Code Switching Used by Agnez Mo in "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia" at Daniel Mananta Youtube Channel

Dhevi Tama Parsheilla[1]* , Sumani[2] , Tri Wahyuni Chasanatun[3].
[1,2,3] Department of English Education, Universitas PGRI Madiun.
*Corresponding author : dhevi.sheilla@gmail.com

Abstract: The author analyzes the use of code switching. The data is in the form of sentences containing code switching spoken by Agnez Mo in the video "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia". The purpose of the research in this article is to determine the dominant type of code switching and the reason of code switching from the data obtained. In this article, to determine the type of code switching using Wardhaugh's theory, and to determine the reason for code switching using Hoffman's theory. The research method is content analysis, in the form of a transcript of the video entitled "Go International, Agnez Mo Sealalu Bangga Mewakili Indonesia". The result are, first, dominant type of code switching is metaphorical code switching. Second, the dominant reason of code switching is the intention of clarifying the speech content for the interlocutor. The author limits this article to sentences containing code switching that Agnez Mo said in the video "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia" using Wardhaugh and Hoffman's theory.
Keywords: Code Switching; Agnez Mo; Video Entitled "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia.

INTRODUCTION

Language is used by humans in all activities of life. Keraf (1997) convey his idea that Language is a system of sound symbols produced by human speech tools that allows people to communicate with one another. Language functions as a means of communication and interaction by humans in general. Communication is very important for human life, that's because basically humans are social creatures who need each other. The choice of language by speakers is more directed towards communicative language. With a clear context of the situation, where the communication occurs, who the other person is talking to, the purpose of the conversation, norms, messages, and tools used (oral or written) a communicative event can run smoothly. In this era of globalization, many people have the ability to use multiple language. Chaika (1994) states that there are many persons who can speak more than one language. According to Marlina (2017), those who are able to communicate in more than one language are considered bilingual.

In general, a community is considered bilingual if it acknowledges the use of two languages, each of which is employed for a variety of functions and contexts. In his book, Masthrie et al. (2004) offer a different interpretation of what it means to be bilingual. According to this interpretation, the term "bilingualism" refers to the use of two or more languages in social settings.

The use of two or more language is commonly called code switching in sociolinguistics. Myers-Scotton (2006) says that the practice of using two different types of a language while having a single discussion is known as code switching. Romaine (2000) said that the term "switching" refers to how bilingual persons change their linguistic styles or dialects. For monolinguals, however, it is only a possibility. Therefore, this research aims to highlight the phenomenon of code switching in Agnez Mo's speech in the video "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia". The purpose of this study was to determine and describe the reasons of code switching utilized by Agnez Mo and the dominant type of code switching that used by Agnez in that podcast.

This research uses Wardhaugh and Hoffman's theory which focuses on the utterances made by Agnez Mo in the video podcast. Researcher used transcript data taken from Agnez Mo's utterances in a podcast on Daniel Mananta's youtube channel, entitled "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia". Based on the description above, this research analyzes the reasons why Agnez Mo uses code switching and the dominant type of code switching that utilized by Agnez Mo in the podcast.

The researcher also has a strong reason to choose Agnez Mo for the subject of this study. Agnez Mo besides being famous since she was a child, she is also an international artist who has collaborated with many foreign musicians. Agnez Mo's songs have been worldwide. As a famous singer, Agnez Mo often

uses code switching. In her song entitled "Shake It Off" Agnez also uses Code Switching in the lyrics "shake it off, Buat Iramaku". In the lyrics Agnez switches the language from "Shake it Off" to "Buat Iramaku". That code switching is included in the Metaphorical Code switching because Agnez switches the language without changing the topic of discussion. The reason for using that code switching is "To Soften or Strengthen Request Or Command", this is because in the sentence "Shake it Off" Agnez strengthens the sentence to invite listeners to sway, then in the sentence "Buat Iramaku" it is to sway to the rhythm of the song.

Based on the description that the researcher describe above, this research analyzes the reasons and also the type of code switching that used by Agnez Mo in her utterances. The researcher also mentioned several reasons why the researcher choose Agnez Mo and that Video to be the Subject of this research. In order to cognizance at the research problems that has been formulated above, the researcher makes limitations. In this research the researcher focused on analyzing the type of code switching using Wardhaugh theory (2010:101) and reason of code switching using Hoffman theory (1992) that used by Agnez Mo in her utterance during the video "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia".

METHOD

This research uses Content Analysis Design. Content analysis is a research tool that focuses on the actual content and internal features of a medium. It is focused on determining the presence of a particular word, concept, theme, phrase, character or sentence in a text or collection of texts and measuring this presence objectively. Texts can also be broadly defined as books, book chapters, essays, interviews, discussions, newspaper headlines and articles, historical documents, speeches, conversations, advertisements, theater, informal conversations, or really any communicative language occurrence. Content analysis can be any type of recorded communication: interview transcripts, discourses, observation protocols, videotapes, documents, etc.

In the field of linguistics, the many kinds of analysis are classified under the rubric of the domain's unit of analysis. Code switching is considered to be a part of the linguistic domain in this instance. It is a phenomenon that is composed of a few different types, which may be utilized as the units for the purpose of data classification. Employing Hoffman's theory, which was developed from the utterances used by Agnez Mo in Video "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia" by Daniel Mananta Youtube Channel, the purpose of this study is to describe and discuss the dominant types of code switching, as well as the reasons for using code switching.

This analysis used documentation method, Arikunto (2006) the documentation method is a technique for gathering information from sources

such as transcripts, books, newspapers, magazines, epigraphies, memos, and agendas. In this research the researcher use documentation method (Transcript) to collect the data. Before collecting the data, the reasercher watch the video then transcript it so the "document" has been collected. After data has been collected, the data is classified according to the type and the reason according to the theory of Wardhaugh and Hoffman.

