CODE-SWITCHING AND CODE-MIXING USED BY BOY WILLIAM AND VALENCIA TANOESOEDIBJO IN A VLOG

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ABSTRACT

This study investigated the phenomena of code-switching and codemixing as employed by Boy William and Valencia Tanoesoedibjo, focusing on identifying their types, underlying reasons, and contributing factors. Adopting a qualitative research design, the study analyzed non-numerical data, specifically the spoken utterances of Boy and Valencia in a vlog, where instances of codeswitching and code-mixing occur. The classification of code-switching follows the framework proposed by Poplack (1980), while the identification of codemixing types relies on Hoffman's (1991) model. Additionally, Hoffman's (1991) framework is utilized to explore the reasons behind their use of code-switching and code-mixing. To further examine the influencing factors, the study employs the theoretical framework of Bhatia and Ritchie (2004). The findings indicate that Boy and Valencia employed five of the seven identified reasons for codeswitching and code-mixing: discussing specific topics, expressing emphasis, using interjections, clarifying speech through repetition, and ensuring clarity for the interlocutor. Regarding the influencing factors, the analysis reveals that participant roles and relationships, situational contexts, message-intrinsic features, and attitudes towards language, including dominance and security, are significant contributors. Moreover, an additional factor identified in the study is their prior experience of living overseas, which further shapes their linguistic choices.

Keywords: *code-switching, code-mixing, type, reason, factor*

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INTRODUCTION

Code-switching and code-mixing are linguistic phenomena that occur when individuals alternate between languages or incorporate elements from different languages within their speech. These practices are prevalent in bilingual and multilingual communities, allowing speakers to navigate between languages based on social, cultural, and contextual factors.

Code-switching and code-mixing are commonly observed in bilingual and multilingual communities in which individuals navigate between different languages or language varieties (Hayati and Anindhita, 2024). Popularity and widespread access to online media platforms have made them rich sources for studying language use and sociolinguistic patterns. YouTube, in particular, has become a prominent platform for content creators to express themselves and connect with audiences worldwide. Studying

code switching and code mixing within YouTube content provides valuable insights into the evolving nature of language use in online environments.

This study focuses on the code-switching and code-mixing phenomenon in the Boy William YouTube video. In the video, Boy William interviewed Valencia to explore her life as an entrepreneur and as a director of one of the private television in Indonesia as well as one of the children of an Indonesian conglomerate. Boy William in his video never separated from the use of code-switching and code-mixing in his daily speech when communicating with his interlocutors. His bilingual ability is influenced by his life background. He lived in New Zealand and the United States before settling in Indonesia. In the same way, Valencia had lived in Australia when she did her bachelor's and master's degrees.

The video under analysis exhibits frequent instances of code-switching and codemixing, making it a compelling subject to explore the influence of bilingualism. Boy William and Valencia Tanoesoedibjo's ability to alternate between two languages is influenced by various factors, including social dynamics. This study aims to examine the factors and reasons underpinning their use of code-switching and code-mixing in the video. Specifically, the objectives are to identify the types of code-switching and codemixing employed, interpret the reasons behind their linguistic choices, and analyze the factors influencing these phenomena in their vlog.

Code-switching and code-mixing represent intriguing linguistic phenomena that have been extensively studied across diverse contexts, including online media platforms. Previous research has addressed similar topics. For instance, Afryanti et al. (2021) compared code-switching and code-mixing among Indonesian YouTubers, categorizing them into two groups: those residing abroad and those based in Indonesia. This study utilized the frameworks of Myers-Scotton (1993) and Muysken (2000). Another study by Nurhayati (2021) explored the types and factors driving code-switching and code-mixing, employing Appel and Muysken's (2006) theoretical framework while examining purposes using the models of Hoffman (1991) and Seville-Troike (1985). Additionally, Susilawati and Andriani (2023) analyzed language codes within the song lyrics of the Indonesian music group Unity, applying Hoffman's (1991) theory to classify 31 instances of codeswitching and code-mixing in the lyrics.

