CHAPTER 4

DATA ANALYSIS

4.1 Data Analysis

This chapter presents the research analysis based on the data collected related to the research questions. The analysis focuses on the code-switching that was found in the conversation between Deddy Corbuzier and Nessie Judge. The data then analyzed based on Poplack's and Hoffman's theory. In this part, the writer will present the findings of the research. The following are the analysis:

4.1.1 Types of Code-Switching and The Reasons Why They Happened

According to Poplack, the term code-switching was classified into three types or categories. They are inter-sentential code-switching, intra-sentential code-switching, and tag switching. In this study, the writer tried to interpret and explain the data based on the data found in the podcast video.

The explanation is followed by discussions that are related to the reasons which make Deddy Corbuzier and Nessie Judge code-switched in Deddy Corbuzier's podcast. The code-switching that happened from Indonesian to English and vice versa was analyzed using Hoffman's theory.

There are seven reasons which make people use code-switching, according to Hoffman's theory. The following are the reasons:

1. Talking about a particular topic

2. Being emphatic about something

3. Quoting somebody else

4. Interjection

5. Expressing identity of the group

6. Repetition used for clarification

7. Intention of clarifying the speech content of the interlocutor

4.1.1.1 Intra-sentential switching

In this type of switching, the switching occurred within sentence boundaries. The switching can be in the form of words or phrases in the same sentences. The writer found eighty-six utterances that were categorized as intra-sentential switching types during the conversation. The speakers mainly switched from Indonesian to English, so there will be two languages found in the same sentence. The writer picked ten utterances out of eighty-six to be analyzed and presented below. They were taken randomly from the conversation.

Utterance 1.

Deddy Corbuzier: "Iya gitu.. karena kalo gua lihat konten lu itu *research*nya gila loh kan." (135)

Nessie Judge: "Lumayan lumayan." (136)

Deddy Corbuzier: "Maksudnya *you do research for that*." (137)

In the utterances above, the speakers were talking about the research in Nessie Judge's YouTube video. Nessie Judge explained that she always did profound research for her content. Deddy Corbuzier showed his agreement by saying that he knew that she did deep research when watching her content. Deddy Corbuzier showed his amazement by saying, "*you do research for that*" in English. Here the switching happened because the speaker wanted to show his emphasis. His emphasis can be seen from his intonation.

This example can be categorized into intra-sentential switching. It is because the speaker started his sentence in Indonesian, then he switched his language to English in the middle of the sentence.

Utterance 2.

Nessie Judge: "Iya kita *compile*, kita nggak mungkin ketika kita riset, *source*nya tuh *less than ten sources* itu nggak mungkin. Kayak pasti bakal lebih. Kita nggak mau kelihatan kayak "Oh ini kayaknya *copy* dari *list* ini deh." itu nggak mau. Kita punya *list* kita sendiri." (152)

Nessie Judge wanted to explain the research process that she did when making her YouTube video in the utterance above. She switched to English when she used some terms in English related to the research process. *"Compile"*, "*Source*", "*Copy*", and "*List*" are English words that being inserted into Indonesian sentences. Hence, this utterance can be categorized into intra-sentential switching because the switching happened within a sentence boundary.

The reason in this utterance is classified into talking about a particular topic. Because, in this utterance, the switching happened when the speaker inserted some terms in English related to the research process. The words are commonly used when talking about research.

Utterance 3**.**

Nessie Judge: "Kayak maksudnya mestinya kita sebagai *creator*, juga punya tanggung jawab itu gak sih. Kayak apakah kita mau lima tahun dari sekarang ketika orang *look back*, "Wah ini kan yang dulu wik wik video..video wik wik.". *No. We don't wanna be that.* Seorang *creator* adalah kalau dalam artian *creator* aku, adalah seorang *artist.* Seorang yang membuat sesuatu. *Create something. Creator*." (230)

In the above utterance, the speakers were talking about the responsibility that a YouTuber should have. Nessie Judge explained that every YouTuber makes a video with an appropriate purpose. She mentioned herself as a creator and an artist. She seemed more comfortable using the English word *"creator"* and *"artist"* rather than their Indonesian word. Since the switching occurred in the middle of the sentence, this utterance is intra-sentential switching.

The reason in the above utterance is expressing a group identity. She switched her language when she wanted to identify herself as a YouTube creator. She switched her language when she mentioned *"creator"* several times. The word *"creator"* usually

refers to a person that creates a video on YouTube. It proves that code-switching is used when the speaker wants to express an identity of a group, in this case, a Youtuber.

