

CODE SWITCHING USED BY “BELAJAR BAHASA INGGRIS” IN *EDUCATION CONTENT TIKTOK*

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ABSTRACT

This code-switching occurs because to facilitate information between the speaker and the recipient. It is not a new thing if, in daily conversation, this code-switching occurs. Based on the fact that many people use two or more languages to communicate. This phenomenon is not new, but we often do not realize it. Code-switching is studied in sociolinguistics. The main objectives of this study are to find out the (1) type of code-switching used by content creators *Belajar Bahasa Inggris* on TikTok, (2) why content creators use Code-Switching for learning English from content *Belajar Bahasa Inggris* on TikTok. Therefore, the purpose of this study is to analyze to describe the types of code-switching used by content creators Learning English on TikTok and what reasons are used in using code-switching in their speech. The researcher used a qualitative approach, namely Content Analysis Design, to answer the problem. The data source of this research is the video content of Belajar Bahasa Inggris on the TikTok Application. The researchers chose three content creators based on the number of followers and creators who often enter the recommendation page. The results of the study found two type out of 2 reasons why video makers use code-switching. The results showed: English Learning video makers often use type code-switching (1) Situational Code-Switching and (2) Metaphorical Code Switching. The reasons are (1) Social Status and Language Change, and (2) Interaction Language Change.

Keywords: Language, Code-Switching, Social Media, TikTok.

ABSTRAK

Alih kode ini terjadi karena untuk memudahkan informasi antara pembicara dan penerima. Bukan hal baru jika dalam percakapan sehari-hari terjadi alih kode. Berdasarkan kenyataan bahwa banyak orang menggunakan dua bahasa atau lebih untuk berkomunikasi. Fenomena ini bukanlah hal baru, namun seringkali kita tidak menyadarinya. Alih kode dipelajari dalam sosiolinguistik. Tujuan utama dari penelitian ini adalah untuk mengetahui (1) jenis alih kode yang digunakan oleh pembuat konten Belajar Bahasa Inggris di TikTok, (2) mengapa pembuat konten menggunakan Alih Kode untuk belajar bahasa Inggris dari konten Belajar Bahasa Inggris di TikTok. Oleh karena itu, tujuan dari penelitian ini adalah untuk menganalisis untuk mendeskripsikan jenis-jenis alih kode yang digunakan oleh pembuat konten Pembelajaran Bahasa Inggris di TikTok dan alasan apa yang digunakan dalam menggunakan alih kode dalam content mereka. Peneliti menggunakan pendekatan kualitatif yaitu Content Analysis Design untuk menjawab permasalahan tersebut. Sumber data penelitian ini adalah konten video Belajar Bahasa Inggris pada Aplikasi TikTok. Peneliti memilih tiga content creator berdasarkan jumlah followers dan creator yang sering masuk ke halaman rekomendasi. Hasil penelitian menemukan dua jenis dari 2 alasan mengapa pembuat video menggunakan alih kode. Hasil penelitian menunjukkan: Pembuat video pembelajaran bahasa Inggris sering menggunakan jenis alih kode (1) Alih Kode Situasional dan (2) Alih Kode Metaforis. Penyebabnya adalah (1) Status Sosial dan Perubahan Bahasa, dan (2) Perubahan Bahasa Interaksi.

Kata Kunci: Bahasa, Alih kode, Media Sosial, TikTok.

INTRODUCTION

Social media in this globalization era has increased with many of the latest technological innovations. TikTok application to compete with an application called Musically. After a year after the TikTok application was launched, it already has more than 250 million users. TikTok continues to grow to have any content such as education, cooking, tips, tricks, etc. In addition educational content is also an attraction in TikTok because education content can help with missing information that is lacking in lessons.

