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REASONS FOR SOCIAL MEDIA USERS' CODE SWITCH

Indonesian Teenagers Perspective

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Abstract- Indonesian teenagers of the world today (jaman now) are a generation with a high awareness on the importance of learning English as foreign language. This awareness leads to a phenomenon widely spread amongst them known as code switching. Code switching is described by Hymes as a common term for alternatively use of two or more languages, varieties of a language or even speech styles. The aims of this paper are to study the forms and the reasons for social media users, especially teenagers, in using code switching. This paper is an interpretive research. Firstly, researchers classified the collected data following Poplack's (1980) classifications on the kinds of code-switching. The second problem about the reasons of code switching is answered by the theory of Appel and Muysken (2006). The result shows that the reasons for teenagers' code switching in social media room are as a referential, directive, expressive, phatic, metalinguistic, and poetic purposes.

Keywords – code switching, social media, teenagers

I. INTRODUCTION

Indonesian teenagers nowadays are very open to the development of English language which is shown by their enthusiasm in using English in their daily communication. Not only in oral communication, English is often used in mediated communication too, through social media for example. In the case of mediated communication, this kind of communication is actually having similar characters as oral communication but its delivering time which sometimes delayed.

One of the very interesting phenomena in language dealing with the society is code switching. Research on code switching has been done by the preceding researchers. Some of the researchers begin with the notion that code switching is the effect of bilingualism (Sumarsih, 2014; El-saghir, 2010; Gunawan, 2003; Shogren, 2002; Broersma & De Bot, 2006).

Bilingualism we discuss here in the paper is the one which affect Indonesian teenagers. Indonesian teenagers grow up in the culture considering English language as foreign language. Therefore, most of them do not master English really well. They are only having knowledge in English language but they are not active users of English language. This leads to code switching phenomena which are easily found nowadays.

This research focuses on finding the answer on some research questions designed beforehand. Specifically, this research tries to find out the types of code switching used in teenagers' *instagram* and *facebook* status and the reason why teenagers use code switching in their *instagram* and *facebook* status.

This research is considered beneficial for language learners and for the teenagers themselves. For the language learners, this research can help them improve their knowledge on code switching phenomena happening around them. On the other hand, for the teenagers who use social media, they can be motivated to learn English deeper because code switching between languages is considered as an error in one's language mastery.

II. METHODOLOGY

This is a qualitative research which applies interpretive approach in analyzing the data. Interpretive research is the one which question the reason why something happens and how it unfolds over time (Elliot & Timulak, 2005: 49). This is the most appropriate approach to be used in this research because this research finds out the reason why code switching is being used in social media communication.

The data of the research which is taken from the teenagers' status in their social media especially *instagram* and *facebook* are being classified by their types. The types of code switching which are used in

this research are the ones proposed by Poplack (in Fong, 2011: 11). He stated that code switching can be classified into intrasentention, intersentential, and tag switching.

After classifying the data based on their types of code switching, the next step is to analyze the reason why teenagers use code switching in their social media status. The theory used to analyze the second problem is the one proposed by Appel and Muysken (in Fong, 2011: 12). To come to the conclusion of the research, the researcher classifies the findings based on its components in componential analysis. Componential analysis will show particular pattern resulted from the research which is directly lead the research to the conclusion of this research.

III. FINDING AND DISCUSSION

a. Finding

Corpus analysis regarding code switching used by Indonesian teenagers for social media communication shows the following diagram.
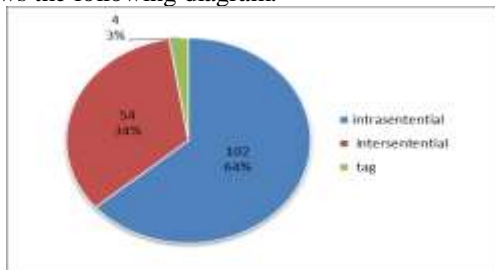

