AN ANALYSIS OF CODE SWITCHING ON CINTA LAURA KIEHL'S YOUTUBE VIDEO

A Thesis

Submitted as a Partial Fulfillment of the Requirement

For S1-Degree

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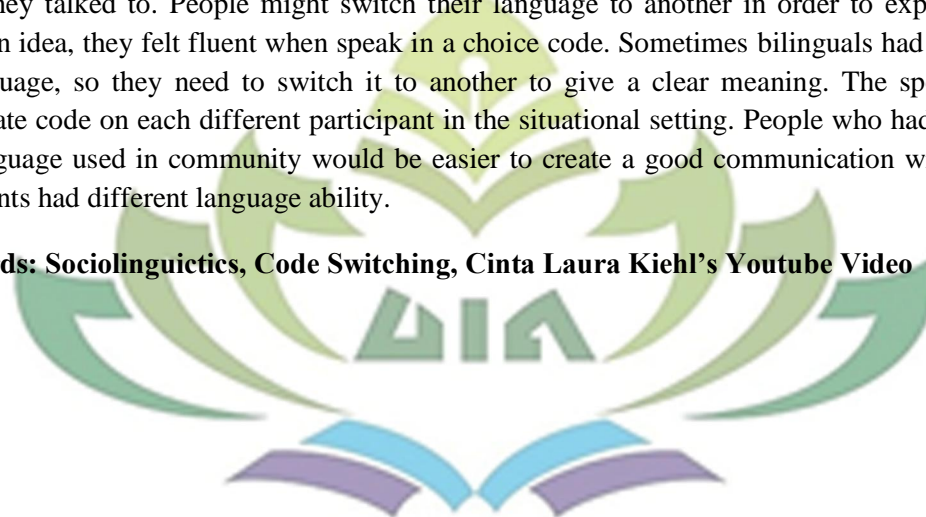|	
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ABSTRACT

The fenomenon of code switching had been analyzed of many researchers since it was no longer separated from society, especially from bilinguals and multilinguals. This research was conducted related to code switching on Cinta Laura Kiehl's YouTube Video entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!". This research was focusing on finding the types of code switching and the influential factor of code switching. The researcher used descriptive qualitative research as the design of the research. Therefore, the original transcript of the video used to collect the data, and the instrument used in this research was the theory from Ronald Wardhaugh and Holmes. After the data were collected, there were some steps to analyze the data, such as data reduction, data display and conclusion drawing. Furthermore, investigator triangulation was used to validate the data. The proceeds of the analysis showed that code switching frequently occurred in two types of code switching as it stated by Ronald wardhough; situational code switching and metaphorical code switching and it influenced by some factors as Holmes stated, such as; participant, solidarity, social context and topic. The dominant type of code switching that used in the video was metaphorical code switching that influenced by social context and topic. The used of code switching influenced by their language ability and people they talked to. People might switch their language to another in order to explain a certain topic or deliver an idea, they felt fluent when speak in a choice code. Sometimes bilinguals had limitations to speak in one language, so they need to switch it to another to give a clear meaning. The speaker must choose an appropriate code on each different participant in the situational setting. People who had the ability to manage their language used in community would be easier to create a good communication with another even if the participants had different language ability.

Key words: Sociolinguictics, Code Switching, Cinta Laura Kiehl's Youtube Video

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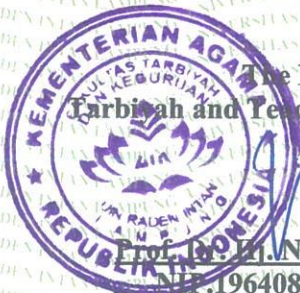
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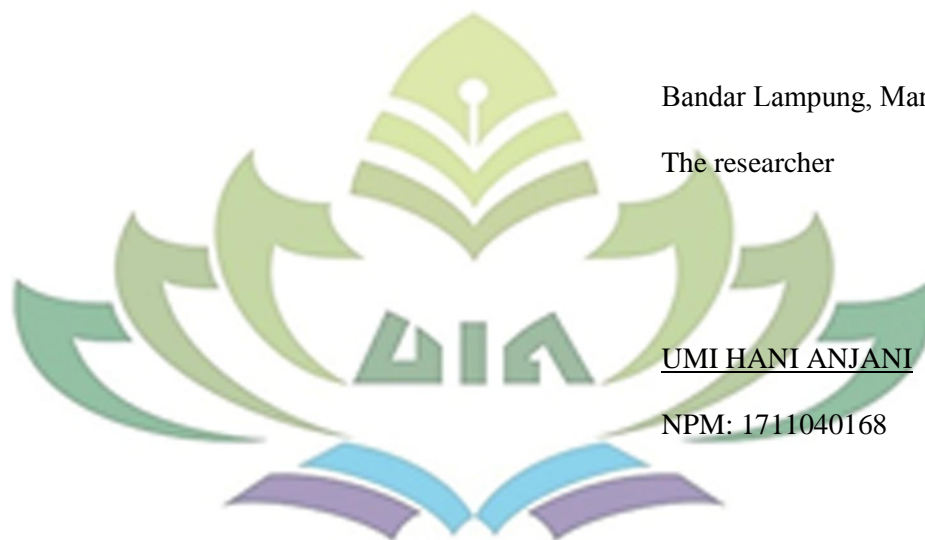
MOTTO

وَلَا تَهِنُوْا وَلَا تَحْزَنُوْا وَاَنْتُمُ الْاَعْلَوْنَ اِنْ كُنْتُمْ مُّؤْمِنِيْنَ

"*So do not weaken and do not grieve, and you will be superior If you are (true) believers*".

(QS. Ali-Imran 3, verse 139)[1]

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[1] https://www.alquranenglish.com/quran-surah-ali-imran-139qs-3-139-in-arabic-and-english-translation. Accessed on March, 1 2022.

DEDICATION

Bismillahirahmanirahim, all praises to Allah SWT who has blessed me. The researcher humbly dedicated this thesis to everyone whom the researcher loves, especially for:

1. My beloved father and mother (Mr and Mrs. Chaerudin) who love, care, support and also pray for me all the time. May Allah bless you with all the happiness.
2. My beloved lecturers of UIN Raden Intan Lampung especially English Education Study Program.
3. My beloved almamater UIN Raden Intan Lampung and all the lectures of English Education Study Program. Thank you for giving me the opportunity to learn and having an amazing experience.

CURRICULUM VITAE

Umi Hani Anjani was born in Way Kanan, on July 8th 1999. Hani is the only one child of Mr and Mrs. Chaerudin. Hani was lived in Way Kanan since she was graduated from the kindergarten until she graduated from junior high scool. After that, she grew at boarding house in Lampung Center and followed her parents to Bandar Lampung. However, her childhood in Way Kanan never replaced from her heart, many meaningful memories with her families and friends there.

Hani's academic background started when she was 5, she studied at Aisyiyah Kindergarten, Bandar Lampung and graduated at 2005. At the age of seven, she entered the elementary school at Madrasah Ibtidaiyah of Bhakti Negara and this was the first year for her lived in Way Kanan, because she lived in Bandar lampung with her parents before. She continued to junior high school at Madrasah Tsanawiyah 1 of Bumi Mulya at 2011 in Way Kanan. Then, she moved to Lampung Center to study at Madrasah Aliyah Rhoudlotul Huda, Padang Ratu, Lampung Center and graduated at 2017. When she entered senior high school, she also entered the boarding house of Pondok Pesantren Roudlotussholihin. She lived at boarding house for three years as she studied at school.

