



## CODE SWITCHING IN SOCIAL MEDIA

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### ABSTRACT

*This article deals with Code Switching in Social Media. The objectives of this research are to find out the kinds and the reasons of using code switching in social media. The sources which used in collecting the data are four social media they are Instagram, Facebook, TikTok and Twitter. This research used the qualitative analysis to carry out the study. The result of the analysis shows that there are three kinds of code switching and five the reasons of doing code switching: they are interjection, to reflect social status, Prestige and trend, lack of vocabulary, and topics. And based on the analysis of the study, it is found that the highest number of the kinds of code switching is intra sentential code switching which attain 48 data. The main reasons of the users in social media doing code switching is prestige and trends which attain 25 data and the most significances used code switching in social media is instagram which attain 29.*

**Keywords:** Code-Switching, Social Media

### I. INTRODUCTION

The phenomenon of code switching nowadays is very often encountered in both direct and indirect communication or on social media. Every man, woman, and child on the world has their own language. There are no individuals or groups of people who can express themselves without using language since language is a component of who we are. Language was first defined as a medium of communication. Some people have realized that language is a tool that allows us to communicate and share ideas, analysis, and other information. Language is the means of communication used by people to give their ideas, thoughts, goals and objectives to others.

Speaking is more common than writing. It's hard to believe that social media allows people to express themselves openly. There are several statuses around us. Among other recent achievements, social media is a product of rapid technological advances. Facebook is a social networking platform that allows people to connect and communicate with each other. Code switching occurs when a bilingual or multilingual speaker changes from one language to another during a

conversation. Social media is an interactive technology and digital channel that facilitates the creation and exchange of information, ideas, interests, and other forms of expression through virtual communities and networks.

It can be seen in the following data an actress Putri Marino: *'Aku kasih tau superrrrr **simple looks** versi aku buat kalian yang dirumah aja tapi harus **meeting online** atau buat yang harus keluar rumah dengan urusan penting. Aku rekomendasiin eyeliner Hyperblack Superstay Liner dan Powerstay Transferpoof Matte Lip Cream (aku pakai shade B05 Fired Up) dari @makeoverid yang pasti gampang diaplikasikannya dan juga tahan lama #MakeOverID'*(instagram). However, code switching happens when one phrase, word or sentence clearly has the grammatical structure of another language. The English clauses ***simple looks*** and ***meeting online*** is the code switching. The user has switched her code from Indonesian to English. In the beginning of her utterance, the user used Indonesian language *'Aku kasih tau superrrrr...'* and after that the user inserted an English clause



*simple looks* and then to finish her utterance in the text she used Indonesian language.

According to Poplack (2014:24) there are three kinds of code-switching: intra-sentential, inter-sentential and extra-sentential or tag switching. The three kinds of code switching will be presented below:

1. Intra-Sentential Switching

Intra-sentential switching refers to switches within a sentence, which some linguists refer to as code switching. Intra-sentential code switching occurs when a foreign language word, phrase, or clause appears within a sentence in a base language.

2. Inter-Sentential Switching

Inter-sentential switching between sentences occurs at the boundary and is used to create discussions between sentences. When a complete sentence in a foreign language is spoken between two sentences in the base language, switching between sentences happens.

3. Tag Switching

Tag-switching involves the insertion of a tag from one language into an utterance which is entirely in the other language. Tag-switching can be an exclamation, a tag, or a parenthetical in another language than the rest of the sentence. For example 'you know', 'I mean'.

Aside from the types of code-switching, there are also the reasons of using code switching. In this analysis, analysiser found some reasons that caused of code switching:

1. Interjection

Interjection are words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Damn!, Hey!, Well!, Look! etc. they have no grammatical value, but a speaker uses them quite often, usually more in speaking than in writing.

2. To Reflect Social Status

Sometimes, speakers tend to use different languages to denote a particular social status or to distinguish themselves from other social classes. Professor Peter

Auer says in his book *Code-Switching in Conversation: Language, Interaction and Identity* that "code-switching carries a hidden niche that is explicitly manifested in the situation" (Auer, 2002).

3. Prestige and Trends

Gumperz (2006: 49) presents the example of a Spanish-English bilingual who mixes two languages through a quotation. In sociolinguistics, prestige refers to the amount of esteem generally granted a certain dialect or tongue within a language system in comparison to other languages or dialects. Prestige varieties are linguistic or dialect families that a culture considers to be the most "correct" or otherwise superior.

4. Lack of vocabulary

Poplack (2006: 49) postulate that speakers who code-mix fluently and easily tend to be quite proficient bilingually. The lack of vocabulary between speaker and interlocutor when in conversation caused the speaker need to switch the language to other language.

5. Topics

"People can swap codes in a speech situation to discuss a certain topic," Janet Holmes remarked of code switching based on topic (Holmes, 2000). As a result, based on the topic, people may employ more than one language within the same utterance. In many circumstances, a bilingual is more inclined to discuss a specific issue in one language than another.

