**Analysis of Code Switching on Cinta Laura Kiehl in Iwil Network Youtube Channel Video**

**Fernanda Patricia Lestuny1\*, Gede Irwandika2**

Institut Mahasaraswati Denpasar, Indonesia

E-mail: lestunypatricia@gmail.com1\*, irwandika@unmas.co.id2

\*Correspondence: lestunypatricia@gmail.com

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| **KEYWORDS** | **ABSTRACT** |
| Code-switching, types of code-switching, cinta laura kiehl. | The study, "Analysis of Code Switching on Cinta Laura Kiehl in Iwil Network YouTube Channel Video," focused on two main issues: types and reasons for code-switching. Utilising Poplack's (1980) and Grosjean's (1981) theories, it employed a qualitative approach. Data collection involved downloading the video, watching the podcast, reading the script, and identifying instances of code-switching. One hundred forty-four instances were found, categorised into 21 Tag Switching, 91 Inter-Sentential, and 32 Intra-Sentential occurrences. Reasons for code-switching included Filling a Linguistics Need for a Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler (72 instances), Continued The Last Language Used (52 instances), and others such as Quoting Someone (1 instance), Specifying Address (3 instances), and Conveying Confidentiality, Anger, and Annoyance (4 instances). These findings contribute to understanding the intricacies of code-switching in the context of Cinta Laura Kiehl's videos on the Iwil Network YouTube channel. |
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|  | Attribution- ShareAlike 4.0 International (CC BY-SA 4.0)**https://jurnal.syntax-idea.co.id/public/site/images/idea/88x31.png** |

**Introduction**

Language is an arbitrary sound symbol system utilised by social groups for collaboration, communication, and self-identification (Dewi et al., 2023); its primary role lies in being a crucial communication tool for individuals in their daily lives. Language manifests in various types, such as English, which encompasses distinctions like British English and American English. This illustrates that language emerges through human interactions, bridging differences in culture, language, and other factors, underscoring its close ties to sociolinguistics (Mantra, 2017).

(Sukrisna, 2019) outlined, sociolinguistics examines language characteristics and variations, exploring the dynamic interplay between linguistics and the functional aspects of language within communities. The reciprocal influence between language and social interaction shapes linguistic expressions and societal dynamics. Bilingualism, the proficiency in two languages, and multilingualism, the use of more than two languages, further emphasise the diverse ways language is employed (Nuryani et al., 2014). This connection between language and society is evident in everyday conversations and song lyrics, as artists from non-English-speaking countries incorporate English elements to enhance expression and appeal to a broader audience (Siregar & Sosrohadi, 2021).

Within this sociolinguistic context, "code" encompasses any language variety, leading to two distinct phenomena: code-mixing and code-switching. According to (Irrohman and Rokhman, 2021), there is a situation where speakers deliberately change a code being used, namely by switching from one to another. (Manaf, 2021) Code-switching is using more than one language to communicate in a speech act.

Code-switching, a sociolinguistic phenomenon embedded in everyday life, involves individuals transitioning from one language to another during conversations for effective communication (Indar, 2022). This behaviour is commonly observed in bilingual and multilingual societies, where individuals seamlessly shift or blend languages to facilitate understanding and ensure smooth communication (Sufanti, 2014).

In the contemporary context, today's youth exhibit various speaking styles that align with code-switching (Maheswara, 2022). Many millennials employ code-switching as a language style, adapting their communication to engage with younger and older individuals (Akib, 2016). Analysing Code Switching in Cinta Laura Kiehl's Iwil Network Youtube Channel becomes significant, given Cinta Laura's popularity among millennials and her frequent use of code-switching (Nasrullah, 2019).

This research is essential in unravelling prevalent code-switching types and reasons among young people in the millennial era. With numerous instances of code-switching, especially among the youth, this study seeks to provide clarity, helping readers comprehend the types and reasons behind the widespread use of code-switching as a language style in the millennial era.

**Research Methods**

This study aims to aid readers in the analysis of code-switching. Additionally, the author anticipates that the findings could be utilised as teaching material for sociolinguistics, particularly in code-switching. Hopefully, this research will serve as a valuable guide and supplementary reference for future studies, contributing to advancements in code-switching research.

