

Code Switching in Dedy Corbuzier's Hitam Putih TV Show

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Abstract. This study investigated the use of code switching in a television talk show. Data for this study were from three episodes of *Hitam Putih* and analysis was conducted following types and functions of code switch. The results showed 168 utterances containing code switching used by the host, consisting of 14 tag switching, 78 intra-sentential switching and 76 inter-sentential switching. In addition, the functions for the code switch were talking about particular topic, introduction of new culture, being emphatic of something, need used for synonym, referential function, repetition used for clarification, expressive function, directive function, and as interjection. It was concluded that code-switch was used not only to help communicate the message in communication, but most importantly to build rapport between the communicators.

Keywords: Code Switching, Dedy Corbuzier's, Hitam Putih

1. INTRODUCTION

The use of Indonesian and English interchangeably had become regular views in Indonesian television shows. One of shows which used code switching during their talk show is *Hitam Putih* by Trans7. Both the host and his guest stars did a lot of code switching during the talk show. Therefore, it would be interesting and mutually important to study the types and functions of code switching conducted in this show. It would also be necessary to analyse the language phenomenon further, in terms of what dominant types and functions towards used among the interlocutors or people speaking in the show.

In general, people notice speaker with eloquence in two language as bilingual. In Indonesia, Indonesia considered has two kinds of languages, which is Indonesia language as formal language most using by Indonesian people in their daily conversation and the other one is English language used when Indonesian people have a conversation with people from another country.

The term bilingual usually refers to someone who uses or speak two languages [1]. It is stated that the concept of bilingualism refers to the linguistic community who used two languages in the same situation or interaction. Being a bilingual or multilingual is not easy as can be seen because they should choose which one a language should be used. However, if there is an exchange of word or sentence in the conversation it's fine as long as not changes the meaning and the purpose of communication about. Sometimes, to have an ability to understand two languages make bilinguals are able to change the

languages, and the bilingual speakers are mostly unaware when they do the language changes. The bilingual people may have different reasons on the use of code switching and how they are using it in their daily conversation.

2. PREVIOUS STUDIES ON CODE SWITCHING

There are several statements of theories or authors regarding the definition of code switching. The code switching was first used in Linguistics by Jakobson in the early 1950's [2]. It was stated code switching as a particular dialect of bilingual or multilingual language used which provide different ways to convey the messages [2,3]. As a bilingual or multilingual person, they have different ways and style to delivered the message in their conversation it depends on the situation throughout. Code is usually required by people whenever they choose to speak and they may also decide to switch from one code to another even sometimes in very short utterances and create a new code. Shortly, code switching is the transition from one even code or language to another code in an event.

In general, code-switching is describing any switch or borrowing a word from another languages, it is happened during the conversation. The code switching that used it can be at the level of words, sentences or block of speech. In interact, a language is required as means of having communication. In the society this communication can take place in more than one language as means as language as a tool to have an interaction of communication.

Moreover, the development of technology in this era bring an effect in the communication, everyone is able to communicate in two languages. Those language it could be national languages and languages of international which used by Indonesian's people are Indonesia as the national language and English as international language.

There are several functions of using code switching which divided into seven functions, which are: talking about particular topic, quoting somebody else, being emphatic about something, interjection,

repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity used to shown in their society as intellectual people and high social group [4, 5, 6].

3. RESEARCH METHODS

The steps of conducting this research is seen in Fig.1:

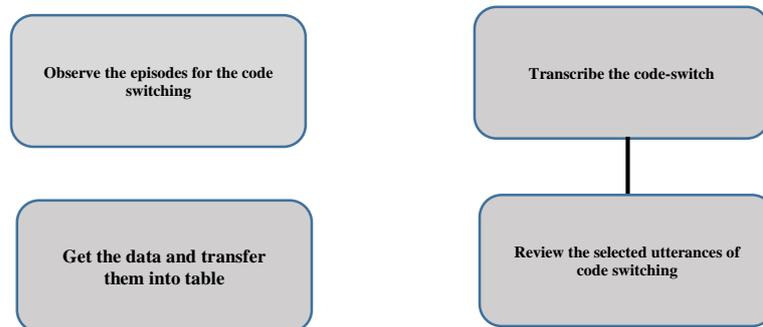


FIGURE 1 Research Procedure

After the data has been completely collected and arranged in to tables and then the data will be analysed. Results and analysis on the data and the results are presented in the next section.

4. RESULTS AND DISCUSSION

From the data, the use of code switching in all three episodes can be seen in Table 1 below:

TABLE 1 Code-switch in all episodes

Episode	Tag Switching	Intra-sentential Switching	Inter-sentential Switching	Total
<i>Fenomena Youtuber Indonesia</i>	2	32	28	62
<i>Life on Social Media</i>	-	29	8	37
<i>Cinta Laura Berbagi Pengalaman di Amerika</i>	11	17	42	70
Total	13	78	78	169

The data show: 12% tag switching, 54% Intra-sentential switching, and 34% Inter-sentential switching, the data was taken from 168 code switch during three episodes of *Hitam Putih*. The highest function being used is referential function with 32,8% percentage from 168 of data code switching. And the lowest function being used is interjection with 1,2%. The total of three episode which contain with Inter-sentential switching is 79. The total use of Inter-sentential switching almost the same as the use

of Intra-sentential switching which is 78 times. It is shown that use of both Inter-sentential and Intra-sentential switching are balance, especially in TV talk show. And the lowest type of code switching being used by the speaker is Tag switching which is 13 times.