Utterance 4.

4. **Nessie Judge***: "*Exactly*. Tapi itu kebetulan ketika aku kasih mencoba segmen yang baru itu, **people like it**." (70)

In the above utterance, the speakers talked about what type of content that can gain people's attention on YouTube. They agreed that YouTube is a free place where anything has its chance to blow up and viral. Nessie Judge then explained that she got people's attention when she created a new content named *Nerror*. It can be seen from her words, "*people like it*". She switched her language at the end of the utterance. Otherwise, it still in the same sentence. It means that the switching is intra-sentential.

In this case, she wanted to express her feeling that many people like her content on YouTube. So, the reason why she switched from Indonesian to English is being emphatic about something.

Utterance 5.

Nessie Judge: "Bahkan orang-orang yang paling aktif tuh aku kayak **know them by name**. oh ini akun yang sama yang selalu aktif." (320)

The speakers talked about the people who left comments on Nessie Judge's YouTube videos in the utterance above. Nessie Judge said that she could remember the person who often leaves comments by looking at their nickname. She switches to Indonesian by saying "*oh ini akun sama yang selalu aktif,*" to intent the previous sentence "*knowing by name*". She switched her language to make the other speaker understand what is meant by her previous sentence, and she explained in another language. So, this switching is categorized into the intention of clarifying the speech content of the interlocutor.

The utterance above shows that the speaker switched her language at the end of the utterance. Otherwise, it still in the same sentence. It means that the switching is intra-sentential.

Utterance 6.

Deddy Corbuzier: "Ya *step*nya apa, ini *step* nya apa. *This is goes where and this goes where* itu nggak ada sama sekali. tapi kalo gua lihat lu punya itu konsepnya detail banget sampe lu tahu ini.. and ***that's hard work*, itu kerja yang keras sekali**." (145)

The example above includes intra-sentential switching because Deddy Corbuzier used two different languages (Indonesian-English) into one sentence.

Deddy Corbuzier expressed his opinion on how Nessie Judge create or produce her YouTube video in the utterance above. He wanted to compliment Nessie Judge by

saying, *"that is hard work"*. Then, he switched to Indonesian to clarify his sentence before by saying, *"itu kerja yang keras sekali"*. Deddy used Indonesian words to clarify his sentence in English *"hardwork"*. So, this example belongs to the intention of clarifying the speech content of the interlocutor.

Utterance 7.

Deddy Corbuzier: "Iya and *everybody touch it* sembuh dari penyakit apapun." (167)

The utterance above is classified into intra-sentential switching because the switching happens within a sentence. Deddy Corbuzier used Indonesian to start his utterance, and in the middle, he suddenly switched to English.

In this case, the speakers were talking about a story in the past. Deddy Corbuzier told Nessie Judge there was a kid who had a magic stone. The kid and people believed that they would be cured of any disease by touching the stone. Deddy Corbuzier switched his language from Indonesian to English when he wanted to talk about the stone. It can be seen from his words, *"everybody touch it"*. The word "it' in his utterance refers to the stone. So, the reason why Deddy Corbuzier switched his language is talking about a particular topic.

Utterance 8.

Deddy Corbuzier: "*Like that*..iya, iya, jadi ketika, "Oh uangnya udah mulai gak ada nih.", **they lose their passion** untuk melakukan hal tersebut yang mereka sukai ya." (235)

The switching in the above utterance occurred in the middle of the sentence. The speaker started his utterance using Indonesian. He suddenly switched his language by saying, *"they lose their passion"* when his utterance is not finished yet. This utterance is classified into intra-sentential switching. Generally, in this type, the switching can occur at the front, middle, or end of the sentence.

The speakers talked about many YouTubers that make videos only for fame and money in the above utterance. Deddy Corbuzier showed his emphasis for those people by saying, *"they lose their passion".* In his utterance, the word "they" refers to the people who stop doing what they like just because they can not earn money from it. So, the reason in this example is being emphatic about something.

Utterance 9.

Deddy Corbuzier : "*This is not* **sugesti**, *this is bullshit*." (169)

In the utterance above, the speaker spoke almost entirely in English. However, in the middle of his utterance, he inserted the Indonesian word *"sugesti"*. The switching is occurred in the middle of the utterance and still in the same sentence. So this utterance can easily be categorized as intra-sentential switching.

The writer analyzed the reason for this utterance is talking particular topic. The speaker seemed hard to find the English word for the word *"sugesti"*, so he just switched his language by inserting the Indonesian word.

Utterance 10.