The researcher asked some students who had TikTok about what they were looking for the most, it turned out not just to dance videos, but they search for learning videos too because the information they did not get at school could be found in that application. It turns out that until 2020, educational content that supports this campaign is still growing for Belajar Bahasa Inggris. Even in 2020, a situation of large-scale social restrictions due to the coronavirus that has entered Indonesia since January 2020, TikTok is the first application that is most in demand. In line with Chandra Arthur's statement at the TEDXOrlando event entitled The Cost of Code Switching, saying that as long as the world is still connected to technology, applications, and the internet, code-switching is very helpful for people from different backgrounds who can keep in close contact with each other. In education, code-switching occurs because of the lack of ability of students to master the language being learned. In TikTok's educational content, code-switching is essential. Content creators change the language so that the message conveyed can be appropriately understood. Like creators who are not from Indonesia, they want to convey how a word is used. Since the audience is Indonesian primarily, they have to change their language to Indonesian. This happened to Dennis and Bang Joe, who came from the United States. Wardhaugh says that code is the basic dialect or language that one wishes to use at any time and the communication mechanism between two other parties.

The previous study about code switching from Lismayanti & Sari the occurrence of code-switching around us is nothing new, but something we don't realize because we don't know about sociolinguistics, especially code-switching. Kaddaoura & Al-Kaddour, states that there is a relationship between age and gender in using the code switch in their daily conversation. Besides it, there is another research from Al-Shehab & Al-Okour The results of this study indicate that the intra-sentential switching type is more dominant than inter-sentential switching. Here the researcher tries to find new things with the differences theory in the code switching in #BelajarBahasaInggris TikTok content and analyzes the reasons of using code-switching in that content. In the previous study used Hoffman's theory to analyze the reason, the researcher use Holmes theory to analyze the reasons. This phenomenon affects content in TikTok, such as educational content. English is the language they want to teach, and they also use Indonesian as a code so that viewers, who are mostly Indonesians, can understand what they talk about.

From the background of the study, the researcher formulates the problem. The problem of this research are: 1) What kind of code switching are used by Content Creator Belajar Bahasa Inggris in TikTok?. 2) What are the reasons of using Code-Switching in learning English from Belajar Bahasa Inggris Content TikTok?. For the objective of the study related to the problem above as follow: 1) To Find out the kind of code-switching that are used by content creator Belajar Bahasa Inggris in TikTok 2) To knows what the reasons creators using Code-Switching in English learning from Belajar Bahasa Inggris content in TikTok. The researcher hopes this research can be taken the value in theoretically and practically. For theoretically, this research adopts the theory of

the type of code-switching according to Wardhaugh (2006) and also the reasons that influence the occurrence of code-switching is the theory of Holmes (2013). While, practically for the students or reader can choose code switching as an object of research because there are many interesting aspects that can be analyzed related to sociolinguistic studies, especially on social media. Practically for the next researcher the researcher hope that the findings of this analysis will be used to examine code switching on social media as a guide.

METHOD

This study is qualitative Content Analysis Design. It focuses on determining and objectively measuring the presence of certain words, concepts, themes, sentences, characters, or sentences within texts or texts. The fabric is also public records, textbooks, letters, films, tapes, diaries, themes, reports, or different documents. Content analysis typically begins with an issue that the investigator believes will best be answered by study the documents. (Ary, Jacob, Sorensen, & Razavieh, 2010). In this case, code-switching is included in the sociolinguistics domain. This is a phenomenon consisting of some types that can be used as units for data classification. The aim of this research is to describe and discuss the type of code-switching and these are the reasons of learning English from Belajar Bahasa Inggris Content TikTok based on Wardhaugh's theory, which is used by Belajar Bahasa Inggris Content to TikTok..

The instrument that will be used in this study is the researcher as a instrument. Therefore, the researcher is the main Instrument (Jane sick in Ary et al. 2002, p. 246). Since understanding is the goal of this research, the researcher as instrument capable of immediate response and adaptation is an ideal method for collecting and analyzing data (Merriam, 2002, p. 5). To support the main instrument, the researcher used: 1) Table classification. this table is used to support researchers in classifying data and telling the readers which are situational code-switching and metaphorical code-switching along with their indicators. 2) Interview. The interview guideline utilized during this study consisted of 1 question associated with the theories of reasons for code-switching.