Figure 1. Types of code switching (Poplack) in teenagers' social media status

The figure shows the percentage of code switching types found in teenagers' social media status. It suggests that intrasentential code switching is mostly used by the teenagers. It comprises 64% of the 160 total corpuses. The second type of code switching mostly used is intersentential as much as 34%. The least type is tag switching which is only 3%.
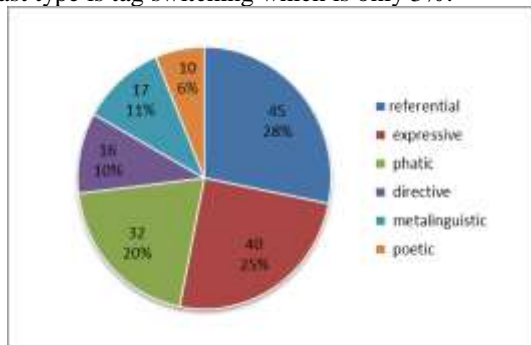

Figure 2. Functions for code switching (Appel and Muysken) in teenagers' social media status

The main problem analyzed in this research is the teenagers' reasons for code switching in their social media status. The corpus presented above express the number as well as the percentage of those reasons. The first reason deals with referential function. It comprises 28% of the corpus. The second reason for code switching is to perform expressive function. The other reason which is in the third position is phatic with 20% of occurrences. Following the other three reasons are directive, metalinguistic and poetic function with each reason comprises 10%, 11%, and 6%.

Then, the componential analysis of the classified data is shown in the following table:

Table 1. Componential Analysis Result

Type	Function					
	R	E	Ph	D	M	Po
Intra	44	25	14	11	5	4
Inter	1	15	15	5	11	6
Tag			3		1	

Intra: Intrasentential CS, Inter: Intersentential CS, Tag: Tag Switching, R: Referential, E: Expressive, Ph: Phatic, M: Metalinguistic, Po: Poetic

The table illustrates the componential analysis of the findings. It demonstrates that intrasentential code switchings are mostly for performing referential function. Intersentential code switchings are for performing expressive and phatic function. While, tag switching found in the corpus are mostly for performing phatic function.

b. Discussion

As Poplack's classified, code switching are devided into three kinds namely intrasentential, intersentential, and tag switching. Below is the further discussion.

- Intersentential Code Switching

Most of the data represent that teenagers tend to intrasententially code switch. Here is the data taken from teenager's Instagram status:

(50ab/ig) Kenapa *like* lebih banyak dari pada *comment*? Karena sebagian orang merasakan suka tetapi malu untuk bertanya

In this data, intrasentential code switching is accommodated. Intrasentential code switching is a kind of switching happens at word or clause level within a sentence. The data is basically in Indonesia with English words that are used as the switch. The data which is found in teenager's *Instagram* status shows that the common terms in *Instagram*, *like* and *comment*, are used. This finding is included into intrasentential code switching because the switching is at the word level within a sentence.

Besides, this data is analyzed to fulfill referential function. It means that the switching happens because the speaker is lacking an appropriate term in Indonesia. Literally, *like* and *comment* in Indonesia are *menyukai* and *mengomentari*. In one end, using those terms in Indonesia will omit the sense of those words which actually is so close to *Instagram* application. On the other end, specific term like this is not commonly translated. So, in this example, the code switching is used to refer to the terms commonly embedded to *Instagram*.

Another data analyzed as intrasentential code switching is as the following:

(15ab/ig) *Beautiful cake* from kakakzz @glucklich_pattisserie *Thank you* ya kak udah bantuin aku bikinin cake ini buat Salshalova.

This data is included into intrasentential code switching because the alternation of languages takes place in phrase level. The first data shows that the utterer prefers to say *beautiful cake* than *kue yang cantik*. This noun phrase fills the object slot of the sentence whereas the subject is omitted. While in the second data, the utterer chooses the phrase *thank you* instead of *terimakasih*. This expression is used to fill the verb slot in the sentence even though the subject is also reduced.

Discussing the reason of code switching in this data, the earlier data is showing the writer's attempt to perform expressive function. Expressive function means that the speaker expresses his/her feeling and believed through code switching. By saying *beautiful cake,* a speaker wants to show his/her opinion that the cake is very attractive. This is also happen in the second code switching in this context. The speaker says *thank you* to show that he/she is feeling thankful for the cake. Therefore, both data are included into expressive function.