This research differs from these prior studies in terms of its focus and object of analysis. Unlike the studies mentioned, which examined broader contexts such as YouTubers' demographics or song lyrics, this study centers on a YouTube vlog and emphasizes the types, reasons, and influencing factors of code-switching and code-mixing. It also adopts Hoffman's (1991) framework to analyze the reasons for the linguistic patterns observed.

LITERATURE REVIEW

Code-switching is a linguistic phenomenon that demonstrates bilingual speakers' proficiency and mastery of multiple languages. It involves the study of grammatical and syntactic structures, focusing on how speakers maintain grammatical coherence while alternating between languages (Poplack, 1980). Tag switching, as described by Yunita and Suryani (2019), involves inserting a tag from one language into a fully formed expression in another language. Inter-sentential switching occurs at the level of sentences, where speakers alternate between languages either within a sentence boundary or across sentences, sometimes involving a change of speakers. In contrast, intra-sentential switching refers to transitions within a single phrase or sentence, integrating elements from both languages.

Code-mixing, while related to code-switching, specifically refers to the blending of linguistic elements from two or more languages within a single utterance or sentence. It occurs when speakers alternate languages fluidly within a single communicative act (Wardhaugh, 2006). Hoffman (1991) identifies three types of code-

mixing based on syntactical patterns. Intra-sentential code-mixing involves the integration of languages within a single phrase, clause, or sentence, and is prevalent in both spoken and written communication. Intra-lexical code-mixing occurs when languages are blended within a single lexical item, such as a word. Pronunciation-based code-mixing involves changes in pronunciation when switching between languages, reflecting the speaker's adaptation to different phonological systems.

According to Hoffman (1991), there are several reasons why bilinguals engage in code-switching and code-mixing. Here are some of the key reasons: (1) Talking about a Particular Topic: Speakers might switch or mix languages because one language is better suited to discuss certain topics, especially if the topic is specific to a particular culture or domain (e.g., technology, academic subjects); (2) Quoting Somebody else: When bilinguals want to quote someone directly, they might use the original language of the quote to maintain its authenticity or to convey the exact meaning; (3) Being emphatic about something: Code-switching can be used to show closeness, solidarity, or empathy with someone who speaks the same languages. This can create a sense of belonging or shared identity; (4) Interjections (Inserting Short Phrases): Speakers often switch to another language for interjections or short exclamatory phrases because they might feel more natural or expressive in one language over another; (4) Repetition used for clarification: Speakers are repeating certain words, phrases, or information in communication with the specific purpose of making a point clearer or ensuring that the listener fully understands; (5) Intention of clarifying the speech content for the interlocutor: Speakers might switch languages to clarify a point or repeat a message in one language using another language, with slight modifications, to enhance understanding and ensure a seamless flow of communication for the listener; (6) Expressing Group Identity: Code-switching can serve as a marker of group identity, where speakers switch to a language that reflects their social or cultural affiliation with a particular group.

Many factors influence bilingual people to switch and mix their codes in conversation. According to Bhatia and Ritchie (2004) there are four factors that influence people to switch and mix their codes. The factors will be explained in the following paragraphs

Participant Roles and Relationships

Participant roles and relationships refer to how individual positions and dynamics influence the languages they use when communicating. Participant roles and relationships significantly influence bilingual subconscious consensus or divergence regarding language selection. Bilingual decision to mix or switch their code or not depend on the individuals they are communicating with.

Situational Factors

Situational factors that influence language choice include the context in which communication occurs, such as the setting, the purpose of the interaction, the presence of specific interlocutors, and the topic being discussed. These factors can shape individuals' decisions on which language or code to use during communication.

Message Intrinsic Factors

Code-switching and code-mixing can occur for linguistics and pragmatics considerations to convey emotions or adapt to the communication needs of a situation, such as the incorporation of quotations, reiteration, topic-comment or relative clauses, hedging, interjections, idiomatic expressions, and cultural wisdom.