That was why she finally continued her study at Islamic State University of Raden Intan Lampung, and took English Education in Tarbiyah and Teacher Training Faculty as her major. Hani always lived in religious surroundings and wanted to study at the university that has Islamic background. She believed that good surroundings would give a positive impact for her study and always be surrounded by good people. She also wants to reflect a good character as she studied at Islamic university. And she hopes that all of the knowledge she got from the university can be implemented well in her daily life, and for many people.
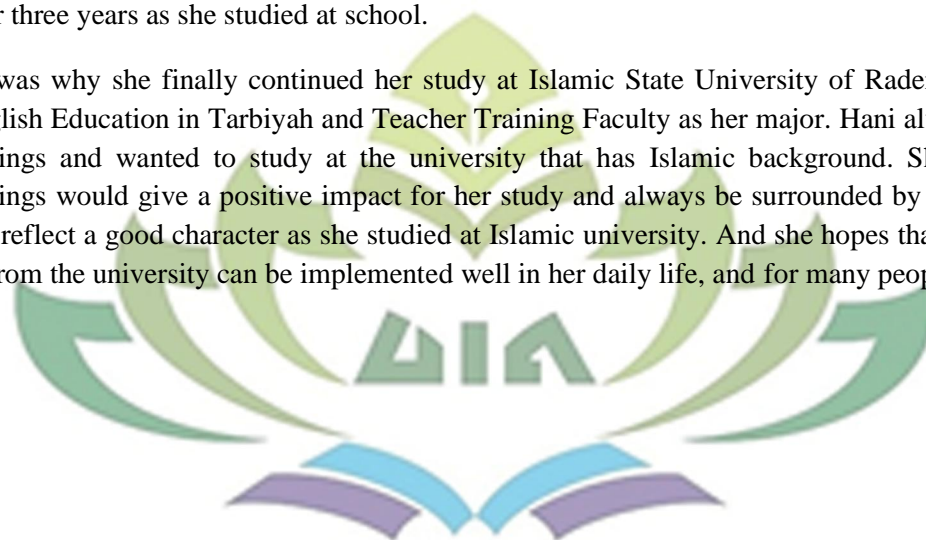
ACKNOWLEDGMENT

Bismillahirahmanirahim, praise and gratitude to Allah SWT because of His mercy and grace this thesis could be completely finished and do not forget to give sholawat and greeting to our Prophet Muhammad SAW who has guided us from darkness to light. The title of this research is "An Analysis of Code Switching on Cinta Laura Kiehl's YouTube Video". The purpose of writing this research is to fulfill a student's final assignment to get S1 degree. The writing of this thesis would not have been completed without the help and support of many people. The researcher would like to express the deepest gratitude and appreciation to:

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7. My beloved best friends, and all the family of E class.

Bandar Lampung, March 1st 2022

The researcher

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CHAPTER I

INTRODUCTION

A. Title Affirmation

The title of this research was "An Analysis of Code Switching on Cinta Laura Kiehl's YouTube Video". In order to avoid misunderstanding in providing interpretation of the title, this part explained the terms of the researcher that contain from the title. The key word of this researcher was analysis of code switching. This research focused in analyzing the types of code switching and the influential factors of code switching used by Cinta Laura Kiehl on her YouTube video entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!". In this research, the researcher analyzed code switching used by Cinta Laura Kiehl who was the host in the video.

Code switching is one of the phenomenon in the sociolinguistic study that relation to the society. Code switching refers to people who switch their language from one to another during the conversation and interaction with others. This term usually occurs between the bilingual or multilingual individuals for certain purposes. The bilingual speakers can switch or mix their language to make a good explanation and build a simple understanding on what they say. Code switching may occur when the speakers want to make a great or just make the communication more complex with the listeners.

There are two types of code switching conformed to Ronald Wardhaugh's statement. They are: *situational code switching* and *metaphorical code switching*. Situational code switching refers to the people who speak in one language grounded on the background and the situation of the society group itself, and use another language in another situation. And metaphorical code switching is the type of code switching that occurs within a single situation, but adds meaning to such components as the role-relationships which are being expressed. Metaphorical code-switching occurs when a change of topic requires a change in the language used.

The influential factors of code switching are *participant, solidarity, social context and topic.* Participant refers to people who use code switching to their partners that have certain purpose and goal. If a group of people who are talking in their mother language and a non-native speaker enters, they would switch their language or topic or both. Solidarity is a speaker that might have a similarly language with another as a signal of group or membership. Social context refers to people who change the code because the status relationship between people or the formality of their interaction. And the topic refers to people who change their language to discuss a particular topic.

The meaning of this research entitled "An Analysis of Code Switching on Cinta Laura Kiehl's YouTube Video" was to find out the types and the influential factors of code switching used by Cinta Laura Kiehl on her YouTube video.

B. Background of The Problem

" Sorry, so what you want me to do is just do this? Oh my god, okey so something happen. Wait, box merahnya dalem box hitam ya? "

" Cause you know, I'm sure we've all experience it. kamu sendiri pernah dibuli dan atau masih sampai sekarang merasa kadang-kadang dibuli orang? "

People might ask why someone spoke in two languages at the time. People were mostly faced the situation which they ought to choose an appropriate code when they spoke. This phenomenon closed with the society and could be found easily in society. Many people switched their language in daily life when they spoke among the communities. Not only in the real life, this phenomenon also found in social media which developed. One of the popular social media platforms that could show the videos post is YouTube. YouTube is a website that could share videos and the users could watch, upload and

comment on the video post.[2] One of YouTube channel that often did a code switching inside of its videos is Cinta Laura Kiehl YouTube channel that belongs to Cinta Laura Kiehl.

The texts above were the examples of code switching which someone used two languages in that situation. When someone used two languages in one situation, it could be known that he was a bilingual or even multilingual. From the definition, code switching is when the speaker uses a language then switch to another language. Cinta used English and Indonesian by turned, this showed that Cinta Laura is a bilingual. She spoke in that both language English and Indonesian as mastered languages. At the example, Cinta spoke in English then she switched her language to Indonesian.

This phenomenon had been studied for long time ago. Wondering why human had to speak more than one language. People might speak differently in different social context, and they concerned to the use of language in social function. Code switching was just one of the language used phenomenon, there were many other phenomena could be found in society. Code switching is including to sociolinguistics study and it has been an interest subject to be studied by many experts. The use of variety languages nowadays had could not be separated from society, even the study of language in relation to society had been occurred since 1960.[3]

In language society, the used of language varieties had become a usual issue on the modern era. The use of language had passed on one language variety to many languages and some factors influenced the used of language variety in society. People might use more than one language in their daily life, they switched their language. Sometimes it depended on the situation they faced and people might live with the different society who had different language that made switching the language probably used to create communication. This was including into a sociolinguistics studies that relation in the society.[4]

Sociolinguistics is a study related to the relation between language and society and interested to why people in society would speak differently in different society context. Sociolinguistics also concerned with identifying the social function of language and the way it is used to deliver the meaning. Speakers must select the code or choice an appropriate language to be used in specific context. Factors determining may include the general subject as religion, family, work and the role-relationship between the speakers also determining the language change occurs and the situational setting where the speakers communicate.[5] Primary determinant of language choice in multilingual context is topic; people who are bilingual have learned some topics for balancing during the communication.[6] Sometimes people who are bilingual continue to discuss some topics in one language choice, even they are not fluent in that language because they might do not know how to explain some specific topics in other language, or because they felt it is more appropriate to use the language choice to talk about such subject. In addition, an appropriate language choice may depend on setting and participant.[7]

Code switching in the society had been the phenomena in sociolinguistic that enable people to use more than one language in certain situation. People could speak in one or two languages even more in certain situation to get a certain purposes in communication. The speaker would choose one language that other person could understand. And then they might switch the language grounded on the people they talk to. Code-switching is common term for alternative use of two or more languages, varieties of a language or even speech styles.[8]

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[2] Trisharma I. Pello, Marshyke, "An Analysis of Code Mixing Found In Two Selected Videos By Nessie Judge", (Yogyakarta: University of Sanata Dharma, 2019), 2.