Aside from code-switching, there is another language phenomenon which is known as code switching. We have to know the kinds of social media.

1. Instagram

Users may upload media to the app, which can then be altered with filters and grouped using hash tags and geographical labelling. Posts can be shared with the general public or with pre-approved followers. Messages are sent not by letter, but by direct messaging or by comments on their postings. The text on the photo allows some people to change their mother tongue to another language.



## 2. Facebook

Every day, billions of people use Facebook to build and expand communities, personal interactions, and money. Individuals, community organizations, and corporations can benefit from a variety of Facebook applications: Connecting with friends, forming communities, interacting with consumers, looking for work, and selling products and services.

## 3. Twitter

Twitter is a micro-blogging and social networking website that allows users to post and interact with messages known as "tweets." Unregistered users can only read those that are publicly visible, while registered users may publish, like, and retweet them. Twitter is accessed by users either browser or mobile frontend applications, or programmatically via its APIs. Prior to April 2020, services could only be accessed by SMS.

## 4. Tiktok

TikTok, has a wide range of short-form user films with durations ranging from 15 seconds to three minutes, including pranks, stunts, tricks, jokes, dancing, and entertainment. TikTok and Douyin feature nearly identical user interfaces but have no access to each other's content. Their servers are all located in the market where the app is offered. The two items are comparable, but not identical in terms of characteristics.

## II. METHODS

The method of the study which was used was qualitative analysis. According to Merriam (2009), qualitative analysis is concerned in understanding the meaning individuals have made, or how people make sense of their world and their experiences in it. The data were collected from: instagram, facebook, twitter and tiktok. In conducting this analysis, I went through these procedures; firstly I read the text from source of the data, then I collected the data from the social media, after that I classified the data based on the kinds of code

switching and the reasons of the speakers of doing code switching.

There are 81 data of code switching collected from social media, 29 data are taken from Instagram, 14 data are taken from Facebook, 27 data are taken from Twitter and 11 data are taken from TikTok. There are so many kinds of social media. I choose source of the data taken from : instagram, facebook, twitter and tiktok. This sources has specific vision to be trend setter among the teenegers and more popular. And based on the analysis of the study, it is found that the highest number of the kinds of code switching is intra sentential code switching which attain 48 data. The main reasons of the users in social media doing code switching is prestige and trends which attain 25 data and the most significance used code switching in social media is instagram which attain 29.

To analyse the data, the following procedures were done. After collecting data, First, identifying the utterances made by user which contained code switching in social media. Second, classifying the data based on the kinds of code-switching. Next, classifying the data based on the reasons of doing code-switching. Then, analysing the data based on the kinds of code-switching. After that, analysing the data based on the reasons of doing code-switching and finally, drawing a conclusion based on the analysis.

## III. RESULT AND DISCUSSION

In this research, the analysiser discussed the data and analysed them according to theories of kinds of code switching and the reasons of doing code switching. As Poplack says there are three kinds of code switching. Intra-sentential code switching is found when a word, a phrase, or a clause of a foreign language is found within the sentence in a base language. For example, "Melihat *timeline* akhir-akhir ini, sepertinya setan akan betulan *resign* karena minder" (Twitter: Fiersa Besari). In the example above, the phrase "*timeline*" and the word "*resign*"



are code-switching. The speaker has switched her language from Indonesian to English. In the beginning of her utterance caption, the speaker of twitter used Indonesian language “Melihat ...” but in the middle of her utterance she inserted an English phrase, “*timeline*” and an English word “*resign*”. Because of the insertion of an English phrase and English word into this Indonesian utterance, this code-switching is classified as intra-sentential switching.

The second kind of code switching is known as Inter-Sentential Switching. Inter-sentential code switching involved a switch at a clause or sentence boundary, in which each clause or sentence is in one language. For example, “Yang terlihat baik belum tentu baik yang terlihat buruk belum tentu buruk *so enjoy every moment in ur life n smash harder*” (Instagram: kevin\_sanjaya). In the example above, the clause “*so enjoy every moment in ur life n smash harder*” is the code switching. The user switched her language from Indonesian into English in the end of his utterance. Kevin Sanjaya used Indonesian language in the beginning of her caption “Yang terlihat baik belum tentu baik yang terlihat buruk belum tentu buruk...” after that, she switched her code to English to finish her utterance “*so enjoy every moment in ur life n smash harder*”.

