



The choice of code in a press conference of Maudy Ayunda as government spokesperson for Indonesia's G20 presidency.

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Abstract: The purpose of this article is to identify the use of code switching from Maudy Ayunda as the government spokesperson for the G20 presidency. Using descriptive qualitative research methods from the speech of three videos of Maudy Ayunda and use documentation technique to collect the data after that analyze the data used theory from Miles and Huberman (1994:10) the author found that there are 2 forms of code switching used by Maudy Ayunda, namely inter-centential switching and intra-centential switching. The use of code switching is for several reasons, namely because Maudy Ayunda has a good educational background, maudy ayunda studied in America and England some time ago and the second reason is because Maudy Ayunda uses code switching for reasons of lexical need. Therefore, the use of code switching is carried out not only for no reason, but code switching is used for various specific reasons.

Keywords: Code Switching, G20 Presidency, Maudy Ayunda

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INTRODUCTION

Every country has a national language. The language that is usually used in everyday activities is Indonesian. But because Indonesia is a nation rich in culture, customs and languages, each region has its own language variations. Chaer and Leonie (2004: 62) say that the variety of languages because of the social diversity of language speakers and the diversity of language functions. Then become to bilingualism. According to Kridalaksana (2008: 36) Bilingualism is the use of two or more languages by a person or by a society. So, the people of Indonesia have the ability of the language that is the national language Indonesian and the language of their respective regions.

In Sociolinguistic which study the language around us who discusses how the speech system that applications language elements has characteristics in accordance with the background of the speaker, the relationship of speakers with speech partners, and existing speech situations that usually take the form of language variants that are actually used to communicate by members of a language community this is called code (Poedjosoedarmo, Fasold in (Chaer, 1994) states that a person who uses a single word or phrase from a language is then called mixed code. Transfer Code is an event of using two or more languages by communicating in speaking (Di Pietro in Kamarudin 1989:59). Transfer Code usually occurs in bilingual social environments. When the speaker alternates between two or more languages (or dialects or varieties of language) in one conversation called code switching.

Hymes (1964) eight factors to make someone use the code switching in bilingualism environment is SPEAKING stands for Setting, Participants, End, Act, Instrumentality, Norm and Genre. And the reason for code switching according to Hoffman (1991: 116), there are several reasons that influence speakers to transfer code, reveal a specific topic when speakers sometimes choose to switch codes because it is to reveal a specific topic. Quoting Others when speakers switch codes to quote sayings or phrases from famous figures from various sources and quoted until in the language original. Affirming something (expressing solidarity) when someone who speaking in a language that is not his mother tongue and suddenly, wants to confirm something, either intentionally or unintentionally, will do the transfer of the code to affirm the words. Interjection (Inserting Sentence Filler or Sentence Liaison) when use word exclamations are words or expressions that are put into a sentence to convey surprises, strong emotions, or to get attention. Repetition used for clarification when a bilingual person can use both languages (codes) that mastered when wanted to clarify his words, to be better understood by the listener. Clarifying the content of the conversation to the interlocutor when switch code in this happens to make the content of the conversation run smoothly and can be understood by listeners. Stating the identity of the group when code can also be used to state the identity of the group. The way one community communicates is different from that of people who are outside that community.

Hoffman (1991: 112) explain three forms of code transfer based on dots or the sociolinguistic sphere in which the language is located. The three forms of code transfer Inter-centential switching (occurs between sentences), Intra-centential switching (occurs in sentences), and Emblematic Switching (Symbolic code transfer). Inter-centential switching (occurs between sentences) this form of code transfer occurs between clauses or sentence limits, where each clauses or sentences in one language or another. Intra-centential switching (occurs in sentences) this form of code transfer occurs in a phrase, clause, or sentence boundary. Emblematic switching (symbolic code transfer) in this type of code transfer, tags, exclamation words and phrases set specifically in one

Celli Raes Sinaga (2020) founds the code switching as situational and metaphorical code switching by Reza Arap on Deddy Corbuzier's YouTube Channel. This phenomenon can describe as a code-switching event that cannot only be found in verbal communication, but it can also be

found easily in communication non-verbal as in social media. Codes switching usually occur in bilingual social environments. Christanty Indah Noor Valentine (2018) found that the writing of captions from Maudy Ayunda and Gita Gutawa's Instagram found types of code switching such as inter-centential, intra-centential, and emblematic code switching and the reasons for using code switching such as wanting to reveal a specific topic, emphasizing something, to convey surprise or emotion or to get attention, to express identity groups, as well as they are already accustomed to using English in communicating.

