



## An Analysis Of Code Switching Of Diaspora In Podcast Cinta Laura In Channel Youtube “*Puella Id*”

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**Abstract:** This study focuses the phenomenon of code switching in Puella ID youtube channel because in the podcast Cinta Laura used Indonesian language as the first language in their conversations. The researcher takes the speaker’s utterances when they switch in one language to another. She switch two language when her talk with guest star Karin Novilda or commonly called Awkarin. In a bilingual community, people often switch from one language to another in their daily conversations and the use of code-switching often reflects the social or cultural identities of the speakers. The switch to a particular language in the bilingual discourse can also be employed as an effective vehicle to signal ethnic identity. The Aim of this research is to identify and to analyze functions of code-switching used in Cinta Laura’s podcast on Puella ID YouTube channel. This research uses documentary technique and Gumprez (1982) taxonomy. The results as many as 39 data are collected. Show that there are Quotation 3%, Addressee Specification 21%, Interjection 10%, Reiteration 3%, Message Qualification 13%, and Personalization vs Objectivization 51%. The most functions found in this research are Personalization and Objectivization.

**Keywords:** Sociolinguistics, diaspora, code switching

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## 1. INTRODUCTION

Language is closely connected to how people communicate with one another. Learning a language also includes connections with others or with society. The world's languages are many and diverse. English has surpassed all other languages as the most commonly spoken language in the universe. English is the official language of several countries. People nowadays are expected to know English, so they will be able to communicate in English. English is the official language of several countries. As a result, it is increasingly popular for people to know English so that they may converse in English. As people become bilingual, they sometimes switch to English when conversing in their daily lives.

Language behavior in society has been the ability to switch between two or more languages. People frequently switch languages when communication. The phenomenon of code-switching may be found in media such as novels, magazines, newspapers, movies, radio, broadcasts, podcasts, and etc. People communicate with people all around the world in English, but they communicate with their own community in their mother tongue and national language. The alternating use of two or more languages inside discussions has become a typical feature in the bilingual and multilingual culture in which the diaspora lives. The researcher is attracted to code-switching in required to conduct the study in the diaspora communities..

People who live in a community where two or more languages are spoken in their daily lives are more likely to switch between them. It is used to communicate and pass information to others. There are many languages in the world that people can choose to interact with. People have to choose a particular language or choose to switch from one language to another. The use of a particular language in a situation or condition produces many types of phenomena. One of them A study of code switching is a study to understand why people who speak two languages take turns in a given conversation or situation.

Only in bilingual or multilingual contexts could code switching occur. It can only be found in bilingual or multilingual speaking communities. Code switching occurs when a bilingual switches between two or more languages during a communication with another bilingual. Because bilingual people are prone to switching the code from one language to another, especially when the languages with which they are familiar are spoken in their environment. This means that the use of code switching is depend on the speech community. Code switching is also a conversational technique used to build, cross, or destroy group boundaries; to create, provoke, or change interpersonal ties with their rights and obligations (MacSwan, 2014; Cantone, 2007; Wardhaugh, 2006).

It is the research on code switching applying Poplack (1980) conducted. It discussed about types of code switching. The object is Cinta Laura's podcast aired on February 28, 2021. The findings are as follows: tag switchings are 11 (29,7%), intersentential switchings are 7 (18,9%), and the last intrasentential switchings are 19 (51,4%) of 37. The types that often appears in the Cinta Laura's podcast is intrasentential switching. The researcher is eager to present the function of code switching in the same object from which this article will talk about.

The function analysis needs Gumperz (1982). There are six functions of code-switching proposed i.e. quotation, addressee specification, interjection, reiteration, message qualification, and personalization versus objectivization. The article aims to identify the function dominantly used by Diaspora. Therefore, the

researcher can know the data percentage of each function of Code-Switching in the podcast of Cinta Laura published on the Puella ID YouTube channel.

## **2. RESEARCH METHOD**

The descriptive qualitative method was used in this study. Furthermore, qualitative research, according to Vanderstoep and Johnston (2009), is more descriptive than predictive. It specializes in in-depth comprehension of the research participants' points of view. This method reveals cultural, societal, and personal identity, and its reason is descriptive rather than predictive. It can provide complex details about certain phenomena that are difficult to express quantitatively. This is consistent with the researcher's goal in this study, which was to detect and characterize the role of code switching that occurred in Cinta Laura's podcast, which was released on the Puella ID YouTube channel.

