

The Analysis of Code Switching Used by Maudy Ayunda in “Catatan Najwa” Youtube Channel

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Abstract

A good technique to communicate with others and build communication is through language. We use language to explore ideas, views, knowledge, and feelings about an event by understanding what is said or what other people think. Bilinguals are those who are fluent in two languages both orally and in writing. The purpose of this study was to identify the types of code switching and the contexts in which Maudy Ayunda used them. Sociolinguistics includes the study of code switching. Language analysis is studied in sociolinguistics. The linguistic component is connected to elements outside of the language, such as how speakers, particularly the speech community, utilize language. Code switching usually occurs while talking to someone. The source of the research is the talk show Catatan Najwa with Maudy Ayunda on Najwa Shihab's Youtube Channel. In this talk show, there was a guest star named Maudy Ayunda. She recently graduated from Oxford University and spoke with Najwa Shihab. The conversation took place on Najwa Shihab's Youtube Channel. In this conversation, they use two languages, namely Indonesian and English. This study used descriptive qualitative method. To complete the data, the researchers also conducted a literature study. This research is focused on Najwa Shihab's Youtube video channel. The results of the research is Intra-Sentential with 15 data as dominant code switching types and Have Strong Opinions about Something with 9 data as dominant code switching contexts.

Keywords: bilingualism, sociolinguistic, code-switching

Introduction

Language is a way of interacting with other people to create good communication. Through language, we understand what is said or what other people think to explore ideas, opinions, and information or feelings about events. Therefore, Hutajulu and Herman (2019:29) state language is a communication tool that plays an important role in communicating. There are many kinds of linguistics, one of which is sociolinguistics and it happens because of society. Linguistics is the scientific study of language and its structure.

In this digital era, there are so many social media platforms such as YouTube, Facebook, Instagram, Twitter, Whatsapp, etc. They have several useful functions in our life. Here the writers chose a YouTube platform. Because YouTube is a digital video platform widely used

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by content creators to convey or share information, daily activities, talk shows, etc., domestically and abroad.

Many content creators make videos with Indonesian and English code-switching in them. One of the artists we know is Maudy Ayunda who has various achievements in education and entertainment. She is an intelligent woman who does not put her education first; recently she has been talked about by the public again because of her confusion in choosing her master's education between Harvard University or Stanford University; the story of the journey to register and pass and the decision she chose is on YouTube content "Catatan Najwa". As a person who can use several languages, then in the content she uses language switching or code-switching in it.

Code-switching can be easily found in sharing educational content, games, talk shows, etc YouTube content. There are several reasons content creators use code-switching to highlight the intent of the sentence conveyed to the audience. Code-switching is when the speaker intentionally changes a code used by moving from one code to another. Wardhaugh (2012: 98) explains that code-switching is a conversation used to set, cross, or destroy boundaries; create, generate or change interpersonal relationships with their rights and obligations.

Hymes in Chair and Agustina (2012: 108), explain that code-switching has become a general term for alternative uses of two or more languages, or a variety of languages, or even styles of speech. Code-switching occurs because there are many people in society, and they have their own dialect. Code-switching also occurs to bridge the language gap. According to (Holmes 2013:35) People sometimes switch domains of code-switching or social situations. When there is some obvious change in the situation, such as the arrival of a new person, it is easy to use the switch. Code-switching is a variation of code in communication or speech in society that causes speakers to produce many speech codes based on the situation.

This study aimed to; (1) to identify the types of code-switching used by Maudy Ayunda on YouTube "Catatan Najwa"; (2) to find out the dominant types of code-switching, and (3) to investigating the contexts of utterance containing code-switching used by Maudy Ayunda on YouTube "Catatan Najwa".

Benefit from this study, readers can get information about the use of code switching in daily conversation. Knowing the types and contexts of code switching is also important. There are many contexts to use code switching, not just a lack of vocabulary. In addition, this study can help readers in studying sociolinguistics, especially theories about the types and contexts for code switching that can be explored.

