

Code Switching in Boy William's YouTube Video “#NebengBoyNewGeneration Eps. 42”: Sociolinguistics Study

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Abstract

The research objective delves into the types of code-switching present in the YouTube video titled “*GOKIL! TERNYATA CINTA LAURA MASIH CINTA BOY WILLIAM?! #NebengBoyNewGeneration Eps. 42*”. It specifically investigates the shifts in code-switching between Boy William and Cinta Laura, as well as explores the reasons behind their use of code-switching. Employing a qualitative approach, the research adopts a descriptive method for analysis. The data are scrutinized using a theoretical framework that identifies code-switching types and reasons in Boy William's video. The analysis of reasons for code-switching in their conversations is grounded in a theory encompassing tag switching, intra-sentential switching, and inter-sentential switching. Additionally, the research identifies 5 reasons for code-switching in their conversations: Interjection, clarifying the speech content, be emphatic about something, talking about a particular topic, and repetition used for clarification. The most reason for code switching occurred in the data is intersentential switching.

Keywords: *sociolinguistics, code switching, youtube video*

A. INTRODUCTION

Language also plays a significant role in shaping national identities worldwide, as highlighted by Sapir, who viewed each language as an expression of collective art. Every language possesses distinct aesthetic factors, such as phonetic, rhythmic, and symbolic elements, as well as morphological features. These aesthetic factors are unique to each language and cannot be fully shared with other languages.

Thus, it can be defined as a system of words or signs that enables individuals to express their thoughts and emotions to one another.

The theoretical study of language acquisition encompasses various fields, including Psycholinguistics, Sociolinguistics, Linguistics, Neurolinguistics, among others. Each field serves its own purpose, yet they are interconnected. In this study, the authors focus on the sociolinguistic aspect of language.

Sociolinguistics refers to a scientific discipline that investigates the relationship of language and societies, exploring how different languages are used in diverse social contexts. Its goal is to uncover the social functions of language and examine how language conveys social meanings. The diverse usage of language provides valuable insights into both the workings of language and social dynamics within society. As Adi posited, sociolinguistics examines how language usage differentiates various groups in a social environment. It considers several social variables as samples, including ethnicity, religion, socioeconomic status, gender, educational background, and age.

Within the sociolinguistic domain, language phenomena exist where individuals possess the ability to understand and speak two or more languages. This is referred to as bilingualism or multilingualism. Bilingual individuals are fluent in two languages, whereas multilingual individuals can speak more than two languages.

The interchange of two or more languages within a monologue or dialogue is referred to as code switching and code mixing in the field of sociolinguistics. Code switching leads to the ability of bilingual speakers to transition between languages or their varieties during communication. A study of code switching in a mixed-race individual, which Boy William represents, holds significance important as it provides a room of exploration on the complex linguistic and cultural dynamics experienced by such individuals. For a person who lived indifferent countries as Boy William, code switching may be a natural and necessary adaptation to navigate multicultural environments. Practically, this research could be useful for society, namely it could be a source of information about sociolinguistic theory (Andreas, et al., 2023).

According to Trousdale in Mujiono's work, code switching happens when a speaker changes their language in responding to an interlocutor who possesses the same linguistic proficiency in another language. Furthermore, code mixing involves the utilization of two languages within the same utterance, where speakers seamlessly transition from one language to another. Sumarsih defines code-mixing as the usage of language characterized by the "*mixing of various linguistic variations within the same clause.*" Hence, based on the preceding explanation, code-switching can be understood as a phenomenon in which bilingual or multilingual individuals switch between languages influenced by situational factors, while code mixing involves the blending of inserted languages with the dominant language used within a speech community.

Code switching, often termed as "*linguistic gymnastics,*" refers to the practice of alternating between two or more languages or language varieties in a single conversation. This fluidity in language use is not limited to any specific linguistic group and is observed across various communities and contexts. Code switching can occur at different linguistic levels, including words, phrases, or entire sentences, creating a rich tapestry of communication that reflects cultural nuances and individual identity.

Cultural and Social Roots: To comprehend the prevalence of code switching in YouTube videos, it is essential to explore its cultural and social underpinnings. Language is a powerful vehicle for cultural expression and identity, and code switching often serves as a bridge between multiple cultural spheres.

In the digital age, where content creators engage with diverse audiences worldwide, code switching becomes a tool for fostering inclusivity and relatability. Understanding the cultural significance embedded in code

switching allows creators to connect with their audience on a deeper level.

Reasons behind Code Switching on YouTube: Content creators on YouTube employ code switching for various reasons, each contributing to the overall effectiveness of communication. One primary motivation is audience diversity, as creators seek to cater to viewers with different linguistic backgrounds. Additionally, code switching can be a strategic choice to convey specific emotions, humor, or cultural references that may be better expressed in a particular language. Unraveling the motivations behind code switching unveils the dynamic and intentional nature of language use in the digital content landscape.

