CODE SWITCHING ANALYSIS OF VARIOUS PROFESSIONS IN BOY WILIAM'S VIDEO ON YOUTUBE

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Abstract

This research analyzes three YouTube videos by Nessie Judge entitled "Exlusive! BCL Opens Chronology of Events That Night!, Jerome Polin Happy National Examination Canceled!!! and Najwa Shihab's Choice About President 2019! Boy William Laughing!". The analysis mainly concentrated more on the switching of codes that was done by Boy William and the people he invites to collaborate with in his videos. This study aims to determine the types of code switching used by Boy William and the people he invites to collaborate with in his videos and find out the reasons why he uses them. This research provided use of descriptive analytic method and primarily concentrates on the ideas put forth by Hoffman and Poplack. The data in the data for this research came from transcripts of Boy William's videos, other data were collected from various citations including publications such as books, journals, articles, and theses, in addition to online sources. The data analysis techniques used in this study are based on Miles, Hiberman and Saldana including data collection, data condensation, data display, and finally drawing inferences from the findings in order to arrive at a conclusion. The final results of this study show that the utterances performed by various professions in their videos use 3 types of code switching including, intra-sentential switching, inter-sentential switching, and tag switching. As well as showing the function of using code switching used by various professions in their videos.

Keyword: Code Switching, Youtube, Boy William

INTRODUCTION

Humans in their lives always use communication to survive in meeting their needs and demands. Baran defines simply the notion of communication, namely delivery of a message from a source to the recipient or it can also be said communicator to the communicant. When a source sends a message through a medium and produces an effect, the communication process occurs. Harold Lasswell says an easy way to describe communication is by answering the question who?, saying what?, through what channel?, to whom?, and with what effect?.

Meanwhile, according to Rodman communication, the process of sharing messages between people. This is the case with what was stated by Mulyana that the process of communication through verbal and non-verbal behavior involving two or more people more what happens when people give meaning to messages. Humans use a tool called language in order to engage with other social species. Language is essential in all aspects of human life.

In today's world, the language display is really useful. Language is concerned, in general, with knowing what the other person is saying and creating the appropriate interpretation. Language is being used by every human being to interact. Language is the most efficient means of communicating ideas, thoughts, intentions, and objectives to another.

Language is a channel for creating intents, ideas, opinions, creating feelings, and helping humans to connect with each other, in addition to being a mode of communication. Language has a significant impact on human life because of its function as a communication instrument. If the language used is not accepted or understood by others, communication will be imperfect . At this time, we frequently hear people interpreting to or from a different language, which is referred to as "code switching" in the field of sociolinguistics.

Linguistics, on the other hand, is the research of words and phrases. Language is a branch of science that studies language. The process of moving from one type of language, variety, or slang

to another, code switching is commonly used in bilingual and multilingual communities. The era of globalization and free markets has inevitably happened all over the orld, including Indonesia. Competition in all aspects is getting tougher,in the aspect of employment and especially difficult because there are no boundaries which will restrict people from all over the world from entering and searching jobs to any country they want, including Indonesia.

In fact, the application is already familiar because the average population in this world already has it. Some of them change their language from one language to another, one of which is Boy William. William Hartanto or better known as Boy William is an actor, VJ, rapper, Youtuber, and singer. He began his professional life in the entertainment world when he won a model competition titled Starteen in 2009.

Boy was asked to host the Rising Star Indonesia talent show for three seasons and The Next Boy/Girl Band for two seasons, before hosting two seasons of E-sport Star Indonesia and the eleventh season of Indonesian Idol. Boy is very popular with the Indonesian people because he consistently makes content which invites many famous people who also have many fans. In the video, Boy often uses changing the code from English to Indonesian or vice versa. Sometimes Boy also adjusts to the person who is invited to collaborate if that person cannot speak English, therefore Boy uses full Indonesian.

It is known that Boy William had lived in New Zealand from the age of three to the age of twelve, so without a doubt Boy often used code switching with two languages, namely English and Indonesian. This study, on the other hand, examines code switching as used by Boy William. He can also communicate fluently in Indonesian. The prospective conclusions of this study are that Boy William would wish to employ code switching to compensate for his incapacity to speak Indonesian.

