Code Switching and Code Mixing in Ustaz Hanan Attaki's Da'wah on Youtube Social Media and Its Implications

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ABSTRACT
This study investigates the use of code-switching and code-mixing forms in Ustadz Hanan Attaki's da'wah on Youtube as social media . It aimed to find out the forms and the causatl factors of code-switching and code mixing in Ustadz Hanan Attaki's da'wah on Youtube as social media. This study used qualitative descriptive for the research methods, and for the research technique, it used a listen and note-taking technique. The data analysis of this study was referential equivalent and distributional method. There are 20 data as the results of this study. Six data are included in code-switching, and 14 are included in code-mixing. Code-switching is divided into two, internal code-switching and external code-switching. The types of code-mixing are code-mixing in the form of words, code-mixing in expressions, and code-mixing in the form of Baster. The factors causing code-switching and code-mixing tend to be caused by speakers. This research findings show code-switching, code-mixing and the causal factors in Ustadz Hanan Attaki's video. The results of this study were applied to Indonesian language lessons in the form of descriptions in learning anecdotal texts for grade X.

Keywords: Code Switching, Code Mixing, Causal Factor

1. INTRODUCTION

A language is a tool used by people to communicate. In this globalization era, language has developed significantly. People use many languages in order to communicate. Indonesian, local, and foreign languages are also very familiar nowadays, making Indonesian more bilingual and multilingual because they master numerous languages.

People sometimes use code-switching and code-mixing unconsciously while talking or interacting with others. The factors causing code-switching and code-mixing also come from the surroundings. The code-switching and code-mixing found by the researchers were from Youtube as social media.

Social media is an online platform where users can easily access all information. Youtube is one of the most used social media. Ustad Hanan Attaki also uses YouTube for delivering his da'wah. Da'wah is one way to convey one's idea or message about Islamic religious knowledge to others. In Ustadz Hanan Attaki's Da'wah, the researchers often found many code-switching and code-mixing used to deliver the Da'wah.

Code-switching is a transition from one code to another in a speech event, while code-mixing is inserting elements of another language while using a particular language. Code-switching and code-mixing come from the communication language used by the community, as on Ustadz Hanan Attaki's Youtube.

Hanan Attaki is a famous religious man for young adults. Born in December 31, 1981, his name is Tengku Hanan Attaki. He is the fifth son of six siblings. Hanan's parents had taught him Qur'an since childhood. Hanan had also participated in several competitions of Qur'an recitation for Musabaka Thilavatil in his area. Ustadz Hanan Attaki is an Indonesian preacher who delivers his Da'wah close to young people's daily lives and styles.

Based on the use of foreign languages in Ustadz Hanan Attaki's Youtube, the researchers divided them

into various forms of language. There is also the wholeness meaning of language in the video so that the language used in the Youtube video can be analyzed linguistically. Ustadz Hanan Attaki used Indonesian, Arabic, and English to communicate his Da'wah on YouTube.

A relevant study by Hizbi and Lalili (2021) entitled Code-Switching and Code-Mixing in Indonesian Language Learning resulted in the use of code-switching and code-mixing of image in Indonesian language learning at SMP Negeri 1 Limpung. It aims to improve communication between the speaker (teacher) and interlocutor (student).

This study focuses on the sociolinguistic field of code-switching and code-mixing in the form of language in Ustadz Hanan Attaki's da'wah on YouTube. Therefore, this research aims to explain the form of code-switching and code-mixing and to identify the factors causing code-switching and code-mixing used by Ustadz Hanan Attaki. This study also provides its implications for learning Indonesian.

2. METHOD

The researchers employed descriptive qualitative as the research approach. The research data are primary data, including code-switching and code-mixing in Youtube videos. The data source of this research was Hanan Attaki's videos. The researchers relied on listening and note-taking techniques in collecting the data. This research is flexible. The research work and report preparation lasted three months, from September to November.

The author listened to Ustadz Hanan Attaki Youtube videos then recorded the speeches that included code-switching and code-mixing. The data analysis used in this research was the referential and equivalent distribution method.

3. RESULT AND DISCUSSION

Code-switching, code-mixing, the causal factors of code-switching and code-mixing and their implications for Ustadz Hanan Attaki's da'wah on YouTube as social media are described as follows:

3.1 Code-Switching and Code-Mixing

Code-switching is a transition event from one code to another. This code-switching occurs like a language shifting, i.e., Indonesian to Javanese or vice versa. Then this code-switching is divided into two parts, namely internal and external code-switching.

Code-mixing occurs when the speaker uses sentences and phrases in speech events that consist of two or more languages. Rifai (2019:143) said that code-switching and code-mixing are some of the ways used to make it easier for someone to communicate globally, for example, a speech in the form of Indonesian and English, or another language.