[3] Hudson, R.A, *Sociolinguistics*, (Cambridge University Press, 1996), 1.

[4] Holmes, Janet, *An Introduction to Sociolinguistics,* Fourth Edition, (Routledge, 2013), 1.

[5] Saville-Troike, Muriel, *The Ethnography of Communication,* Third Edition, (Blackwell Publishing Ltd), 42.

[6] *Ibid*, 42.

[7] *Ibid*, 43.

[8] Waris, Ahmad Mustamir, "Code switching and mixing (Communication in Learning Language)", *Jurnal Dakwah Tabligh*, Vol. 13, No. 1 (2012), 125.

Additionally, the used of code switching could reflect the society and cultural identity of the speaker. In multilingual community the different languages were always used in different circumstances, and the choice of language was always controlled by social rules. Typically, one language was used exclusively at home and another in the wider community. For the example, everyone in Bali would speak in their traditional language at home and their communities, but when they spoke to foreigners from another city in Indonesia they would speak in Indonesian and spoke in English when they meet foreigners from abroad. Due to this phenomenon, each individual could expect to switch the language based upon the situation and type of society. This bilingualism was needed in the society knowing that human lived contiguous with other cultural communities.

Bilingualism and multilingualism in Indonesia had been common thing in the communities, even people who were bilingual or multilingual did not have the same ability in languages or the varieties. This had been occurred long time ago in Indonesia knowing that there are more than 1.340 cultures that has their own language. Each culture society spoke in their language as mother language and Indonesian as National language. Indonesian people were not separated with code switching in wider society, because this was the way how they could communicate with other cultural communities for certain purposes. Bilingual is a person who has some functional ability in second language.[9] People who were bilinguals might dependence on code switching uses due to some factors of language mastery and another. In multilingual society, people would speak in another language beside of their mother language, national language, even foreign language during the communication in the society.

In Indonesia, language learning not only could be found in society surrounding but also in formal educational in the school or university. One of the languages taught in formal education was English. As the international language English became one of main lesson in formal education equivalent to other lesson such as Math, Science, and another. In this globalization era, English had become one of the main languages in many contexts, such as an educational language, business, politics, economics, or even being main language in daily life, considered that Indonesia started to live contiguous with other countries. Furthermore, English became a language spoken by innumerable people as communication tool for many purposes beside of educational lesson. English also used as association language by millennial generations to show their social class. Parents might teach their children in two or more languages include English as communication tool in their daily life to equip them with foreign language ability.

People frequently used two languages all at once while they communicated to their community, Indonesia-English. Not only in Indonesia-English, people could speak more languages to other people. They would switch the language from one to another. This way could help the speaker to uncover their idea during the communication and gave a clear explanation to the listener then avoid ambiguous words that caused misunderstanding between the speaker and the listener. This might occurred between a bilingual people in multilingual society.

Nowadays, code switching phenomena could be found easily in societies. Many people switch their language in daily life when they talked among the communities. Not only in the real life, this phenomenon could be found in social media which developed as the researcher had mentioned at the beginning of this background. The code switching phenomena in social media had various forms, not only in oral communication but also in written. Many people made a post that they did code switching inside it in form of pictures or videos, but in social media posts people more often to do code switching in the form of videos that represent the audio and visual, so that people could watch the posters activities such as speaking, singing, and etc. Video was visual multimedia source that combined a sequence of images to form a moving picture. The video transmited a signal to a screen

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[9] Luthfiyani, Fithria. "Code Switching and Code Mixing on Korean Television Music Show After School Club" (Jakarta: State Islamic University of Syarif Hidayatullah, 2004), 15.

and processes the order in which the screen capture should be shown. Video usually had audio that corresponded with the pictures being shown on the screen.[10]

One of the popular social media platforms that could show the videos post is YouTube. YouTube is a website that could share videos and the users could watch, upload and comment on the video post.[11] Nowadays, YouTube had become a very popular social media platform which many people around the world used YouTube to share their activities. YouTube also became an information source, many people created such interested content to get lots of viewers like an educational content, business, politics, beauty, creativity, and other. People could watch various contents in YouTube that might include code switching inside of the video.

One of YouTube channel that often did a code switching inside of its videos is Cinta Laura Kiehl YouTube channel that belongs to Cinta Laura Kiehl. She often made some contents on her YouTube channel. Cinta Laura is an Indonesian actress and singer who began a career in the international world. She was uploading her YouTube videos since 2014 and created some videos on her YouTube and she had at least 10 video playlists. The content of her videos were various such as her song playlist, Vlog (video blog), health, beauty, and so on.

Therefore, from the background above the researcher was interested in conducting the research about code switching analysis on Cinta Laura Kiehl's YouTube Video entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!". This video was uploaded on November, 17, 2020 with the duration of 34.21 minutes. This video was including the subtitles even not in all part of video. In this video Cinta as the host interviewed Azka Corbuzier as the guest star by asking some questions related to Azka's life. This video became interested when both of them spoke in two languages (Indonesian-English) because they used Indonesian and English at the time.

Additionally, there were some interested things that made the researcher finally chose the video of Cinta Laura Kiehl. From the explanation above could be known that Cinta Laura Kiehl is a bilingual. From the video that analyzed, the researcher interested to the way Cinta Laura Kiehl made a choice for the language she used. She spoke in English frequently when she talked to Azka Corbuzier, the guest star, because she knew that Azka Corbuzier had difficulties in Indonesian and used to use English on his daily life. And then, she spoke in Indonesian when she talked to her audience, but sometimes she spoke in English too. When Cinta Laura Kiehl spoke in English, sometimes she tried to translate it into Indonesian because the viewer's mostly from Indonesia and they might have difficulties in English. Then, she tried to make it balance with using two languages.

The other interesting things in this video were the topic that Cinta and Azka discussed. They talked an interesting topic, such as social problem, parenting, and bullying in social media. The researcher thought this video was fine to be selected as research material. From this video, the bilinguals could also indirectly learned how to use and choose the appropriate language by paying attention to how Cinta made an interaction in both directions. This might give a little value for bilinguals and many people that had difficulties in choosing the appropriate language in each situation.

What made this research valuable was most of other research focused on what types of code switching used. Meanwhile this research discussed the types and influential factors of code switching. In this research, the researcher focused on Indonesian-English code switching due to the researcher has an ability in that both languages. This research explained clearly the used of code switching and the influential factors of code switching. Additionally, the object of this research was related to the real life conversation and situation.

