


## An Analysis Of Code Switcing Used On Puella’s Video Youtube Channel By Cinta Laura With Yosi Sudarso

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### ABSTRACT

Studi ini menganalisis fenomena alih kode dalam serial video YouTube di kanal Puella yang menampilkan Cinta Laura dan Yosi Sudarso. Alih kode merujuk pada praktik pergantian antara dua atau lebih bahasa atau dialek dalam suatu percakapan, yang sering kali digunakan untuk penekanan, ekspresi budaya, atau kenyamanan. Dalam analisis ini, kami meneliti konteks di mana Cinta Laura dan Yosi Sudarso beralih antara bahasa Indonesia, bahasa Inggris, dan terkadang bahasa lain, dan bagaimana praktik ini mencerminkan identitas, gaya komunikasi, dan dinamika sosial audiens mereka. Studi ini mengidentifikasi contoh-contoh spesifik alih kode, mengkategorikannya ke dalam tujuan situasional, percakapan, dan sosial, dan membahas peran alih kode dalam mendorong interaksi yang lebih kasual, relevan, dan dinamis antara pembawa acara dan pemirsa mereka. Dengan menganalisis pilihan bahasa ini, penelitian ini menawarkan wawasan tentang bagaimana individu bilingual menavigasi sumber daya linguistik mereka dalam lingkungan yang digerakkan oleh media dan bagaimana pilihan bahasa dapat meningkatkan komunikasi dan keterlibatan dalam platform digital.

This study analyzes the phenomenon of code-switching in the YouTube video series on Puella’s channel, featuring Cinta Laura and Yosi Sudarso. Code-switching refers to the practice of alternating between two or more languages or dialects within a conversation, which is often used for emphasis, cultural expression, or convenience. In this analysis, we examine the contexts in which Cinta Laura and Yosi Sudarso switch between Indonesian, English, and sometimes other languages, and how this practice reflects their identities, communication styles, and the social dynamics of their audience. The study identifies specific instances of code-switching, categorizing them into situational, conversational, and social purposes, and discusses the role of code-switching in fostering a more casual, relatable, and dynamic interaction between the hosts and their viewers. By analyzing these linguistic choices, this research offers insights into how bilingual individuals navigate their linguistic resources in a media-driven environment and how language choice can enhance communication and engagement in digital platforms.



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### INTRODUCTION

People use some strategies to reach their intention in interaction. The strategies used in interaction are varied from one to another such as using a simple expression to express a simple intention or vice versa. This complexity of expression, therefore, is considered resulting from the complex structure of

speech. As stated by Handayani (2023) that communication strategies can be influenced by the speech structure complexity in interpersonal interaction that happens in every language usage. Referring to the language functions, people agree that language can help to make something regarded unclear to be clear in conveying the purpose of communication.

language tends to be dynamic such as the phenomenon that occurs in this modern era where language culture has changed significantly for the community, especially social media users. As an example, many of them have an ability to use more than one type of language. These people are called bilingual or multilingual. In order to build a good interaction relationship, in the communication event, some people use two different languages. It also happens when the speakers are in different languages and they don't understand each other. The phenomena that frequently happens that indicates this language event is code mixing. According to Auer (1988) "code mixing is a natural part of life in multilingual societies". In addition, Hoffman (2014) that code mixing can be divided into three types that can occur within a word, a phrase, a clause or a sentence boundary in a conversation both oral and written.

The phenome Code-switching, the practice of alternating between two or more languages or dialects within a conversation, has become a prominent feature of modern communication, especially in bilingual or multilingual contexts. In recent years, this linguistic phenomenon has gained attention in various media, including digital platforms such as YouTube, where content creators often switch languages to connect with a diverse audience. One notable example of this is the YouTube video series on Puella's channel, featuring Indonesian celebrities Cinta Laura and Yosi Sudarso. Both hosts, known for their proficiency in Indonesian and English, frequently employ code-switching as part of their interactive style, blending both languages to engage viewers and express their ideas more naturally. This study aims to analyze the instances and functions of code-switching in their videos, exploring how these language alternations contribute to the dynamics of their communication and influence their connection with the audience. By examining these linguistic strategies, we can gain a deeper understanding of how code-switching serves not only as a tool for effective communication but also as a cultural marker in the digital age.

## **METHODE**

The methodology for this study employs a qualitative approach to analyze the instances of code-switching used by Cinta Laura and Yosi Sudarso on Puella's YouTube channel. First, a selection of videos featuring these two hosts will be identified based on their frequency of code-switching and their relevance to the study. These videos will then be transcribed to provide a detailed written record of the spoken interactions. The analysis will focus on the occurrences of code-switching between Indonesian and English, noting the specific linguistic shifts within sentences, phrases, or conversational turns. The study will utilize a discourse analysis framework, examining not only the linguistic patterns of code-switching but also the social and communicative functions it serves. Key factors such as the context of the conversation, the audience, and the relationship between the hosts will be considered to understand the reasons behind the code-switching.

The data will be analyzed through an inductive approach, identifying recurring themes and categorizing the instances of code-switching into different types (e.g., inter-sentential, intra-sentential, or tag-switching). Additionally, the study will incorporate a sociolinguistic perspective to explore how the use of code-switching reflects the hosts' cultural identity and their attempt to engage with a bilingual or multilingual audience.