### **2.1 Sources of Data**

It has two sources of data that are primary data and secondary data. The data source is the supplies information that can be acquired to fill the needed data of the certain research. Sugiyono (2009) stated that based on the sources, data can be classified into two those are primary data and secondary data. The primary data source is the source of data that is related to the subject of this study that is taken through the researcher directly. The primary data is from which the research questions arise. It is the podcast of Cinta Laura published in Puella ID YouTube channel. This podcast was released on February 28, 2021. The speakers of this podcast used Indonesian language as the first language in their conversations. The researcher takes the speaker's utterances when they switch in one language to another. The data is downloaded from <https://youtu.be/Z669w2do6a8>.

The secondary data is needed to support the primary data elaborated. It comes from theories, article journals, news, official websites related to the topic of discussion, namely code-switching and diaspora.

### **2.2 Data Collection Techniques**

In this research, the researcher used the documentary technique.

1. Identifying code switching in the podcast of Cinta Laura published in Puella ID YouTube channel.
2. Classifying code switching based on functions proposed by Gumprez (1982).
3. Counting the occurrences of each type of code switching
4. Analyzing the function using code switching the podcast of Cinta Laura published in Puella ID YouTube channel.

### **2.3 Data Analysis Techniques**

The data were taken by using documentary technique. Some of the steps used by researcher in collecting data according to the Flow Model Theory of Miles and Huberman. The technique for analyzing data for this article consisted of:

1. Data collection period based identifying code switching in the podcast of Cinta Laura published in Puella ID YouTube channel.
2. Data reduction of code switching based on functions proposed by Gumprez (1982).
3. Data display are designed to collect organized information that is easy to understand
4. Collecting data and Analyzing the function using code switching the podcast of Cinta Laura published in Puella ID YouTube channel.

### 3. RESULT

The researcher will present the data and after presenting data, the researcher will analyze the data that have been presented previously. Based on the form, there are six functions of code-switching proposed by Gumperz (1982) i.e. quotation, addressee specification, interjection, reiteration, message qualification, and personalization versus objectivization. Therefore, the researcher can know the data percentage of each function of Code-Switching in the podcast of Cinta Laura published on the Puella ID YouTube channel. This podcast was released on February 28, 2021.

In this section, the researcher discusses the findings in-depth to answer the problem formulation stated in Chapter I. To provide a complete explanation, some data from the appendix are taken as examples. The discussion starts with the functions of Code-Switching in the podcast of Cinta Laura published on the Puella ID YouTube channel. The results of this research is presented in table 1.

The data below is calculated using a formula to find the percent value of each function. The formula is:

$$\text{Percent (\%)}: \frac{\text{Quantity}}{\text{Total Quantity}} \times 100\%$$

**Table 1.** *Functions of Code Switching*

<b>Functions of Code-Switching based on Gumperz theory</b>	<b>Quantity</b>	<b>Percentage</b>
Quotation	1	3%
Addressee Specification	8	21%
Interjection	4	10%
Reiteration	1	3%
Message Qualification	5	13%
Personalization vs Objectivization	20	51%
<b>TOTAL</b>	<b>39</b>	<b>100%</b>

The data below is the result from this research focusing on functions of code-switching occurs in the Cinta Laura's podcast on Puella ID which aired on February 28, 2021 by inviting guest star Karin Novilda or commonly called Awkarin. From the data showed that the six functions of code-switching proposed by Gumperz (1982) are all found in the Cinta Laura's podcast with 39 data in total. In the detailed data, quotation functions found 1 (3%) time in the podcast, addressee specification with 8 (21%) data found, interjection with 4 (3%) data found, reiteration with 1 (3%) data, message qualification with 5 (13%), and the last personalization vs objectivization with 20 (51%) data. It can be concluded that the mostly function in using code-switching in the Cinta Laura's podcast was personalization vs objectivization.

#### 1. Quotations

Quotations occur when the speakers quote other people's speech in different languages, like proverbs or saying mostly the famous ones. The switching is identifiable as a direct quotation or reported speech. There is 1 data (3%) of quotation as the function in using code-switching.

For the example :

Data 01

*“Akhirnya ku temukan. You're my guardian angel, Karin tau ini suara siapa?”*

The switching from Indonesian to the English language in the data above is intended to hold the code-switching function. The clause “you’re my guardian angel” was quoted. Cinta Laura repeated someone word to Awkarin. This analysis indicates that code-switching above holds the function of quotation.

