing tag-switching, one of which occurred from Indonesia to English and the other two from English to Indonesian.

Table 13. Data 1 Tag-Switching from Indonesia to English

Data 1	*...Terus kita ngomongin podcast jam 5 oke...*
	…Then we'll talk about podcasts at 5 p.m., okay?...

In the sentence above, there is the word "okay" inserted at the end of the sentence. The use of the word "tag" in a sentence written entirely in Indonesian is referred to as code-switching type tag-switching from Indonesia to English.

Table 14. Data 2 Tag-word in English

Data 2	*...oke, so what jadi siapa Cinta Laura itu?...*
	...So, who exactly is Cinta Laura?...

In the preceding sentence, the word "okay, so what" is a tag word in English inserted at the beginning of the sentence, which is then continued by Deddy Corbuzier in Indonesian.

Table 15. Data 3 Extra-Sentential Switching

Data 3	*...You know Cinta, gue punya teman teman di angkatan gue yang gue temuin saat reuni...*
	...You know Cinta, I have friends in my class that I met at the reunion...

The word "you know" also includes the tag word, where the word is inserted at the beginning of the sentence just like the second data. Some of the data in table 15 described above indicate that tag-switching, also known as extra-sentential switching, occurs when speakers insert a tag from one language into an utterance that is overall in another language.

Frequency of Code-Switching

The first data table 16 describes the syntactic category of code-switches for each code-switching type. The table reveals that single nouns and independent clauses occur frequently in the intra-sentential switching syntactic type at a rate of approximately 17.94%, whereas the independent clause occurs most frequently in the inter-sentential switching syntactic type at a rate of 33 or 91.66%. It is most common for

subordinate conjunction switching tags to occur twice, or 50%, and once in verbs and subordinate clauses, or approximately 50%. For more details, see Table 1.

Table 16. Syntactic Category of Switch

Syntactic category of switch	Type of code-switching					
	Intra-sentential switching	%	Inter-sentential switching	%	Tag-switching	%
Single (noun)	7	17,94	-	0	-	0
Noun phrase	2	5,12	-	0	-	0
Verb	4	10,25	-	0	1	25
Verb phrase	-	0	-	0	-	0
Pronoun	3	7,69	-	0	-	0
Adjective	3	7,69	-	0	-	0
Adverb	6	15,38	-	0	-	0
Adverbial phrase	2	5,12	-	0	-	0
Sub. conjunction	2	5,12	-	0	2	50
Coo. Conjunction	-	0		0	-	0
Prepositional phrase	-	0	0	0	-	0
Interrogative	-	0	3	8,33	-	0
Subordinate clause	3	7,69		0	1	25
Coordinate clause	-	0		0	-	0
Independent clause	7	17,94	33	91,66	-	0
Clause marker	-	0			-	0
Totals	39	100	36	100	4	100

The frequency of each code-switching type is detailed in Table 17 Intra-Sentential code-switching occurs 39 times, or 49.36% of the time, whereas inter-Sentential code-switching occurs 36 times, or approximately 45.56% of the time, and tag-switching occurs four times, or 5.01% of the time. Thus, it can be concluded that the type of code-switching most frequently employed by Deddy Corbuzier is intra-sentential switching, which he employs approximately 49.36 percent of the time (39 out of 79 code changes) when speaking.

Table 17. The Frequency of Code-Switching

Type of code-switching	N	F	Percentage
Intra-sentential switching	79	39	49,36%
Inter-sentential switching	79	36	45,56%
Tag-switching	79	4	5,06%

In accordance with the data extracted by researchers from the 41:59-minute podcast video, Deddy Corbuzier spoke with Cinta Laura Keihl using at least 79 different code switches. This indicates that the speaker's interlocutor also influences the use of code-switching when conversing. Deddy Corbuzier is aware that Cinta Laura Keihl is proficient in English, so he frequently mixes or switches languages when he speaks. According to the collected data, the most common type of intra-sentential switching occurs 39

times, or approximately 49.36% of the time. This demonstrates that Deddy Corbuzier frequently changes his language when he speaks. Intra-sentential language is the unintentional use of another language within a sentence.
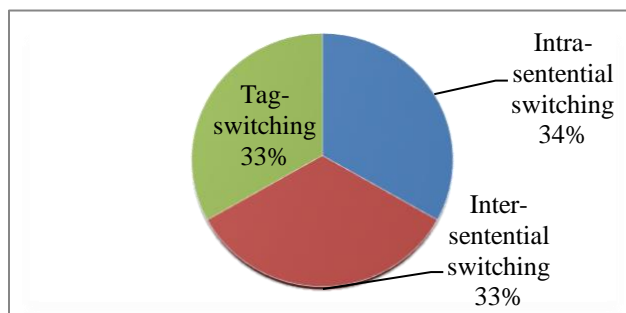

Figure 1. The Frequency of Code-Switching

Code-switching can also be utilized in the field of education. Teachers have utilized code-switching as a means of providing students with communication opportunities and enhancing students' comprehension. In addition, code-switching enhances the efficiency of classroom instruction because teachers spend less time explaining concepts to students and searching for the simplest words to dispel any confusion that may arise. According to Norish (1997), teachers code-switch when the level of English used in the textbook or to be taught is beyond the ability of the learners or when the teachers have exhausted their ability to adjust their speech to the learners' level.

4. CONCLUSION

This research examined the instances of code-switching in Deddy Corbuzier's podcast content with Cinta Laura Keihl on his own YouTube channel. It focuses solely on Deddy Corbuzier's utterance. Consequently, there are two goals of this study. The first objective was to determine the type of code-switching, and the second was to determine the frequency of each type to determine which type of code-switching Deddy Corbuzier uses most frequently. Researchers gathered information from Deddy Corbuzier's YouTube channel. After that, the researcher analyzed the data to find out the type of code-switching based on the theory of Hammers and Blanc (2003), namely intra-sentential switching, inter-sentential switching, and tag-switching or extra-switching. Deddy Corbuzier performed code-switching at least 79 times in the data collected, 39 times (49.36%) for intra-sentential switching, 36 times (45.56%) for inter-sentential switching, and 4 times (5.06%) for tag-switching. From the frequency of code-switching above, it can be seen that intra-sentential switching is the type of code-switching that most often appears, which is 39 times, or 49.36%.

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