

AN ANALYSIS OF CODE SWITCHING USED IN YOUTUBE PODCAST OF DEDDY CORBUZIER ENTITLED THE ART OF BEING POOR EPISODE

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Abstract: *Code-switching is a term in linguistics referring to using more than one language or variety in conversation. Code-switching occurs when a speaker alternates between two or more language (bilingualism/multilingualism) or language varieties. The phenomenon of code-switching in Indonesia nowadays is quite easy to find and use by many people, especially in the South Jakarta, as they called the people who use code switching as “Anak Jaksel”. This study analyzes the types and reason of code switching that occurs in a YouTube Podcast of Deddy Corbuzier entitled The Art of Being Poor episode. The research is using a qualitative method, the researcher collecting the data through the utterances of host and source person in the video. The total of 94 data from the whole 69 minutes duration of the video is showing Intra-sentential type is the most showing type, representing 55 times (59%) of the total number of code switching occurrences. While the most showing type is Talking about particular topic, representing 42 times (45%) of the total number of code switching occurrences. These finding is imperative for educators to comprehend the functions and motivations behind code switching. When being use appropriately, code switching can serve as a valuable tool to enhance student learning and facilitate more effective teaching practices. By broadening their understanding of code switching, students can enrich their knowledge of English and enhance their communication skills.*

Key Words: *Analysis, Code-switching, YouTube Podcast.*

ANALISIS PENGGUNAAN CODE SWITCHING DALAM PODCAST YOUTUBE DEDDY CORBUZIER BERJUDUL EPISODE THE ART OF BEING POOR

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Abstrak: Code-switching adalah istilah dalam linguistik yang merujuk pada penggunaan lebih dari satu bahasa atau ragam dalam percakapan. Code-switching terjadi ketika pembicara bergantian antara dua atau lebih bahasa (bilingualisme/multilingualisme) atau ragam bahasa. Fenomena code-switching di Indonesia saat ini cukup mudah ditemukan dan digunakan oleh banyak orang, terutama di Jakarta Selatan, di mana orang yang menggunakan code-switching disebut "Anak Jaksel". Studi ini menganalisis jenis dan alasan code-switching yang terjadi dalam Podcast YouTube Deddy Corbuzier yang berjudul The Art of Being Poor. Penelitian ini menggunakan metode kualitatif, dengan peneliti mengumpulkan data melalui ucapan pembawa acara dan narasumber dalam video. Total 94 data dari seluruh durasi 69 menit video menunjukkan bahwa tipe Intra-sentential adalah yang paling umum terjadi, mewakili 55 kali (59%) dari total kejadian code-switching. Sedangkan tipe yang paling umum adalah Talking about particular topic, mewakili 42 kali (45%) dari total kejadian code-switching. Temuan ini penting bagi para pendidik untuk memahami fungsi dan motivasi di balik code-switching. Ketika digunakan dengan tepat, code-switching dapat berfungsi sebagai alat berharga untuk meningkatkan pembelajaran siswa dan memfasilitasi praktik pengajaran yang lebih efektif. Dengan memperluas pemahaman mereka tentang code-switching, siswa dapat memperkaya pengetahuan mereka tentang bahasa Inggris dan meningkatkan keterampilan komunikasi mereka.

Kata Kunci: Analisa, Alih Kode (Code-switching), YouTube Podcast.

INTRODUCTION

Language is a system for human being to understand each other through speaking or even written text. Language is a structured system of communication that including vocabulary and grammar, that can be use for people to interact each other or groups. As Wibowo (2001) said "Language is an arrangement of images that are significant and articulate sound which are erratic and ordinary, which is accustomed to conveying by a gathering of person to conceive an offspring sentiments and contemplations".