In this study, researchers used several stages to collect data. The stages are as follows: First, watching and downloading the video of Belajar Bahasa Inggris content from TikTok., and the last Listening to the video for transcribing the utterance. To analyze the data the step are as follows: First, the researcher included the utterance that includes code-switching in the classification table to check whether it is in accordance with the indicators given, and to provide an explanation of the analysis found. Furthermore, to find reasons for using code-switching, the researcher used interview, here the researcher did not use a transcript, but contact content creator via TikTok, Instagram and Email to find out the background of the content creator.

FINDING

1. Kind of code-switching are used by Content Creator Belajar Bahasa Inggris in TikTok

As presented in Chapter II, there are two kinds of knowing code-switching. Each data is analyzed to find out which of the two kinds can be found in the education content of Tiktok.

There are two kinds of code-switching used by content creators in the education content, namely:

- a. Situational Code Switching
- b. Metaphorical Code-switching

Each is presented as follows:

- a. Situational Code-Switching

Situational code-switching is a type of code-switching that switches languages or codes to adapt to the speech situation in order to understand each other. Some of the data included in the situational code-switching are as follows:

Data 2 : Alicia (@aliciaserena)

Duration : 0:41

Sering nggak sih denger “ as you should”, “as I should” tapi tau gak sih artinya apa ? oh itu kayak gini “after 10 months of practice, I think i`m ready for this performance”. “QUEEN, as you should! Look at you, you’ve been practicing for this performance for so long”. Hey bestie ini salah satu ucapan favorit aku sekarang. Tau gak sih **As you Should artinya itu kayak Ya sepantesnya, selayaknya** kayak contoh yang tadi cewek pertama bilang dia udah latihan lama banget buat moment ini dan cewek kedua hype girlnya dia bilang “**As you should” selayaknya** lah kamu udah kerja keras buat moment ini. Thank for watching and follow for more.

In the data above Creator explains how to use “As you Should” based on the situation she exemplifies. Creator switch "As you should" to the sentence "selayaknya" so that viewers can understand its use in a certain situation. The researcher fined that the data include in Situational Code-switching.

Data 11: Bang Joe (@bangjoeofficial)

Duration : 0:58

Allow of you ask me what is different between see and look?. Apa beda see dengan look.

In the data above, this sentence is included in the situational code-switching because the creator changes the language situation from English to Indonesian so that the viewer, who is predominantly Indonesian, can understand what he is going to talk about. This means on this occasion that the creator must make Indonesian people understand what he is talking about, encouraging him to change his language.

- b. Metaphorical Code-Switching

Metaphorical code-switching is a type of code-switching that switches language or code by changing the subject but still with the same discussion. This type of code-switching transfers one language to another by changing the actual meaning, such as an image.

Data 3 : Alicia (@aliciaserena)

Duration : 0:43

Bedanya Take dan Bring oh itu kayak gini. “And I was like no way! Anyway, youre going to Elizabeth` s potluck right? What are you going to bring?”. “ yeah, I don` t know yet. I` m probably going to Take last

weeks leftovers & bring it to her house”. Leftovers? from last week? YIKES!” hai bestie makanannya kecium dari sini.

In the data above the text there is a metaphorical code switching, because the language shift from Indonesian to English experienced a change in subject, at the beginning of the subject and the emotional dimension was serious to humorous.

Data 17 : Dennis (@gurukumrd)
Duration : 0:44

Maaf kepenacet telfonnya. Sorry I miss dial you

In the data above, this sentence has been transferred from Indonesian to English and is called metaphorical code-switching. It is called a metaphorical code-switching because in the sentence it experiences an emotional dimension, namely from informal to formal. This language transfer is carried out by the creator because of the necessity of a situation where the creator must change the language to explain to the viewers.

