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Indonesian-English Code Switching Used on *Pita's Life* Youtube Channel

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Abstract
YouTube is one of the popular social media platform nowadays. There are many content creators or known as YouTubers who share their ideas, experiences, and creativities through YouTube video. The use of certain language style such as code switching becomes a trend. In this study, the researchers aimed to analyse the reasons and social functions of the YouTubers use code switching in their vlog. In conducting this research, the researchers used document analysis methodology and qualitative research approach to analyse the data. The subject of this study was a video taken from Pita's life's YouTube channel titled "*Sehari sebelum dilarang pemerintah keluar*" (One day before it is banned by the government). The researchers found that there were different reasons for the speaker to use code switching, they were; talking about particular topic, doing interjection, being emphatic to something, classifying the speech content, and lack of vocabulary. The social factors that affect the use of code switching were, inter-cultural marriage, the YouTuber was living in a multilingual society, and the subscribers were multilingual.

Keywords: Code switching, YouTube vlog, social factors, reasons

1. INTRODUCTION
Language has an important role in society. People can give and receive information with others through language. The language people speak is not always the same. It can be differentiate because of the origin places. Lingua franca is needed to connect people who do not share the same native language (Harmer, 2007). It means that language contributes a big role in establishing relationship with society. Language and society are a couple of things which cannot stand alone. They have a close relationship each other. Language will not useful if there is no society, meanwhile society is not be able to interact without language. As we known that one of the human beings' function it to make relationship with other human beings through communication. Language has many varieties depend on the language users. In linguistics, the Language has a different variety based on the users of the language. In linguistics, the concept study of relationship between language and society. According to Lillis (2013), Sociolinguistics occurs as people are interested in understanding why we communicate differently in various social environments and define the social significance of a language. In her book entitled Sociolinguistics in Writing, Lillis quotes an excerpt to overview sociolinguistics:

> Sociolinguists study the relationship between language and society. They are interested in explaining why we speak differently in different social context, and they are concerned with identifying the social function of language and the ways it is used to convey social meaning.

Holmes (2001:1)

Sociolinguistics is particularly useful in the field of communication in human life. It can be used to comprehend people's using language in different places, context, situation, and time. The use of language will be different in distinct context or situation, for example in social media.

Nowadays, social media becomes the best icon in society. Through social media, we can connect with others in the world wide. Social media makes people easier to communicate and keep in touch with the others. Hung and Yeun (2010) state that social media embraces online interaction to make easier for people to exchange information. Social media networking makes it easier for people to connect with others around the world by sharing their thoughts, revealing their emotions and ideas (Yudistira, 2019). There are many kinds of social media such as Instagram, Facebook, WhatsApp, Line, YouTube, TikTok and others. YouTube is one of the famous social media platform todays. It has the same popularity as television since we can watch it anytime and anywhere. YouTube enables people to watch a million videos and share their own videos.

YouTube is now a social media networking with more than a million users worldwide. Public figures and influencers use YouTube as a medium to share their activities, and to connect with their followers. People who creates contents in the world of YouTube is well known as YouTuber. Not only celebrities who becomes YouTubers, everyone can be a YouTuber if they have many followers/ subscribers. There are many various contents that the YouTubers produce such as tutorial to make or to do something, news, celebrity show, daily vlog and many others. Daily vlog is one of the most popular content that we can find in YouTube. Vlog is a form of user-created content that has gained popularity (Soukup, 014, p. 6). Vlog is used to communicate with the viewers around the world, so it is possible that there are more than one language used by the speakers/YouTubers.

Many people are able to communicate using more than one language, they are able to switch from one language to another. In sociolinguistics, this term is known as code switching. Code switching is the use of two languages in the same sentence or during the conversation (Hoffman, 1999, o. 110). When the speaker cannot find the suitable terms in their native language, they use another language to deliver words or expressions, it can help in understanding the conversation better.

Code switching is used by people who speak more than one language. Nowadays, people also switch the language based on their circumstance/region. For instance, people who live in South Jakarta tends to speak mixed Indonesian-English. People use code switching in a dialogue is to make it more interesting and alive (Puspitasari & Dewanti, 2020). Switching the language also is trend in this modern life, people usually speak more than one language to show that they are cool and they are comfortable to speak some words/terms in other language. Crystal (1987) assigns that "a speaker may not be able to express him/herself in one language so switches to the other to compensate for deficiency" (cited in Skiba, 1997; Hamamra & Qararia, 2018). Holmes (2013) adds that code mixing in a language happens because of the speakers speaks different language. When the meaning of a language cannot be understood by the listener, the speaker tends to switch the language to make it clear and understandable (Kamarian & Ambalegin, 2019).