Language Attitude, Dominance, and Security

Language attitude, dominance, and security play significant roles in language choice. Language attitude refers to individuals' perceptions, beliefs, and feelings towards

different languages, which can influence their preference for one language over another. Language dominance refers to the proficiency or dominance of one language over another in a bilingual or multilingual individual's repertoire. Language security pertains to individual confidence and comfort level in using a particular language in various social contexts. These factors collectively impact how individuals select and prioritize languages for communication based on their perceptions, proficiency, and confidence levels.

METHODS

This study employed a qualitative research methodology, as defined by Denscombe (2007:248), which involves the conversion of information from observations, reports, and recordings into data represented in written form rather than numerical values. The research examines the phenomena of code-switching and code-mixing through the analysis of utterances and conversations featured in a YouTube video titled "VALENCIA TANOESOEDIBJO: PUNYA 3 GEDUNG & HELIPAD BEBAS MAU KEMANA AJA! | #DiBalikPintu" (available at: https://www.youtube.com/watch?v=msp_w6GR2VA&t=181s). To facilitate data collection, the study utilized transcription methods to convert spoken content into written text, providing a comprehensive record of the utterances. Supplementary data are also derived from related websites and video interviews. The linguistic data, specifically the utterances of Boy William and Valencia Tanoesoedibjo, are analyzed through three theoretical frameworks: (1) Code-switching theory by Poplack (1980), which categorizes code-switching into three types: tag-switching, inter-sentential switching, and intrasentential switching; (2) Code-mixing theory by Hoffman (1991), which identifies three types of code-mixing: intra-sentential mixing, intra-lexical mixing, and mixing involving a change in pronunciation; and (3) Theories of reasons and influencing factors: The motivations for code-switching and code-mixing are analyzed based on Hoffman's (1991) proposed reasons, while the factors influencing their occurrence are examined using the framework by Bhatia and Ritchie (2004). This integrated theoretical approach provides a structured framework for analyzing the linguistic behaviors observed in the video.

FINDINGS AND DISCUSSIONS

The result of this study shows that there are several types of code-switching and code-mixing used by Boy William and Valencia in the vlog. They used 3 types of codeswitching which are tag switching, inter-sentential code-switching and intra-sentential code-switching. Besides, they also used 2 types of code-mixing which are intra-sentential mixing and intra-lexical mixing.

Types of Code-switching Used by Boy William and Valencia Tanoesoedibjo

Tag Switching

According to Poplack (1980)Tag switching simply adds a tag in one language to a fully-fledged expression in another language. Tag switching occurs when someone inserts a tag from one language into an utterance from another language.

Boy: Diantara semua artis ini lu paling suka yang mana.
Valencia: Hhmm kalo gue sih kayaknya Andmesh.
Boy: Oh my God, dia lagunya enak enak sih jujur. Valencia:
Dan orangnya karakternya baik.

The conversation above shows tag switching. It occurs when the speaker adds a tag in one language to a fully-fledged expression in another language. Boy adds a tag in English at the beginning of his sentence by saying ''Oh my God'' then continues his

utterance in Indonesian. The expression does not violate grammatical rules in both languages.

Inter-sentential Switching

Inter-sentential switching is defined as code-switching that occurs between two independent sentences or two related clauses within one utterance.

Boy: Tapi gue masih belajar men, I am like shit ass disini bro.
Valencia: Kita semua, I am so learning in whatever that I am doing.

The utterance shows inter-sentential code-switching. Inter-sentential switching occurs when the speaker switches from one language to another among sentences. Valencia switches from Indonesian to English. In the beginning, she uses Indonesian and then switches to English by saying "I am so learning in whatever that I am doing".

Intra-sentential Switching

Intra-sentential occurs when speech occurs within clause or sentence boundaries. Where each clause or sentence appears in one language or another. This type of codeswitching may appear at the beginning, in the middle, and at the end of a sentence. This study finds 16 data of this type.

Boy: Lu lahir dari konglomerat Asia, Southeast Asia conglomerate, how was that feel? pressure nggak?

