THE EFFECTIVENESS OF CODE SWITCHING IN DENNY SUMARGO PODCAST:

CINTA LAURA TERJEBAK TOXIC RELATIONSHIP

Wika Putri Anzani[1], Maulani Pangestu[2], Istihayyu Buansari[3]

[1][2][3]Sastra Inggris, Komunikasi dan Bahasa, Universitas Bina Sarana Informatika
[1] 33200037@bsi.ac.id, [2]maulani.mpu@bsi.ac.id, [3]Istihayyu.iyb@bsi.ac.id

*Istihayyu.iyb@bsi.ac.id

ABSTRAK

Alih kode merupakan gabungan dua bahasa atau lebih serta gabungan kata, frasa, dan kalimat. Alih kode biasanya digunakan oleh orang-orang bilingual atau multibahasa. Penelitian ini bertujuan untuk mengkaji jenis-jenis alih kode dan mengetahui efektivitas penggunaan alih kode untuk mengetahui sejauh mana pemahaman responden terhadap penggunaan alih kode yang terjadi pada video podcast Denny Sumargo bersama Cinta Laura dengan menggunakan kuesioner kepada 30 responden. Penelitian ini dilakukan dengan menggunakan metode campuran yaitu metode kualitatif dan metode kuantitatif. Dalam penelitian ini terdapat 3 jenis alih kode menurut Poplack (1980), yaitu peralihan Intra-sentential, Inter-sentential switching, dan Tag switching. Hasil menunjukkan bahwa alih kode intra-sentential merupakan jenis alih kode yang paling dominan terjadi. Dari penggunaan alih kode tersebut diketahui bahwa 43% responden setuju dengan pernyataan positif dan 29% responden tidak setuju dengan pernyataan negatif. Jadi dapat disimpulkan bahwa efektivitas penggunaan alih kode pada konten video podcast cukup efektif dan dapat dipahami dengan baik oleh sebagian besar responden.

Kata Kunci : alih kode, efektivitas, podcast

ABSTRACT

Code switching is a combination of two or more languages and a combination of words, phrases and sentences. Code switching is usually used by bilinguals or multilinguals. This research aims to examine the types of code switching and determine the effectiveness of using code switching to find out how far respondents understand the use of code switching that occurs in Denny Sumargo's video podcast with Cinta Laura by using a questionnaire to 30 respondents. This research was conducted using mixed methods, namely qualitative methods and quantitative methods. In this research, there are 3 types of code switching according to Poplack (1980), namely Intra-sentential switching, Inter-sentential switching and Tag switching. And the results show that intra-sentential switching is the most dominant type of code switching that occurs. From that the use of code switching, it was found that 43% of respondents agreed with positive statements and 29% of respondents disagreed with negative statements. So it can be concluded that the effectiveness of using code switching in the video podcast content is quite effective and can be well understood by the majority of respondents.

Keywords : code switching, effectiveness, podcast

INTRODUCTION

Language serves as a crucial tool for communication, expression, and thinking. It is a system of sound symbols used to convey thoughts, feelings, and information. The origins of language remain a mystery, but it is believed to have emerged with human cognitive development. Language is a complex phenomenon with a significant impact on culture, society, and individuals. Many people use multiple languages, especially English, due to its global prevalence and educational emphasis. The scientific study of human interaction and language referred to as sociolinguistics in the field of linguistics. As stated by (Fitri Handayani, 2022) that now Indoglish is the phenomenon here in Jakarta, Indonesia.

Sociolinguistics examines how language is used in different social contexts, influenced by factors like ethnicity, religion, status, speaking situation, topic, and participants. Gumperz (2015) defines "sociolinguistics as a field that focuses on the interactive aspects of language use in social contexts. Sociolinguistics studies how language is used as a tool of communication, negotiation, and socialization in different settings" (Arifin, 2023). It is essential to understand how language is used in various social contexts, like friendships, family, and work. Social factors can influence our language use in different situations. Sociolinguistics is the study of language and society, has discovered bilingualism and multilingualism.

Bilingualism is the ability to use two languages interchangeably in daily communication, depending on the social context. Multilingualism is the ability to use three or more languages actively and switch between them flexibly. "Sometimes, people blend two languages in a conversation without altering the subject or meaning. This linguistic practice is often understood by the listeners" (Wibowo et al., 2022). In other words, Bilinguals often blend languages in their speech, but the listener can still understand the meaning. This highlights their skill in switching between languages. And in this phenomenon, it is not uncommon for two or more languages to change in a monologue or dialogue, which sociolinguistic scientists called code switching.