Considering the preceding context, the study on code switching is appropriate to analyze. So the researcher identified the research questions that are.
1. What type of code switching are used in different professions in Boy Williiam's vlog?
2. What function of code switching are used in different professions in Boy William's vlog?
As previously stated, there are several reviews of related literature on this study, as follows:
Sociolinguistic
Sociolinguistics is a topic of research to examine the phenomenon of language connections. An interdisciplinary topic of research called sociolinguistics combines linguistics and sociology, two empirical fields that are intimately related. Sociolinguistics is made up of two words are sociology and linguisticsThe empirical and quantifiable study of people in society is known as sociology., as well as social structures and processes. Sociology tries to understand how society occurs, takes place, and continues to exist. Despite the fact that linguistics is a subfield of linguistics that explores language, language is a branch of science that studies language. In general, the field of study known as sociolinguistics discusses language in the context of how it is used in civilization..(Hasanah et al., 2019).

Halliday refers to sociolinguistics as institutional linguistics (in Sumarsono, 2002: 2) because it deals with the relationship between a language's users and the language itself (referred to the connection that exists around language and the speakers of that language).

The study of language sociology, according to Fishman (1972), "focuses on a wide range of issues associated with the social organization of linguistic activity, including not only the use of language but also attitudes toward language, behavior toward language, and users of language as well as how language is used." Sociolinguistics is the study of the structure of linguistic behavior, which covers not just language usage but also linguistic attitudes, linguistic user behavior, and

linguistic users themselves (Izzah & Hadi, 2018). So, rather than focusing on linguistics itself, sociolinguistics, in Fishman's opinion, is more interested in the study of sociology. As a result, while some people's involvement with language issues came after a study of social phenomena, others' involvement with language issues came after a study of social phenomena.

Sociolinguistics also observes problems pertaining to how language behavior is organized, including language use as well as language attitudes, language behavior, and language users. Sociolinguistic studies allow someone to start from social problems and then relate them to language, or vice versa, start with language and then be associated with symptoms in society (Girsang, 2015).

As a means of interaction or communication in human society, rather than being viewed or approached as a language, as is done in general linguistics, the focus here is on language as a medium. Commonly, sociolinguistics is understood to be the study of the properties and nuances of language, in addition to the connection between linguists and the functional characteristics of language nuances within a language community (Kridalaksana et al., 2009).

Simple terms, the study of language as a component of culture and society is known as sociolinguistics.. The formulation described above emphasizes that language is not a stand-alone entity, but a unitary one. Culture and language are mutually sustainable, because language is part of culture (Sumarsono, 2002: 2).

Bilingualism

If we see a person employing two languages in his interactions with others, we may say that he is bilingual in the sense that he is engaging in bilingualism, which we shall refer to as bilingualism. Bilingualism is the practice of conversing in two languages with others. We refer to bilinguality when we consider the skill or the ability to communicate in two different languages, also known as bilingualism. (from English bilinguality). Bilingualism is defined broadly as a speaker's ability to converse with others in more than one language. People who are considered to be "bilingual" either have the ability to speak two languages or the habit of using both of those languages. (Chaer & Agustina, 2014:84).

Bilingualism refers to communicating in more than one language alternately. The use of two languages alternately is referred to as bilingualism. Bilingualism is defined as someone's habit of speaking two or more languages (the alternative utilization of two or more languages by one and the same person.). The level of Bilingualism is expressed in terms of mastery of grammatical, lexical, semantic, and stylistic elements, which are reflected in the Listening, speaking, reading, and writing are the four skills that help up linguistic proficiency. Mac Key (1956:155).

Code Switching

The meaning of the word "code switching" can be broken down into its component parts: the word transfer, which means "to move," and the word code, which means "one of several v variations within the language skills." Therefore, code switching can be understood from an etymological perspective as a passage or change (transfer) from one language variant to some other (Suandi, 2014: 132).