The utterance above shows intra-sentential code-switching because Boy switches language within a clause in the middle of his utterance. The speaker uses Indonesian then switches to English in the middle of his sentence by saying "Southeast Asia conglomerate, how was that feel?". Intra-sentential code-switching occurs when someone uses one language to another within a clause or sentence boundary.
Types of code-mixing used by Boy William and Valencia Tanoesoedibjo
Code mixing the phenomenon where speakers mix elements from two or more languages within a single conversation or even within a single sentence.Hoffman (1991) proposed three types of code mixing, namely; intra sentential mixing, intra-lexical mixing and involving a change of pronunciation. This study finds 2 among 3 three types of code mixing proposed by Hoffman.

Intra-sentential Mixing

Intra-sentential code-mixing refers to the mixing of languages within a single phrase, clause, or sentence boundary, and it occurs in both written and spoken daily communication.

Boy   : Gue kenal lo udah berapa lama yaa len?
Valencia: Lama juga kayanya dari teenage years ga sih?

The sentence above shows intra-sentential mixing. It occurs when the speaker mixes the language within a sentence. The speaker uses Indonesian then inserts an English phrase in the middle of his sentence by saying ''teenage years.''

Intra-lexical Mixing

Intra-lexical code-mixing involves the mixing of languages within the structure of a single lexical item, it occurs within word boundaries. In addition, it appears with a prefix or suffix in another language.

Valencia: Pressure-lah pasti
Boy: Why? Do people always compare you to dad?

The sentence above shows intra-lexical mixing. It occurs when the speaker mixes the language within the structure of a single lexical item. The speaker adds the Indonesian suffix "-lah" after the English word "pressure" then continues her sentence in Indonesian.

Reasons for Code-Switching and Code-Mixing

Several reasons cause people to switch and mix their language. Hoffman (1991)stated that there 7 reasons for code-switching and code-mixing, which are; interjection, talking about particular topic, being emphatic about something, repetition used for clarification, Intention of clarifying the speech content for the interlocutor, quoting somebody else and expressing group identity. This study finds 5 among 7 reasons based on Hoffman's theory.

Interjection

Interjection is a part of speech that expresses a sudden or spontaneous emotion or feeling, often inserted into a sentence or conversation to convey a particular mood or reaction. Interjections add emphasis, express surprise, frustration, joy, or other emotional responses.

Boy: Diantara semua artis ini lu paling suka yang mana.
Valencia: Hhmm kalo gue sih kayaknya Andmesh.
Boy: Oh my God, dia lagunya enak enak sih jujur. Valencia:
Dan orangnya karakternya baik.

The expressions spoken by Boy William are used to get Valencia's attention and express his emotion. Boy attracts Valencia's attention by using a tag-switching "Oh my God" as an interjection.

Talking about Particular Topic

Another reason why Boy William and Valencia use code-switching and code-mixing is to talk about particular topic. It occurs when the speaker alternates between languages within the conversation while discussing a specific topic.
Boy: Coba lu coba jalan ke tengah gitu, welcome to Indonesian idol, coba gue lihat.
Valencia: Welcome to Indonesian idol.
Boy: Serem nggak?
Valencia: Gabisa itu banyak yang ngelihatin.

In the datum above, the speaker inserts the English clause " welcome to Indonesian idol " in the middle of his utterance. Therefore, the type of code-switching used is intrasentential switching. As previously explained, intra-sentential switching is marked by the presence clause or sentence in the dominant language. Then, when the speaker says, "Welcome to Indonesian idol " it is an expression when the host opens the show. Therefore, this particular topic is about opening the show.

Being Emphatic about Something

Bilingual people often switch or mix their language when they want to express strong feelings or convictions to convey sincerity, passion, or urgency. When they are emphatic about something while code-switching, it often serves to highlight the significance or intensity of what he is expressing.

Boy: Sekarang kalau lagi social distancing gini nih penonton nih, biasanya rame gitu yaa untel-untelan.
Valencia: Ini nggak enak sih sebenernya tapi yaa that's what we can do right now.