The last kind of code switching is known as tag switching. It involved the insertion of (a tag, a parenthetical, an exclamation/interjection, sentence filler, or idiomatic expression) in one language into an utterance which is otherwise entirely in the other language. For example, “Berangkat dulu ya *guys stay tuned for my vlog!!*” (Instagram: livyrenata). the code switching from her caption is “*Stay tuned for my vlog!!*”. The user switched her caption from Indonesian to English language. In her caption the account used Indonesian language in the beginning of her idea “Berangkat dulu guys,...”, but in the end of sentence inserted an English tag because of insertion of “*stay tuned for my vlog!!*”

In this research, I do not analyse the kinds of code switching but I also analyse the reasons of code switching. Based on theory there are five reasons of the users doing code switching in their social media: Interjection, to reflect social status, prestige and trends, lack of vocabulary, and topic. Interjections are words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Damn!, Hey!, Well!, Look! etc. they have no grammatical value, but a speaker uses them quite often, usually more in speaking than in writing. For example, “*Look!!* Sudah sampai, take rest sayang... makan yang banyak istirahat yang cukup terimakasih sudah sampai dengan selamat dan terimakasih untuk malam yang menakjubkan, saying lisa banyak banyak love you”(commented in photo). The caption starting with interjection and the user switch their language from Indonesian to English. The reasons of doing interjection in their caption because they fill very surprised about the idol already arrive in their country.

The second reason of doing code switching is to reflect social status. Professor Peter Auer says in his book *Code-Switching in Conversation: Language, Interaction and Identity* that “code-switching carries a hidden niche that is explicitly manifested in the situation” (Auer, 2002). For example, “Ada yang ngedit *photo* aku seperti ini. *Captionnya* apa ya?” (Facebook: Cinta Laura Kiehl). She is an actress, model and singer in Indonesia, that’s so many people followed in all of social media and her fans not only Indonesian but also comes from another country. Because of this she always switched her code in every moment that’s so many fans comes from another country will be know what she do and things. Switched her code in every moment will be showed to her fans that’s she is an actress popular not only in Indonesia but also in the world.



The third reason of doing code switching is prestige and trends. In sociolinguistics, prestige refers to the amount of esteem generally granted a certain dialect or tongue within a language system in comparison to other languages or dialects. For example, "Dari kemaren ditagih *full songnya* dan akhirnya hari ini rilis juga. Yess, 'Cinta Sederhana' *is out!* Langsung dengerin di *Platform streaming digital* kesayangan kalian ya *luv.*" (Twitter: Raisa Andriana). As a model and singer in Indonesian, daily activity by Raisa Andriana will be trends in social media. A lot of people followed her account and maybe make an account fake. Trends come from someone who makes something new and another people enjoy. As an Indonesian Entertain she has to show that she is an educated artist. And also to promote something else switched their code more that good, to make it more attractive to consumers.

The fourth reason of doing code switching is lack of vocabulary. Poplack and Nortier (2006: 49) postulate that speakers who code-mix fluently and easily tend to be quite proficient bilingually, whereas Weinreich (2006:49) thought that intra-sentential code-switching was a sign of the lack of bilinguals proficiency and interference. For example, "Ini dia adik2 Labs School yang *creative scrappingnya* dibuat dengan printer HP Ink Advantage murmer! #OriginalwithHp banget!" (Twitter: Ringgoagus). They want full English, but because of the lack of vocabulary finally switched the language in to another language. The important things we should learn about English language is vocabulary. The user and the commentator also react to the caption. The commentator replied by saying "teknologi yang cocok buat anak creative". The caption inserted lack of vocabulary English language '*scrappingnya*' scrapping means 'membuang'. The user switched scrapping and Indonesia suffixion 'nya'.

The last reason of doing code switching is topics. "People can switch

codes in a speech event to discuss a certain topic" (Holmes, 2000). For example, Makin hari makin banyak yang positif, makin terbiasa denger kabar, makin deket *circlenya*, makin sering colok2 hidung, seminggu bisa beberapa kali, semoga *wave omicron* ini cepet selesai. Amin!" (Twitter: Anya Geraldine). in her account twitter, and she were talking about *wave omicron*. In her caption she just discussing topic about COVID-19. So, the reason of the user doing code switching in this caption is discussing a particular topic. The other finally comments to her post about covid and covid.

#### IV. CONCLUSION

The whole data are found in the four social media platforms are 81. There are 48 data points for intra sentential code switching, 19 data points for inter sentential code switching, and 14 data points for tag switching. As a result, it can be stated that in this study, the largest number of code switching types is intra sentential code switching, which has 48 data, and the lowest number of code switching types is tag switching, which has 14 data. . According to the types and analyses, the reasons for employing code switching are five: interjection, to represent social standing, prestige and trend, lack of vocabulary, and themes. There are 7 data of interjection, 22 data of to represent social standing, 25 data of prestige and trends, 18 data of lack of vocabulary, and 7 data of themes among the 81 data of code switching. According to the data above, the biggest reason for people in social media in the text conducting code switching is prestige and trends, which achieve 25 data, and the fewest reasons for people in social media are subjects and interjection, which achieve 7 data.

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