This research is expected to be able to provide meaning to people who want to learn English, especially in the field of sociolinguistics. I hope this research will explain and provide a broad understanding of code-switching, which is common in Indonesia, or more precisely, in the social interactions of young people who often use code-switching as a language and communication style.

In the contemporary context, today's youth exhibit various speaking styles that align with code-switching. Many millennials employ code-switching as a language style, adapting their communication to engage with younger and older individuals. Analysing Code Switching in Cinta Laura Kiehl's Iwil Network Youtube Channel becomes significant, given Cinta Laura's popularity among millennials and her frequent use of code-switching.

**Results and Discussions**

This part presents the findings of types and reasons for code-switching obtained from Cinta Laura Kiehl in the Iwil Network Youtube Channel in June 2023. The finding result is accumulated using the formula, and the Classification of the type of code-switching found is presented in the table below.

**Table 1**

**Types of Code Switching Found in Cinta Laura Kiehl in Iwil Network Youtube Channel On 09 June 2023**

|  |  |  |
| --- | --- | --- |
| ***Types of Code Switching*** | ***Quantity*** | ***Percentage*** |
| Tag Switching | 21 | 14,7% |
| Inter-SententialIntra-SententialTotal Data | 9132144 | 63,1%22,2%100% |

 As we can see in Table 1 above, there are types of code-switching found in the Cinta Laura Kiehl in the Iwill Network Youtube Channel. Poplack's theory (1980) mentions three types of code-switching: tag-switching, inter-sentential, and intra-sentential. There are 144 pieces of data on code-switching found in the video; those data can be classified into 14,7% data belonging to tag switching, 63,1% to inter-sentential, and 22,2% to intra-sentential. Based on the findings, tag switching is the dominant type of code-switching in the video Cinta Laura Kiehl on the Iwill Network YouTube channel. The guest in the YouTube video often switches their language between words. Besides that, the types of code-switching occur for some reason. The reason for code-switching in the data can be seen in the following table.

**Table 2**

**Reason for Code Switching Found in Cinta Laura Kiehl in Iwil Network Youtube Channel On 09 June 2023**

|  |  |  |
| --- | --- | --- |
| ***Reason for Code Switching*** | ***Quantity*** | ***Percentage*** |
| Fill a Linguistics Need for a Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler. | 72 | 46% |
| Continued The Last Language Used Quote Someone Total Specify AddressQualify Message Amplify or EmphasizeMark and Emphasize Group IdentityConvey Confidentiality, Anger, and AnnoyanceExclude Someone from ConversationChange the role of the Speaker, Raise Status, Add Authority, and Show Expertise.Total | 521374462157 | 35%1%2%4%3%3%4%1%100% |
|  |  |  |

 As shown in Table 2 above, there are ten reasons for code-switching found in the YouTube video. The reason was classified by applying the theory of Grosjean (1981). The reason for code-switching found in the Cinta Laura Keihl in Iwill Network Channel is Fill a Linguistics Need for a Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason, Continued The Last Language Used reason, Quote Someone's reason, Specify Address reason, Qualify Message Amplify or Emphasize reason, Specify Speaker Involvement reason, Mark and Emphasize Group Identity reason, Convey Confidentiality, Anger, and Annoyance reason, Exclude Someone from Conversation reason, Change the role of Speaker, Raise Status, Add Authority, Show Expertise reason. The ten reasons of code-switching from 157 data there are 46% data belongs to Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason, 35% data for Continued The Last Language Used reason, 1% data for Quote Someone reason, 2% data for Specify Address reason, 1% data for Qualify Message Amplify or Emphasize reason, 4% data for Specify Speaker Involvement reason, 3% data for Mark and Emphasize Group Identity reason, 3% data for Convey Confidentiality, Anger, and Annoyance reason, 4% data for Exclude Someone from Conversation reason, 1% data for Change the role of Speaker, Raise Status, Add Authority, Show Expertise reason. So, from the amount of the reason for code-switching shown in the above table, the Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason is the dominant reason for code-switching found in the Cinta Laura Keihl in Iwill Network Channel use more than one language to stress their self-identity or feeling to others in the conversation.