The utterance is inter-sentential switching because the speaker switches to another language among sentences. The speaker starts with Indonesian then switches to English by saying "That's what we can do right now". She switches to emphasize her utterance that in the pandemic era, various activities were restricted so the only way to do this was to reduce the audience in the studio, which made the studio less crowded than usual.

Repetition Used for Clarification

In a conversation sometimes the interlocutor does not understand what the speaker say. In this situation, the speaker repeats what he said. Sometimes when repeating the utterances the speaker uses another language. This repetition helps clarify the meaning of the message being conveyed and to ensure mutual understanding between the speaker and the interlocutor.

Boy: By the way, since you are in my car, did watch the episode of your mom in my car? nonton nggak?
Valencia: I did. I cringe. She is rapping, iyalah gue kayak seriously mom this is weird.

In the conversation above Boy asks Valencia did she watch her mom's video. He asks that question using English by saying "did watch the episode of your mom in my car?" and repeated his question to Valencia using another language. He switches his language from English to Indonesian to strengthen his sentence. Boy repeats his previous statement by saying "nonton nggak?". The two sentences "did watch the episode of your mom in my car?" and saying "nonton nggak?" has the same meaning.

Intention Used for Clarifying Speech Content for the Interlocutor

Code-switching and code-mixing often occur in multilingual or multicultural settings where speakers may be proficient in more than one language. In such situations, speakers may repeat or rephrase certain parts of their speech to ensure that their interlocutors comprehend the intended meaning across linguistic boundaries. The intention of clarifying speech content for the interlocutor means making sure that the message being conveyed is understood clearly by the listener.

Boy: Kalo lu bisa nyanyi kayak gitu,lu mau jadi penyanyi?
Valencia: Mungkin iyaa, Kalo emang skill gua segitunya, I will go first, right? Tapi kalo gua gak punya skill ngapain orang gua susah-susahin diri gue gitu gak mungkin soalnya.

In the conversation above, the situation shows that Valencia talking how about she offered to become a singer. Valencia said that she may take the offer if she has a good voice. At first, she said "mungkin iyaa, Kalo emang skill gua segitunya" then she switched by saying ", I will go first, right?". She wants to be sure that she will become a singer if she has the skill even before the offer comes to her. Valencia also inserts the tag "right" to clarify her utterance.

Factor Influencing the Occurrence of Code-switching and Code-mixing

There are some factors influencing the occurrence of code-switching and codemixing. Bhatia & Ritchie (2004) proposed four factors influencing the occurrence of codeswitching and code-mixing. This study finds all of the factors.

Participant roles and relationship

Participant roles and relationships become the most factor causing the code choice, considering the interactions in the vlog between Boy and Valencia that are usually used in the entertainment area.

Boy: Gue kenal lo udah berapa lama yaa Len?
Valencia: Lama juga kayanya dari teenage years ga sih?
Boy: You how old? probably what? fifteen?
Valencia: Yeah, you were seventeen
Boy: Gue tujuh belas, oh my God

In the conversation above Boy and Valencia mix their language two times. They mix Indonesian and English. Valencia inserts the English phrase "teenage years" in his sentence and Boy inserts the English interjection "oh my God" at the end of the conversation. They have known each other for several years, so they know that the interlocutor is bilingual. Thus, the factor for code-switching done by the speaker are participant roles and relationships.

Situational Factor

All of the conversations in the vlog are held at the same time and same place which is in the MNC Tower. There are a lot of code choices in the conversations that are caused by the time and place of the conversations.

Boy: Coba lu coba jalan ke tengah gitu, welcome to Indonesian idol, coba gue lihat

In the utterance above the speaker starts with Indonesian then switches to English in the middle of his utterance. The utterance happens in the Indonesian Idol studio when Boy asks Valencia to become the host of Indonesian Idol like him. The host of Indonesian Idol always opens the show by saying "Welcome to Indonesian Idol". When he asked Valencia to try hosting he also demonstrated the same thing as he was hosting so he switched his language from Indonesian to English. This demonstrates that code choice, including codeswitching, can be influenced by the situation around the speakers or the setting where the conversation happens.