Code-switching is the practice of switching between languages within a single utterance, often done by bilingual or multilingual individuals. Even, (Carter et al., 1997) (Raphael Salkie, n.d.) stated that code switching is part of language. It is influenced by specific circumstances

and is becoming more common, especially among youth who see it as a way to appear sophisticated. According to (MacSwan, 2014: 37), "code-switching is a language style used by fluent bilinguals who seamlessly switch between two or more languages" (Adi, 2018). This implies that cod e-switching is a common practice among individuals who are fluent in more than one language and can naturally alternate between them in conversation.

The researcher's primary objective in this study is to investigate how code-switching is employed in podcasts. Drawing on Poplack's (1980) categorization of various code-switching types, the researcher examined the occurrence of code-switching in podcasts. Moreover, the researcher aimed to explore the effectiveness of code-switching for respondents when used in podcasts. Based on these considerations, the researcher analyzed the instances of code-switching between English and Indonesian in Denny Sumargo's podcast.

RESEARCH METHOD

The researcher employed a mixed-methods approach, combining qualitative and quantitative methods, to gain a more comprehensive and in-depth understanding of the research topic. According to Sugiyono (2011), "mixed methods research integrates quantitative and qualitative approaches to gather more comprehensive, valid, reliable, and objective data" (Nia & Loisa, 2019).

To collect data, the researcher utilized qualitative methods to analyze the various forms of code-switching present in selected video from Denny Sumargo's podcast. Additionally, the researcher employed quantitative methods by distributing a Google form questionnaire, a closed-ended questionnaire utilizing a Likert scale. This was done to assess the effectiveness of code-switching in video podcasts and to find out the respondents' comprehension of code-switching in the video podcast.

FINDINGS AND DISCUSSION

Linguistics Analysis

The researcher analyzed the video podcast using Poplack's (1980) theory to investigate code switching. Researcher also analyzed the effectiveness of code switching and its impact on respondents' understanding. Denny Sumargo's Podcast was chosen as the research object. One

of the podcasts analyzed was "Cinta Laura Terjebak Toxic Relationship... *Cantik Tapi Pemikirannya Berbahaya*," which featured Cinta Laura, a mulatto who frequently uses two languages. Qualitative descriptive methods were used to analyze code switching types, while quantitative descriptive methods were used to analyze questionnaire data on effectiveness and understanding.

Types of Code Switching

According to Poplack (1980) as cited in Romaine (1989), "there are three main types of code switching: Tag switching, Inter-sentential switching, and Intra-sentential switching" (Utami, 2019). After analysis, the researcher found that there were 139 utterances in Denny Sumargo's video podcast with Cinta Laura which contained the three types of code switching according to Poplack (1980). With these 139 data, a total of 172 cases of code switching were found in the video. Following are the details:

Table 1. Types of Code Switching

No	Types of Code Switching	Frequency	Percentage
1	Intra-sentential Switching	103	59,88%
2	Inter-sentential Switching	47	27,33%
3	Tag Switching	22	12,79%
	Total	**172**	**100%**

a. Intra-sentential Switching

"Intra-sentential switching is when a speaker changes languages within a single clause or sentence, combining elements of both" (Utami, 2019). In this research, researcher found that there were 103 (59.88%) data which were examples of the use of Intra-sentential switching. The following is an example from the video podcast:

(CLTTR/0:26) "Ini kita agak *matching* loh liat"

(Cinta laura talks about the clothes they wear)

In this utterance, Cinta Laura utilized both Indonesian and English within a single sentence. While her primary language is Indonesian, she incorporated the English word "matching." This demonstrates Cinta Laura's ability to code-switch, seamlessly transitioning between languages within a sentence, adhering to the principle of intra-sentential switching..

b. Inter-sentential Switching

"Inter-sentential switching occurs when a speaker changes languages between clauses or sentences" (Utami, 2019). In this research, researcher found that there were 47 (27.33%) data which were examples of the use of Inter-sentential switching. The following is an example from the video podcast:

(CLTTR/5:08) "*My love life is very-very interesting*. Karna kalo diliat dari pertama banget pacaran…"
(Cinta Laura is telling about her love story)

In this utterance, Cinta Laura utilized two different languages in consecutive sentences. She spoke in English for the first sentence and then switched to Indonesian for the second. This demonstrates her ability to code-switch between languages across sentence boundaries, aligning with the theory of Inter-sentential switching.