The types and functions of code switch in all episodes are shown in the table below:

TABLE 2 Types of code-switch in all episodes

Types	Number of Occurrence	Percentage
Tag Switching	17	12%
Intra-sentential	80	54%
Inter-sentential	49	34%

As can be seen in the table, the mostly used type of code switch is intra-sentential code switch (54%) followed by inter-sentential code switch (34%). The

least used code switch is tag switching, which is only used in 12% of all data.

The functions of code switch in the data could be seen in Table 3 below:

TABLE 3 Functions of code-switch in all episodes

Functions	Number of Occurance	Percentage
Talking about particular topic	31	18,4%
Introduction of new culture	19	11,3%
Being emphatic about something	13	7,8%
Need used for synonym	8	4,8%
Referential function	55	32,8%
Repetition used for clarification	9	5,3%
Expressive function	28	16,7%
Directive function	3	1,8%
Interjection	2	1,2%

The types and functions of the code switch could be further analysed through the contexts, as seen in the examples below:

Excerpt 1.1

Deddy Corbuzier : Because why?
 Because tonight we are going to talk about something inspired.
Kita akan bicara mengenai anak muda Indonesia yang sudah masuk kegenerasi baru yang dimana kita tidak pernah memikirkan.

In Excerpt 1.1, the type of code switching being used is Inter-sentential switching. It is shown from the two sentences. It is categorized as Inter-sentential

switching because there is a boundary between sentences A and sentences B. The speaker uses two languages which are Indonesian language as the dominant language used and English language as International language. This code switching has two functions such as to talk about particular topic and to open the segment. As it can be seen, the speaker uses sentences “Because why? Because tonight we are going to talk about something inspired” He wanted to give the information which is the talk show that is going to be started and giving the clue of the topic will be discussed. On the other side, Deddy Corbuzier used the wrong from when he switched his languages. The sentences supposed to be switch become ‘‘Because why?’’ Because tonight we are going to talk about something inspiring’’. By doing

this code switching the speaker uses it to attract people to keep focus and to watch the talk show until the end because he is going to talk about something inspiring about phenomenon of Youtuber.

Excerpt 1.2

Bayu Skak : Why? *Kenapa kalian tertawa?*

In Excerpt 1.2, the type of code switching being used is Tag switching. The word “Why?” is categorized as tag switching, because it involves an exclamation in English. The functions of this code switch are to be used as synonym and as the style of speaking. The speaker used “Why?” as the synonym with a different language as it has some meanings. The meaning of “why” is for what reason or purpose (Oxford Dictionary). There is repetition of the same word in Indonesian and in English. It was also found that Bayu Skak has a unique style where there is a use of repetition word more than once during this talk show when he was asking something to someone. The use of “why” instead of “kenapa” mark his transition into asking about something (new turn).

Excerpt 1.3

Deddy Corbuzier : *Tunggu, kamu jangan ceritanya dari yang sukses dong, cerita dari awal. Jangan ceritain upload video seminggu sekali dan sebulan dapet 30 juta, itu mah gampang. Ceritain pas video lu pengen banget ditonton sama orang, sampe-sampe di Facebook dia nge-tag temen nya satu satu.*

This dialogue is referred as Intra-sentential switching because according to Kamus Besar Bahasa Indonesia (KBBI), “upload” is not part of Indonesia language but in Indonesian language has a word with a same meaning which is menandai. Meanwhile, “upload” is one of English word according to Oxford dictionary which means transferring a data from one computer to another, typically to one that is larger or remote from user or functioning as a server. Then, Deddy Corbuzier is choosing to use word “nge-tag” which is contains with Indonesian prefix (nge) + noun (tag). People commonly use words such as “upload” and “nge-tag” in having a conversation. It is easy for them to understand and to get the main ideas of the

conversation properly. The function of this switching is referential because those words have related topic each other in which it is talking about social media.

Excerpt 1.4

Nicta Gina : Wah, jangan-jangan kamu spam kaya online shopping yah.

The word “online shopping” as refer to the word “spam” which is identical to the activities of business online with doing spam by promote on comment on the someone’s account. Those words are also commonly used by people when they are talking about social media. The function of this excerpt is talking about particular topic which is related from one sentence to another sentence.

The next dialogue still has a relation between the conversations before; talked about how Bayu Skak started his career as Youtuber Indonesia and how his feeling was when his video was started to be known by many people. The speaker is Nikita Gina and she used words “spam” and “online shopping” which are included as the types of Intra-sentential switching. The sentences above show how Bayu tried to promote his videos on his social media. In fact, the word “spam” here has a meaning of relevant or unsolicited messages sent over the Internet, typically to a large number of users, for the purposes of advertising too (Oxford Dictionary).