3.1.1 Internal Code-Switching

Code-switching is the transition from the original language to another language and vice versa. The following is a form of internal code conversion found in YouTube da'wah of Ustadz Hanan Attaki's social media:

1) ***Tu minun iman**, percaya yakin dengan tawaran Allah. Percaya bahwa perniagaan ini pasti untung, belajar yakin bahwa perniagaan ini gak mungkin rugi.* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

2) ***Tujahidun**, kalian bersungguh-sungguh* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

3) ***La tahzan inallaha maana,** jangan khawatir kalau kita laper, jangan khawatir kalau kita sedang gak punya rizki karena Allah yang mendatangkan air hujan maka Allah juga yang bisa mendatangkan rezki untuk kita.* (Theme: *al-mulk Tilawah* booster 16/12/2019)

In example (1), an utterance is included in internal code-switching because the word **"tu minun iman"** and the speech contains Arabic to Indonesian. The example tells that a person must believe in God's offer because if we are convinced and believe in Allah SWT, all of the complicated problems will be easier. A research by Anas (2017) investigated on an announcer's speech at Campursari Goda-Gado of Irama FM Purworejo. The announcer's speech produced many data. One example is "***"Minta lagu anu apa itu ya, prawan pabrik ya mas ya*?".** The speech includes internal code-switching from Javanese to Indonesian.

In example (2), there is speech included in internal code-switching because the word **Tujahidun** and the explanation is the speech from Arabic to Indonesian. The example tells that a person must be genuinely praising Allah. If a servant

is sincere, Allah will give His servant extraordinary favours.

In example (3), an utterance is included in internal code-switching because the word **Latahzan inallaha maana** is an Arabic utterance and the explanation of the terms is in Indonesian. The example tells about the sustenance that comes from Allah SWT. So we, as servants, should not be afraid when we do not have sustenance.

3.1.2 External Code-Switching

Code-switching is the transition from the native language of the speaker to a foreign language and vice versa. Here are some data samples with their analysis.

4) **Believe** *kepada Allah*, **Keep the faith** *dengan Allah*. (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

5) **Trust** kepada Allah (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

6) *Kalau istilahnya adalah materi-materi* **character building**. *Ini character buildingnya langsung dari Allah yang lebih tahu tentang manusia.* (Theme: Allah's message behind many temptations 9/9/2021)

In example (4), some speeches are included in external code-switching because the words "believe and keep the faith" are speeches from English to Indonesian. The example tells about a person believing in an offer given by Allah and a servant having to keep his faith. It means that we must believe in something that Allah SWT has offered to us. We must not doubt the offer or something given by Allah SWT.

In example (5), the speech included in the external code-switching is the word "Trust" because it is an utterance from English to Indonesian. The utterance tells about a servant who must trust God. It means that we must believe and hope only in Allah SWT.

3.1.3 Code Mixing in the Form of Words

Fitriyana (2017:28) said that code-mixing in word insertion is language elements written as an embodiment of the unity used in language. Code-mixing in words is an insertion in a language consisting of a foreign word in a single morpheme. The language unit can stand alone. There is also code-mixing in the form of words used in Ustadz Hanan Attaki's Youtube.

7) *Allah mengatakan* **hal'adullukum** (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

8) *Ketika melintasi* **shirat** *kaki kalian tidak akan terlilit oleh duri-duri di shirat.* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

9) *Allah SWT mengajarkan nabi untuk istirahat batin beliau, mengistirahatkan hati dan jiwa beliau dengan cara* **kum**. (Theme: *Salat* as rest 26/8/2021)

10) *Salah satu hikmahnya agar nabi belajar* **Quatut tahammul,** *agar nabi belajar kemampuan menanggung beban* (Theme: Allah's message behind many tempatations 9/9/2021)

Example (7) includes code-mixing in the form of words because there are speeches from Indonesian to Arabic. The utterance means "Shall I guide you?". Allah SWT wants to show something as guidance to His servants.

In data (8), (9), and (10), it is categorized as code-mixing in the form of words because there are speeches from Indonesian to Arabic.

3.1.4 Code mixing in the form of expressions

Costa and Sumarti (2017:7) stated that code-mixing in the form of expressions is the insertion of a foreign language into the native language of the speaker. The code-mixing in expressions contained in this study is Arabic into Indonesian. Here are some sample data and their analysis..

11) **Wasbir alama yaqulun,** *bersabarlah terhadap ucapan mereka. Kalau bahasa sosial media bersabarlah terhadap komen h*aters. (Theme: Salat as rest 26/8/2021)

12) **Ihdina shirotol mustaqin**, *Ya Allah saya harus gimana, beri saya petunjuk, apa yang harus saya lakukan.* (Theme: Guidance for dealing with problems 17/11/2021)

13) **La roy bafih**, *tidak ada keraguan. Jangan pernah ragukan karena kalau mulai ragu kita ga akan ngikutin petunjuk itu.* (Theme: guidance for dealing with problems 17/11/2021)

14) **Sirotol ladzina an amta alaihim ghairil magdubi alaihim waladh-dhaliin.** *Jalan orang-orang yang telah engkau beri nikmat kepada mereka.....* (Theme: guidance for dealing with problems 17/11/2021)

15) **huwa a'lamu bikum iz angsya-akum minal-ardhi wa iz angtum ajinnatung fii buthuuni ummahaatikum,** *Dia lebih tahu tentang kalian wahai manusia. Ketika dia menciptakan kalian dari tanah siapa (Adam). Atau ketika kalian berada di dalam rahim ibu-ibu kalian siapa (kita).* (Theme: Allah's message behind many temptations 9/9/2021)

Example (11), (12), (13), (14), and (15) are included in the code-mixing of expressions which are the native language and the speaker's language. In this example, there is a combined insertion of Arabic and Indonesian.

