

ANALYSIS OF CODE SWITCHING ON SUNNY DAHYE INSTAGRAM ACCOUNT

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Abstract

This research is a descriptive qualitative research. The data in this study are the captions and comments of Sunny Dahye Instagram account. Technique of collecting data is documentation which is online Instagram. Technique of analyzing data is reducing data, displaying data and conclusion. To validate the data, the researchers used the triangulation data based on source, method, researcher and theory.

The research findings show that the types of code switching found on Sunny Dahye Instagram account are inter sentential switching with 72 utterances, intra sentential switching with 24 utterances, and tag switching / emblematic switching with 4 utterances. The dominant types of code switching is inter sentential switching by the reasons of talking about particular topic with 18 utterances, interjection with 5 utterances, expressing group identity with 10 utterances, being emphatic about something with 8 utterances, repetition used for clarification with 12 utterances, to soften and strengthen request or command with 42 utterances, real lexical need with 5 utterances. Based on the finding, it can be drawn that Sunny Dahye Instagram account do not use quoting somebody else and to exclude other people when a comment is intended for only limited audience in her captions and comments.

Keywords: Code Switching, Types and Reasons of Code Switching, Sunny Dahye, Caption, Comment.

Abstrak

Penelitian ini merupakan penelitian deskriptif kualitatif. Data dalam penelitian ini adalah caption dan komentar akun Instagram Sunny Dahye. Teknik pengumpulan data adalah dokumentasi yaitu Instagram online. Teknik analisis data yaitu reduksi data, penyajian data dan penarikan kesimpulan. Untuk validasi data, peneliti menggunakan triangulasi data berdasarkan sumber, metode, peneliti dan teori.

Hasil penelitian menunjukkan bahwa jenis alih kode yang terdapat pada akun Instagram Sunny Dahye adalah alih kode antar kalimat sebanyak 72 tuturan, alih kode intra kalimat sebanyak 24 tuturan, dan alih kode tag/emblem sebanyak 4 tuturan. Jenis alih kode yang dominan adalah antar kalimat dengan alasan membicarakan topik tertentu sebanyak 18 tuturan, interjeksi dengan 5 tuturan, mengungkapkan identitas kelompok dengan 10 tuturan, bersikap tegas tentang sesuatu dengan 8 tuturan, pengulangan digunakan untuk klarifikasi sebanyak 12 tuturan, untuk memperhalus dan memperkuat permintaan atau perintah sebanyak 42 tuturan, kebutuhan leksikal nyata sebanyak 5 tuturan. Berdasarkan temuan, dapat ditarik kesimpulan bahwa akun Instagram Sunny Dahye tidak menggunakan kutipan orang lain dan mengecualikan orang lain ketika komentar ditujukan hanya untuk pembaca tertentu dalam caption dan komentarnya.

Kata Kunci: Alih Kode, Jenis-jenis dan Alasan Beralih Kode, Sunny Dahye, Caption, Komen

INTRODUCTION

In daily life, people need to improve their communication skill due to the importance of communication for education, business, and dealing cooperation with other countries. Thus, people can interact and communicate with each other by using some languages (local, national and

international language). When people interact to others, sometimes they switch their language into another language, it is called code switching. Code switching occurs in sentences, word and clauses depends on the typeS of code switching. Code switching occurs between local language into the international language or conversely. It could be found in any

conversation in daily life or in social media. One of the most social media mostly used is Instagram. Instagram is social media can represent pictures, videos, captions, and comments. In this research, the researchers uses Sunny Dahye Instagram account for analysing code switching because Sunny Dahye often uses code switching on her account Instagram. Sunny Duhye is influencer. She was born in South Korea and raised in Bali-Indonesia. She is also trilingual in Korean, Indonesian and English. When Sunny Dahye uploaded the photos or videos, the followers always comment on her Instagram. Sunny Dahye uses three languages in Korean, Indonesian, and English. It is automatically made her followers using one of her languages.