Excerpt 5

Bayu Skak : Gini sih, aku perbulan karena aku network. Ada perbedaan kita bisa sendiri atau network, kalo network tergantung persetujuan diawal pembayaran nya mau gimana.

This excerpt is considered as Intra-sentential switching because it consists of a word with a boundary which is “network”. The word used for several times in this sentence by the speaker which is talking about the same topic about the network of Youtube. The function of this switch is to show repetition used for clarification. By using the word “network”, the speaker wanted to represent about something related to a group or system interconnected of people or things (Oxford dictionary). Then people are common to know that “network” is related with the action of talking about the topic of social media or internet on Youtube.

Excerpt 1.6

Bayu Skak : *Iya dulu aku masih inget banget waktu booming pas Facebook*

*dan friends aku di
sana itu 700-800
dan aku share satu-
satu disana dan
masih aja engga
ada yang nonton.*

In Excerpt 1.6, the type of code switching used is Intra-sentential switching because there are some boundaries of word. In those sentences, the speaker used three English words as lexical borrowing. People usually use “booming” as an alternative word to show the big things have already happened. The meaning of “booming” in Oxford dictionary is having a period of great prosperity or rapid economic growth. The words “friend” and “share” is a group of words used by people to talking about social media. Those words will result in different perception originally meaning in Indonesian language. So, the speaker prefers to use it to make the listeners understand easier about what the speaker is talking about. Moreover, the word above is used by the speaker when the function is referential where one code switching with another has related topic. Then it can be categorized also as discourse marker.

Excerpt 1.7

Bayu Skak : *Wah, thank you Sir
for being honest my room is jelek sekali.*

In Excerpt 1.7, the type of code switching used by the speaker is Inter-sentential switching. It is categorized as Inter-sentential switching because there are boundaries between sentence A and sentence B. The speaker was using two languages and switched it into one in the conversation. He used Indonesian language and switched it into English. The function of this switch is to help the speaker to express his feeling. The speaker wanted to express it because he would like to signal his gratitude to interlocutor for being honest by saying his room is ugly and messy to be used for shooting.

Excerpt 1.8

Deddy Corbuzier : *Nah dengan
kemajuan teknologi ini you can reach anything
you want in your
life.*

This code switch used is categorized as Inter-sentential switching. Deddy Corbuzier as the speaker combined two languages as one sentence. In this sentence, he wanted to tell that with technological advances people can improve their knowledge and reach anything they want in their life. The function of this switch is directive, because the speaker shows the way how to reach something in their life by using technology as the media.

Excerpt 1.9

Deddy Corbuzier : *Jangan kemana-
mana after this kita akan kembali lagi
tetap di Hitam
Putih.*

In Excerpt 1.9, the code switching being used is Inter-sentential switching. Because there are boundaries between sentence A and sentence B. The sentences combined from Indonesia, English and Indonesia language again. The function of code switching in this sentence is to be used as the synonym word between Indonesia and English word because the speaker said “after this” then said “akan kembali” because there is a repetition word with a some meaning. The speaker used this type of code switching as his style when he was presenting the talk show.

Excerpt 1.10

Deddy Corbuzier : *Saya dapat award
sulap dari banyak negara seperti America.*

*Dan ketika saya
ingin mengajari Azka sulap dan dia menjawab*

*I do not like doing
something like that it is not entertaining*

*at all and I want to be a Youtuber,
langsung kaget saya. Well,*

*anak sekarang tidak bisa nurut pasti sama
seperti teman-teman yang ada*

*disini. Dan saya yakin sekali bahwa, the future
belongs to those*

who give the next generation opportunity

*the reason for hopes. Saya Deddy
Corbuzier and this is the
end of Hitam Putih.*

In Excerpt 1.10, there are two code switching used. The first one is Intra-sentential and the second one is Inter-sentential switching. This first switching is Intra sentential used in the word “award” and “well”. Both words have the same meaning between Indonesia and English language. However, the speaker preferred to choose switch in English language because it is used as the familiar word in entertainment especially in a talk show program.

5. CONCLUSION AND IMPLICATION

The analysis has shown the types and function of code switching used in the data. In the data it could be seen that most code switching is intra-sentential code switch. By doing the switch within the boundary of a sentence the speakers are shown to use Indonesian, then English, and back to Indonesian languages at ease. Their preference of using this type of code switch could be concluded as more appropriate in a talk-show or rather informal

communications. The data also show the functions of code switches to be related to referring to specific terms or topics. It could be seen that many examples come from entertainment, social media, and online activities, which do not readily have the Indonesian equivalent terms or expressions. Therefore, the use of English terminologies is chosen as they are more widely known by the hearers. Finally, it could be concluded that code-switch in this present study is shown to be used as for both practical and efficient reasons.

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