According to Kridalaksana (1982: 7), code switching is when one person uses a different variation of their native language in order to adapt to a different role, different circumstances, or because of other participation. He also disclosed the fact that code switching occurs not only in bilingual or multilingual language communities, but it also takes place in communities where only one language is spoken. The ability to code switch from one language variety to another is a feature of societies that are either bilingual or multilingual. Code switching is a general term that refers to the switching (switching) of the use of two or more languages, some many different versions of

one language, or even several variations with one style, as stated by Dell Hymes in Jendra (2007: 156).

According to R. Appel in Jendra (2007: 156) code switching is a change in language use due to changing situations. According to Chaer (2014: 106), code switching can be defined as an event of language switching from one variety to another, from one language to another that is done consciously and for a reason. Speakers of Indonesian, for example, switch to Javanese. Code switching is one aspect of language dependence in a multilingual society. In a multilingual society, it is extremely difficult for an absolute speaker to use only one language. During code switching, each language retains support for its own functions, and each function is supported based on its context.

Based on some of the definitions above, it is possible to conclude that code switching is a term used to describe a situation in which two or more languages are used in several variations of one language in a speech event.

Regarding the form of code switching, Thomson in (Rosita, 2011) states that code switching is a transition between sentences, which switches from one language to another at sentence boundaries. Suwito in (Rosita, 2011) reveals that Code switching could take the form of variant switching, variety switching, style switching, or register switching. It is possible to say that code switching shows a symptom of the interdependence between contextual functions and relevant situations in the use of two or more languages. It is reasonable to conclude that the kind of code switching is variant switching, variety switching, style switching, or register switching. Language code switching can be seen from language switching and variety switching in two different contexts, as a result, code switching is defined as one language being transferred to another in the context of a different situation. Code switching is done consciously and purposefully. If we trace the causes of the code switching, then we return to the main sociolinguistic problem as described above stated (Fishman in Chaer, 2014: 49) Specifically, "who speaks, in what language, to whom, when, and for what purpose?".

The presence of a third person or other person who does not share the same language background as the speaker and interlocutor can result in code switching. In addition, changing the topic of conversation can also cause code switching. This event occurs because there is usually a change in the situation from an informal situation to a formal situation or vice versa.

Types Of Code Switching

Using Poplack's theory, this study examined different types of code switching. These are the three types of code switching, according to this theory.

Inter-sentential Switching

Within and between switching is the term given to the process by which a speaker shifts from one language to another between individual sentences. This indicates that when the speech of a person is segmented into sentences, one phrase would be in each language and the other sentence would be in a different language.

Intra-sentential Switching

Idiomatic expressions switching is the process of switching codes in the middle of a sentence, either between clauses or between sentences. In this example, the speaker uses one language for a phrase or sentence in its entirety before switching to another language for the subsequent clause or sentence. This switching is connected to the nature of the discussion and the context in which it took place, but in a roundabout way. In contrast to the previous type, this modification does not

consist solely of the addition of one or two words. In addition, the switching should take place between a minimum of two clauses, which can be considered two separate sentences.

Tag-switching
When code-switching occurs at the end of a sentence, tag-switching occurs, involving the insertion of the sentence's tail (tag). The most basic type of switching is tag switching. It is because the two languages require some integration. Tag inclusion is related to tag swapping (Jalil, 2009). The addition of a tag, according to Poplack (1980), has no effect on the rest of the phrase. The tag insertion can also be freely moved and connected almost anywhere.

Function Of Code Switching
Using Hoffman's theory, this study examined the function of code switching. According to this theory, there are seven code switching functions.

Talking About A Particular Topic
People will occasionally prefer to discuss a specific issue in one language over another. A speaker may feel more liberated and at ease expressing himself in a language that is not his native tongue.

Quoting Somebody Else
Individuals frequently cite words, sentences, and utterances that they admire from very well-known people, the quotation from a language other than their native tongue. The purpose of citing someone else is to emphasize something that you wished to say.