This part presents the analysis of the code-switching cases as they were classified. Based on Poplack's theory (1980), code-switching can be classified into three types: tag-switching, inter-sentential, and intra-sentential. Besides that, there are ten reasons for code-switching, such as Fill Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason: Language Used reason, Quote Someone reason, Specify Address reason, Qualify Message Amplify Emphasize reason, Specify Speaker Involvement reason, Mark and Emphasize Group Identity reason, Convey Confidentiality, Anger, and Annoyance reason, Exclude Someone from Conversation reason, Change the role of Speaker, Raise Status, Add Authority, Show Expertise reason. The analysis shows three types of code-switching found, i.e., tag-switching, inter-sentential, and intra-sentential code-switching. The data were found, and the data analysis can be seen below.

# Tag-Switching

Tag switching can occur if, in speech or conversation, there is an insertion of an exclamation mark, tag or parentheses in one language become an opposite statement addressed to another.

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.27.33.jpeg

# Cinta Laura: “You know? Please understand! Emang, who is everywhere the name of filming, is talking behind the camera.”

# In the data above, Cinta Laura inserted the Tag-switching ‘you know?’ at the beginning of the utterances. That sentence was classified into tag-switching groups, as Poplack 1980 explains in his book. The tag ‘you know?’ does not cause grammatical errors. Even though we put the tag switching ‘you know?’ in the beginning or middle of the sentence, it will not change the structure of the sentence.

# The tag switching in Data 1 is classified into Continued The Last Language Used reason because the sentence ‘you know?’ explains that Cinta Laura, as the speaker, has a trigger for this is discovering a single word in the ongoing language and attempting to refine the sentence. She intentionally spoke the tag ‘you know?’, and when she said it, she emphasised her tone to mark the critical meaning of her utterance in the interview. Then, she continued to explain her previous experience.

# Cinta Laura kept code-switching in every conversation on Iwil's YouTube channel video. She inserted any tag in the last of her utterances. It can be seen from the data below.

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.30.26.jpeg

# Cinta Laura: “So if people who asked them to relax diem first at that time brought paper, you know what I mean?”

#

# In Poplack’s theory (1980), the utterance in data 2 is categorised as tag switching. Cinta Laura injected the tag ‘you know what I mean?’ at the end of her sentence. Inserting the tag, ‘You know what I mean?’ at the end of the speech is something that she rarely experienced. Based on the overall data from tag switching, the Similarity between Data 1 and Data 2 is the appearance of the tag ‘you know’. If in Data 1, the tag appeared as a question, the same as in Data 2.

# Data 2 falls into the reason for excluding someone from a conversation based on the theory of Grosjean (1981). It can be seen from the sentence ‘You know what I mean?’ that there is a stressed tone when she says it, which makes those sentences sound like an important part. Moreover, the sentence ‘You know what I mean?’ is spoken at the end of her utterance, and the situation is that she asked the host questions, intentionally changing her tone.

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# Cinta Laura: “No! Not at all, but yes, Natasya, even if people want to see it in that aspect, Love only wears nice clothes. It does not better mean at all.”

In this case, data 3 is classified as Tag Switching because it relates to Poplack's theory that explains Tag switching can happen if, in speech or conversation, there is an insertion of an exclamation mark, tag or parentheses in one language to become an opposite statement that is addressed to another language.

 The data 3 is Change the role of Speaker, Raise Status, Add Authority reason. Grosjean's (1981) theory explains that Changing the role of Speaker, Raise Status, Add Authority reason can happen if the last reason for code-switching is to change the role of the speaker, raise status, add authority, and how expertise that theory related to Cinta Laura’s sentences above.

# Inter-Sentential

Inter-sentential switching refers to switching between languages at the boundary of clauses or sentences, requiring fluency in both languages as each segment adheres to the rules of its respective language. This switching can also happen between speaker turns.

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# Cinta Laura: “I am just giving them information. *They want whatever*.”