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[10] Aini, Yolla Shinta Noer, "The Analysis of English Code-Switching and Code-Mixing Used By Maudy Ayunda" (Yogyakarta: State Islamic University Sunan Kalijaga, 2017), 3.

[11] Trisharma I. Pello, Marshyke. "An Analysis of Code Mixing Found In Two Selected Videos By Nessie Judge" (Yogyakarta: University of Sanata Dharma, 2019), 2.

C. Identification of The Problem

Based on the problem that the researcher had explained before, the researcher found some problems in this case. They were:

1. There were many people still did not realize the phenomena of code switching in society, people might think this was only a trend that used to happen in community. People also might do not know what actually code switching was, the advantage of code switching used in communication, and the reason why people spoke in more than one language in a situation.

2. For the bilingual and multilingual people, they might have difficulties in choosing an appropriate language to be used in a certain situation in society in order to create a good communication with other participants.

D. Limitation of The Problem

The researcher limited the research in analyzing the type of code switching and the factors influenced the used of code switching on YouTube video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!". The researcher used the theory from Ronald Wardhough to analyze the types of code switching and also the theory from Holmes to analyze the influential factors of code switching.

E. Formulation of the Problem

grounded on the background and the focus of the study above, the researcher had formulated the identification of the problem. The research questions were:

1. What types of code switching were used on YouTube video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!"?

2. What factors influenced the used of code switching on YouTube video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!"?

F. Objective of The Research

This research focused in analyzing and finding the code switching term, the types of code switching and the factors influenced the used of code switching on YouTube video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!" by focusing on switched code in English done by Cinta Laura Kiehl while she spoke in Indonesian, as the host who interviewing Azka Corbuzier as the guest star.

G. Significance of The Research

Theoretically, this research would be very advantageously for further research in the similar case, especially in the study of linguistics as additional reference. The researcher also hoped this research would give understanding related to code switching and bilingualism in society. The research also could be used for further reading in order to increase knowledge. Practically, this research was expected to give valuable knowledge related to code switching to many people especially for bilinguals in order to use the appropriate language while communicating with others. For the bilinguals, this research expected to give a little understanding how to create a good communication in certain situation and the way how they switched the languages. And for the researcher, the proceeds of the research expected to give knowledge in conducting other research in the same case.

H. Relevance Studies

This research was not the first research that conducting code switching as the topic of analysis. Some previous research had done by many researcher observed about code switching. In this part the

researcher had summarized some previous research regarding code switching that relevance to this research that would be references in this research.

The first research was "Code Switching and Code Mixing on Korean Television Music Show *after School Club*" conducted by Fithria Luthfiyani. In this research the researcher, Fithria Luthfiyani, used descriptive qualitative research as the method of the research. By using descriptive qualitative research she analyzed the types of code switching and code mixing, and also analyzed the factors influence of the code switching and code mixing. The object of this analysis was Korean music show "*After School Club*" taken from Arirang Kpop YouTube channel, and she was focused on its two host, Hanbyul and Eric Nam's utterances. The finding of the research showed that there were sixteen utterances containing code switching and code mixing; there were 9 utterances of code switching and 7 utterances of code mixing. And then for the types of code switching and code mixing, there were 12 utterances metaphorical code switching and code mixing, and 4 utterances for situational code switching and code mixing. Form the finding above, she declared that both of the hosts are bilingual because they could manage the use of language varieties which in this research was Korean-English.[12]

The second was "Code-switching and Code-mixing of English and Bahasa Malaysia in Content Based Classrooms: Frequency and Attitudes" conducted by Kamisah Ariffin & Misyana Susanti Husin. This research was focusing on the use of code switching and code mixing in the class room used extensively by the instructor. This research highlighted the frequency of code switching and code mixing used in the class room by the instructor, and the students also instructor attitude of it. This research was using self-completed questionnaires and interviews as methods of data collection. The proceeds of this research showed that the students claimed the used of both Malay and English in classroom was a common practice in the institution and also needed to help the students understanding. And then the used of code switching grounded on the instructor was due to the use one language could not covered the understanding of the students, that was why the used of code switching was needed to ensure the students' understanding.[13]

The third was "The Role of Code Switching Phenomena in A YouTube Vlog by Sacha Stevenson" conducted by Atria Primayanda. This research used descriptive qualitative method as the method of the research to analyze the types and the social function of code switching done by Sacha Stevenson in her YouTube video entitled "Enaknya Jadi Orang Indonesia Menurut Bule (It's Nice Being Indonesian). In this research, the researcher only used switched code in Indonesian while she spoke in English. For taking the data the researcher used an observation and took a note to be analyzed and used the purposive sampling technique to take the sample of the data. The finding of this research showed that there were 29 code switching utterances in the video and the data was consist of 10 Inter-Sentential Code Switching, 14 of Intra-Sentential Code Switching, and 4 of Tag Code Switching. From the finding above the researcher took a result that code switching was occurred in Sacha Stevenson's YouTube video included the types of code switching. Grounded on the data analysis the researcher declared that code switching used to express the feelings, emphasized the messages, and replaced the word that could not be expressed in English.[14]

From the previous research above, there were comparisons that made a different with this research. In the previous research above, there were some kinds of code choice besides Indonesian-English and situational varieties that showed code switching were interested topic to be analyzed. Also most of those researches focused on what types of code switching used. Meanwhile this research discussed the types and influential factors of code switching. In this research, the researcher focused on Indonesian-English code switching due to the researcher had an ability in that both languages. And in this research, the researcher analyzed the code switching used by an Indonesian public figure, Cinta Laura

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[12] Luthfiyani, Fithria. "Code Switching and Code Mixing on Korean Television Music Show After School Club" (Jakarta: State Islamic University of Syarif Hidayatullah, 2004).

[13] Ariffin, Kamisah & Husin, Misyana Susanti, "Code-switching and Code-mixing of English and Bahasa Malaysia in ContentBased Classrooms: Frequency and Attitudes", *The Linguistics Journal*, Volume 5, Issue 1, (2011)

[14] Primayanda, Atria. "The Role of Code Switching Phenomena in A Youtube Vlog By Sacha Stevenson". (English Department, Faculty of Humanities Diponegoro University, 2018)

Kiehl, from her YouTube video which taken for interviewing another famous person, Azka Corbuzier and also highlighted how Cinta Laura Kiehl chose the appropriate language while communicating. The reason why this research took a data from YouTube video was because YouTube Application has become so famous in our society which many people could access it from their phone, also there were so many people use code switching on their videos and from this research the researcher expected that people would get certain knowledge related to code switching especially occurred on YouTube Application.

I. Research Methodology

1. Research Design

Research design refers to the schema or plan that constituted the entire research study. In conducting this research, the researcher used descriptive qualitative research. Descriptive research includes surveys and fact-finding enquiries of different kinds.[15] Qualitative research describes phenomena in the form of words. The main purpose of descriptive research is describing the situation in written text at the present. This research belongs to qualitative because Bogdan and Taylor defined that qualitative research is a research which yields the descriptive data in the form of written or oral words from observing people and behavior.[16]

Qualitative research has been done by analyzed the data in form of non-numeric data. Qualitative research is a research technique that is used to gain insight into the underlying issues surrounding a research problem by gathering non-statistical feedback and opinions rooted in people's feeling, attitudes, motivations, values, and perceptions often from samples also called soft data. Qualitative research, on the other hand, is concerned with qualitative phenomenon, phenomena relating to or involving quality or kind.[17] Bogdan and Biklen describe five such features: 1) The natural setting is the direct source of data, and the researcher is the key instrument in qualitative research. 2) Qualitative data are collected in the form of words or pictures rather than numbers. 3) Qualitative researchers are concerned with process as well as product. 4) Qualitative researchers tend to analyze their data inductively. 5) How people make sense out of their lives is a major concern to qualitative researchers.[18]

Therefore the researcher analyzed the types of code switching and influencing factors source in the YouTube video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!".