Showing Empathy about Something
When expressing empathy for something, people frequently change their vocabulary. In certain circumstances, adopting another language to express empathy is more convenient than speaking one's mother tongue. Furthermore, good language usage can strengthen the message.

Interjection (Inserting Sentence Fillers or Sentence Connector)
Interjections are sentence implants or sentence connectors that individuals employ spontaneously, for example "By the way," "Anyway," and so on. interjection is also known as a brief exclamation such as "Damn!", "Hey!", "Well", "Look!", and etc.

Repetition Used for Clarification
When a bilingual or multilingual individual wishes to make clear his utterance so that when the audience understands it nicer, he could indeed communicate this very same communications in both languages. A message in one code is frequently repeated directly in the other. A repeat is used to emphasize and emphasize a point as well as to explain what is being said.

Intention of Clarifying the Speech Content for Interlocutor
When a bilingual or multilingual person wants to make sure that their message is understood clearly by the audience, they might convey the same message in both languages. Frequently, a message in one code is directly repeated in the other. Repetition is used to clarify what is being said as well as to accentuate a point.

Expressing Group Identity
Code switching and code mixing are other ways to indicate group identification. In comparison to other groups, academics' communication styles in their discipline groups are considerably different. In other words, communication inside a community is distinct from communication between members of other communities.

Vlog
The development of the digital industry has increased quite rapidly every year. Lots of new jobs have emerged from the use of digital media in terms of content creation, both from text and video media. Vlogs are one type of work or activity that is in great demand by content creators, especially on Youtube channels.Well, for this time we will discuss and review more deeply about what a vlog

is and how to create video content on the Youtube channel for beginners. The goal is that the content created gets an increase in the number of visitor traffic, as well as doing good content optimization on the Youtube search engine.

Video blogging or vlog is a blog, where there is content in the form of videos in it and will later be uploaded through the YouTube social media channel site. People who usually make vlogs are called vloggers.In the creation of video content, there are several special steps that must be done. Starting from the pre-production, production, to post-production stages. In addition, the content that can be created also varies, according to the needs of the content creator channel. For the time being, the most often used content is in the fields of education, tutorials, music, humor, gaming, and podcasts. You can change the duration of the video to suit your needs(Robith Adhani,Muhammad ,2014).

Youtube

People may now access anything, including images, music, movies, and the most up-to-date information from around the world, thanks to the rapid advancement of technology. People, particularly in access videos, can share videos on social media. Youtube is one of the media. Youtube is a social media website where users may engage with one another by watching, sharing, and commenting on videos. Youtube is a website that enables many individuals to not only consume but also create content (Cayari, 2011, p.7). There are numerous types of videos that can be submitted to YouTube, including movies, music videos, movie trailers, video blogs, and so on. Uploading a video to YouTube is a quick and simple process that works similarly to other video sharing services (Jones, 2017, p.16). It means that videos on YouTube can help viewers. For example, people who wish to learn how to play the guitar can watch videos on YouTube regarding guitar tutorials. Aside from that, Youtube is simple to use; all one needs is a smartphone or a computer to access it.

RESEARCH METHOD

This research employs a sociolinguistic approach, especially code switching. To analyze this research, Researchers use the theory of Hoffman and Poplack. This research is a descriptive qualitative research. Because it examines data involving code switching employed by Boy William, it is classified as qualitative research. The researcher will analyze four videos from Boy William's YouTube channel that use code switching. In this case the researcher will explain the differences in code switching in various professions in terms of type and function. And to support this research, researchers also took data from books, articles, journals, and other sources related to code switching for reference.

The following steps are included in the data collection procedure for this investigation. First, the author accessed the YouTube website. Second, the author searched for and downloaded four videos from Boy William's YouTube channel. Third, the researcher studied and attempted to analyze the characters' statements in Boy William's film. Fourth, the writer transcribed the video and double-checked the transcript's content with the video. Finally, using Hoffman and Poplack's hypothesis, the author detected utterances having code switching.

The researcher employed the "interactive approach" suggested by Miles and Huberman to analyze the data, which involves three activities: data reduction, data display, and data conclusion drafting and verification (Miles, Huberman and Saldana , 2014). Since the data collection stage was covered in the previous session, the researcher moved on to the rest of the analysis components.