#

# Cinta Laura switched the language between two sentences. That phenomenon is the characteristic of inter-sentential, as Poplack (1980) explained in his theory. The inter-sentential appeared in the first of the two sentences. This is quite a rare occurrence, as Cinta Laura mostly does inter-sentential switching in the last two sentences.

# The utterance above falls into the reason of excluding someone from conversation. The sentence ‘I am just giving them information’ explains that Cinta Laura indirectly mentions Indonesian people in her speech.

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.40.16.jpeg

# Cinta Laura: “Rich definition I am when we the know, have confidence and have the freedom or independence to live our lives as we see fit*.*”

# As Poplack stated in his book in 1980. The utterance in data 5 falls into inter-sentential switching; she switched the language between words, and there are differences between data 3. The inter-sentential switching appeared in the first part between the two sentences, and in data 5, the inter-sentential appeared in the middle between the words.

# The inter-sentential code-switching in Data 5 is part of Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler Reason. She said the word ‘independence’ to explain that word that she can explain in the Indonesian language matches the reason code-switching theory from Grosjean (1981).

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.43.27.jpeg

**Cinta Laura: “First, it is possible from my side because, yes, everyone has a different culture and background; maybe I have to be softer even though my intention is professional*.*”**

The sentence in data 6 showed an inter-sentential switching phenomenon, where Cinta Laura switched the code from Indonesian to English. It occurred when she tried to answer the question from the host, and she answered that question with the previous sentence, *First, it is possible from my side because yes, everyone has a different culture and background’* and she switched her language to English **‘maybe I have to be softer’**. Those utterances prove the characteristic of inter-sentential switching, as the host asked her in Indonesian, but she answered in Indonesian and continued the new sentence in English.

This data matches the confidentiality reason because the reason behind code-switching elucidates why the writer integrates sentences that merge one language.

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**Cinta Laura: “So I do not have many friends, andI am alone most of the time.”**

Cinta Laura Switched the language in different sentences, and based on Poplack's theory, it is classified into inter-sentential switching. She often switches her middle sentences. The inter-sentential switching on Data 7 has Continued—the Last Language Used reason because the sentence starts with Indonesian and ends with English.

# Intra-Sentential

Intra-sentential switching happens within a single clause or sentence, incorporating elements from two languages. This type of switching, observed in bilinguals with advanced fluency, involves specific principles for the interaction of syntax and morphology in both languages.

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.50.04.jpeg

# Cinta Laura: “So after watching TV for an hour, I am like, why am I at home? Watching TV by myself If I can meet people.”

#

# In the sentence in data 8, ‘I am like why I am at home? Watching TV by myself. Intra-sentential appeared in the middle of the sentence. She started her sentence in Indonesian and then switched to English and switched again to end the sentence.

# According to Grosjean's 1981 theory, the intra-sentential switching in the previous sentence falls into Specify Address reason. It can be seen in the sentence, ‘I am like why I am at home? Watching TV by myself,’ there is quoting someone with additional comments within the quote, and the language switch is connected to the quoted words.



**Cinta Laura: “But I also believe that as women, we can do both, But I also believe that as women we can do both, so whatever you choose in life, love who you are and respect who you are and believe in yourself.”**

# Cinta Laura switched the language from Indonesian to English between two sentences. That phenomenon is the characteristic of intra-sentential, as Poplack (1980) explained in his theory. The intra-sentential appeared in the first of two sentences.

# The utterance above falls into the Specify Speaker Involvement reason. That sentence, ‘So whatever you choose in life, love yourself, respect who you are, and believe in yourself.’ Related to Grosjean's (1981) theory that explains Specify Speaker Involvement reason can happen if the speaker's individualised message, which includes switching languages within a sentence, frequently happens when individuals switch languages to inspire the listener

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.56.25.jpeg

**Cinta Laura: “Amm, maybe you have heard the saying masculine energy feminine energy, you know?”**

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# In data 10, Cinta Laura Keihl switched Indonesian to English sentences, and based on Poplack’s theory, it is classified into intra-sentential reasons. The intra-sentential switching in data 9 has Quote Someone reason. Based on Grosjean's (1981) theory, the sentence ‘masculine energy feminine energy you know?’ is quoted from TikTok, which can be seen from Cinta Laura's previous sentences.