One another example of a bilingual environment is Indonesia's participation in the G20. The G20 is a multilateral cooperation forum comprising 19 countries and the European Union and presents more than 60 percent of the world's population, 75 percent of global trade and 80 percent of world GDP. The G20's goal is to achieve strong, sustainable, balanced and inclusive global growth. G20's real role is Handling the 2008 Global Financial Crisis. One of the G20's greatest successes was its support in overcoming the 2008 global financial crisis. The G20 has also changed the face of global financial governance, by initiating coordinated fiscal and monetary stimulus packages, on a very large scale. The G20 also encourages increasing the borrowing capacity of the IMF, as well as various major development banks. The G20 is credited with helping the world get back on track for growth, as well as pushing for some important reforms in the financial sector. The second role of the G20 is Tax Policy the G20 has spurred the OECD to encourage the exchange of tax-related information. In 2012, the G20 produced the forerunner of the OECD's Base Erosion and Profit Shifting (BEPS), which was later finalized in 2015. Through BEPS, currently 139 countries and jurisdictions are working together to end tax avoidance. The next role of the G20 is to contribute to handling the Covid-19 pandemic, G20 initiatives in handling the pandemic include deferral of foreign debt payments for low-income countries, injection of Covid-19 handling of > 5 trillion USD (Riyadh Declaration), reduction/abolition of import duties and taxes, reduced duties on vaccines, hand sanitizers, disinfectants, medical devices. And drugs. In addition, the G20 plays a role in other international issues, including trade, climate, and development. In 2016, collective principles related to international investment were applied. The G20 also supported political movements which later culminated in the Paris Agreement on Climate Change in 2015, and the 2030 Agenda for Sustainable Development.

The G20 theme "Recover Together, Recover Stronger" Through this theme, Indonesia wants to invite the whole world to work hand in hand, support each other to recover together and grow stronger and more sustainable. For Indonesia, this is a proud moment because Indonesia is the only country in Southeast Asia to join the G20. With Indonesia's participation in the G20, the Indonesian government entrusted actress and singer Maudy Ayunda as a spokesperson for the G20 Presidency. This election was not arbitrary because Maudy Ayunda has an excellent educational background and mastery of several languages. Therefore, the author wants to identify and classify forms of code transfer from Maudy Ayunda speech as spokesperson in G20 activities and to analyze and explain the reason for the code transfer from Maudy Ayunda speech as spokesperson in G20 activities.

METHOD

This research data is taken from the three videos of Maudy Ayunda as a press conference from the government spokesperson for the G20 Presidency of Indonesia. Research data collection is carried out by means of documentation in the form of screenshots of video in YouTube uploads along with captions. From the data, the author uses technique of analysis with qualitative descriptive. Qualitative descriptive research is research that seeks to describe a social symptom and aims to uncover facts, phenomena, variables, and circumstances that occur during research an analysis of the types of code transfer according to the theory of Hoffman (1991) which has been

explained earlier by the author in the framework of the theory and conducted an analysis of the reasons that influence the occurrence of code transfer in videos of Maudy Ayunda as a press statement from the government spokesperson for the G20 Presidency of Indonesia. The data analysis of this research used the theory Miles and Huberman (1994:10) The first step is Data reduction, in this step the researcher firstly analyzing the data by watching the video from Maudy Ayunda, listen carefully and make the transcription to see the context. Data Display, in this step the researcher shows which sentences or utterances contains the form of code switching like inter-centennial switching, intra-centennial switching dan emblematic switching. And then the researcher analyzes the reason why Maudy Ayunda use the code switching according to the theory of Hoffman. Conclusion Drawing, in this step the researcher concludes the result of the research based on the research problems and Hoffman theory that are used.