Many researchers have conducted the research about code switching. Related to this study, the researchers chose some literatures about previous studies which are relevant to this research. They are 1) *Code Switching and Code Mixing in Relation to Politeness Principle* written by (Anindita). The researchers analyzed kinds of code switching and code mixing on the Reader's Opinion Column in Kedauletan Rakyat from July to September 2008; 2) *An Analysis of Code Switching in 'Supernova :Kesatria, Putri dan Bintang Jatuh' Novel by Dewi Lestari* written by (Nisa and others 2014); The study aims to investigate the code switching produced by the characters and used Mujiono theory 3). *Code-Switching and Code-Mixing in the Lyrics of Bondan Prakoso Featuring Fade 2 Blacks's Songs* written by (Ria 2016). This research investigated the occurrences of code-switching and code-mixing and reasons why the song writers switch or mix the song lyrics. He used Hoffman theory; 4). *Code Switching Used by Kimmy Jayanti in 'iLook' program on NET TV* written by (Rahmaniah 2016). This research analyzed types ad reasons of using code switching Theory of Romaine in Susanto (2008) and Hoffman (1992); 5). *An Analysis of Code Switching and*

Code Mixing Used in A Talk Show Hitam Putih written by (Sari 2013). It aims to answer the problems on the types of code switching and code mixing used by The presenter (Deddy Corbuzier) and celebrity guest (Nadya Hutagalung). In conclusion, this research is different with those references. It is because the researchers only uses Hoffman theory. The researchers only analysed types of code switching and reasons of using code switching on Sunny Dahye Instagram account.

According to Hoffman (1991, 112), there are three types of code switching. They are intra-sentential switching, inter-sentential switching, and emblematic switching. Intra sentential switching is code switching within the clause or sentence. In this case, the speaker may switches parts of clauses, lexical items, or even morphemes. Intra sentential is code switching that occurs in one sentence. For example the speaker uses the Spanish morpheme 'ando' rather than the English 'ing'. Inter sentential switching is code switching that happens between clause or sentence boundary. Emblematic or tag switching is simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker.

Hoffman (1991, 116) also stated there are number of reasons why people tend to switch a language. Those are: talking about a particular topic, quoting somebody else, interjection (Inserting sentence fillers or sentence connectors), expressing group identity, being emphatic about something, repetition for clarification, to soften and strengthen request or command, The use of real lexical need, to exclude other people when a comment is intended only for a limited audience.

This research focuses on types and reasons of using code switching on Sunny Dahye Instagram account. Therefore, the objectives of the research are:

1. To find out about the types of code

switching on Sunny Dahye Instagram account.

2. To find out about the reasons of using code switching on Sunny Dahye Instagram account.

The researchers are interested in analyzing captions and comments on Sunny Dahye Instagram account. Thus, the researchers present a research entitled "Analysis of Code Switching on Sunny Dahye Instagram Account".

METHODOLOGY

Qualitative research is the research employing the method of collecting, describing, classifying, analysing the data and then drawing conclusion. In this study, descriptive research was used to explain the types of code switching and the reasons of using code switching on Sunny Dahye Instagram account (Sunny Dahye 2020).

The source data of this research are taken from Sunny Dahye Instagram account. The data from this research are captions and comments from Sunny Dahye Instagram account. The technique of collecting data are as follows:

First, the researchers downloaded application Instagram on Plays Store. Second, the researchers looked for captions and comments on Sunny Dahye Instagram account. Third, the researchers collected the data by reading the captions and comments, and tried to understand it. Fourth, the researchers captured the data captions and comments on Sunny Dahye Instagram account. Fifth, the researchers collected the data and classified into categories types of code switching and the reasons.

The techniques of analyzing data are as follows (Siyoto and Sodik 2015):

1. Reduce Data

Reduce data means summarizing, choosing things that are principal, focus on the thing that are important, look for themes and patterns and get rid of unnecessary. This step is used to summarize and focus on the

code switching on Sunny Dahye Instagram account. Focusing on the types of code switching and reasons of using code switching found in Sunny Dahye Instagram account.