## **2. Addressee Specification**

This function is used to direct the messages to one or several possible addressees. Its function is to draw attention to the fact that the speaker invited the addressee to participate in a conversation. There are 8 data (21%) of addressee specifications as the functions of code-switching in Cinta Laura’s podcast. Below are the data found and the explanation.

For the example :

Data 02

*“Oh my God! Watch! Kamu bintang tamu pertama yang langsung masuk biasanya mereka missed”*

Code-switching was used in the data above. Due to the English phrase “*missed*” the data is under addressee specification function. The word above was used due to the lack of knowledge of the Indonesian language on the word “*missed*”.

Data 03

*“Fun facts guys, lebih banyak negara yang maju yang bisa mengatasi masalah covid yang pemimpinnya perempuan loh”*

The switch into English by saying “*Fun facts guys*” was used to draw attention to the hearer that the speaker invited the addressee to join in a conversation with a specific topic. Cinta Laura wants to share her knowledge about developed countries that have succeeded in dealing with covid that have female leaders.

## **3. Interjection**

The code switch serves to mark an interjection or sentence filler; it can be in the form of words or certain expressions. The function of this switching is to gain some attention from the addressee, to show strong emotion, or to express surprise. There are 4 data (10%) of interjection as the functions of code-switching in Cinta Laura’s podcast. Below are the data found and the explanation.

For the example :

Data 04

*“Oh my God! Watch! Kamu bintang tamu pertama yang langsung masuk biasanya mereka missed”*

Code-switching was used in the data above. Due to the English word “*Oh my God! Watch!*”, the data is under interjection. The word above was used to express the feeling of the speaker because she was shocked. When Cinta was shocked to see Awkarin win the game against her. Therefore, the code-switching above was intended to show her feeling.

Data 05

*“Really? Terimakasih sudah begitu”*

The word “*really*” is served as an interjection or sentence filler in that example. Its function was to mark an interjection in the sentence, to show Cinta’s strong emotion toward something that was said by Awakarin.

## **4. Reiteration**

Reiteration is a synonym for repetition. The switching is used to repeat, amplify or emphasize the message from one language to another. The repetition itself can be in the form of literally repeated or a modified one. Repetition can also act as a clarification to make sure that the listener understands the topic being discussed. There are 1 data (3%) of reiteration as the functions of code-switching in Cinta Laura's podcast. Below are the data found and the explanation.

For the example :

Data 06

*“By the way! aku pengen tanya dari awal udah bilang **you're confident, you're unapologetic** aku suka banget dengan diri kamu”*

The data above showed that the repetition was a modified one. The repetition switching is “you're confident, you're unapologetic”, it is a repeated form of a previous sentence that is said by Awkarin about herself. At this point, the repetition acts as a clarification that emphasizes the main message conveyed before.

### 5. Message Qualification

The switching function is to qualify the message to the main message conveyed in another code. Mostly, the topic of the utterances is introduced in one language, and in the commented part the speaker switches to another code. There are 5 data (13%) of message qualification as the functions of code-switching in Cinta Laura's podcast. Below are the data found and the explanation.

For the example :

Data 07

*“**And last thing for me**, mungkin untuk pembicaraan kita hari ini kalian setuju tapi aku hanya ingin kalian tau yaa”*

Code-switching was used in the data above. Due to the English clause “**and last thing for me**”, the data is under the message qualification function. The word above was used to qualify the message conveyed in the Indonesian language. Cinta used the clause to strengthen the message being said by her.

Data 08

*“Dari Ibu aku sendiripun sering denger jadi cewek itu harus lembut jangan nakutin, kalau terlalu **strong** nanti cowok takut. itu **that make me so angry**”*

The function of code-switching above is message qualification. In the discussion, Cinta conveyed his mother's opinion which made him angry and disagreed with the statement that women should not be too strong, and men would be afraid. The word “**strong**” and “**that makes me so angry**” are used to qualify the statement from Cinta Laura mother.

### 6. Personalization vs Objectivization

This speech function is related to the distinction between the talk about action and talk as the action. This speech function can show the degree of the speaker's involvement in a conversation he or she does, showing the distance between the speaker and the addressee and conveying the message in an utterance whether it reflects the speaker's personal opinion or knowledge, or it might be referring to specific instances or has the authority of generally known fact. There are 20 data (51%) of message qualification as the functions of code-switching in Cinta Laura's podcast. Below are the data found and the explanation.