Literature Review

Sociolinguistic

Communication is one of the roles of language. Also, to establish and maintain social relationships. It can also indicate membership of different social groups from the speech community. Speaking of language and society is a branch of linguistics, which studies all aspects of language and society, called sociolinguistics. Several linguists define sociolinguistics from several perspectives.

According to Hudson (2012), sociolinguistics is the study of language in relation to society. To put it another way, we study language and society in sociolinguistics to learn as

much as we can about what kind of thing language is. According to Coulmas (2013) Micro-sociolinguistics explores how social structure influences the way people talk and how language variations and patterns of use correlate with social traits such as class, sex, and age.

From the definition expert above, there is a branch of linguistics called sociolinguistics that studies all aspects of language and society. It investigates how social structure influences the way people talk. It also looks at how language varieties and use patterns correlate with social attributes such as class, sex, and age. Sociolinguistics does not focus on the structure of a language, but on how the language is used in its social and cultural context.

Bilingualism

Bilingualism is the ability to use two languages. Bilingualism is a topic that has been studied from many perspectives. Broadly defined, bilingualism refers to the knowledge and command of two or more languages, though to varying degrees.

According to (Hoffmann, n.d.) the concept of bilingualism is well-established in the general public's understanding. Bilingualism may twist it toward one side or the other, and it frequently has good or bad implications. The concept is also well-established in the minds of specialists. However, the latter is expected to apply objective criteria and aim for precise delineations. Yet some of the definitions of bilingualism that have been put forward are surprisingly vague and even contradictory.

Code Switching

Code-switching is a verbal communication situation where the speaker switches from one language to another or dialect. Some linguists have come up with a definition for code-switching. McLaughlin (2012) emphasizes the distinction between mixing and switching by referring to code switches as language changes occurring across phrase or sentence boundaries.

According to (Hoffmann, n.d.), the most general definition of code-switching is the alternating employment of two languages or linguistic varieties inside the same speech or within the same discussion. In the case of bilinguals speaking to each other, switching can consist of changing languages; in monolinguals, style shifts.

Based on the previous definitions, code-switching can be defined as using at least two languages or varieties of language utterance in conversation during a speech in a bilingual or multilingual society.

According to Hoffman's theory, the types of code switching consist of three types, namely:

1. Intra-sentential code switching
2. Inter-sentential code switching
3. Tag (emblematic) code switching

Then for the contexts of the use of code switching, namely: having a strong opinion about something, repetition used to clarify thing, the intention of clarifying the speech content for interlocutor, interjection, because of real lexical needs, expressing group identity, to soften or strengthen a request or command, to talking about a particular topic, quoting somebody else and to exclude others when comments are intended only for a limited audience.

YouTube

With the development of technology, many people share videos on their social media. One of the media is YouTube. Rwanda (2016:30) in Khaliq considers that the use of videos on YouTube can help students to improve their speaking skills and can also give them the motivation to learn more about English. This increase is evidenced by the acquisition of students' speaking and also the value they will get. They can gain new ideas by watching YouTube videos. The application of YouTube in the field of education, it is an alternative way to make students atmosphere interesting.

Method

The writers used the YouTube video of the Catatan Najwa channel as the main source for collecting data. The data of this study include phrases, utterances, and sentences taken from the transcript of the Youtube video of Catatan Najwa's. Considering the data and research objectives, the writers used a qualitative approach. This research method helps writers to find out the types of code switching, the dominance of code switching types carried out by speakers and the contexts of the use of code switching.

In this study, the main instrument is the writers herself. Writers collect and analyze data. However, to make it easier for writers to conduct research, writers need the help of supporting instruments such as video transcripts, notes, pens, and laptops.

The writers collected data by observing the dialogue between the speakers and watched the video several times. Then the writers read the video transcript to find out the code switching used by the speakers in the video. The last is to select data based on theory.

The writers analyzed the data in three stages: data reduction, data presentation, and drawing conclusions. First, the writers identified the data taken from the video transcript. After selecting the data, the writers classify the data and displays the data into a table. After displaying the data, the writers concluded.