2. Display Data

This step is done with present a compiled set of information that gives the possibility of drawing conclusions. After reducing data, the next step classifies the types of code switching and reasons of using code switching found in Sunny Dahye Instagram account. Getting the numbers data of captions and comments can help the researchers to draw a conclusion.

3. Conclusion or Verification

Conclusion or verification is the final stage in the process data analysis. In this section researcher makes a conclusion from the data has been obtained. This activity is intended to find the meaning of data collected by searching types and reasons of using code switching. The last step is conclusion about code switching on Sunny Dahye Instagram account. In this part, the researchers can give the exact number of data that obtained.

FINDING(S) AND DISCUSSION

This chapter is important parts of the research since this part will answer the first problem statement. First discussion about the Types of Code Switching.

Table 1. Types of Code Switching

No.	Type of Code Switching	Total Data
1.	Inter sentential Switching	72
2.	Intra sentential Switching	24
3.	Tag Switching / Emblematic Switching	4
Total		100

1. Inter sentential Switching

01/CMT/INTERS/BEAS

Omg sunny baru nonton dong kak and it is indeed so good

Inter sentential switching is code switching that happens between clause or sentence boundary. In this case, an entire clause or sentence is in one language, but the speaker switches to another language for a subsequent clause or sentence. Indirectly this switching is concerned with the situation and the atmosphere of the conversation. Different from the previous type, this switching is not limited to the insertion of one or two words. In addition, this switching should take place between at least two clauses, which also can be mean two sentences.

2. Intra sentential Switching

02/CPT/INTRAS/TAPT

Komen dibawah movie jaman 80/90 favorit kalian !

Intra sentential is code switching within the clause or sentence. In this case, the speaker may switches parts of clauses, lexical items, or even morphemes. Intra sentential is code switching that occurs in one sentence. An example is from an Indonesian who speaks English and has resided in English for many years: “*Komen dibawah movie jaman 80/90 favorit kalian !*”. In this case the speaker uses the English progressing clause ‘*movie*’ rather than ‘*film*’. The grammatical boundaries for this are similar in Indonesia and English and so the code switching works.

3. Tag Switching / Emblematic Switching

06/CMT/TAG/EGI

Omg hi liffi sayang

The switch is simply an interjection, a tag, or a sentence filler in the other language which serves as an ethnic identity marker. From this comment @sunnydahye use word “*sayang*” as a interjection and the word “*sayang*” ethnic identity from Indonesia.

Reasons of using code switching on Sunny Dahye Instagram Account

This chapter is important parts of the research since this part will answer the second problem statement. Second discussion is about the Reasons of Code Switching.

Table 2. Reasons Code Switching

No.	Reasons Code Switching	Total Data
1.	Talking About Particular Topic ^a	18
2.	Quoting Somebody Else	0
3.	Interjection	5
4.	Expressing Group Identity	10
5.	Being Emphatic About Something	8
6.	Repetition Used for Clarification	12

7.	To Soften and Strengthen Request or Command	42
8.	The Use of Real Lexical Need	5
9.	To Exclude Other People When a Comment is Intended for Only a Limited Audience	0
Total		100

1. Talking about a particular something

23/CPT/INTRAS/TAPT

*Bunga sakura **meets** batik*

The speaker uses the word “**meets**” because the topic is about a outfit that talking about Batik as hallmark of Indonesia. The word “**meets**” is not mean about meeting in bussiness or activity. So the word “**meets**” in English isfit to replace Indonesia word “**bertemu/bercampur**”.

2. Quoting Somebody Else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said. The switch like a set of quotation marks. In Indonesian, those well known figures are mostly from some English-speaking countries. Then, because many of the Indonesian people now a days are good in English, those famous expressions or sayings can be quoted intact in their original language. In this research, the researchers did not find

the data containing Quoting Somebody Else.