YouTube is a video sharing platform that created on February 14, 2005, by Steve Chen, Chad Hurley and Jawed Karim and was acquired by a giant technology company Google in 2006. Youtube service is designed primarily for ordinary people all around the world who want to publish or post videos that they have created. A lot of videos with many of genres that been shared by people in the platform since 2005 until now, becoming YouTube is the most used platform by billions people around the world. Besides, YouTube can be a learning media that used by teachers and students nowadays.

Podcast is one of the popular contents that exists in Indonesia YouTube, as many people like to see and hear about the source person point of view or even just to take a deep talk and about their past life. Podcasting is the presentation and distribution of audio files using RSS (Really Simple Syndication) feeds to the computer of subscriberd users (Ben Lutkevich 2022). Podcasts are typically prerecorded talk-radio shows that the users can download to their devices, often publish episodes on a regular schedule. As Watson, Stephanie (2005) said, "Podcasts are also used for informational and educational purposes-self guided walking tours, talk shows and training are all available through podcasting".

Code-switching is a term in linguistics referring to using more than one language or variety in conversation. Code-switching occurs when a speaker alternates between two or more language (bilingualism/multilingualism) or language varieties. Charlotte Franson (2009) said, "The ability to speak two languages at the same time is called bilingualism. "Bilingual characterized as the utilization of two language by speaker in cooperation with others thusly of correspondence (Mackey 1962, Fishman 1975). In the other hand Grosjean argues (cited in Baker, 2011) that "Individuals or people who are able to use two or more than one language in their daily lives basis are considered as a bilingual persons."

The phenomenon of code-switching in Indonesia nowadays is quite easy to find and use by many people, especially in the South Jakarta, as they called the people who use code switching as "Anak Jaksel". This topic is very important to discuss, particularly in Deddy Corbuzier's YouTube podcast video that contains lot of switching language between Indonesia and English. Not only one, but there are many podcast video in his channel that containing code-switching. Especially in "The Art of Being Poor" Episode. The writer hope that the readers can see how people will use the code switching and improve their second or foreign language, as the reader can also applied them too in daily life.

Based on the explain above, the researcher is interested to conduct a research entitled An Analysis of Code Switching Used in YouTube Podcast of Deddy Corbuzier Entitled "The Art of Being Poor" Episode.

RESEARCH METHOD

Taking into account the information and the targets of the examinations, this study's exploration configuration is an unmistakable subjective technique. The "Descriptive qualitative method gives a systematic, factual, and accurate description of a situation or area," according to Issac and Michael (1987). The population of this research is the YouTube podcast video on Deddy Corbuzier YouTube channel entitled "The Art of Being Poor" Episode, consisting of two speakers, Deddy Corbuzier as the host and Tom MC Ifle as the source person while the sample is the utterances from the population and then finding the data that have characteristics appropriate to the research, which is code-switching, the types and the reason of using the code switching.

The documentation method was used in this study because the data source will take from Deddy Corbuzier's YouTube channel video. In this study, the data collection is the speaker's utterances between Deddy Corbuzier and the source person Tom MC Ifle that will be transcribed by the researcher from the video.

The steps of collecting data as follows:

1. Watching the whole video "The Art of Being Poor" in Deddy Corbuzier's YouTube channel in many times.
2. Identify the dialogues that contains code-switching.
3. Inserting every code switching to the table
4. Using a percentage to represent the variety of cases, the percentage of each type, and the reasons for using code switching.

The writer featured the expressions that contained the various sorts of code-switching and allotted codes to the explanations behind utilizing code-switching. A pic chart will be created by the researcher after the data are sorted and organized. The writer counts the different cases and converts them into a percentage chart. Utilizing Sudjiono's equation to ascertain the rates of each types and the reason using code switching:

$$P = \frac{F}{N} \times 100$$

Notes: P = Percentage

F = Frequency

N = Number of cases

FINDING AND DISCUSSION

The data of code switching that the writer found are 94 data, showing 7 times of tag switching, representing 7%. 55 times of Intra-sentential, representing 59%. And 32 times of Inter-sentential, representing 34%.