Finding and Discussion

Types of Code Switching

After getting the full transcript of the conversation between Najwa Shihab and Maudy Ayunda, the writers analyzed the occurrence of code switching. The writers found 32 code switching utterances in video in the talk show with Maudy Ayunda in Catatan Najwa's YouTube channel.

The next process of analyzing the data is classifying the data into the type of the code switching and the context of conversation to answer the research questions. The finding of research question were discussed as follows:

Table 1: Types of Code Switching

Types of Code Switching		Total	Percentage (%)
Intra-sentential Switching	Code	15	46.875%
Inter-sentential Switching	Code	13	40.625%
Tag Code Switching		4	12.5%

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a. Intra-sentential Code Switching

Based on the table 1, it is found that the intra-sentential type of code switching is 15 utterances out of 32 code switching utterances. This means that between Maudy Ayunda and Najwa Shihab do code switching between Indonesian and English in one clause or sentence of utterances. Some examples of utterances in this video discussed as follows:

1) Data 1:

*“Halo ketemu lagi di “Mata Najwa” dan sekarang saya bersama **the one and only** yang tersayang Maudy Ayunda.” (00:00:19)*

In this utterance there is an intra-sentential code switching because in one sentence there is a change in 2 languages, namely Indonesian and English, which were spoken by Najwa Shihab as the host on the talk show to Maudy Ayunda as a guest star, as in the clause in bold, namely “the one and only” categorized as intra-sentential code switching because Najwa Shihab borrowed “the one and only” clause to welcome Maudy Ayunda's arrival in a talk show where the clause can be understood by Maudy Ayunda, which is included in the context of expressing group identity and the utterance is found in the 19th second of the video.

2) Data 2:

*“Aku juga selalu tahu bahwa **I want do something to do with education**, jadi kalau misalnya itu ga diterima karena susah banget gitu ya.” (00:02:48)*

In this utterance, intra-sentential code switching occurs because in one sentence there is a change in 2 languages, namely Indonesian and English spoken by Maudy Ayunda, in the bolded clause, namely “I want to do something to do with education” which is categorized as intra-sentential code switching. Because of Maudy Ayunda borrowed the clause “I want to do something to do with education” to emphasize that she wants to do something about her education and the clause occurs in the middle of the sentence, the utterance that is included in the context has a strong opinion about something and the utterance is found in minute 2 seconds 48 of the video.

2. Inter-sentential Code Switching

Based on the tables 1, it is found that the inter-sentential type of code switching is 13 utterances out of 32 code switching utterances. This means that between Maudy Ayunda and Najwa Shihab do code switching between Indonesian and English in one clause or sentence of utterances. Some examples of utterances in this discussed as follows:

1) Data 1:

*“Tahu institusi mana yang mau dikejar di usia yang muda, **I think it’s something really cool.**”(00:03:39)*

In this utterance, code switching between sentences occurs because in one sentence there is a change in 2 languages, namely Indonesian and English spoken by Najwa Shihab, in the bolded clause, namely “I think it is something really cool” which is categorized as inter-sentential code switching. Because of Najwa Shihab uses the next clause in the English form “I think it's something really cool” in one sentence to emphasize that he is praising Maudy

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Ayunda for thinking into the future at a young age, an utterance that is included in the context of repetition is used to clarify things and The speech is found in the 3rd minute of the 39th second in this video.

2) Data 2:

*“Ternyata kalau kita memberi energi positif terhadap impian kita **and we think about it which I did all the time it’s more like can happen.**”(00:07:33)*

In this utterance, code switching between sentences occurs because in one sentence there is a change in 2 languages, namely Indonesian and English spoken by Maudy Ayunda, in the bolded clause, namely "and we think about it which I did all the time it's more like can happen" which is categorized as inter-sentential code switching. Because of Maudy Ayunda uses the next clause in the English form "and we think about it which I did all the time it's more like can happen" in one sentence to emphasize that she always applies positive thoughts about what she will achieve, an utterance that includes in the context of repetition is used to clarify things and the utterance is found in the 7th minute of the 33rd second in this video.