RESULTS

In this identification, the author describes a collection videos of Maudy Ayunda as a press statement from the government spokesperson for the G20 Presidency of Indonesia that contain code transfer elements. Based on the data, the analysis consists of three videos. The writer finds there are two form of code switching in video at you tube and the reason whythe account uses the code-switching use theory from Hoffman (1991).

TABLE 1. *the code switching from videos*

No	Types of code switching	Analyzing in Videos
1.	Inter-centennial Switching	1
2.	Intra-centennial Switching	6
3.	Emblematic switching	0

The analyze use the theory from Hoffman (1991), that explain there are 3 form of code switching and the reason why people use the code transfer in Instagram

1. Transfer of Code That Occurs between Sentences (Inter-centennial Switching)

The reason why the data below is categorized as a code transfer that occurs between sentences (Inter-centennial Switching) is because the transfer of code in the data set below appears in the form of phrases or clauses after the sentence limit.

“dan bukan hanya itu, masalah gender adalah isu yang systemic. Dan kita harus bersama-sama bekerja, mematahkan bias serta persepsi yang mengkerdikan perempuan. In this, requires teamwork, maka dari itu presidensi G20 Indonesia tahun ini Kembali mendorong kedua isu tersebut melalui aliansi G20 EMPOWER dan Engagement Group Women20 atau W20.

(the press conference from maudya yunda on April 22, 2022 on the youtube account of the presidential secretariat)

This data is included in inter centennial code switching because it starts with a sentence in English and then code switching occurs into a sentence in Indonesian. The reason of code switching is because of the reason for being emphatic about something because it is in the context of discussing the problem that is happening now and speakers want to get everyone to solve this problem as a teamwork.

2. Code Transfer That Occurs in Sentences (Intra-centennial Switching)

The collection of data in the form of video in YouTube that are included in the code

switching that occurs between sentences. The reasons why data below is categorized as a code transfer that occurs in sentences (Intra-centential Switching) is due to the transfer of code in the data set below appearing in the form of phrases or clauses within sentence limits.

- a. *“Indonesia mengajak seluruh anggota G20 duduk bersama Menyusun exit strategy dari persoalan kesehatan dan pandemi ini”*

(the press conference from maudy ayunda on April 7, 2022 on the youtube account of the presidential secretariat 02:03)

According to the sentences, this code switching uses to lexical needs. When a bilingual speaker of Indonesia - English has a less word in English, she/he will find it easier to say that in Indonesian. Conversely, when he has a word that is lacking in Indonesia, he/she will use the term in English. If you keep using the Indonesian language then means it will be vague, and the meaning is not right.

- b. *“pembahasan pemanfaatan teknologi digital dilakukan oleh berbagai kelompok kerja diantaranya; trade investment and industry working group, agriculture working group, tourism working group, think tank atau think twenty and business twenty pembahasan yang cukup beragam tersebut mencakup antara lain digitalisasi sektor pertanian, sektor pendidikan, perdagangan hingga smart villages dan digitalisasi untuk menunjang pencapaian tujuan pembangunan berkelanjutan”*

(the press conference from maudy ayunda on April 14, 2022 on the youtube account of the presidential secretariat)

This data is included in intra centential switching because in one sentence there are 2 languages with different phrases. the reason speakers do this code switching is to clarify the speech content for interlocutor. speakers explain various terms in English.

- c. *“teman-teman pada 29 sampai 30 maret lalu, telah dilaksanakan pertemuan pertama kelompok kerja ekonomi digital atau Digital Economy Working Group di Nusa Tenggara Barat dan melalui kelompok kerja ekonomi digital ini, kementerian komunikasi dan informatika republic Indonesia selaku focal point untuk isu transformasi berbasis digital pada presidensi G20 Indonesia mengangkat tiga isu prioritas yaitu konektivitas digital dan pemulihan pasca pandemi covid 19, kecapakan digital dan literasi digital serta arus data lintas negara.*

(the press conference from maudy ayunda on April 14, 2022 on the youtube account of the presidential secretariat)

This data is included in intra centential switching because in one sentence there are 2 languages with different phrases. the reason speakers do this code switching is to clarify the speech content for interlocutor. speakers explain various terms in English.