2. The reason of using Code-Switching in learning English from Belajar Bahasa Inggris Content TikTok

In finding the reasons for using code-switching, the researchers looked at the background and looked at the content of the content creators. Finally, after observing the video and looking for the background of the content creator, it was found the reason they did code-switching in their content. Where the reasons are divided as follows:

- a. Social status and Language Change
- b. Gender and Language Change
- c. Interaction and Language Change

Subjects Number	Content Creator	Reason	Analyze
1	Bang Joe @bangjoeofficial	“well I’m not comfortable enough making all content in Indonesian but yes 99% of my followers are Indonesian subtitles if I’m gonna speak English. Also a lot my humor doesn’t translate so of course it’s difficult to be funny in Indonesian because it isn’t my first language”.	From the results of the interview, it can be seen that the reason for doing the language transfer is because of the interaction that occurs between the creator and the viewer. So in Holmes's (2013) theory, this is called language transfer because Interaction and Language change, namely Interaction is very important in changing

			code (language). Language change generally develops the slowest in communities due to little contact with the outside world
2	Dennis @gurukumrD	“Aku cuman pengen lihat Indonesia berani untuk pake bahasa Inggris. Kamu bisa!”	Researchers have tried to contact creators either via TikTok, Instagram, and Email. But did not get an answer from the creator. Finally, the researcher found in the caption of one of Dennis' TikTok videos, that he said he just wanted Indonesia to be bolder in speaking English. This is in accordance with Holmes's (2013) theory, namely social status, and language change. Even though Dennis actually belongs to the Upper-class because he is the owner of the language itself and he comes from the USA whose first language is English, but for the reason that he changed his language to teach Indonesian people better English, he was included in the Middle Class, were here on his own initiative without previous interaction with the viewers he teaches the use of good and correct

			English to Indonesian people, both those who are just learning or who have never studied at all.
3	Alicia @aliciasarena	“Aku biasanya selalu berusaha untuk gunakan salah satu bahasa aja agar lebih enak didengar, tapi seandainya gaada kata/frase yang cocok aku switch aja sebentar. Jadi kalau aku lagi ngajar/menjelaskan bahasa inggris biasanya aku pakai bahasa Indonesia karena audienceku kebanyakan orang Indonesia, tapi kalau ada frase b.ing yang lebih efektif aku pakai aja”	In the results of the interview, it was found that Alicia in diverting her language was because the audience was mostly Indonesian people. In Holmes's (2013) theory, this is included in the reasons for language transfer, namely interaction, and language change because language change generally develops the slowest in communities due to little contact with the outside world.

DISCUSSION

1. Kind of Code-switching are used by Content Creator “Belajar Bahasa Inggris” in TikTok

The kinds of code-switching are used by content creator “Belajar Bahasa Inggris” in TikTok is important to know when the people switch their code, what they kinds use. Based on Wardhaugh (2006:101-117) there are two types of code-switching. It's about switching the situation code, switching the metaphorical code. It is different from previous research where according to Hoffman (1991) states that namely Tag-switching, Intra-sentential switching, Inter-sentential switching, and intra-word switching. The kinds of code-switching are used by content creator “Belajar Bahasa Inggris” in this study are as follows:

a) Situational Code-Switching

According to Wardhaugh (2006:101-117) states that the situation code switch occurs when the language used changes depending on the situations in which the conversation are found; someone speaks one language in one situation and in another. It means that someone changes the code (language) depending on the situation. Where a person speaks one language in one situation and in another without changing a topic.

b) Metaphorical Code-switching

Based on Wardhaugh (2006:101-117) Metaphorical code-switching usually occurs to redefine such as from formal to informal situations, official to personal, serious to funny, and courtesy to solidarity. So if the situation depends on the situation when speaking and without changing the topic, if metaphorical can divert the true meaning of a language so any topic can be discussed with various codes but the choice of code (language) can also add excessive flavor to what is said on the topic.