3. Tag Code Switching

Code-switching with sentence tags that before or follow a sentence is known as tag switching. This entails inserting a tag in one language into an otherwise totally in the other language speakers.

Based on the tables 1, it is found that the tag (emblematic) type of code switching is 4 utterances out of 32 code switching utterances. Some examples of utterances in this video discussed as follows:

1) Data 1:

*“It’s something wow! **Like all the smart people go there and imagine how much I can learn,** kaya gitu-gitu masih yang segitu aja jadi itu dilemanya.” (00:03:57)*

In this utterance, tag code switching occurs because in one sentence there is a change in 2 languages, namely Indonesian and English spoken by Maudy Ayunda, in the bolded clause, "It's something wow! Like all the smart people go there and imagine how much I can learn" which is categorized as code switching between sentences using tags. Because Maudy Ayunda uses clauses in English and uses the tag "It's something wow! Like all the smart people go there and imagine how much I can learn" in one sentence to emphasize that she is dreaming of smart people studying there, an utterance that includes the context of the interjection and the utterance is found in the 3rd minute of the 57th second of this video.

2) Data 2:

*“Aku mau dong ceritain buku ini, **Dear Tomorrow Note to My Future Self.**” (00:11:48)*

In this utterance, tag code switching occurs because in one sentence there is a change in 2 languages, namely Indonesian and English spoken by Najwa Shihab, in the bolded clause, namely "Dear Tomorrow Note to My Future Self" which is categorized as code switching between sentences. that uses tags. Because of Najwa Shihab uses clauses in English and uses the tag "Dear Tomorrow Note to My Future Self" in one sentence to indicate the title of the

book written by Maudy Ayunda, an utterance that includes the context of expressing group identity and the utterance is found in the minute 11th and 48th seconds of this video.

Dominant Types of Code Switching

After conducting research on the YouTube video content "Catatan Najwa" by the writers, in table 1 the writers calculated the percentage of code switching types in the video with the acquisition of Intra-sentential 46.875%, Inter-sentential 40.625% and Tag 12.5%, it was found that thirty-two utterances data in table 2 showed that the most common types of code switching found in the utterances of the two speakers (Maudy Ayunda and Najwa Shihab) were Intra-sentential Code Switching found 15 data, Inter-sentential Code Switching found 13 data and Emblematic (Tag) Code Switching only found 4 data. Intra-sentential utterances found in data 1, 2, 4, 7, 8, 9, 12, 19, 20, 24, 25, 27, 30, 31, 32 can be categorized as Intra-sentential because it is possible to see that there is a transition in the sentence when the word, phrase or clauses from a foreign language come in sentences written in the base language. Inter-sentential utterances found in data 6, 10, 13, 14, 15, 16, 17, 18, 21, 23, 26, 28, 29 can be categorized as Inter-sentential because it is part of a phrase that can appear only in one language. Furthermore, for Emblematic (Tag) utterances found in data 3, 5, 11, 22, it depends on the use of tags or exclamations as implied or that sentences do not show tags, but can clarify the meaning of texts consisting of exclamations.

From the classification above, it can be seen that the dominant type of code switching is intra-sentential code switching with 15 data spoken between Maudy Ayunda and Najwa Shihab.

Contexts of Code Switching

After analyzed and finding the types of code switching in this video, the writers found 8 contexts utterances in the used of code switching from 32 utterances made by Maudy Ayunda and Najwa Shihab. The contexts found are as follows:

Table 2: Contexts of Code Switching

Contexts of Code Switching	Total	Percentage (%)
Talking about a particular topic	1	3.125%
Quoting somebody else	0	0
Having a strong opinion about something (express solidarity)	9	28.125%
Interjection	3	9.375%
Repetition is used to clarify things	7	21.875%
Intention of clarifying the speech content for interlocutor	4	12.5%
Expressing group identity	3	9.375%
To soften or strengthen request or command	2	6.25%
Because of real lexical need	3	9.375%
To exclude other people when a comment is intended for only a limited audience	0	0
TOTAL	32	100%