Impact on Audience Engagement: The utilization of code switching in YouTube videos goes beyond mere linguistic diversity; it significantly impacts audience engagement. Viewers often appreciate content that resonates with their cultural and linguistic experiences, and code switching creates a sense of familiarity and connection. As creators navigate the delicate balance of linguistic variation, they enhance viewer retention, promote inclusivity, and cultivate a loyal and diverse audience base.

In the multifaceted world of YouTube content creation, code switching emerges as a powerful tool for fostering connection and understanding across linguistic and cultural boundaries. By delving into the roots, reasons, and impact of code switching, content creators can navigate the linguistic tapestry with finesse, creating content that not only entertains but also resonates with audiences on a global scale. As the digital landscape continues to evolve, the art of code switching remains a testament to the richness and adaptability of language in the online realm. As a platform for sharing video, another trend arises recently called vlog. Vlog (video blog) is a record of your

thoughts, opinions, or experiences that you film and publish on the internet. In recent years, vlogs have gained much attention worldwide and brought a new revolution in multimedia usage (Umami & Ghasani, 2021).

The emergence of code switching and code mixing become a popular speech trend or style, particularly among teenagers. They frequently engage in code-switching or code-mixing during their conversations, believing it enhances their social prestige. This phenomenon is also observable in the discourse of renowned Indonesian artist and YouTuber, Boy William.

Boy and his guest star often shift Indonesian and English languages in their speech throughout his video.

In this study, the researcher is interested in investigating the usage of code switching in Boy William's YouTube video. The researcher aim to identify the types of code-switching, as outlined by Poplack, and examines the reasons of code-switching using Hoffman's theory. Thus, based on the aforementioned explanation, the researcher conducted a study focusing on the code-switching of Indonesian and English languages in Boy William's YouTube video titled "*GOKIL! TERNYATA CINTA LAURA MASIH CINTA BOY WILLIAM?! / #NebengBoyNewGeneration Eps. 42*". The researcher are highly motivated to undertake this research titled "Code Switching in Boy William's YouTube Video "*#NebengBoyNewGeneration Eps. 42*": Sociolinguistics Study."

B. METHOD

The research was conducted using qualitative descriptive methods, including data collection, analysis, and conclusion. Moleong (2014) defines qualitative research as a research approach that produces descriptive data obtained through written or spoken words from individuals and their behavior. For data collection, the researcher

utilized the technique of watching, listening, and taking notes. The data collection technique is of paramount significance in research since its primary objective is to acquire data that is appropriate, precise, and comprehensive. The collected data is then examined to gain meaningful insights. In essence, qualitative analysis focuses on the depth and completeness of the information the researcher collects. The broader and more detailed the knowledge obtained, the higher the level of analysis carried out in the research. Conducting research on code switching in YouTube videos requires a systematic and multifaceted approach. The method begins by conducting a comprehensive literature review to understand existing research on code switching in various contexts. Explore academic journals, books, and articles that discuss linguistic phenomena, language use in digital media, and communication strategies in multicultural environments. The next step is identifying key variables related to the code switching under investigation. This may include language diversity, cultural references, emotional expressions, and audience demographics.

In addition, the authors selected a representative sample of YouTube videos for analysis. Consider factors such as content genre, content creator demographics, and audience size. Ensure diversity in each sample to capture a wide range of code-switching practices. Perform detailed content analysis of selected YouTube videos. Identify examples of code switching, categorize them based on linguistic patterns, and note the context in which code switching occurs.

C. RESULTS AND DISCUSSION

Tag Switching

Tag code-switching occurs when a bilingual individual incorporates a short

expression (tag) from another language at the conclusion of their utterances.

Data 1

Boy William: “Gila, I never knew clickbait could be in the song.”

(#NebengBoyNewGeneration Eps. 42
minute 03:19)

The utterance by Boy William, “**Gila, I never knew clickbait could be in the song,**” can be identified as tag switching. This phenomenon is evident through the inclusion of the Indonesian expression “*Gila*,” meaning “*crazy*” or “*unbelievable*,” within an otherwise English sentence. The use of this tag enhances the emotional tone of the statement, adding a sense of surprise or disbelief. In essence, tag switching allows Boy William to infuse a colloquial and expressive element into his English statement, reflecting the dynamic nature of language use in a bilingual or multilingual context.

Interjection can be the reason Boy William used the utterance, because individuals may incorporate language switching and language mixing as a form of interjection or sentence connector, whether this occurs unintentionally or intentionally.

Data 2

Cinta Laura: “I mean, aku ga nganggep diri aku sendiri youtuber sih.”

(#NebengBoyNewGeneration Eps. 42
minute 06:27)

In Cinta Laura's utterance, “**I mean, aku ga nganggep diri aku sendiri youtuber sih,**” there is a notable instance of tag switching. The use of “*I mean*,” which is an English expression commonly used for clarification or emphasis, acts as a tag within a predominantly Indonesian sentence. The insertion of “*I mean*” adds a touch of English for emphasis, providing a bridge between languages in a single utterance.