In addition, it was also found that the reasons why the source person and the host use code

switching in the YouTube Podcast. Hoffman (1991) says there are seven reasons why people using code switching, the writer has conducted all the seven reason based on the conversation from YouTube Podcast of Deddy Corbuzier entitled The Art of Being Poor Episode. Showing, 6 times of expressing group identity, representing 6%. 42 times of talking about particular topic, representing 45%. 19 times of intention of clarifying, representing 20%. 9 times of repetition used for clarification, representing 10%. 2 times of interjection, representing 2%. 11 times of emphatic, representing 12%. And 5 times quoting somebody else, representing 5%.

1.) The reason why they using code switching according to the types:

a. Intra-sentential

Deddy: Cara kedua cepat jadi miskin

Tom: Cara kedua, *do not make any plans*, jangan bikin rencana apa-apa. Pokoknya *go with the flow*

In this conversation, Deddy was asking Tom the second way to get broke really quick, and then Tom replied that the second way to get broke really quick is do not make any plans and stay with the flow.

The switching occurs from Indonesia to English to Indonesia and back to English. In the first clause, Tom says in Indonesian “Cara kedua” and then he change the language into English “*Do not make any plans*”, back to Indonesian “jangan bikin rencana apa-apa, pokoknya” and then back to English one more time into “*go with the flow*”. This kind of switching is included into Intra-sentential type as Hoffman (1991) says Intra sentential switching occurs when a switch occur between the clause and sentence boundaries.

b. Inter-sentential

Tom: kelihatannya mainnya Cuma 10 ribu, 20 ribu, tapi kalau 20 kali, 30 kali. *You lose some, you win some, but mostly you will lose.*

Continuing the topic from the previous data, this time Tom explaining more detailed about how gambling works and the addictive of gambling by spending money little by little until it gone by losing the game.

The switching occurs from Indonesia into English. The first language Tom using is Indonesian which says “*Kelihatannya mainnya Cuma 10 ribu, 20 ribu, tapi kalau 20kali, 30 kali.*” Then he change to English “*You lose some, you win some, but mostly you will lose*” The most suitable types for this code switching is Inter sentential, because the switching occur after the next new sentence.

c. Tag switching

Deddy: Kalo orang senang lari tu ya dia lari aja yaudah akhirnya akan sampai ke tujuan, tapi ketika orang bukan nggak senang lari tapi fokusnya untuk mecapai goals ya dia tidak akan pernah menang sama orang yang senang lari pada akhirnya gitu kan, *Okay I got it.*

Tom: Bener.

From the dialogue above contain a switch from Indonesian to English with inserting a tag short phrase at the end of the sentence. At first, Deddy say “*Kalo orang senang lari itu ya dia lari aja yaudah akhirnya akan sampai ke tujuan, tapi ketika orang bukan nggak senang lari tapi fokusnya untuk mencapai goals ya dia tidak akan pernah menang sama orang yang senang lari pada akhirnya gitu kan, Okay I got it.*” And then tom simply replied “*Bener*”. The switch occurs when Deddy change first Indonesian into English at the end of the sentence with a tag short phrase “*Okay I got it.*” According to Hoffman (1996), Tag switching is one of the type of code switching which inserting a tag short phrase in one language into utterance.

2.) The reason why they use code switching according to the “Code-switching reason”

a. Talking about particular topic

Tom: Robert Kyosaki menulis buku itu tahun 2007 dan pada saat itu *Property* belum *Overprice*
Deddy: Belum *overprice*

In this conversation, Tom saying that Robert Kyosaki wrote his book in 2007 and that time, property is still not overprice, and Deddy simply repeating Tom “*Belum overprice*”. It feels like Tom looks more free to express his feeling and also comfortable in conveying what he want to say to Deddy.

b. Expressing group identity

Deddy: Ya mungkin karena sekarang dengan social media, orang liat orang lain punya ini pamer ini pamer itu akhirnya jadi fomo kan? Akhirnya orang, *they want to get something*.