c. Tag Switching

"Tag switching involves inserting a word or phrase from one language into a sentence that's primarily in another language. For example, 'you know,' 'I mean,' or 'right?' These tags can be placed in various positions within a sentence without disrupting its grammar" (Utami, 2019). In this research, researcher found 22 (12.79%) data which were examples of the use of Tag switching. where Tag switching is a phenomenon that occurs if a utterance contains filler words. Filler words in linguistics are usually used as pauses or to think while speaking. The following is an example from the video podcast:

(CLTTR/1:12) "*Okay*, aku kan blasteran Jerman-Indonesia yaa"

(Cinta Laura is explaining about the culture she has as a half-German)

In this utterance, Cinta Laura utilized two languages within a single sentence. Indonesian was the dominant language, with the English word "okay" inserted as a tag or filler word. This demonstrates Cinta Laura's ability to code-switch, as tag switching involves inserting elements from one language into an utterance primarily in another language.
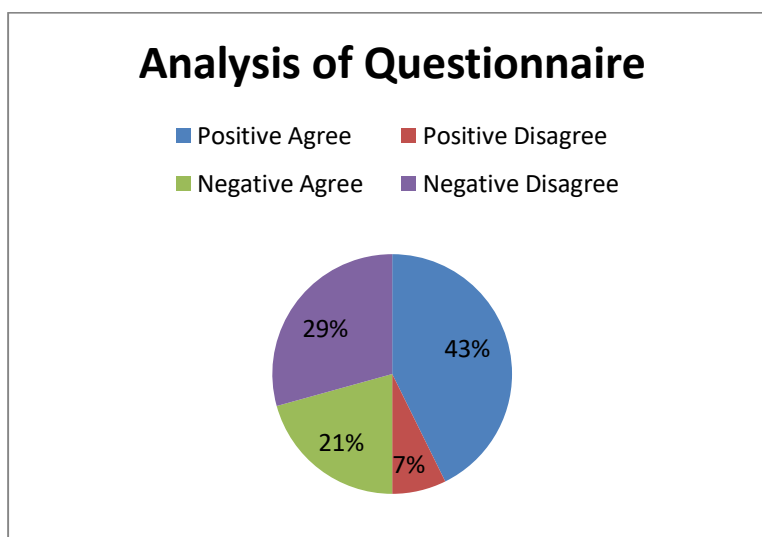
The Effectiveness of Code Switching

The researcher aimed to investigate the effectiveness of code switching in video podcasts. The researcher conducted a questionnaire study (Ceylan H, 2017) using a Likert scale to measure respondents' understanding of code switching. The questionnaire included both positive and negative statements. Positive statements to measure the respondent's understanding and negative statements to measure the respondent's lack of understanding. Where the options for strongly agree, agree, disagree and strongly disagree are represented on this Likert scale. Respondents were randomly selected from high school and college students, including English majors and non-English majors. The results of the questionnaire are presented in the following section:

Table 2. Analysis of Questionnaire

No	Types of Code Switching	Response Frequency				Response Agree	Response Disagree
		SA	A	D	SD		
1	I understand what Cinta Laura is talking about.	11	18	1	0	29	1
2	I understand what Denny Sumargo is talking about.	8	21	1	0	29	1
3	I had no difficulty understanding the conversation between Cinta Laura and Denny Sumargo.	7	17	6	0	24	6

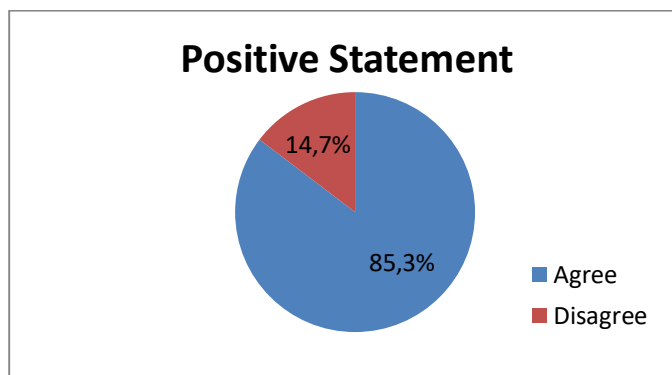|							
4	I don't need subtitles to understand the conversation in the video.	9	11	10	0	20	10
5	I understand quite easily when they mix Indonesian and English.	6	20	4	0	26	4
6	There are several words from Cinta Laura that I don't understand.	2	14	13	1	16	14
7	There are several words from Denny Sumargo that I don't understand.	2	9	18	1	11	19
8	I had difficulty understanding the conversation between Cinta Laura and Denny Sumargo.	0	5	24	1	5	25
9	I need subtitles to understand the conversation in the video.	1	9	15	5	10	20
10	Sometimes, I have to repeat the video a few seconds back to better understand their conversation.	4	16	8	2	20	10

Images 1. Analysis of Questionnaire

From the analysis above, it can be concluded that:

1. 43% of respondents agreed with the positive statement, suggesting that they understood the content of the video podcast.