## **RESULTS AND DISCUSSION**

### ***Results***

The speech performed the YouTube video series on Puella's channel, featuring Indonesian celebrities Cinta Laura and Yosi Sudarso. Were the data used in this study. According to Polpack, there are three types of code switching, they are tag switching, intra-sentential switching and inter sentential switching. Polpack as cited in (CJ, 2018)stated that tag switching occurred due to the syntactic nature of tags without disturbing the syntactic order. In addition, Intra sentential switching happens in a middle of sentence within a clause or sentence boundary. Meanwhile enter sentential switching is switching in clause level between sentences. For that reason the result of the analysis of code switching used by Boy

Yos Sudarso is classified into three: tag switching, intra essential switching and enter essential switching. The data is shown as follows.

Table 1. frequency and percentage of code switching types occurred in the video

No	Type Code-Switching	Frequently	Percentage
1	Tag switching	6	26,08%
2	Inter essential switching	8	34,79%
3	Intra essential switching	9	39,13
		23	100%

The table shows that intra essential switching is the most occurred. However it happened related to particular topic which is talked. The other reasons of the code switching are to clarify the statement, to quote other’s opinion, lexical need and interjection. The more detailed explanation about the data found will be explained on discussion section below.

**Discussion**

The writer analyze and explain the classification of code switching found in video series on Puella’s channel, featuring Indonesian celebrities Cinta Laura and Yosi Sudarso entitled ”Dulu Mau Jadi Guru Sekarang Masuk Holiwood” based on Polpack’s theory. The writer also gives the reason for the characters to switch their language based on Hoffman and Saville Troike as cited in (Adi, 2018). Hoffman and Saville motivation for bilingual switch or mix their language are lead to some reason:

- a. talking about particular topic
- b. quoting somebody else
- c. expressing solidarity,
- d. interjection,
- e. clarification,
- f. intention,
- g. expressing group identity,
- h. to soften or strengthen request or command,
- i. lexical need, and\
- j. to exclude other.

The following are the explanation of the classification and reason of code switching found. Tag Switching, Inter-sentential Switching, and Intra-sentential Switching

Code-Switching Types	Transcribes
Tag Switching	kita harus meeting besok, kan?
Tag Switching	bravery doesn’t mean not afraid, right?
Tag Switching	jadi gua kayak, yaudah gua ngelihatn aja dia, terus numpahin makanan ke tangan, eh gitu. I did on my own and like, oh that’s great dud.
Tag Switching	jadi why should we step up now cause we getting all the attention and let’s show what we’ve got begitu.
Tag Switching	Dia sangat pintar, you know.
Tag Switching	well spoken.
Inter-sentential Switching	Aku sebelum kita ngomongin topik yang sebenarnya pengen dibahas, pengen nanya nih, cewek-cewek yang ada di sini sekarang jangan patah hati karena sayangnya Yoshi udah tidak single lagi. The ring is on the finger.
Inter-sentential Switching	Jujur ya, gua enggak mikirin dunia entertainment sama sekali. I entered college to study mathematics.
Inter-sentential Switching	Aku sangat benar-benar terharu dan bangga kamu bisa datang ke bicara cinta. Thank you atas waktunya teman-teman.

Inter-sentential Switching	Aku sudah selesai ngerjain tugasnya. Now I’m going to watch a movie.
Inter-sentential Switching	kalau kata Yoshi yang kalian harus ingat adalah perasaan itu sebenarnya mungkin enggak bisa stay selamanya. But when you choose to love someone every day, that is a real commitment.
Inter-sentential Switching	we do this. Tapi eh, udah sebulan 2 bulan lah sekarang.
Inter-sentential Switching	thank you guys terimakasih.
Inter-sentential Switching	have you enjoy this episode and we’ll see you guys next times.
Intra-sentential Switching	Gua ngelihat teman-teman gue yang orang putih mereka dapat Manager langsung, gue cuma dapat.
Intra-sentential Switching	gua gak bisa dancing ya, I’m not is talenting in her dancing, jadi ya udahlah.
Intra-sentential Switching	Aku sempat audisi juga buat Power Rangers kuning.
Intra-sentential Switching	Yaudah lah gua masuk lagi audisi audisi audisi ternyata mereka cuman bisa ngambil satu orang Asia, yah jadi gua yang dapat gara-gara dia masukin gue.
Intra-sentential Switching	Aku gak ngerti deh, the explanation is so complicated.
Intra-sentential Switching	kalau di US kita sebagai again di dalam dunia entertainment dan lu orang Asia lebih banyaknya kita peran-peran yang action gitu.
Intra-sentential Switching	I’m good baik baik baik baik.
Intra-sentential Switching	I think for me that’s just what we have to do even untuk Power Rangers ya.
Intra-sentential Switching	jadi dengan cara kamu sendiri kamu berusaha mensosialisasikan hal-hal tentang Indonesia e supaya orang aware bahwa memang sekarang cenderung di Hollywood masih Asia itu Cina Jepang Korea.

**CONCLUSION**

Based on the data of analysis of code switching found in video series on Puella’s channel, featuring Indonesian celebrities Cinta Laura and Yosi Sudarso entitled ”Dulu Mau Jadi Guru Sekarang Masuk Holiwood”, the researchers have found three types of code switching there are 6 taq switching, 8 inter-sentential switching and 9 intra-sentential switching

From the result of the explanation, it can be concluded that in each conversation Puella’s channel, featuring Indonesian celebrities Cinta Laura and Yosi Sudarso entitled” Dulu Mau Jadi Guru Sekarang Masuk Holiwood”, there were found some types of code switching. Using *code switching* provides numerous benefits that enhance effective communication, especially in multilingual settings. helping speaker express ideas more clearly when a word or phrase in one language cannot be easily translated into another. In casual conversations, it can be used to express emotions, add humor, or emphasize certain points, making interactions more dynamic and engaging. Overall, code switching is not only a practical communication strategy but also a reflection of linguistic competence and social flexibility in diverse everyday situations

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