2. **The reason of Code-Switching based on Holmes (2013) Theory**

Reason for Code Switching It is important to know the reason why people switch their code. Based on Holmes (2013, p.222) there are a number of reasons for bilingual people to switch their language there are Social status and Language Change, Gender and Language Change, and Interaction and Language change. It is different from previous research where according to Hoffman (1991: 116) in Cakrawati, (2011: 15-17) states that there are 10 reasons for code-switching, including affirming something, stating group identity based on cultural background, repetition used for clarification, the efficiency of a conversation, etc. This study using Holmes theory which will be shown in the discussion points this time accompanied by the data found by the researchers in this study. The reasons for the occurrence of code-switching in this study are as follows:

a) **Social Status and Language change**

Holmes (2013) stated that Social status here is not based on a person's economic level but is seen from their ability at the language level. Just as someone who has the language is called Upper-Class, the person who learns the language is called Middle-class, and someone who is told by others without him knowing is called Lower-class.

For example Dennis (@gurukumrd). He create content that teache how to use an English word correctly and place it correctly. Here, he as language owner or those who have been attached to English since birth, teach back to their viewers, the majority of whom are Indonesian and speak Indonesian.

b) **Gender and Language Change**

As stated Holmes theory (2013) in the previous chapter that gender and language change, we can see that the nature of women and men when communicating, especially when switching codes are very different. Where a man when explaining, will immediately explain without going round and round discussing the other. Meanwhile, women will twist or tend to be convoluted when explaining, not to the point at the core of the discussion.

In this study, none of the three content creators were dominant for the reasons of gender and language change, because like Dennis (@gurukumrd) sometimes the content is not to the point but there are other discussions.

c) **Interaction and Language Change**

Based on Holmes (2013) theory, Interaction and Language Change is where a person switches or changes their language depending on their interaction. They interact either directly or indirectly with those they know or even with the outside world (strangers). Here an example is found in Alicia (@aliciasarena) and Bang Joe (bangjoeofficial). Alicia is not a native English speaker, she is someone who has studied abroad and has studied at the University of California, Berkeley with a major in Media studies and communications. She makes English learning content

because of the good interaction between her and viewers who want to learn a lot about English, she also makes a class so that his viewers can join in and understand more about English. Beside it, Bang Joe he is American, but because most of his followers and viewers is Indonesian, so he must to use two language Indonesian and English, he switch his language.

CONCLUSION AND SUGGESTION

Based on the findings presented in chapter IV, the following conclusions can be drawn: for the kind of code switching are used by Content Creator Belajar Bahasa Inggris in TikTok, There are two kinds of code-switching according Wardhaugh: The first, Situational Code-Switching is a type of code-switching that switches code or language based on a situation that occurs, without changing the topic of conversation. Moreover, Metaphorical Code-switching is a type of code-switching that diverts code or language by redefining situations- formal to informal, official to personal, serious to humorous, and courtesy to solidarity.

For the reasons of using Code-Switching in learning English from Belajar Bahasa Inggris Content TikTok, researchers in this study finds two reasons according to Holmes theory, namely: The first, Social status and Language change it is where Upper-class means someone who owns the language, while Middle-class is someone who is looking for information about a language to convey back to the Lower-class. The lower-class here is someone who does not understand the language and does not seek information about the language. The last, Interaction and Language Change Interaction is very important in changing code (language). Language change generally develops the slowest in communities due to little contact with the outside world.

The authors would like to provide some suggestions as an important consideration for students and future researchers. The first, Students must be open-minded that English can not only be found in English learning books or videos but we can learn English through many ways and many platforms, including platforms that are being discussed in many circles. Then, Students should be more familiar with sociolinguistic aspects (code-switching) as used in English learning videos in order to increase their knowledge of English. This makes it easier for them to communicate. The last, Researchers should have a more complete research on code switching and they can develop this research by including all aspects related to code switching.

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