RESULTS AND DISCUSSION

The data obtained from the video entitled "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia" is 55 data. The data is in the form of sentences containing the switching code used by Agnez Mo in the video entitled "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia". Next, the researcher will find out the dominant type of code switching according to the theory of Wardhaugh (2010:101) and the dominant reason of code switching according to the theory of Hofffman (1992).

Type of code switching used by Agnez Mo

There are two different kinds of code switching, which are referred to by Wardhaugh (2010) as situational code switching and metaphorical code switching respectively. Situational code switching, according to Wardhaugh (2010:101), occurs when the language used changes depending on the situation in which the dialogue takes place: they speak one language in one situation and another in another.

Agnez : "*Nyokap udah nyari-nyari gua tu ada dimana dan ternyata kedepan.* <u>But anyways, I feel like..</u>"

The data is included in the type of situational code switching because at the time the sentence "*Nyokap udah nyari-nyari gua tu ada dimana dan ternyata kedepan.*" Agnez discusses the past when she was a child and played at church. Then in the sentence "**But anyways**, I feel like" Agnez changed the situation by signaling a change in the language she uses.

Wardhaugh (2010:102) contends that metaphorical code exists. When a change of topic necessitates a change of language or context, the switching is affected by the topic and scenario that both controlled it. The condition where code is likely to switch is the affective dimension formal to informal, serious to amusing, official to personal.

Agnez : "<u>Second of all</u>, *yang tadi gue ngomong masalah damai sejahtera*"

The data is included in the type of metaphorical code switching because in her second language (Indonesian) Agnez explains what she means what she says in her first language (English). The language was switch from English to Indonesian without signaling any change in the laguage used by saying "*yang tadi gue ngomong*".

From the analysis conducted by the author of 55 data, 4 data including situational code switching and 51 data including metaphorical code switching.

Reason of code switching used by Agnez Mo

There are ten causes for code switching, as stated by Hoffman (1992), according to his research book, namely talking about particular topic, quoting somebody else, being emphatic about something (express solidarity), interjection, repetition, intention of clarifying the speech content for interlocutor, expressing group identity, to soften or strengthen request or command, because of lexical need, to exclude other people when a comment is intended for only a limited audience.

Agnez : "<u>You know what I mean? Even your voice.</u> *Jadi waktu itu gue masih 10 tahun kelas 5 SD*"

The reasons of the use of code switching is to soften or strengthen request or command in the sentence "……<u>Even your voice.</u> *Jadi waktu itu,….*" Its strengthen that Agnez need the listener to change to the other topic.

Agnez : "*Waktu itu gue pernah ditawarin untuk ee…* <u>Man, I'm blabbering is it?</u>"

The reason of the use of code switching is interjection in the sentence "<u>Man</u>" in that sentence Agnez previously wanted to explain about the offer she received, but suddenly she was shocked and realized whether she was talking too much (emotionally).

Agnez : "*Dan itu akhirnya menuju ke poin gue yang ketiga, emm..* <u>unconditional love, unconditional forgiveness, unconditional kindness,</u> *apa yang Tuhan mau dari kita itu bukan situational lo*"

The reason of the use of code switching is intention of clarifying the speech content for interlocutor in the sentence "*….yang **ketiga**, emm..* **<u>unconditional love, unconditional</u>** *…*" Agnez clarifying that the third topic she wanted to discuss ias about unconditional love, unconditional forgiveness, unconditional kindness.

Agnez : "*Tapi gue minta pendeta untuk tumpeng tangan bilangin* <u>"Can you pray for me?"</u>"

The reason of the use of code switching is quoting somebody else, Agnez quoting herself as a child while she wants a priest to "tumpang tangan" and prays for her.

Agnez : <u>"It was so tiring for me,</u> *capek*"

The reason of the use of code switching is intention of clarifying the speech content for interlocutor Agnez clarifying what Agnez means "gini" is "<u>being under the spotlight for so many years it was so tiring for me</u>". The second reason is repetition in the sentence "<u>it was so tiring</u>" with "*capek*"

After being classified and analysis, the researcher found the reasons of the code switching used by Agnez Mo using Hoffman theory in the video is 34 data contain Intention of clarifying the speech content for interlocutor, 17 data contain quoting someone else, 4 data contain to soften or strengthen request or command, 2 data contain interjection and 1 data contain repetition

CONCLUSION

Based on the analysis of the sentences containing code switching used by Agnez Mo in the video entitled "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia" which was explained in the previous chapter, the researcher shows the conclusions of this article are first, the results of the analysis show that the dominant type of code switching used by Agnez Mo in the video is **metaphorical code switching**. There are 4 data including situational code switching and 51 data including metaphorical code switching. Second, The reasons why Agnez Mo uses code switching in her sentences in the video "Go International, Agnez Mo Selalu Bangga Mewakili Indonesia", from the research results, there are 34 data contain Intention of clarifying the speech content for interlocutor, 17 data contain quoting someone else, 4 data contain to soften or strengthen request or command, 2 data contain interjection and 1 data contain repetition. The dominant reason used by Agnez Mo is **Intention of clarifying the speech content for interlocutor**. Those reasons were chosen because from the analysis of the sentence spoken by Agnez Mo and appropriate with Hoffman classification of the reasons of code switching.

There are still many possibilities for further research on the topic of code switching in the future. Because this study only analyzes the types used and the reasons according to the relevant theories. Therefore, the researcher suggests for those who are interested in this topic to analyze the impact of using code switching on people's attitudes and perceptions about code switching. There are many possibilities to sample Indonesian – English code switching research not only from podcasts but also from other media such as radio, magazines, advertisements, reality shows, social media, even classrooms and many more. Thus there will be some variation in future code switching research.

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