Code switching sometimes appear in the group of people discourses, if they do not understand the meaning of the language they can mix a sentence with two or more

language. Kamarian & Ambalegin (2019) mention some reasons that enforced of code switching, they are; changing topic, lack of vocabulary, bilingual and multilingual, and Prestige and trend. Myers & Scotton (2006) states some reasons of the use of code switching. They live in multilingual countries, minority groups, immigrating from other places, marrying someone from other ethnic, and having a half-bred family (as cited in Yudistira, 2019). Hoffmann (1991) (as cited in Putri, 2020) adds seven reasons why people sometimes use code switching to express themselves. They are: the speaker is talking about particular topic, doing interjection, quoting others, being empathic, clarifying the speech content, clarification by repetition, and expressing group identity or solidarity.

To support this study, the researchers reviewed three journal that conduct related topic to code switching. Firstly, a research conducted by Puspitasari & Dewanti (2020) entitled Code Switching in Sarah Sechan Talk Show on NET TV. Their findings showed that code switching used by Sarah influenced by some reasons, such as the participants, it was happen to express solidarity and to add emphasis of the topic discussed. And then, the function, to express feeling and to add authority and the last was the setting and the topic. Secondly, a study by Yudistira (2019) entitled the Patterns of Code Switching among YouTubers. The result and discussion portrayed that code switching the YouTubers use in their video is to shows their perspectives and self-esteem, to make the message offer to the audience clear and understandable, and to entertain the viewers. The reason they used code switching was because of their language behaviour in their community or environment. Thirdly, a journal entitled Social Factors for Code-Switching: a Study of Malaysian-English Bilingual Speakers by Hadei, Kumar & Jie (2016). They found out that the common reason people uses code switching is to show who they really were or their identity.

Based on the background of this study, the researchers tended to analyse the social functions and the reasons of code switching used by one of the YouTuber named Pita in her daily vlog entitled '*Sehari sebelum dilarang pemerintah keluar*' uploaded on March 28th, 2020. There are two research questions that the researchers discuss in this study, they are:
1) What are the reason of those code switching used by Pita in her daily vlog?
2) What are the social factors influence Pita in Pita's life vlog uses code switching in her daily vlog?

2. METHODS

In conducting this research, the researchers used a document analysis method. According to Neuendorf (2002), document analysis and also called content analysis is a form of qualitative research that uses a systematic procedure to analyse data. According to Mason (2017), qualitative research provides new opportunities in social world that is increasingly perceived to be complex and multi-dimensional, and in which most of the qualitative forces of understanding circumstances and processes were potentially highly valued. Hancock (2001) added that qualitative research tried to deepen our understanding of how things became as they were in our social world. If the research question involved exploring how people experience something, or what their views were, exploring new areas where the problem had not been properly understood or identified. The researchers believed that qualitative was the most appropriate method in analysing this study.

The object of this study was Pita's life vlog entitled '*Sehari sebelum dilarang pemerintah keluar*' uploaded on March 28th, 2020. This study aimed to analyse the reasons and social factors in using code switching on Pita's daily vlog. This study utilized a selected video that showed the speaker's life experience who spoke in more than one language. The main data of this study was from the YouTube video documentation. The video involved conversation and monologue with the camera by the speaker. The researchers made a transcript based on the utterances to analyse the data.

In this research, the researchers analysed the reasons for code switching used by Pita in her daily vlog and then analysed the social function based on her background of life. According to Holmes (2017), social aspects like the context, participant, the topic and purposes were important factors in explaining various sociolinguistic phenomenon such as borrowing, diglossia, code switching, register, style, and interference.

The qualitative document analysis from Kuckartz (2014) was used in analysing the data. First, the researchers defined the research questions for this study. Second, the researchers collected the data by watching the YouTube vlog to get the background information of the video. When the speaker used code switching in the utterances/sentences, the researchers recorded them. Third, the researchers classified and analysed the data. And the last step, the researchers interpreted and presented the findings. The researchers also drew a conclusion about the social functions and the reasons why the speaker used code switching in the YouTube video.

3. RESULTS AND DISCUSSION

The main objectives of the research were to find out the reasons and social factors of code switching used by the speaker from a selected YouTube video of Pita's life vlog. The researchers presented the utterances taken from the vlog and analysed each code and classified the reasons and the social factors influenced the speaker.

The use of code switching on Pita's life vlog entitled '*Sehari sebelum dilarang pemerintah keluar*' uploaded on March 28th, 2020 were listed in table 1.