- d. *“teman-teman masih ada beberapa agenda pertemuan kelompok kerja ekonomi digital sepanjang tahun 2022. Serta akan digelar di sejumlah daerah seperti Yogyakarta, labuan bajo, dan bali. Selain itu, akan ada pertemuan digital minister meeting di bali pada 1 september 2022, yang turut diikuti dengan penyelenggaraan digital innovations network yaitu kegiatan untuk mempertemukan para pelaku start up, pemodal, pemerintah dan pelaku industri terkait.*

(the press conference from maudy ayunda on April 14, 2022 on the youtube account of the presidential secretariat)

This data is included in intra centential switching because in one sentence there are 2 languages with different phrases. the reason speakers do this code switching is to clarify the speech content for interlocutor. speakers explain various terms in English.

- e. *“lalu, mengenai inklusi ekonomi. Ekonomi Indonesia digerakkan oleh UMKM dan 62% UMKM kita dimotori oleh perempuan tapi, data menunjukkan bahwa perempuan masih sulit mendapatkan akses untuk pendanaan. Oleh karena itu kita harus memberikan*

support ekstra kepada UMKM perempuan dalam menghadapi tantangan literasi keuangan dan digital seperti akses ke kredit dan investasi serta masuk ke supply chain nasional dan global.

(the press conference from maudya yunda on April 22, 2022 on the youtube account of the presidential secretariat)

This data is included in intra centential switching because in one sentence there are 2 languages with different phrases. the reason speakers do this code switching is to clarify the speech content for interlocutor. speakers explain various terms in English.

- f. *“komitmen ini akan tercantum dalam deklarasi pemimpin negara G20 sebagai kebijakan dan komitmen tingkat tinggi bagi kemajuan perempuan dunia. Dan hasil dari pembahasan ini adalah rekomendasi atas peraturan pemerintah dan kebijakan yang disusun oleh stakeholders, termasuk kebijakan internal perusahaan dan swasta.*

(the press conference from maudya yunda on April 22, 2022 on the youtube account of the presidential secretariat)

This data is included in intra centential switching because in one sentence there are 2 languages with different phrases. the reason speakers do this code switching is to clarify the speech content for interlocutor. speakers explain various terms in English.

DISCUSSION

Christanty Indah Noor Valentine (2018) Maudy Ayunda uses code switching more than mixed codes. Maudy Ayunda uses 6 intra-centential switching due to several factors. Launching from the setkab.go.id page, Minister of Communication and Information Technology Johnny G. Plate explained why he chose Maudy Ayunda as spokesperson for the G20 presidency. This was done because Maudy Ayunda earned a bachelor's degree from Oxford University, England with a major in Politics, Philosophy, and Economics. Not only that, Maudy Ayunda also obtained a Master of Arts in Education degree from Stanford University, United States. And Maudy also mastered several foreign languages such as English, Mandarin and Spanish.

Lilis Sumaryanti (2017) explained that the social environment and bilingualism are factors that influence language change and development in a person. Because Maudy Ayunda's environment at the time of college required her to speak English because she was studying in England and the United States. This is what causes Maudy Ayunda to use bilingualism, which is a person who uses more than one language and causes Maudy Ayunda to often use Code Switching to communicate in the G20 presidential press conference. Not only that Maudy Ayunda uses intra-centential switching a lot because with an educational and social background that requires her to speak English, maudya ayunda often uses code switching, especially intra centential switching to say something or phrase terms or clausa in English or for lexical needs Hoffman (1991: 116)

CONCLUSION

The language we use every day is not just verbal language but the non-verbal language we are used to finding on social media. In the G20 agenda involving Maudy Ayunda as the spokesperson for the Indonesian presidency, there are 7 code switching and reasons why code switching is carried out. the reason for this is due to the delivery of important topics, terms that are common in English or universally formed symbols. the thing that affects Maudy Ayunda doing a lot of code switching is because she has a very good educational background. he studied in the UK and USA and required her to learn and speak english this is what caused him to use code switching a lot in communicating in the press conference of the G20 presidency.

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