For the example :

Data 09

*“Mereka menambah kebahagiaan di hidup kita. **Great, but they should not be who you’re dependent on** harusnya bukan mereka yg kamu paksa harus membuat kamu bahagia”*

The combination of those two languages indicated code-switching. In the utterance above, the Indonesian language was switched into the English language and back to the Indonesian language. The word **“Great, but they should not be who you’re dependent on”** shows her opinion about a good thing for women.

Data 10

*“Perempuan mendapat bayaran yang rendah dari laki-laki **this is not fair** dan ini adalah sesuatu yang harus kita perjuangkan karena kita sebagai perempuan berusaha mendapatkan pendidikan yang sama, banyak dari kita yang sangat **qualified** yang bisa segalanya.”*

The code-switching above is used to show the speaker's opinion, because of that the clause **“this is not fair”** and the word **“qualified”** is classified as a personalization function. Firstly, she used the Indonesian language to explain her knowledge and opinion, then she switched to English and then back to the Indonesian language.

#### 4. DISCUSSION

After presenting and analyzing Cinta Kaura’s podcast in Puella ID based on Gumperz’s theory (1982), the next part is the discussion of the whole data gathered to answer the problem of the study proposed in the previous chapter. The second problem is the functions of code-switching found in Cinta Laura’s podcast on the Puella ID YouTube channel.

In line with the Gumperz (1982) theory, the information obtained from data showed that code-switching in Cinta Laura’s podcast can be divided into six functions, quotation, addressee specification, interjection, reiteration, message qualification, and personalization vs objectivization. The quotation function was found 1 time in the podcast when Cinta quoted what other people said to Awkarin. The addressee specification function was found 8 times in the podcast, this function is used to invite the addressee to join the conversation on the specific topic. The interjection function was found 4 times in the podcast, this function is used to show strong emotion or express surprise. Reiteration was found 1 time in the podcast, this function was used as an act of clarification to make sure that the listener understands the topic being discussed. Message qualification was found 5 times in the podcast, this function is to qualify the message to the main message conveyed in another code. And the last personalization vs objectivization function is found 20 times in the podcast, this speech function conveys the message in an utterance whether it reflects the speaker’s personal opinion or knowledge, or it might be referring to specific instances or has the authority of generally known fact.

Based on the presentation of the data above, this research has similarities and differences with the previous research that was used as a reference, namely the research conducted by Trisnayanti, C. U and Affini, L. N. (2021). This recent research also has differences and similarities with the previous research. The differences between this study and the previous research refer to the main analysis of the two studies. The previous research has analyzed the types and functions of code-switching in Fathia Izzati’s Vlog. While this current research analyzed the types and functions of code-switching in Cinta Laura’s podcasts on

Puella ID. The other difference is the theory of both researches used. The previous used Hamers and Blanc (2000) for answering the types of code-switching and the theory of Holmes (2012) for answering the functions of code-switching. While this current study used Poplack's theory (1980) for the types of code-switching and Gumperz's theory for the functions of code-switching. The similarity between this current research with the previous is the result of both research analyzed the types and functions of code-switching. In the previous research on the seven functions based on Holmes' theory, only six appeared. Besides this current research from the six functions based on Gumperz's theory, all of them appear in this research.

The second reference in this research is a thesis written by Irpandi Sahidul (2019). This recent research also has differences and similarities with the previous research. The similarities between the previous research and this recent research were the aims of the research. Both of the research aim to find out the types and functions of code-switching and used the same theory. The difference between this research and the previous was the focus of the research. The previous focused on the Cinta Laura's utterances in program talk show namely "BROWNIS", this recent research focused on Cinta Laura and Awkarin utterances in the Cinta Laura's podcast on the Puella ID. In the previous the highest function found is interjection with 5 times data (55,6%), while in this recent research the highest data is personalization with 20 data (51%).

## 5. CONCLUSION

After analyzing and getting the result, the writer found there are several functions off code switching in Cinta Laura's Youtube Channel. There were six functions of code switching that used by Cinta Laura in the Podcast, there are the functions is Quotation, Addressee Specification, Interjection, Reiteration, Message Qualification, and Personalization vs Objectivization. The most functions in this research are Personalization and Objectivization 20 data or 51%.

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