Data condensation is the process of choosing, concentrating, simplifying, abstracting, and rough data changing the obtained data. It is a continuous procedure that begins with field research and continues until the report is done. The process of data reduction is a form of analysis that can be utilized to focus, classify, instruct, completely eradicate, and arrange data so that a result may be reached and validated. The writer chooses appropriate data from the first activity in this activity.

Data display is a well-organized set of information or data derived from the preceding activity, data reduction, which allows for the drawing of conclusions. The writer will be able to grasp what is going on and what has to be done based on the data provided. Data is displayed as written text or figures, such as a matrix, chart, and checklist. In this case, the writer employs written language as a data presentation.

The writer can draw a conclusion once all of the data has been displayed. It is still imprecise and half-formed at the initial phase of ending. The conclusion may not be available until the data collection is completed. These three elements, data reduction, data display, and data conclusion, are interwoven actions that occur before, during, and after data collection in order to create analysis. They are a participatory process for the writer, who must travel back and forth between them.

FINDING AND DISCUSSION

In this chapter the researcher releases the results of the types and functions of data code switching that have been transcribed from three boy William videos, especially in the "Nebeng Boy" program, one of which is entitled Exlusive! BCL Buka Kronologi Kejadian Malam Itu !, Jerome Polin Happy Ujian Nasional Di Cancel !!! and Pilihan Najwa Shihab Tentang Presiden 2019! Boy William Ketawa!.

Findings

In the findings section, the researcher categorized the types and functions of code switching based on the title of the video, especially on the different professions of the people whom Boy William collab invites in the video.

Intra Sentencial Switching

Extract 2

> BCL *: Jadi baru **fitting** segala macem buat idol terus berangkat ke idol dia berangkat pergi ke pp terus sorenya dia berangkat pergi ke pp terus sorenya dia sama sih **chat** segala macem terus dia gua balik dia lagi di kamar lagi mau matiin tv kayaknya trus ngobrol ngobrol bentar.*

From the text above, BCL tells us of all his activities that day and all his busy life that day, from morning to evening, back and forth, still chatting here and there, and when he came home, she still had time to chat with him before her husband passed away. In this utterance, BCL uses Indonesian as the first language and English as the second language. This expression is intra sentential switching because the speaker inserts English words (verb), namely "***fitting***" and "***chat.***" into Indonesian sentence which are within sentence boundary.

Inter Sentencial Switching

Extract 19

Kak Sabda : ***Thank you for that actually***, *itu tuh sebenarnya sih konsepnya bukan masalah gaya lo asik apa segala macem tapi kan konsepnya begin kadang orang mikirnya belajar tuh sekolah.*

Utterance above "***Thank you for that actually***, *itu tuh sebenarnya sih konsepnya bukan masalah gaya lo asik apa segala macem tapi kan konsepnya begin kadang orang mikirnya belajar tuh sekolah.*" Kak Sabda Thanks to Boy William for praising Kak Sabda for educating in a fun way and changing a person's mindset that learning is school even though learning has a wide reach not only at school. This utterance include inter sentential switching because the speaker switches his language from English at the first sentence "***Thank you for that actually*** and Indonesian at the second sentence "*itu tuh sebenarnya sih konsepnya bukan masalah gaya lo asik apa segala macem tapi kan konsepnya begin kadang orang mikirnya belajar tuh sekolah.*"

Tag Switching
Extract 31

Najwa *: **Oh my god ! , I went to Sydney for her concer.***

From extract above "***Oh my god ! , I went to Sydney for her concer.***" There is code switching. There is tag switching with the same language at the first of the sentence. The speaker insert english tag "***Oh my god !***" From the extract above, we can conclude Najwa Shihab was surprised because Boy William knew that Najwa Shihab was a fan of singer Adele and had been to Adele's concert in Sydney.