2. 7% of respondents disagreed with the positive statements, suggesting that they had difficulty understanding the content of the video podcast.

3. 21% of respondents agreed with the negative statement, suggesting that they had difficulty understanding the content of the video podcast.

4. 29% of respondents disagreed with the negative statements, suggesting that they understood the content of the video podcast.

a. Positive Statement

In this research questionnaire, there are 5 positive statements which are used to determine respondents' understanding of the use of code switching in video podcasts which are the material for this research. The results that follow are the findings of calculations made in relation to the questionnaire's positive statement responses:
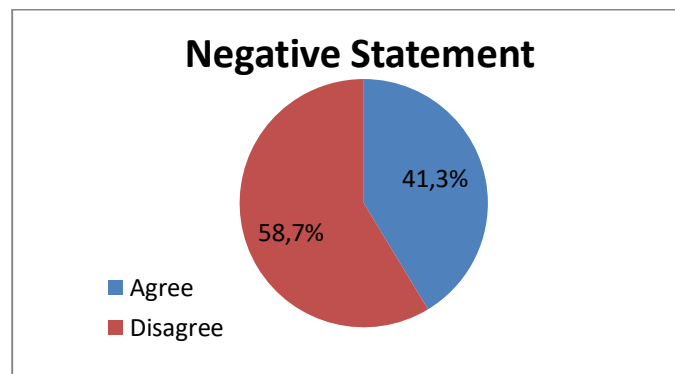

Images 2. Positive Statement

The results of the analysis of positive statements on the questionnaire show that 85.3% of the 30 respondents agreed with the positive statements, indicating a strong understanding of code switching in Denny Sumargo's video podcast with Cinta Laura. Only 14.7% disagreed with the positive statements. One of the most agreed-upon statements was "I understand what

Cinta Laura is talking about," with 29 out of 30 respondents agreeing. This suggests that respondents had a high level of comprehension regarding the code switching techniques employed by Cinta Laura in the video podcast.

b. Negative Statement

Apart from positive statements, in this questionnaire there are also negative statements which are used by researcher to measure respondents' lack of understanding of the application of code switching made by Denny Sumargo and Cinta Luara in the video podcast which is the material for the researcher's research. There are 5 negative statements used. The results that follow are the findings of calculations made in relation to the questionnaire's positive statement responses:

Images 3. Negative Statement

The results of the analysis of negative statements on the questionnaire show that 58.7% of the 30 respondents disagreed with the negative statements, indicating a good understanding of code switching in the video podcast. However, 41.3% of respondents agreed with at least one negative statement, suggesting some difficulties in comprehension. One example of a negative statement with high agreement was "Sometimes, I have to repeat the video a few seconds back to better understand their conversation." 20 out of 30 respondents agreed with this statement, indicating a need for repetition to enhance understanding. Only 10 respondents disagreed, suggesting they could comprehend the conversation without rewinding.

Respondent Understanding of the Use of Code Switching in Video Podcasts

In this study, the researcher distributed questionnaires to assess the effectiveness of code-switching in the video podcast, which was the focus of the research, and to determine the extent to which respondents could comprehend the video podcast's content. The researcher selected 30 respondents at random to watch the video podcast and attempt to understand its content. These 30 respondents included high school/vocational school students and college students from diverse majors.

After analyzing the responses from the 30 participants, the results indicated that the majority of respondents were able to comprehend some or all of the video podcast's content effectively, despite the use of code-switching between Indonesian and English by Cinta Laura and Denny Sumargo. However, a small subset of the 30 respondents experienced difficulties in fully understanding the content due to the frequent code-switching. The widespread study of English from elementary school to college level likely contributed to the ease with which many respondents navigated conversations that alternated between Indonesian and English. Additionally, the relatively simple English used by Cinta Laura and Denny Sumargo, which is familiar to many people, further supported the respondents' ability to comprehend each sentence in the video podcast.

Holmes (1992) (Sukandi & Syafar, 2018) suggests "that bilinguals often find it easier to discuss certain topics in one language over another, leading to common bilingual speech features like interference, code mixing, and code switching" (Candra & Qodriani, 2018) (Marcel Pikhart and Onorina Botezat, 2021). This suggests that code-switching is employed as a communication strategy to facilitate discussion and comprehension among listeners, who in this research context are the interlocutors and viewers or respondents of the video podcast. The findings of this study confirm that the objective of using code-switching has been achieved, as interlocutors and viewers or respondents can readily understand the content of the conversations taking place in the video podcast.