Table 1: The use of code switching by the YouTuber

Data	Utterances	Time	The reasons for using code switching
1	"…And I say this all the time, *ketika saya sudah selesai kasih bersih satu jam dua jam kemudian*, it's like titanic, like it's crazy."	0:31-038	Talking about particular topic
2	"Bye bye baby, *cium mama dolo…*"	0:59-1:01	Doing interjection
3	"*Ini kemarin dengan tadi malam sampai tadi pagi dia hujan*, can you see? Anyway, so let's go?"	1:08-1:10	Talking about particular topic
4	"… So maybe, *saya akan menjadi hanya seorang yang memakai masker*, I don't know but we gonna see..."	2:22-2:28	Talking about particular topic
5	"This one is still nice, *cuma ini tinggal*	3:18-	Being emphatic about

	satu"	3:20	something
6	"Should I get this one? So, Walmart *mereka mempunyai yang seperti-seperti begini tu kayak* in season *begitu …"*	4:01-4:08	Talking about particular topic
7	"… *Saya akan ambil foto dan kasihtau ke orang-orang di* Airforce *sana*, just in case *kalau mereka mencari* toilet paper."	6:11-6:18	Lack of vocabulary
8	"By the way, *kita tidak membeli seperti orang gila. Kita tidak kayak stok makanan banyak-banyak seperti kayak ini dunia sudah mau kiamat …. Kita tidak* over-stocked…"	7:21-7:32	Lack of vocabulary
9	"*Ya ampun saya tidak menutup saya punya pintu belakang*, one second!"	9:11-9:15	Doing interjection
10	"Yes, Burlington *buka pemirsa* yes yes yes! Thank you Burlington. "	12:23-12:38	Doing interjection
11	"… *tapi ada satu yang saya tidak dapatkan*, so anyway, *kita* forget about that one…"	13:50-13:55	Lack of vocabulary
12	"… perfect *buat saya punya* little boutique business."	18:26-18:30	Doing interjection
13	"… *Karna saya pikir saya sudah mempunyai* backpack *kesayangan, pemirsa. Ini dia* backpack *dari toko saya*. And I love it very much."	21:16-20:21	Talking about particular topic
14	"*Dari beberapa sepatu wanita tadi yang saya coba, ini yang saya ambil*. So fricking comfortable, *pemirsah...*"	22:36-22:44	Talking about particular topic
15	"…*Apakah mereka menanyakan satu persatu kan*. I mean I don't think so."	26:07-26:12	Clarifying the speech content
16	"*Sudah jam 9 malam pemirsah*. I am so tired…"	30:07-30:12	Talking about particular topic
17	"*Piring belum saja selesai* as you can see right here, *masih ada sedikit lagi yang harus di cuci*, but that's okay…"	30:13-30:18	Talking about particular topic
18	"Let me tell you something, *dulu ketika saya kecil saya suka sekali bermain begini…*"	30:20-30:25	Talking about particular topic
19	"*Saya pikir itu saja untuk video kali ini*, thank you so much for watching. *Saya harap kalian semua sangat sehat-sehat dan sentosa. Kita ketemu lagi di video saya yang selanjutnya*, bye bye everyone! Bye."	31:08-31:13	Doing interjection

After classifying the data based on the use of code switching reasons by Hoffmann (1991) and Kamarian & Ambalegin (2019), the researchers found three common reasons the

use of code switching by the speaker on the video. They were talking about particular topic, lack of vocabulary, doing interjection, and classifying the speech content. Here the researchers further explained each of them

3.1. Talking about Particular Topic

As we can see on the table above on the data 1, 4, 3, 6, 16, 17, and 18 the speaker used code switching in order to talking about a particular topic. Talking about particular topic was the common reason the use of code switching by the speaker on the video. The speaker used code switching when she was explaining something. It could be seen in the speech example above:

"…And I say this all the time, *ketika saya sudah selesai kasih bersih satu jam dua jam kemudian*, it's like titanic, like it's crazy."

This remark indicated that the speaker wanted to explain to her subscribers how messy her room was even though it had been cleaned. She mixed the language used to describe the situation. It also could be seen in the utterance below where the speaker talked about the backpack from her boutique to the viewers.

"… *Karna saya pikir saya sudah mempunyai* backpack *kesayangan, pemirsah. Ini dia* backpack *dari toko saya*. And I love it very much."

In explaining about something in particular, the speaker sometimes used mixed-language to make the monologue clear of just to emphasize what she wanted to talk about.

3.2. Doing Interjection

An interjection is an expression that is inserted into a sentence to indicate a surprise, strong feeling, or to get someone else's attention (Putri, 2020). Sometimes, it appears as a brief exclamation such as, omg!, Perfect!, and many others. The speaker in the video usually mixed Indonesian-English in doing the interjection. As we can see in data 2, 9, 10, and 19. It could be seen in the one of the utterance where the speaker used code switching to express interjection:

"Yes! Burlington *buka pemirsah* yes yes yes! Thank you Burlington. "

By expressing the utterance above, the speaker showed a strong feeling of happiness because the store that she didn't expect to open was opened. She used English-Indonesia-English code.