Here is another data analyzed as intrasentential code switching:

(29ab/fb) Pelayanan misa koor pagi ini petugas seluruh OMK Paroki St. Paaulus Nganjuk @_omksaintpaul Emejing... umat gak ada yg ngantuk... haha Terimakasih gaez OMKers tetap "bekerja dengan cinta" *Next project* siap yahhh *coming soon*

The data above contains 2 switching in English; they are *next project* and *coming soon* which is inserted into the status in Indonesia. As the previous data do, the switching in the form of word or phrase taking the place of part(s) of the sentence in L1 (writer's native tongue) is called intrasentential code switching. Both of the English phrases are commonly

uttered to mention something big which is awaited to happen soon.

When analyzing the reason of code switching in the data, the researcher found that the two alternations in English are used as phatic function performer. It means that code switching is used to show the change of tone to indicate something really important. It can be said that the writer wanted to underline the *next project* as a very important thing worth to be awaited. Even, the writer used *coming soon* which is usually found to advertise something to emphasize the importance of the event.

(02/fb) wow, *the master of grammar* memberi bantuan

In this data, code switching is found at clausal level. As the L1 is in Indonesia so the L2 which is in English is represented by the clause *the master of grammar*. It means that, this clause is inserted in the Indonesian sentence to replace the subject of the sentence. The speaker of this utterance can be considered knowing the rules of the English and Indonesian quite well as she/he can preserve the grammaticality of the sentence while code switching.

The utterer uses code switching in this context to include someone in a conversation. Apple and Muysken categorize this kind of code switching as directive function which means an utterer's code switching is to include or exclude someone from the conversation. Here in the example, the utterer wants to include her friend by calling him *the master of grammar*. This name calling is a proof that both the utterer and the one she talks about know each other. This name calling will also cause the one being talked about to be engaged in the conversation (or threat for chatting via social media).

Next data is the one which accommodates intrasentential code switching with metalinguistics reason.

(73a/ig) Gue bukan tipe cewe cemburu dan overprotektif kok jadi klo lo mau gmna" ya *wtf* yg pntg kan lo punya gue? Simple

Basically, metalinguistics is the one which means commenting or answering something in other languages. Here in the data, the writer commented her own statement. So, I divide this data into two. First part "*Gue bukan tipe cewe cemburu dan overprotektif kok*" is considered the statement, and the second part "*jadi klo lo mau gmna" ya wtf yg pntg kan lo punya gue? Simple*" is the comment of the statement. So, it is clear that the switching is used to comment her own statement.

Last of all, intersentential is used with poetic reason as the following:

(55a/ig) Mas mas *color*(an) @inggaaard @fandip.nurhasan vokus sama *color*nya....

In the data given, code switching is used in order to mislead the real intention. The writer mention *color* in a misleading way as it actually refers to Indonesian "shorts" which is homophonous to English "color" rather than the real "color" in English. Therefore, this data is classified into poetic function as the main reason is just for fun and to entertain the readers.

- Intersentential Code Switching

The second kind of code switching found in the data analysis is intersentential code switching where alternating between languages takes place in a broader scope. Here, the switching happens across sentences of the same or different utterance. There also found six different reasons for intersentential code switching. Carrying out expressive and phatic functions are the two reasons which are commonly found. Researcher will clarify further in these following paragraphs.

(04d/fb) aahaha, see…it's important kan bu? Aku juga mau kalau diajarin lagi sama our fabulous lecturers…*Miss them so much…*

Intersentential code switching is the one which appears between sentence levels. It means that the speaker or the writer continues the sentence in another language right after he/she finishes a sentence in his/her L1. The data previously is one of the intersentential code switchings found in the corpus. This data presents code switching which is used to express speaker's feelings or emotions. In other words, code switching is used as expressive function. Here, the data presents how the writer expresses his/her to meet the one he/she is talking about in the *facebook* threat.