CONCLUSION

Code-switching involves the blending of words, phrases, and sentences from multiple languages. Bilingual or multilingual individuals commonly engage in code-switching. Poplack's (1980) framework identifies three distinct types of code-switching: Intra-sentential, Inter-sentential, and Tag switching. Throughout the research, these three categories of code-switching have been observed in Denny Sumargo's video podcast. The study's findings reveal that the most frequent type of code-switching in the video podcast is Intra-sentential switching, accounting for 103 (59.88%) of the identified instances. Following that, Inter-sentential switching was observed in 47 (27.33%) of the data, and lastly, Tag switching, the least frequent type, occurred in 22 (12.79%) of the data.

After identifying the types of code-switching present in Denny Sumargo's video podcast, the researcher conducted a questionnaire study with 30 respondents to evaluate the effectiveness of code-switching in the video podcast. The results of the questionnaire indicated that code-switching was quite effective for the respondents. The data revealed that 43% of the 30 respondents agreed with the positive statement, indicating their understanding of the conversation through the use of code-switching. Additionally, 29% of the 30 respondents disagreed with the negative statement, suggesting their disagreement with the difficulty of understanding the conversation. Overall, the majority of the percentage results demonstrate the respondents' understanding of code-switching in the video podcast.

These findings suggest that, out of the 30 randomly selected respondents, the majority were able to comprehend the content of Denny Sumargo's video podcast, despite the presence of code-switching between Indonesian and English. This is supported by the fact that respondents have studied English since elementary school, and the English words or sentences used by Cinta Laura and Denny Sumargo are relatively common and easy to understand.

REFERENCES

Adi, W. T. (2018). Code Switching in Critical Eleven Novel. *Metathesis: Journal of English Language, Literature, and Teaching*, *2*(1), 39. https://doi.org/10.31002/metathesis.v2i1.514

Arifin, R. P. A. (2023). The Language of Power: A Sociolinguistic Study of Social Status in little women by Greta Gerwig. *EDUJ : English Education Journal*, *1*(1), 1–7. https://doi.org/10.59966/eduj.v1i1.462

Candra, L. K., & Qodriani, L. U. (2018). An Analysis of Code Switching in Leila S. Chudori's For Nadira. *Teknosastik*, *16*(1), 9. https://doi.org/10.33365/ts.v16i1.128

Carter, R., McRae, J., & Bradbury, M. (1997). The Routledge History of Literature in English. In *The Routledge History of Literature in English*. https://doi.org/10.4324/9780203291801

Ceylan H. (2017). Different Perspective on the Origin of Language and the Evidences from the Field of Language Acquisition. *International Journal of Language and Linguistics*, *4*(3).

Fitri Handayani, M. A. (2022). Indoglish as a Sociolinguistic Phenomenon: A Case Study at English Departments UMMY Solok. *Journal of English Language Learning*, *6*(1), 53. https://ejournal.unma.ac.id/index.php/jell/article/view/2448

Marcel Pikhart and Onorina Botezat. (2021). The Impact of the Use of Social Media on Second Language Acquisition. *Procedia - Computer Science*, *192*, 8.

Nia, L., & Loisa, R. (2019). Pengaruh Penggunaan New Media Terhadap Pemenuhan Kebutuhan (Studi Tentang Media Sosial Facebook Dalam Pemenuhan Informasi di Kalangan Ibu Rumah Tangga). *Prologia*, *3*(2), 489. https://doi.org/10.24912/pr.v3i2.6393

Raphael Salkie. (n.d.). *Raphael Salkie- Text and Discourse Analysis (Language Workbooks Series), 1st Edition.pdf*.

Sukandi, S. S., & Syafar, D. N. (2018). EFL Students' Responses to Learning Basic Reading and Writing Skills. *Studies in English Language and Educationand Education*, *5*(1), 40–53. https://doi.org/https://doi.org/ 10.24815/siele.v5i1.8419

Utami, N. M. V. (2019). Code Switching Analysis in the Notes Made By the Sales Assisstants in Ripcurl. *Lingual: Journal of Language and Culture*, *6*(2), 20. https://doi.org/10.24843/ljlc.2018.v06.i02.p04

Wibowo, A. I., Ramdhani, Z., & Rahayuningsih, R. (2022). Code Mixing Usage in Imperfect: Karier, Cinta & Timbangan Movie Directed By Ernest Prakarsa. *Journal of Pragmatics Research*, *4*(1), 60–72. https://doi.org/10.18326/jopr.v4i1.60-72