3.3. Being emphatic about Something

When someone wants to express some feeling, they tend to switch a language to others to emphasize and reinforce the message (Hoffman, 1991). In data 5, the speaker indicated that she wanted to emphasize a message about the item that she wanted to buy and it was restricted. She changed her language from English to Indonesian.

"This one is still nice, *cuma ini tinggal satu*"

Heda, Kabobu, Ayuni & Ena, Teda, Ouda, F.X. (2021). Indonesian-English Code Switching
Used on *Pita's Life* Youtube Channel.
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3.4. Classifying the speech content

Sometimes, in conducting monologues/conversation the message conveyed was not clear. That was why the speaker needed to classify the utterance by repeating what had been said in another language by using code switching.

"…*Apakah mereka menanyakan satu persatu kan*. I mean I don't think so."

In the data 15, the speaker used code switching to classify the utterance that have been spoken. She repeated what she said in Indonesian into English to emphasize the utterance purpose.

3.5. Lack of Vocabulary

Lack of vocabulary when we speak is a common problem we face. To keep the conversation going, speakers tended to switch languages. This could be seen what the speaker said in the video:

"… *Saya akan ambil foto dan kasihtau ke orang-orang di* Airforce *sana*, just in case *kalau mereka mencari* toilet paper."

In the utterance, the speaker wanted to say '*Tisu Toilet'* moreover, because of the lack of vocabulary, she used phrase 'toilet paper' to exchange the Indonesian vocabulary.

"*Kita tidak kayak stok makanan banyak-banyak seperti kayak ini dunia sudah mau kiamat …. Kita tidak* over-stocked…"

In this utterance above, the speaker also switched the language from Indonesian to one English vocabulary such as 'over-stocked' to replace the word 'menimbun makanan' because the word 'menimbun' was kind of unfamiliar with her.

Based on the researchers' analysis and observations, Nofita Henderson, also known as Pita, is a vlogger from Maluku who lives in the United States. She has a big amount of subscribers and followers in social media. In Pita's life's YouTube channel, she records and shares her daily life with her little family. Pita moved to America after marrying her husband Travis Henderson, an American soldier. Before getting married and moved to USA, Pita was an English department student in one of private university in Maluku.

Social factor influence someone's attitude in seeing and living a life. Holmes (3013) divides social factors in to relation with language users and its uses of language. Language is an identity of a person. Fought (2011) states "ethnicity can have a stronger relationship to a language because it might provide a gift of an entirely different language form one another".

As a YouTuber who has big amount of followers from Indonesia, Pita are required to speak Indonesian in her videos. However, in her videos, she interacts with her husband, children, and people around her in English as their first language because they are living in USA. When she talks to the camera, sometimes the utterances that she speaks is disorganized. It ensues because of when she speak in Indonesian, she cannot pick an appropriate diction to describe something, it forces her to replace to the other language, such as English. Additionally, Pita also wants to teach her children to speak Indonesian,

thus occasionally speak to them In Indonesia but then she repeat the utterance in English to convey the meaning of her sentences.

There are many social factors can be influenced someone to speak mixed-language. According to the researchers' perspectives, there were some social factors influenced Pita do code switching in her daily vlog conversation. They were: studying in an English department, marrying a foreign guy, moving abroad and living in a circumstance which used English as their first language.

4. CONCLUSION

Based on the discussion above, the researchers sum up that code switch was a way that people who speak more than one language express their ideas, thoughts, experience comfortably. From the analysis, the researchers concluded that there were some reasons why the speaker was using code switching on her daily vlog. They were (1) talking about particular topic, this reason was the most common reason found by the researchers. (2) Doing interjection, the speaker used interjection in English to show her feeling of surprise or something else. (3) Being emphatic about something, this reason sometimes appeared when the speaker wanted to emphasize the message by switching the language. (4) Classifying the speech content, when the speaker felt that what she said was not clear and people could not understand it directly, the she switched the content to another language to make it clearer. (5) Lack of vocabulary, when we were talking, sometimes we could lose of the words that we wanted to say. To overcome this problem, the speaker in the video switched some vocabulary that she forgot in Indonesia into English to make the monologue speaking run smoothly. The social factors that influenced Pita, the speaker in the Pita's life vlog in switching between one language to other because of some effects, as follows: She was an Indonesian marrying an American guy, she and her family lived in United States, and her subscribers mostly were from Indonesia. Mostly in her vlog, she spoke in Indonesia but sometimes she switched into English because of those social factors.

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