2. Research Subject

The research subject of this study was the YouTube video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!". This video had been uploaded at 17 November 2020 and the duration of the video is about 34:22 minutes and this video also has lots of viewers. And the researcher took the data from 0:23 until 34:21 excluded the closing section. However, the researcher only used switched code done by Cinta Laura Kiehl in English while she spoke in Bahasa Indonesia as the sample. In the video, Cinta had discussed an interesting topics with Azka, such as; helth and work out, bullying issue, and also gender equality. Cinta frequently asked Azka's opinion about those topics that might give a new point of view in confronting the situation as the topic above. Cinta also played some fun games as an ice breaker, such as; quick question

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[15] Kothari, C.R. 1990. *Research Methodology Methods & Techniques,* (New Age International (P) Ltd, 1990), 2.

[16] Karyastuti , Latifah Nur, "An Analysis in Pronunciation of English Vowel of the First Semester Students of English Education Department in IAIN Surakarta in Academis Year 2015/2016", (State Islamic Institut of Surakarta, 2017), 54.

[17] Kothari, C.R, *Research Methodology Methods and Techniques,* Second Revised Edition, (New Age International (P) Ltd, 1990), 3.

[18] Fraenkel, Jack R & Wallen, Norman E, *How to Design and Evaluate Research in Education*. (McGraw-Hill, 2009), 422.

where Azka had to answer the questions quickly and Azka showed a magic trick to Cinta that was really fun.

3. **Instrument of The Research**

In conducting this research, the instrument used was the theory from Ronald Wardhaugh to analyze types of code switching occurred in the related video of Cinta Laura Kiehl. There are two kinds of code switching: Situational Code Switching and Metaphorical Code Switching. And the theory from Holmes also used to analyze the influential factors of code switching. According to Holmes, there are some factors determining code switching; participant, solidarity, social context and topic. The original transcript of the video by Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!" used to conduct this research, so that the researcher could easier to analyze the data and determining the types of the code switching and the influential factors of code switching.

4. **Data Collecting Technique**

In collecting the data, the researcher used the original transcript of the video. By using the original transcript the researcher was easier to collect the data from the research subject. To get the original transcript of the video the researcher did some steps: first, the researcher checked the video of Cinta Laura Kiehl entitled "Cinta Bikin Grogi Azka Corbuzier! Ada Apa Yah?!". Second, the researcher watched and listened carefully to every word in the video. Third, the researcher took a note to write down all the words. And then, after finishing with the transcription the researcher collected the data by identifying the code switching involve in the video done by Cinta Laura Kiehl. Finally, after collecting the data of code switching from the video, the researcher determined the type of code switching and the influential factor of code switching.

5. **Data analysis**

After the data are collected, the researcher analyzed the data. Data analysis in qualitative research wass the process where the researcher faced field notes, interview transcript, audio recordings, video data, and information from other documents which all of the data ought to be examined and interpreted.[19] In order to analyze the data that had been collected, the researcher followed some steps that Matthew B. Miles and A. Michael Huberman stated.[20]

a. **Data Reduction**

Process of selecting, focusing, simplifying and transforming the data appeared in field notes or transcriptions. The researcher focused in collecting the data to be analysed, which data chunked to analyse and wich to pulled out. In this case, the researcher focused in collecting the code that consist of code switching, and separated unnecessary code.

b. **Data Display**

After all the data were collected, it ought to be re-analyzed to find out the types of data and categorized it by types. In order to answer the research question, the researcher analyzed the data and categorized it to the types of code switching. The researcher also analyzed the influenced factors of code switching and categorized it by factors.

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[19] Ary , Donald , Jacobs , Lucy Cheser & Sorensen, Chris, *Introduction to Reseaerch in Education,* 8th Edition, (Wadsworth Cengage Learning, 2010), 481.

[20] Miles, Matthew B., Huberman, A, Michael, *Qualitative Data Analysis*, second edition, (SAGE Publications, 1994), 10.

c. Conclusion Drawing and Verification

The last step was conclusion. This also verified as analysis proceeds. The researcher explained from the beginning of collecting the data, analysing, explaining, and final proceeds. The researcher explained what had been found while analysing the data, how many data were collected and which types were the data belong to.

In order to answer the research questions, the researcher used expert's theory to find out the types of code switching that occurred in the video. The theory of Ronald Wardhaugh was used to analyze types of code switching occurred in the related video of Cinta Laura Kiehl. There were two kinds of code switching: Situational Code Switching and Metaphorical Code Switching. After determining the types of cod switching, the researcher analyzed the influencing factors of code switching used the theory from Holmes. As Holmes stated, there were some factors determining code switching; participant, solidarity, social context and topic.

J. Trustworthiness of Data

In order to get a valid data, the researcher used data credibility. Data credibility was a method used to prove that the data obtained was true and correct. Credibility data had several ways used to obtain data, such as extension of observations, increased persistence, discussion with peers, triangulation, member checked and also negative case analysis. In this case, the researcher used triangulation to check the credibility of data. Triangulation referred to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena. Triangulation also had been viewed as a qualitative research strategy to test validity through the convergence of information from different sources. There were four types of triangulation: (a) method triangulation, (b) investigator triangulation, (c) theory triangulation, and (d) data source triangulation.[21]

1. Method Triangulation

Method triangulation involved the use of multiple methods of data collection about the same phenomenon. This type of triangulation, frequently used in qualitative studies, may include interviews, observation, and field notes.

2. Investigator Triangulation

Investigator triangulation involved the participation of two or more researchers in the same study to provide multiple observations and conclusions. This type of triangulation could bring both confirmation of findings and different perspectives.

3. Theory Triangulation

Theory triangulation used different theories to analyze and interpret data. With this type of triangulation, different theories or hypotheses could assist the researcher in supporting or refuting findings.

4. Data Source Triangulation

Data source triangulation involved the collection of data from different types of people, including individuals, groups, families, and communities, to gain multiple perspectives and validation of data.

From several types of triangulation above, the researcher used investigator triangulation to check the credibility of the data finding.

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[21] Carter, Nancy, et.al, "The Use of Triangulation in Qualitative Research". *Oncology Nursing Forum*, Volume 41, No 5, (2014), 1.

K. Systematic Discussion

In this part the researcher explained the systematic discussion of the research. In the first part, they were consists of title page, abstract, thesis approval page, thesis admission page, declaration page, dedication page, motto page, curriculum vitae, acknowledgement page, table of contents, list of tables and list of appendices.

Chapter I. Introduction

This chapter contained title affirmation, background of the problem, identification of the problem, limitation of the problem, objective of the research, significance of the research, relevance studies, research methodology and systematic discussion.