3.1.5 Code-mixing in Baster

A study from Anas (2017:148) explored code-mixing in baster as the transition of baster from Indonesian to Javanese. However, in this study, code-mixing in baster means combining the native language with a foreign language, namely Indonesian and English. The following is an example of data and its analysis.

16) *...Sehingga ketika ada seorang temen kita yang udah berpengalaman, dia punya uang, nawarin kita untuk kerja sama bisnis dan kita ngeliat itu sesuatu yang sangat* **worth it***...* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

17) *Ya udah kamu ikutin ya, arahan saya mentoring dari saya,* **coaching** *dari saya, training dari saya* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

18) *Jadi ketika kita dapat ujian dalam hidup, kita coba bangun* **self**

awareness. (Theme: Allah's message behind many temptations 9/9/2021)

In example (16), there is an insertion of a combined language, Indonesian and English, which tells about a suitable business for the people. The data belong to code-mixing in the form of a baster. The example contains a combined insertion. It relates to Nurliawati's (2019) research on code-mixing and code-switching in Bayu Skak's Youtube video. Bayu Skak's video contains internal code-mixing, external code-mixing, and mixed code-mixing.

Examples (17) and (18) indicate code-mixing in baster, namely the native and speaker's languages. There is a combined insertion of Indonesian and English in the example.

3.1.6 Code Mixing in the Form of Phrases

Fauziyah, Itaristanti, and Indra Mulyaningsih (2019: 82) said that a phrase is a unit of language form according to grammar in the form of a combination of words and is non-predicate. The code-mixing in phrases used in the speech on Youtube includes the insertion of Indonesian phrases into the Arabic structure. The followings are the examples and data analysis.

19) *semua kita mengatakan* **Allahu najini minannar,** *ya allah selamatkan saya dari api neraka* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

20) *Gak ada lagi* **tijarah** *yang lebih hebat dari pada tijarah bersama Allah. Gak ada lagi perjanjian bisnis yang lebih mengguntungkan seperti bisnis kita dengan Allah SWT.* (*Perjalanan Bisnis Bebas Rugi* by Ustadz Hanan Attaki)

The utterance in example (19) includes code-mixing in phrases of the Indonesian and then Arabic insertion. The utterance in example (19) implies people who ask Allah to be saved from fire. Therefore, we have to do good to avoid the hellfire.

Example (20) shows code-mixing in a phrase; Indonesian and then Arabic is inserted. This example means no profitable business or commerce other than our business with Allah SWT. So do not hesitate to start everything with Allah SWT because Allah SWT created everything in this universe and its contents.

3.2 Causal Factors

3.2.1 Causal Factor of Code-switching

The speaker's factor is the causal factor of code-switching on Ustadz Hanan Attaki's Youtube. The code-switching emerged in the video without an interlocutor. Therefore, the researchers identified this causal factor as the speaker's factor. In the video, the speaker only conveyed da'wah containing some messages on YouTube; therefore, the factor that causes code-switching is the speaker.

3.2.2 Causal Factor of Code-Mixing

The factor that leads to code-mixing in the speech in Ustadz Hanan Attaki's video is the speaker's attitude and language. Ustadz Hanan Attaki, as the speaker, has already understood and mastered more than one language. According to his background, the researchers identified attitude and linguistic factors of the speaker as the causal factors in code-mixing.

3.3 The Implications for Indonesian Language Learning

The findings obtained in this study are code-switching and code-mixing forms in social media da'wah by Ustaz Hanan Attaki. Code-switching and code-mixing can be implied for anecdotal text material found in grade X as one of Indonesian Language Learning materials at the high school level. It relates to 3.6 Basic Competence of grade X, analyzing the structure and language of anecdotal texts, and 4.6 Basic Competence of grade X, remaking anecdotal texts by paying attention to structure and language.

Furthermore, the results of this study contribute as an example in making anecdotal texts in Indonesian language learning. In addition, the teachers can represent anecdotal texts that use more than one language by using the results of this study. Moreover, students' social experience and language background knowledge can also affect their writing skills, including anecdotal texts.

4. CONCLUSION

Based on the results of this study on code-switching and code-mixing of Ustadz Hanan Attaki's da'wah on YouTube, it can be concluded that :

1) There are internal and external code-switching as the types of code-switching

2) There are forms of code-mixing, they are: a) code-mixing in words, b) code-mixing in the expressions, c) code-mixing in baster, and 4) code-mixing in phrases.

3) There are speakers' factors which tend to be the causal factors of code-switching and code-mixing.

4) The implication of this study is its contribution to Indonesian Language Learning in high school through anecdotal texts.

AUTHORS' CONTRIBUTION

Researchers are the research planners and implementers in data collection, analysis, and article writing.

ACKNOWLEDGMENTS

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