Taking a Particular Topic
Extract 11

Boy says "***Allright guys*** *kita mau nebeng boy lagi* ".This data includes particular topic because the speaker uses code switching when talking about "Nebeng Boy". Nebeng Boy is one of William Boy's YouTube channel programs that talks about a particular topic where he collaborates with famous people and chats in the car. So this utterance shows that Boy used talking about a particular topic function.

Repetiton Used for Clarification
Extract 13

In this video Boy said "***you know the secret***," *mau tau rahasia gak ?.*" This includes example repetition used for clarification. In this utterance Boy do code switching but he repetead that code switching back to the first language in this case Bahasa Indonesia to emphasize his utterance

Being emphatic about something
Extract 32

Boy said "*Yeahh Mas Tama keren banget sih pokoknya headshoot buat Mas Tama bikin acara kayak gitu sih **that's world class standart** bangga banget sama Indonesia* ". This utterance include being emphatic about something function because Boy show his empathy for the work of Mas Tama who made a very cool event.

Discussion

It shows types based on Poplack's theory, those are three types of code switching. First, intra-sentential switching refers to code switching that happens between clause or sentence boundaries. Second, Inter-sentential switching occurs when a speaker moves from one language to another between sentences and tag switching occurs when the code-switching occurs at the conclusion of the sentence and involves the insertion of the sentence's tail . While the function uses the theory of Hoffman which consists of seven, namely, talking about a particular topic, when people occasionally choose to discuss a specific issue in one language rather than another.

Quoting somebody else, when people frequently cite words, sentences, and expressions that they admire from well-known people, the quotation from a language other than their native tongue.

When Boy talks to Bcl, they use code switching which changes the language from English to Indonesian or vice versa, there are three types of code switching used when they are chatting, namely, 25 utterances intra sentential switching, 13 utterance inter sentential switching, and tag switching as much as 3 utterances.

When they talk they use code switching, the type of code switching used is 18 utterance intra sentential switching, 13 utterance inter sentential switching and 1 utterance tag switching. In this video Boy collab with Najwa Shihab who is a journalist by profession. In this video, Najwa Shihab gives a lot of motivation to the younger generation about the world of politics. In this video, they also use a lot of code switching, especially in the intra sentential switching type with 31 utterances, 15 inter sentential switching utterances, and tag switching with 1 utterance. " Kumalasari " A Study of Code Switching in "Empat Mata " Talkshow investigated code-switching talks in Trans 7's Empat Mata talk show.

It investigates the nature and causes for code switching in Empat Mata. " Kumalasari " An analysis of Code Switching in "Empat Mata " Talkshow investigated code-switching talks in Trans 7's Empat Mata talk show. Some UIN Malang researchers have also employed code switching theory. The first is Aulya Fitri " " English Beginner Uses Code Switching in EF Malang , who investigated the various structures of code switching used by English beginners at EF Malang Tag switching, intra-sentential switching, and inter-sentential switching are the three types of code switching she discovered. Rahmaniah is the other "Code switching used by Kimmy Jayanti in "iLook" program on NET TV" . She investigated Kimmy Jayanti's usage of code switching on one of the television talk show programs.

The difference between this study and others on code switching is that this study compares the differences in code switching between people with different professions. Moreover, some studies have only focused on code switching in a single person.

CONCLUSION

According to the extract in findings and discussion, the researcher will release the results of the types and functions of data code switching that have been transcribed from three boy William videos, especially in the "Nebeng Boy" program, one of which is entitled Exlusive! Bcl Buka Kronologi Kejadian Malam Itu ! , Jerome Polin Happy Ujian Nasional Di Cancel !!! and Pilihan Najwa Shihab Tentang Presiden 2019! Boy William Ketawa! . There are 121 utterances found on these three videos in different professions who collab with Boy William from 3 types of code switching. The most frequently used types of code switching are intra sentential switching, which is 79 utterances, the second most is inter sentential switching with 41 utterances, the last is tag switching, which is 6 utterances.

Furthermore, there is also a function of code switching used by Boy William and someone who collab with him in different professions. The functions found by the researcher were 3

functions, namely taking a particular topic, being empathic about something, and repetition for clarification.

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