Chapter II. Literature Review

This chapter contained the description of several theories that were used as the basis of the research. The aim of the literature review was to give understanding related to specific topic or research field, and to present this knowledge in the written form. These theories helped the researcher in conducting this research.

Chapter III. Description of the Research Object

This chapter contained of general description of the research and presentation of the research fact and data. The general description of the research described the definition and specific information related to the research object. And the presentation of the research fact and data described the data finding presentation and also the procedures of data analysis.

Chapter IV. Research Analysis

This chapter contained the data analysis and research finding. In the data analysis described the analysis of research data by presenting the fact and data found. And the research finding described the proceeds of the analysis that answered the research formulation and concluded the phenomena that occurred grounded on the researcher reflection.

Chapter V. Closing

This chapter contained the conclusion and suggestion. The conclusion explained related to all the findings of the research that had a connection to the research problem. And the suggestion explained some suggestions from the researcher related to the similar research in the future. After this chapter, continued by the references and appendices.

CHAPTER II

LITERATURE REVIEW

A. Sociolinguistics

Sociolinguistics has become a fragmented field since its initial broad conceptualization in the 1960s.[22] Sociolinguistics is a study of language use in society and focusing on the use of language from variety of people, culture, and background. This argues are supported by Janet Holmes that defined sociolinguistics is the study of relationship of language and society.[23] According to Miriam, sociolinguistics is a very broad field, and it can be used to describe many different ways of studying language. Sociolinguistics study interested to the study of language used in the society as a communities.[24]

Language is a tool of communication, it helps human to communicate with others and also to interpret the ideas. There is no better way to build a great communication and explain ideas than use a language. Imagining that human could not explain what their wants and their mean without a language, and then human itself create a language to facilitate us to deliver our idea. Conforming to Williams, language is a definition of human being in the world that always explains something implicitly or explicitly.[25] In the other hand, Holmes defined sociolinguistics study is interested in explaining why people speak differently in different social contexts, and sociolinguistics also are concerned with identifying the social functions of language and the ways it is used to convey social meaning.[26]

Sociolinguistics also studied about a traditional language used in society because culture can be known from the language and it can be applied in all groups from all ages and gender. Language is a reflection of a certain cultural and traditional groups in the world. By seeing its language people could know the whole background of culture of a group. Holmes said, sociolinguistic also learn about social function and meaning behind the language because in this world people speak with a different language, background, and culture.[27] And talk about sociolinguistic study, there are some ways to describe sociolinguistics easily. Sociolinguistics are about how individual speakers use language, it is about how people use language differently in different towns or regions, also how a nation decides what languages will be recognized in courts or education. Those are the easiest description of sociolinguistics as the study that related to the society.

Wardhaugh had explained that sociolinguistics concerned with investigating the relationships between language and society with the goal being a better understanding of the structure of language and of how languages function in communication; the equivalent goal in the sociology of language is trying to discover how social structure can be better understood through the study of language.[28] In other words, sociolinguistics studied the language and society in order to find out as much as it can about what kind of thing language is, and in the sociology of language, it is the study of reverse the direction of human interest.[29] Sociolinguistics studied related to the language use within or among

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[22] Bucholtz, Mary, "Sociolinguistics Nostalgia and the Authentication of Identity", (University of California, 2003), 398.

[23] Holmes, Janet, *An Introduction to Sociolinguistics*, Fourth Edition, (Routledge, 2013), 1.

[24] Meyerhoff, Miriam, *Introducing Sociolinguistics.* (Routledge, 2006), 1.

[25] Prabowo, Yudistira Adi, "The Patterns of Code Switching Among Youtubers", (State University of Surabaya), 1.

[26] Holmes, Janet, *An Introduction to Sociolinguistics,* Fourth Edition, (Routledge, 2013), 1.

[27] Astani, Widi, Rukimini, Dwi & Sutopo, Djoko, "The Impact of Code Switching in Conversation of "Nebeng Boy" Youtube Vlogs Towards Communication in English Among The Participants", (State University of Semarang, 2020), 183.

[28] Wardhaugh, Ronald, *An Introduction to Sociolinguistics,* Fifth Edition, (Blackwell Publishing, 2006), 13.

[29] Hudson, R.A., *Sociolinguistics*, (Cambridge University Press, 1996), 4.

groups of speakers.[30] So what is a group? A group must have at least two members but there is really no upper limit to group membership. People can group together for one or more reasons: social, religious, political, cultural, familial, vocational, etc. The group may be temporary or permanent and the purposes of its members may change.

The kind of groups that sociolinguistics have generally attempted to study is called the speech community. As supported by Lyons, offers a definition of what he calls a 'real' speech community: 'all the people who use a given language (or dialect). A group is also more than its members for they may come and go. They may also belong to other groups and may or may not meet face-to-face. The organization of the group may be tight or loose and the importance of group membership is likely to vary among individuals within the group, being extremely important to some and of little consequence to others.[31]

B. Language Choice

Given the large number of language variations that exist in society and community, language variations exist within a group or individual. Therefore, speakers must be able to choose the appropriate code to be used. This includes the communicative competence of speakers to choose the variety of languages in a community or society at large by paying attention to some aspects. People who speak more than one language, or who have command over more than one variety of any language, are generally very sensitive to the differences in the vitality of the languages they used and they are equally aware that in some contexts one variety will serve their needs better than another. This may lead them to change the variety they used depending on where they are. Speakers choose different styles of a language depending on where they are, who they are talking to and what kind of impression or persona they want to communicate to their interlocutors.[32]

Factors determining the language varieties may thus include the general subject area under discussion (religion, family, work), the role-relationships between the participants (mother–daughter, boss–secretary), and the setting of the interaction (mosque, home, office).[33] Topic is often a primary determinant of language choice in multilingual contexts; bilinguals have often learned about some topics through the medium of one language and other topics through the medium of the second, and thus only know the vocabulary to discuss a topic in one of their languages, or feel it is more "natural" to use one language for a particular topic. In addition to topic, appropriate language choice may depend on setting (including locale and time of day) and participants (including their age, gender, and social status). Language choice is also importantly influenced by social and political identity, especially in areas of the world where regional or ethnic languages have become symbols for emerging nationalism. Domain is clearly a very general concept which draws on three important social factors in code choice; participants, setting and topic. It is useful for capturing broad generalizations about any speech community.[34] Holmes also added while he gave an example related to language choice, he defined that using information about the domains used in a community, it could help the speaker to summarize the norms of language use in a community.[35] For example: when people speak to their family at home, they might use a traditional language, it is inappropriate when it used at work or school. This is also useful for bilingual and multilingual speech community.

In the multilingual context, the choice of language and language used has significant meanings for the identity of multilingual people in the community.[36] Besides of the ability to choose the language as a tool for communication, language is also a symbol of social group or group identity. Language is

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[30] Wardhaugh, Ronald, *An Introduction to Sociolinguistics,* Fifth Edition, (Blackwell Publishing, 2006), 119.

[31] *Ibid*, 120.

[32] Meyerhoff, Miriam, *Introducing Sociolinguistics.* (Routledge, 2006), 115.

[33] Troike, Muriel Saville. 2003. *The Ethnography of Communication, An Introduction,* Third Edition*,* (Blackwell publising, 2003), 42.

[34] Holmes, Janet, *An Introduction to Sociolinguistics,* Fourth Edition, (Routledge, 2013), 23.

[35] *Ibid*, 23.