# C:\Users\lenovo pc\Downloads\WhatsApp Image 2024-02-08 at 11.59.18.jpeg

**Cinta Laura: “So fingers crossed the line because I want Indonesians, especially in the creative world, to *have high standards and quality.*”**

#

# Cinta Laura Keihl did the code-switching that falls to intra-sentential switching. Based on Poplack’s theory, it is classified as intra-sentential switching. She often switches her first sentence. Data 10 and 11 are different because, in data 10, she first spoke Indonesian and then continued with English. At the same time, in Data 11, she began her speech in English and then switched to Indonesia.

# The data 11 related to Qualify Message Amplify or Emphasize reason. Grosjean's (1981) theory explains that Qualify Message Amplify or Emphasize reason can happen in the situation code restated in a different code, modified as spoken to ensure a clear understanding of each argument or discussion by the listener.

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**Cinta Laura: “You know what? Maybe he is famous because he mixes. After all, the way he talks is unique because many things about him are different. He has big aspirations and a vision and mission that I think are different from young people in general.”**

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# The data 12 is related to the intra-sentential switch, as Poplack explained in his theory (1980). It can be seen in the utterances ‘you know what’ and ‘famous.’ The difference between data 11 and data 12 is where she did her switches. In data 11, the inter-sentential appeared at the beginning of the sentence; in data 12, the intra-sentential was used at the beginning and middle.

# In this case, the word ‘famous’ related to Grosjean's (1981) theory. It is classified into Marking and emphasising group identity or solidarity because Grosjean's (1981) theory explains that Marking and emphasising group identity or solidarity can happen in the situation sometimes entails incorporating another language into the native language for more convenient emphasis in the second language rather than the first.

**Conclusion**

The following conclusion is made after analysing some utterances in the YouTube video. The guest, Cinta Laura Keihl, can keep two languages separate and quickly learn which language to use for which person. In addition, based on the research problems, the conclusion is the following. The types and functions of code-switching found in this study are divided into three types and functions, as proposed by Poplack(1980): tag-switching, inter-sentential switching, and intra-sentential switching. For a reason code-switching, namely: Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason, Continued The Last Language Used reason, Quote Someone's reason, Specify Address reason, Qualify Message Amplify or Emphasizing reason, Specify Speaker Involvement reason, Mark and Emphasize Group Identity reason, Convey Confidentiality, Anger, and Annoyance reason, Exclude Someone from Conversation reason, Change the role of Speaker, Raise Status, Add Authority, The analysis shows that there are 144 data contain code-switching. This study found 21 data sets for tag-switching; 91 data contained inter-sentential switching, and 32 data contained intra-sentential switching.

Among all data on code-switching, inter-sentential switching was the highest type found in the Cinta Laira Keihl in the Iwill Network YouTube channel video. In daily conversations, guests often use inter-sentential switching because they are more comfortable using this type of code-switching, especially to make the viewers easily understand the meaning. Meanwhile, for the code-switching reason contained in the Iwill Network Youtube video, there are 46% data belongs to Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason, 35% data for Continued The Last Language Used reason, 1% data for Quote Someone reason, 2% data for Specify Address reason, 1% data for Qualify Message Amplify or Emphasize reason, 4% data for Specify Speaker Involvement reason, 3% data for Mark and Emphasize Group Identity reason, 3% data for Convey Confidentiality, Anger, and Annoyance reason, 4% data for Exclude Someone from Conversation reason, 1% data for Change the role of Speaker, Raise Status, Add Authority, Show Expertise reason. In this study, the host and guests often used the expressive function because they wanted to express their feelings to each other while talking about their lives and families.

So, from the amount of the reason for code-switching shown in the above table, the Fill a Linguistics Need for Lexical Item, Set Phrase, Discourse Maker, or Sentence Filler reason is the dominant reason for code-switching found in the Cinta Laura Keihl in Iwill Network Channel use more than one language to stress their self-identity or feeling to others in the conversation.

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