(64c/ig) Hi guys!! Ada minuman yg lagi ngehits nih di Madiunnn!! Yupps.. Thai tea. Minuman the ala-ala Thailand yg rasanya tuh enaak banget namanya @rachacha_madiun @rachacha_madiun @rachacha_madiun @rachacha_madiun, varian rasanya juga banyak bisa kalian pilih sesuai selera, langsung aja dateng ke tempatnya di jl. Serayu Timur No. 85 (depan toko Magic) timur Uhmer. *TRY IT NOW!*

The above data is another intersentential code switching found in the corpus. The difference lies in the reason of why the writer chooses to code switch. The data is analyzed to have phatic function. In fulfilling phatic function, code switching is used to emphasis something important. In the end of the status, the writer urges the reader to *try something now*. If we see the context of the status, the writer has designed her status to be the one which promotes something; that is Thai tea. After telling her opinion about the tea she has tried, she writes her review about how nice it tastes, the so many variants to be chosen, and where it is locating. Finally, she finishes her promotion by saying "*TRY IT NOW!*" in capital letters

and exclamatory mark after it. It proves that she really wants to make this promotion remarkable.

(54c/ig) thankyou my lil sist @kadekpermana_98 @putu_febrina_maharani for making my holiday more colourful. Bakalan kangen main basket malem malem sepedahan pagi siang malem sama gng anak laki laki sebelah. Nongkrong di base ops liat pesawat, mainan sama kadek aura si setan komplek. Sama 3 bersaudara (tegar, dwi, komang), bakalan kangen kasi makan kelincinya om @made_sepiana yang lucu lucu. *I'll never forget this moment, it will always in my heart.*

Eleven data of intersentential code switching are analyzed to perform metalinguistic function. One of them is presented above. On the data, writer comments her own statements about how beautiful his/ her holiday because of the nice companion. She, then, says *I'll never forget this moment, it will always in my heart.*

- Tag Switching

Tag switching is the least to be found in the data corpus. There are only four data out of 160 which belong to tag switching. Tag switching, essentially, is the alternation which happens in word level of a sentence. But different from intrasentential one, it only appears as the tag of a sentence. As a tag means that the existence of the word or phrase in one sentence will not ruin or affect the whole meaning and grammaticality of the sentence. Further discussion is at the following:

(80a/ig) *Btw,* ke mcd yuuu masi banyak chicken muffinnya gretonggg. Biasa anak kost suka promo

The word *btw* or the short form of the phrase *by the way* is included into tag switching because it just appears out of nothing to refer to nothing. Even when this phrase is omitted, the whole meaning of the sentence will not change. However, taking a look at the reason of why the writer code switches the tag, the researcher found that the writer accommodates phatic function in that utterance. Tag switching in this status is used to show the change of topic in one discussion and to highlight the important thing in a statement. Here, therefore, the rest of the status is considered important information according to the status' writer.

Tag switchings are rarely found in the data corpus. Therefore, the reason of why writer tag alternating cannot be signified. There are only 2 slots of reasons that are fulfilled while the rest are not existed in the data. Paragraph former has discussed tag switching with phatic reason. Later, tag switching with metalinguistic reason is discussed.

(04a/fb) aahaha, *see*..it's important kan bu? Aku juga mau kalau diajarin lagi sama our fabulous lecturers…Miss them so much…

The word *see* is used as tag switching in this context because it just a transition expression to start a comment. Hence, it belongs to tag switching. The reason of this switching is metalinguistic. It means that the writer gives comment in English to his/her friend statement. In this context, there is actually a thread of conversation on someone's facebook account and this is one of the part of that thread which comments the preceding statements.

IV. CONCLUSION

The research on code switching used by instagram and facebook users, who are teenagers, has been done to find out the kind of code switching used in instagram and facebook statuses. The result of the research shows that there are 3 kinds of code switching used. The three kinds are intrasentential, intersentential and tag code switching whereas intrasentential found to be dominant. It implies that most Indonesian teenagers only know some parts of English, not a complete understanding. Therefore, there still found many mistakes, specifically English grammatical mistakes, in alternating between the two languages.

Data analysis also found an interesting phenomenon about the reason why teenagers tend to accommodate code switching in their status writing. There have been found that most teenagers try to perform referential function in their status writing. It means that a writer alternates into other languages to bridge the gap for his/her lack of knowledge in one language. The case happening here in status writing is that the writer chooses specific English terms for Instagram and Facebook application which is more popular than Indonesian terms for the same thing. For instance, teenagers tend to use '*like, follow*, and *comment*' than '*sukai, ikuti*, and *komentari*' to refer to some activity on social media.

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