[36] Ige, Busayo. "Identity and Language Choice: 'We Equals I'". *Journal of Pragmatics*, No 42, (2010), 3048.

also a symbol of social or group identity, an emblem of group membership and solidarity.[37] Haugen noted that language use is influenced by the attitudes and values of users and non-users of the language, both as an instrument of communication and a symbol of group identity.[38] Individual attitudes towards a language will impact, for example, on the value placed on the language, and invariably, on how much of it may be used by first language speakers or learnt by second language speakers. In other words, the status of the language in a particular society also influences the attitudes of speakers as well as non-speakers.

C. Bilingualism and Multilingualism

Bilingualism is a pervasive phenomenon in the modern world, which seems set to i43ncrease in the future.[39] In language learning process people might has an opportunity for studying bilingual or even multilingual. People also could be a bilingual and multilingual grounded on group or wider society they lived. They manage not just to keep two languages separate but also to learn quickly related to the use of language to different people and which language they have to use in certain situation. The terms bilingualism and multilingualism have come to be used, respectively, to refer to the knowledge and use of two languages and the knowledge and use of three or more languages.[40] The simplest definition of bilingual is people who could speak in two languages, and people who are multilingual could speak in more than two languages.

The terms bilingual and multilingual are widely used to refer to individuals who have obtained the ability to use more than one language.[41] However, bilingualism and multilingualism are highly complex social, psychological, and linguistic phenomena and need to be understood from a multidimensional aspect. In the literature on bilingualism, one can find a wide range of definitions for bilinguals. As is often believed, bilinguals can be defined as individuals who have native-like control of two languages. And on the other hand bilinguals as individuals who are fluent in one language but who can produce complete meaningful utterances in the other language. The bilingual people have the ability in their second language and they could change the use of language by context over time.

Wardhaugh added that people who are bilingual or multilingual do not necessarily have exactly the same abilities in the languages (or varieties); in fact, that kind of parity may be exceptional.[42] It is because people who are bilingual or multilingual have the ability in languages, they could be come from the different background, country, or culture. As Sridhar said, multilingualism involving balanced, native like command of all the languages in the repertoire is rather uncommon. Typically, multilingual have varying degrees of command of the different repertoires. The differences in competence in the various languages might range from command of a few lexical items, formulaic expressions such as greetings, and rudimentary conversational skills all the way to excellent command of the grammar and vocabulary and specialized register and styles.'[43]

Sridhar added, 'Multilingual develop competence in each of the codes to the extent that they need it and for the contexts in which each of the languages is used. Context determines language choice. In society in which more than one language (or variety) is used you must find out who uses what, when, and for what purposes if you are to be socially competent. Your language choices are part of the social identity you claim for yourself.[44] It is important to use an appropriate language to each society and in the different situation.

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[37] *Ibid*, 3048.

[38] *Ibid*, 3048.

[39] Milroy, Lesley and Muysken, Pieter, *One Speaker, Two Languages,* (Cambridge University Press), 2.

[40] Bathia, Tej K & Ritchie, William C, *The Handbook of Bilingualism and Multilingualisam,* Second Edition, (Wiley Blackwell, 2013), 1.

[41] *Ibid*, 110.

[42] Wardhaugh, Ronaldl, *An Introduction to Sociolinguistics,* Fifth Edition, (Blackwell Publising, 2006), 96.

[43] *Ibid*, 96.

[44] *Ibid,* 96.

A multilanguage user refers to both bilingual and multilingual. Multilanguage users are defined as individuals or groups of people who obtain communicative competence in more than one language, with various degrees of proficiencies, in oral and/or written forms, in order to interact with speakers of one or more languages in a given society.[45] The term bilingual is used to refer to one type of multilanguage user who uses two languages, whereas multilingual refers to users of more than two languages.

There are some different dimensions of bilingualism.[46] Such dimensions include: 1) The relationship between language proficiencies in two languages (*balanced and dominant bilinguals*); Balanced bilinguals refers to bilinguals who have the same ability in both languages (first language and second language), but balanced bilinguals usually refers only to individuals who have equally ability in both languages, and then, dominant bilinguals are individuals who have ability in one language, usually in their dominant first language that higher than in their other language and have an ability in other language but not the same as their first language. 2) The functional ability (*receptive and productive bilinguals*); Receptive bilinguals refers to people who could understand when people talk in second language but could not able to produce either in oral and or written, and then, productive bilinguals refers to people who could produce in oral and written in second language. 3) The age of acquisition (*early simultaneous, and sequential late bilinguals*); Early simultaneous bilinguals refers to people who exposed to two languages from birth, and late sequential bilinguals refers to people who have ability in second language after dominate the first language, they being bilingual during adulthood and they have multiple used in both language. 4) The organization of linguistic codes and meaning units (*compound, coordinate, and subordinate bilinguals*). 5) Language status and learning environments (*elite and folk bilinguals*). 6) The effect of second language learning on the first language (*additive and subtractive bilinguals*); additive bilinguals refers to people who speak in second language without loss the first language, and subtractive bilinguals refers to the first language that replaced by second language. 7) Cultural identity and so forth.

The categorizations above show that bilinguals' use of each of their languages varies greatly depending on the content, purpose, interlocutors, psychological conditions (such as when they are under stress), formality/informality of the social setting, and so forth. An interesting example of multilingualism exists among the Tukano of the northwest Amazon, on the border between Colombia and Brazil.[47] The Tukano are a multilingual people because men must marry outside their language group; that is, no man may have a wife who speaks his language. For that kind of marriage relationship is not permitted and would be viewed as a kind of incest. Men choose the women they marry from various neighboring tribes who speak other languages. Furthermore, on marriage, women move into the men's households or longhouses. Consequently, in any village several languages are used: the language of the men; the various languages spoken by women who originate from different neighboring tribes; and a widespread regional 'trade' language.

Children are born into this multilingual environment: the child's father speaks one language, the child's mother another, and other women with whom the child has daily contact perhaps still others. However, everyone in the community is interested in language learning so most people can speak most of the languages. Multilingualism is taken for granted, and moving from one language to another in the course of a single conversation is very common. In fact, multilingualism is so usual that the Tukano are hardly conscious that they do speak different languages as they shift easily from one to another. They cannot readily tell an outsider how many languages they speak, and must be suitably prompted to enumerate which languages they speak and to describe how well they speak each one.

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[45] Bathia, Tej K & Ritchie, William C, *The Handbook of Bilingualism and Multilingualisam,* Second Edition, (Wiley Blackwell, 2003), 111.

[46] *Ibid*, 12.

[47] Wardhaugh, Ronald, *An Introduction to Sociolinguistics,* Fifth Edition, (Blackwell Publising, 2006), 97.

D. Code Switching

Wardhaugh states that code switching occurs when the language used changes grounded on the situation in which the conversant find them.[48] Milroy added that sometimes switching occurs between the turns of different speakers in the conversation, sometimes between utterances within a single turn, and sometimes even within a single utterance.[49] The speakers here switch one code to another code or they speak in one language to another language. It means that code switching occures in bilingual society. Code switching occurs when people use a particular code and suddenly change to another code.