Tom: *They wanna get something*

In this conversation, we can see Deddy saying “*Orang liat orang lain punya ini pamer ini pamer itu akhirnya jadi fomo kan? Akhirnya orang, they want to get something*” It more like Deddy showing why his switching the language because he want to express group identity. Because the way one community communicates differs from the way people outside the community communicate.

c. Emphatic

Tom: Jadi dia berpikir “*Oh love is things*”

Deddy: *A thing*

In this conversation, Tom saying “*Jadi dia berpikir, “Oh love is things*”. In this case, Tom is more likely to express his feeling for being Emphatic to the words “*Oh love is things*” and emphasize either intentionally or unintentionally switch from his second language to his first language.

d. Interjection

Deddy: Gue pernah liat satu film misalnya Stallone pakek jam tangan apa terus gue jadi pingin gitu

Tom: Ikut-ikutan? *Exactly!*

In this conversation, Deddy says that when he look at Hollywood's actor Sylvester Stallone using a branded watch, he also want one. And then Tom simply replied "*Ikut-ikutan? Exactly!*" The way Tom switch the language is because he want to show the strong emotion to draw attention. Language switching and mixing among bilingual or multilingual people can occasionally indicate an interjection or sentence connector. It may occur unintentionally.

e. Intention of clarifying

Deddy : *I cannot* jabarkan satu-satu, *its difficult, shit very hard*. Karena kompleks kan?

Tom: Bener banget

In this conversation, Deddy says that he cannot explain the detail of the case because it was very complex, and then Tom simply replied "*Bener banget*" The reason of switch Deddy use in this conversation is Intention of clarifying, because he ensure the listener to understand the content of his speech. A message in one code is slightly modified and repeated in the other code.

f. Repetition used for clarification

Tom: *Have you done that before?* Pernah nggak?

Deddy: Ya

In this conversation, Tom says "*Have you done that before? Pernah nggak?*" The language switch is from English to Indonesian, if it translate in full English it become "*Have you done that before? Have you?*" In here, Tom is repeating the words he said in another language to clarify his speech so that the listener can understand it better. A repetition is used to not only clarify what is being said, but also to amplify or emphasize a message.

g. Quoting somebody else

Tom: Jadi waktu Bitcoin harga 4000\$ sudah sangat tinggi sekali dan orang bilang "*It will never go even higher*" dan akhirnya ngedrop

Deddy: Iya

In this conversation, Tom is saying "*jadi waktu Bitcoin harga 4000\$ sudah sangat tinggi*

sekali dan orang bilang “It will never go even higher” and Deddy simply replied “Iya” The switch Tom using is from Indonesian to English and then back to Indonesian, the way he switch is by Quoting someone else’s words to convince the listener. The switch only applies to the words that the speaker claims the quoted person said. The switch is shaped like a pair of quotation marks

SUGGESTION AND RECOMMENDATION

Suggestion

It is imperative for educators to comprehend the functions and motivations behind code switching. When being use appropriately, code switching can serve as a valuable tool to enhance student learning and facilitate more effective teaching practices. Teachers should aim to put code switching into their instructional strategies to optimize the learning experience for students.

Students ought to familiarize themselves with the sociolinguistic aspects of code switching, not solely in formal settings like classrooms, but also in informal contexts. By broadening their understanding of code switching, students can enrich their knowledge of English and enhance their communication skills. This knowledge will enable them to navigate various linguistic environments with confidence and proficiency.

It is hoped that future researchers will conduct more comprehensive studies on code switching, encompassing all relevant aspects. By expanding upon existing research, scholars can contribute to a deeper understanding of code switching phenomena and its implications for language acquisition and communication.

Recommendation

For future researcher who want to conduct similar research, you can use this research as a reference to develop and enrich code-switching skills and deeper understanding of code switching phenomena and its implications in daily life.

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