Message Intrinsic Factor

Some of the time it is the message that impacts bilingual choice of language. Bilinguals consider things like quotations, reiteration, hedging, interjections, topic-comment/ relative clauses, and idioms whether to switch or mix in their conversation.

Boy: Diantara semua artis ini lu paling suka yang
mana Valencia: Hhmm kalo gue sih kayaknya Andmesh
Boy: Oh my God, dia lagunya enak enak sih jujur.
Valencia: Dan orangnya karakternya baik.

In the utterance above the speaker starts his utterance in Indonesian and in the middle he inserts the English word "Oh my God". In this case interjection occur. Interjection is one of the message intrinsic factors influencing the occurrence of code-mixing. It occurs when words or phrases are used to express emotion or sentiment.

Language Attitude, Dominance, and Security

Code-switching and mixing done by bilinguals also depend on language attitudes, dominance, and security. For instance, if switching or mixing languages is viewed negatively or positively, then it may not occur in society in daily conversation.

Bilingual proficiency is also another factor. Bilinguals' security is an additional factor that may influence their language choice. This entails whether bilinguals feel secure to choose an available language or switch to the other.

Valencia: Kalo di dalam karir sih, to be able for my work to be recognized internationally, that's one and to be able competing internationally itu simple tapi there is a lot complex thing to do it.

In the utterance above the speaker start her utterance in Indonesian in the first clause "kalo di dalam karir sih" and in the next clause she switches to English "to be able for my work to be recognized internationally, that's one and to be able competing internationally" then she switches again to Indonesian "itu simple tapi" and in the end she switches to English "there's a lot complex thing to do it". This code is unconsciously done as the speaker and interlocutor are bilinguals and in most cases mix or switch their language when they are talking. This is well-accepted and normal behavior as it makes them feel safe to switch it in daily conversations.

Further, The researcher found another factor that influenced Valencia and Boy William use of code-switching and code-mixing in the vlog. The factor is explained in the next paragraph.

Having Lived Overseas

As stated in her LinkedIn (https://www.linkedin.com/in/valenciatanoesoedibjo-20584877/details/education/), Valencia has studied for 4 years in Australia and 2 years in the United State. After several years of living abroad where English is the daily language, it is concluded that Valencia has high English language skills so she often uses English when talking to other people. In an interview with Ernest Prakasa on Ernest's Instagram (https://www.instagram.com/p/B00QvmblDlM/?utm_source=ig_
embed&ig_rid=914267cc-8edc-4cd3-bde1-9cdcc32dd801), Boy said that he often uses English because he lived in New Zealand since he was 3 until he was 12. Then when he was 13 he went to the United States until he was 19.

CONCLUSION

The study also examined the reasons for their use of code-switching and codemixing. Based on an analysis of 42 data points, five out of the seven reasons proposed by Hoffman (1991) were identified in their utterances. These reasons include: talking about a particular topic, emphasizing a point, using interjections, repeating for clarification, and clarifying speech content for the interlocutor. The alignment of these reasons with Hoffman's framework underscores their relevance in understanding the linguistic patterns exhibited by Boy William and Valencia Tanoesoedibjo. Furthermore, the factors influencing the occurrence of code-switching and code-mixing were analyzed using Bhatia and Ritchie's (2004) theoretical framework. The identified factors include participant roles and relationships, situational contexts, message-intrinsic characteristics, and language attitudes, dominance, and security. An additional factor unique to this context is the length of time spent living abroad, as both speakers have resided overseas for extended periods, where English was a primary language of communication. This prolonged exposure has contributed to their habitual use of English, which persists in their interactions.

In conclusion, the findings reveal that multiple reasons and factors contribute to the use of code-switching and code-mixing in specific social contexts. The linguistic proficiency of the interlocutors, who are fluent in multiple languages, plays a crucial role in shaping their communicative behavior.

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