This tag switching serves a dual purpose by enhancing the clarity of the statement and

infusing a subtle English element into the otherwise Indonesian sentence to showcase the speaker's linguistic versatility in a multilingual context that is employed to ensure the smooth flow and comprehension of the conversation for Boy William as the listener, and it can be called intention of clarifying the speech content.

Intra-sentential Switching

Intra-sentential code-switching is identified when a word, phrase, or clause from a foreign language is embedded within a sentence in the base language.

Data 3

Boy William: “Itulah orang sukses, harus turun langsung ke lapangan, you can’t just let people do things for you.”

(#NebengBoyNewGeneration Eps. 42
minute 00:56)

In conversation, Boy William gives Cinta Laura new lessons that she can take by statement **“Itulah orang sukses, harus turun langsung ke lapangan, you can’t just let people do things for you.”** This fact showed that Boy William wanted to involve and emphasize to Cinta Laura directly that Cinta Laura must be enthusiastic in carrying out her activities. That shows utterance; Boy William makes Cinta Laura understand her recent busy activities.

The utterance above was categorized as intra-sentential switching because Boy William transitions from one language to another within the same sentence, resulting in a sentence that incorporates elements from two languages. There are instances where individuals find it more comfortable to express emphasis in their second language rather than their first language and it can be used as Boy William's reason because it makes it easier to be understood by Cinta Laura. So, it can be identified as emphatic about something.

Data 4

Cinta Laura: “Tapi kalau ini misalnya bisa sukses ga hanya di Indonesia I want people to be like wait, like wow like the Indonesian culture is so beautiful.”

(#NebengBoyNewGeneration Eps. 42
minute 04:40)

Cinta Laura's utterance, **“Tapi kalau ini misalnya bisa sukses ga hanya di Indonesia I want people to be like wait, like wow like the Indonesian culture is so beautiful,”** can be identified as intra-sentential switching. This linguistic phenomenon occurs when there is a shift from one language to another within the same sentence. In this case, Cinta Laura seamlessly integrates Indonesian and English to convey her thoughts about the potential success of her new song beyond Indonesia.

The use of both languages within the sentence reflects Cinta Laura's multilingual proficiency, allowing her to articulate her sentiments in a nuanced manner. The intra-sentential switching serves a talking about a particular topic reason and communicative purpose, emphasizing the global impact she envisions and underlining the beauty of Indonesian culture. This blending of languages within a single sentence highlights the dynamic nature of language use in expressing complex ideas with cultural richness and a sense of freedom, comfort, and ease in expressing emotional sentiments in their native or more familiar language.

Inter-sentential Switching

Inter-sentential code-switching takes place when a complete sentence in a foreign language is spoken between two sentences in the base language. Involves the transition between languages occurring between sentences.

Data 5

Boy William: “Kamu apa kabar, what’s going on with you?”

(#NebengBoyNewGeneration Eps. 42
minute 00:23)

The code-switching that Boy William said “**Kamu apa kabar, what’s going on with you?**” is categorized as intersentential. The categorization of the utterance as intersentential switching is attributed to the use of Indonesian in the initial clause and a shift to English by Boy William. Here, Boy William inquires about Cinta Laura’s well-being. Notably, Boy William employs English towards the end of the utterance, exemplifying a metalinguistic function—a switch between languages to showcase linguistic proficiency.

Additionally, the utterance serves a phatic function, emphasizing the question directly to Cinta Laura before she responds, or can say the reason Boy William used the code-switching in this utterance is repetition used for clarification. This repetition serves not only to clarify the message but also to emphasize its importance, strategically employs language switching to impress others with his linguistic skills, and emphasizes the inquiry for a more engaging interaction.

D.CONCLUSION

Following the analysis, the Researcher identified code-switching in the context of a specific YouTube video. The study delves into the types of code-switching employed by Boy William and Cinta Laura, with a particular focus on investigating the shifts in their language use and examining the underlying reasons for code-switching. Utilizing a qualitative approach and adopting a descriptive method for analysis, the research employs a theoretical framework to identify and categorize various types of code-switching present in the video. The analysis further extends to exploring the reasons behind the code-switching instances, drawing on a theoretical foundation that encompasses tag switching, intra-sentential switching, and inter-sentential switching. Through this comprehensive investigation, the research

identifies five distinct reasons for code-switching in the conversations between Boy William and Cinta Laura, including the use of interjections, clarification of speech content, emphasis on certain points, discussing specific topics, and employing repetition for clarification. This multifaceted analysis provides valuable insights into the nuanced ways in which code-switching is utilized in the YouTube video, shedding light on the communicative strategies and linguistic dynamics employed by the speakers in their interactions.

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