3. Interjection (Inserting sentence fillers or sentence connectors)

13/CMT/TAG/INTR

***Omg!** id ig nya hits*

Interjection has no grammatical value, but a speaker uses them quite often, usually more in speaking than in writing. ***Omg!** id ig nya hitsss. (Oh My God her id ig soo famous)*

4. Expressing Group Identity

42/CMT/INTRAS/EGI

*I am **papa muda** yet ?*

From the example above, the speaker uses English and Indonesian in the message. The speaker may show that he is Indonesian people. The word “**papa muda**” as a identity that he is a young man but he has a children. Therefore, the speaker may use code switching to show her ability in Indonesia.

5. Being Emphatic About Something

01/CPT/INTERS/BEAS

Omg** sunny baru nonton dong kak, **and it is indeed so good

As usual, when someone using a language that is not her native language suddenly she wants to be emphatic about something, she will switch her second language to her first language either intentionally or unintentionally. On the other hand, she switches her second language to her first language because the feels more convenient to be emphatic in her second language rather that in her first language. From the example above, the words “**it is indeed so**

good” were spoken because of the speaker intentionally switched her first language (Indonesia) to second language (English).

6. Repetition Used for Clarification

59/CPT/INTERS/RUC

Ready for another round of vlogging siap untuk vlogging ke ronde selanjutnya

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the language (codes) that he masters to say the same message. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message. Example : *Ready for another round of vlogging (siap untuk vlogging ke ronde selanjutnya)*

7. To Soften and To Strengthen Request or Command

54/CPT/INTERS/TSSRC

Senyuman adalah aksesoris yang paling indah jadi jangan lupa untuk senyum hari ini yaaa btw vlog valentines day udah upload di channel sunny and chris! Dikasi kejutan apa sih sama @chrisokano ? jangan lupa nonton yaaa

From this caption , it seems that @sunnydahye try to be soft with her command which code switch using Indonesian and said “*jangan lupa nonton yaaaa*”.

8. The Use of Real Lexical Need

34/CMT/INTRAS/BRLN

Ka sunny badannya body goals banget.. olahraganya apa ka ?

From this comment, @raygraciaa_ shows the lexical form in one of Indonesia popular word “**Body Goals**”. The meaning of “Body Goals” is good body or beautiful body.

9. To Exclude Other People When a Comment is intended for only a Limited Audience

Sometimes people want to communicate only to certain people or community they belong to. To avoid the other community or interference objected to their communication by people, they may try to exclude those people by using the language that no everybody knows. In this research, the researchers did not find the reason of excluding other people when a comment is intended for only a limited audience

CONCLUSION(S)

In this research, the researchers focused on types of code switching found in Sunny Dahye Instagram Account. The researchers found 100 utterances containing code switching consist of inter sentential switching with 72 utterances, intra sentential switching with 24 utterances, and tag switching / emblematic switching with 4 utterances. The dominant types of code switching used by Sunny Dahye Instagram account is inter sentential switching. Her account is commonly used Inter sentential switching with 72 utterances because she is often to change the language to clarify things. Inter sentential switching is not limited to the insertion of one or two words. In this research, the researchers also focused on reasons of code switching found in Sunny Dahye Instagram Account.

The researchers found 100

utterances containing reasons of code switching. They are talking about particular topic with 18 utterances, quoting somebody else with 0 utterance, Interjection with 5 utterances, expressing group identity with 10 utterances, being emphatic about something with 8 utterances, repetition used for clarification with 12 utterances, to soften and strengthen request or command with 42 utterances, the use of real lexical need with 5 utterances, and excluding other people when a comment is intended for only a limited audience with 0 utterances.

Sunny Dahye Instagram account commonly uses the reason of softening and strengthening request or command with 42 utterances because she is often ordering the followers to subscribe her channel on youtube or ordering her wish. Based on the finding, it can be drawn that Sunny Dahye Instagram Account does not use the reason of quoting somebody else and excluding other people when a comment is intended for only limited audience.

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