Code switching is including of the term in linguistics referring to use more than one language or variety in conversation or even when the speakers do a monologue. Code switching might occurs when the speakers are talking with a bilingual and do the Code Switching to make interlocutor understand. Sometimes Code Switching occurs with people in the same language background or also in the different language background. The functional code switching helps the speakers to deliver the message on what would they say to the listeners. Code switching is signaling the topic change, giving and clarifying the explanation, and enacting social relationships. Hymes defines code-switching as a common term for alternative use of two or more languages, varieties of a language or even speech styles.[50]

Conforming to Wardhough, speakers usually need to choose a certain code when they are speaking and they may also choose to change from one language to another or mix them even occasionally in a short statement and then make a new word that can be called as code switching[51]. The speakers can switch or mix their language to make a good explanation and build a simple understanding on what they say. Code switching may occur when the speakers want to make a great or just make the communication more complex with the listeners. This argues is supported by another previous study of content-based lectures. On the previous research the researcher found that code switching served some functions such as signaling topic change, giving and clarifying explanation, enacting social relationship and aggravating and mitigating messages.[52]

Code switching is the inevitable consequences of bilingualism (or, more generally, multilingualism).[53] People who are bilingual or even multilingual may dependence on code switching use due to some factors of language mastery and another. Just like when people want to describe how much they feel about something or even in the situation that require them to do code switching. Milroy & Musyken also defined code switching as the alternative used by bilingual of two or more languages in the same conversation.[54] Code switching do helps people who are bilingual or multilingual on making a communication with the others who are bilingual or multilingual too.

The example of code switching that occurs in the society is in Singapore. Wardhaugh described the example of code switching that occurs in a multilingual country like Singapore, the ability to shift from one language to another is accepted as quite normal. Singapore has four official languages: English, the Mandarin variety of Chinese, Tamil, and Malay, which is also the national language. However, the majority of its population is native speakers of Hokkien, another variety of Chinese. National policy promotes English as a trade language, Mandarin as the international 'Chinese'

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[48] *Ibid*, 98.

[49] Milroy, Lesley and Muysken, Pieter, *One Speaker, Two Languages,* (Cambridge University Press), 7.

[50] Waris, Ahmad Mustamir, "Code switching and mixing (Communication in Learning Language)", *Jurnal Dakwah Tabligh*, Vol. 13, No. 1, (2012), 125.

[51] Primayanda, Atria. "The Role of Code Switching Phenomena in A Youtube Vlog By Sacha Stevenson". (English Department, Faculty of Humanities Diponegoro University, 2018), 4.

[52] Ariffin, Kamisah & Husin, Misyana Susanti, "Code-switching and Code-mixing of English and Bahasa Malaysia in ContentBased Classrooms: Frequency and Attitudes", *The Linguistics Journal*, Volume 5, Issue 1, (2011), 224.

[53] Hudson, R.A, *Sociolinguistics*, (Cambridge University Press, 1996), 51.

[54] Milroy, Lesley and Muysken, Pieter, *One Speaker, Two Languages.* (Cambridge University Press), 7.

language, Malay as the language of the region, and Tamil as the language of one of the important ethnic groups in the republic.[55]

E. Types of Code Switching

According to Ronald Wardhaugh, there are two kinds of code switching: Situational Code Switching and Metaphorical Code Switching[56].

1. Situational Code Switching

This type of code switching may be found in the society where the people usually use another language from their mother tongue to communicate to the other society group from their region. Hudson describes when people speak to one society group they would choose one language based on the background and the situation of the society group itself. And use another language in another situation. For the example when people speak to the foreigner they would choice English, and use Indonesian when they speak to their family members or when the situations are changing. The language choices are grounded on what the situation they faced. This occures for some reasons like if people want to make polite words or due to the different experience of language. Also Muriel defined Situational code-switching occurs when a language change accompanies a change of topics or participants, or any time the communicative situation is redefined.[57]

Situational code-switching occurs when a language change accompanies a change of topics or participants, or any time the communicative situation is redefined. This situation changing increased the language choice. Within a single conversation, Navajo teachers usually speak English to one another when discussing matters related to school, for instance, but they might switch to Navajo to discuss their families, or rodeos and other community activities. They might also switch the language into English if non-Navajo speakers join the conversation, so the new arrivals will not be excluded.

2. Metaphorical Code Switching

This type of code switching occurs within a single situation, but adds meaning to such components as the role-relationships which are being expressed. Metaphorical code-switching occurs when a change of topic requires a change in the language used. The interesting point here is that some topics may be discussed in either code, but the choice of code adds a distinct flavor to what is said about the topic. The choice encodes certain social values. Metaphorical code switching has an affective dimension to it: you change the code as you redefine the situation, formal to informal, official to personal, serious to humorous, and politeness to solidarity.

Muriel added, metaphorical code-switching occurs within a single situation, but adds meaning to such components as the role-relationships which are being expressed. Since speaking different languages is an obvious marker of differential group membership, by switching languages bilinguals often have the option of choosing which group to identify with in a particular situation, and thus can convey the metaphorical meaning which goes along with such choice as well as whatever denotative meaning is conveyed by the code itself. Holmes views metaphorical switching as the type of switching that "each of the codes represents a set of social meanings, and the speaker draws on the associations of each, just as people use metaphors to represents complex meaning. The term also reflects the fact that this kind of switching involves rhetorical skill. Skillful code switching operates like metaphor to enrich communication."

They speak one language in one situation and another in a different one. No topic change is involved. The interesting point here is that some topics may be discussed in either code, but the

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[55] Wardhaugh, Ronald, *An Introduction to Sociolinguistics,* Fifth Edition, (Blackwell Publising, 2006), 101.

[56] *Ibid*. Page: 104.

[57] Troike, Muriel Saville, *The Ethnography of Communication, An Introduction,* Third Edition, (Blackwell publising, 2003), 49.

choice of code adds a distinct flavor to what is said about the topic. As the term itself suggests, metaphorical code-switching has an affective dimension to it: you change the code as you redefine the situation – formal to informal, official to personal, serious to humorous, and politeness to solidarity.

F. Influential Factors of Code Switching

Conforming to Holmes, there are four factors influence people to do code switching, they are:

1. Participant

The participants who use code switching to their partners have certain purpose and goal. If a group of people who are talking in their mother language and a non-native speaker enters, they would switch their language or topic or both. Knowing the background and personality of the participant, people might switch their language with some purposes such as the speaker wants to change the situation without any information in time and space. People sometimes switch code within a domain or social situation. When there is some obvious change in the situation, such as the arrival of new person, it is easy to explain the switch.

2. Solidarity (Affective Function)

A speaker might have a similarly language with another as a signal of group or membership. Even the speakers who are not very proficient to the second language can use brief and words for this purpose.

3. Social Context

A switch may also reflect a change in other dimensions, such as the status relationship between people or the formality of their interaction. Who is talking to who is an important factor, for example: wife-husband, costumer-shop keeper, boss-worker. Another general relevant factor that is important is the setting or social context, for example when we are in home, work, or school. More formal relationship, which sometimes involve status difference on the other way, friendly relationship involving minimal social distance.

4. Topic

As Holmes had stated, people might do code switching within a speech event to discuss a particular topic.[58] Bilingual often find it easier to discuss particular topics in one code rather than another. And in some cases the topic has proved an influence on language choice. Similar with this, Hoffman says that people sometimes prefer talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express their emotional feelings in language that is not their everyday language.

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[58] Holmes, Janet, *An Introduction to Sociolinguistics,* Fourth Edition, (Routledge, 2013), 37.

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