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According to Hoffman's 2014 theory, there are 10 contexts for the use of code switching, but the writers only found 8 contexts used in this video, namely: having a strong opinion about something, repetition used to clarify thing, the intention of clarifying the speech content for interlocutor, interjection, because of real lexical needs, expressing group identity, to soften or strengthen a request or command, to talking about a particular topic and lastly according to the table 2 that has been explained, there are two contexts not found in this video, namely quoting somebody else and to exclude others when comments are intended only for a limited audience. Some examples of the context of using code switching in this video discussed as follows:

a. Data 1:

*“Kalau yang Harvard itu mereka tidak terlalu ada arahan pokoknya lebih yang **“Why you wanna do program? Why you wanna do this?”** Bla bla bla....” (00:08:00)*

In this utterance includes inter-sentential code switching which is written in bold “Why do you want to do program? Why do you wanna do this?” what is spoken by Maudy Ayunda, and the context of the utterance is repetition is used to clarify things, which means the repetition of the previous clause to emphasize what the utterance means. And the purpose of the utterance is to repeat Maudy Ayunda's clause about the registration essay when enrolling at Harvard University. The utterance is found in the 8th minute of this video. The context code switching is repetition is used to clarify thing this result is similar with the previous studies (Raes Sinaga & Hutahaeon, 2020).

b. Data 2:

*“Menurut kamu, He’s **the one you think?**” (00:23:03)*

This utterance includes inter-sentential code switching which is written in bold "He's the one you think?" spoken by Najwa Shihab, and the context of the utterance is to soften or strengthen request or command which means asking to strengthen the previous clause. And the purpose of this statement is to strengthen Najwa Shihab's question about the Maudy Ayunda couple. The utterance is found in the 23rd minute of this video.

Then in table 2, the writers calculated the totals of contexts using code switching where having a strong opinion about something gets the highest gain, namely 9 data, then repetition is used to clarify thing gets the second highest gain, which is 7 data, then intention of clarifying the speech content for interlocutor others gets 4 data, then interjection, because of real lexical need and expressing group identity gain 3 data each other, then to soften or strengthen request or command gain 2 data, then talking about a particular topic gain 1 data, and the last according to the table that has been described, there are two contexts that are not found in this video, namely quoting somebody else and to exclude other people when a comment is intended for only a limited audience.

Conclusion

The study conclusion is presented with the data which have been analyzed in the previous chapter. Three conclusion are drawn:

1. Types of code switching

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The results of the analysis show that there are found 32 utterance of three types of code switching in the YouTube content video "Catatan Najwa" the conversation between Maudy Ayunda and Najwa Shihab. They are Intra-sentential Code Switching, Inter-sentential Code Switching and Emblematic (Tag) Code Switching.

2. Dominant types of code switching

In this study, the writers found 32 data containing code switching. The writers found 15 data of intra-sentential (46.875%). Intra-sentential is a type of code switching that occurs in the same clause. In this study, 13 data of the inter-sentential type were found (40.625%). Inter-sentential is a type of code switching that occurs in different clauses. An emblematic (tag) type is the insertion of a tag in one language into speech that is completely opposite in another. This type is a tag to make the other person interested in the conversation, the writers found 4 data (12.5%).

3. Contexts of Code Switching

Based on the analysis, there are ten contexts of code switching by the video. They are talking about a particular topic, quoting somebody else, having a strong opinion about something, interjection, repetition is used to clarify things, intention of clarifying the speech, expressing group identity, to soften or strengthen request or command, because of real lexical need and to exclude other people. The writers calculated the data of contexts using code switching where having a strong opinion about something gets the highest gain namely 9 data, then repetition is used to clarify thing gets the second highest gain which is 7 data and others, according to the table that has been described, there are two contexts that are not found in this video, namely quoting somebody else and to exclude other people when a comment is intended for only a limited audience.

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