Deddy Corbuzier : "*So* lu awalnya kerja sendiri?" (179)

The utterance above is almost entirely spoken in Indonesian. Deddy Corbuzier used a sentence connector *"so"* in front of his utterance. Then, he switched his language to Indonesian. The switching happened in front of the sentence, so this utterance is categorized into intra-sentential switching.

The reason why Deddy Corbuzier was doing code-switching is that he wanted to start a new topic of conversation. So, he inserted a sentence connector at the beginning of his sentence. A sentence connector belongs to interjection.

4.1.1.2 Inter-sentential switching

Inter-sentential switching is switching that occurs between sentences. One sentence is spoken in one language, and the following sentence is spoken in another language. The writer found thirty-nine cases of inter-sentential switching. The switching occurred between Indonesian and English, so there will be one sentence in Indonesian and another English. The writer picked ten utterances of inter-sentential types to be discussed below. The utterances were taken randomly from the conversation.

Utterance 1.

1. **Nessie Judge:** "Hahaha iya. Aku hampir selesai sekarang. *I'm just doing my thesis. Hopefully."* (195)

In the above utterance, the switching happened between sentences. Nessie Judge had done her first sentence, *"Iya. Aku hampir selesai sekarang"* in Indonesian before switching her language into English to say, "*I'm just doing my thesis. Hopefully"*. Because the switching happens between sentences, this utterance can be categorized into inter-sentential switching.

The code-switching in the example above happens when there is a change of the topic in the conversation. The speaker switched to English when she talked about herself by putting the sentence "*I'm just doing my thesis. Hopefully."* within her utterance. She did code-switching because she was talking about herself. So, the reason for this utterance is talking about a particular topic.

Utterance 2.

Deddy Corbuzier : "*You love doing it?* karena banyak YouTuber YouTuber yang kepengen jadi gitu ya yaudah dia bikin nggak pake *research*, nggak pake apa, dia cuma.." (141)

In the utterance above, Deddy Corbuzier wanted to show his amazement to Nessie Judge, because she said that she loves to do research for her content on YouTube. He showed his amazement by saying, *"You love doing it?"* in English. Then, he

suddenly switched to Indonesian to finish his utterance. This utterance is categorized into inter-sentential switching because the speaker has done his first sentence in English and uses Indonesian in the following sentence.

The reason for the switching is being emphatic about something. In this case, Deddy Corbuzier used English to express his amazement toward Nessie Judge. It can be seen from his intonation.

> Utterance 3.
>
> **Deddy Corbuzier :** "Asal gak merugikan orang lain. Oke. ***Do you do collabs with a lot of people?"*** (243)

In the utterance above, the speakers were talking about the contents on YouTube. They talked about the YouTubers who make content just for money, but the content was not educating the viewers. Then, they were agreed that YouTubers are free to make any content as long as the content has value for the viewers. Deddy Corbuzier showed his agreement in Indonesian by saying, "*Asal gak merugikan orang lain*". Then, when he wanted to start a new topic, he switched to English by asking, "*Do you do collabs with a lot of people?"*. Here Deddy Corbuzier was using code-switching to talk about a particular topic which is content on YouTube.

The example above shows that the speaker was doing inter-sentential switching. Deddy Corbuzier used Indonesian to utter his opinion *"Asal gak merugikan orang lain"*. He also seemed to end that topic by saying *"oke"* in the same code as his first sentence. In the following sentence, he wanted to start a new conversation topic by

asking English questions. He switched between two sentences so that this example can be categorized into inter-sentential switching.

Utterance 4.

Nessie Judge: "*So I'm not mad*. Aku gak marah dengan siapapun kecuali mereka yang bikin konten tidak beretika." (214)

The above utterance reveals that the speaker showed her feeling to the people that make content on YouTube. She used English to show her feeling by saying "*So I'm not mad*" and she said more clearly in Indonesian *"Aku gak marah dengan siapapun kecuali mereka yang bikin konten tidak beretika"*. It means that she did not mad at other YouTubers as long as they did not create immoral videos. The speaker switches her language to express her empathy.

The switching in this example occurred between sentences. The speaker used English in one sentence and switched to Indonesian in the following sentence. So, it is clear that this utterance can be classified into inter-sentential switching.

Utterance 5.

Deddy Corbuzier : *"I think it's brilliant*. Karena artinya kalau lu bisa membuat seperti, itu artinya konten lu menjadi sesuatu yang..yang menarik buat orang gitu, dan berhasil.." (329)

The speakers talked about the way Nessie Judge treated her subscribers on YouTube. Nessie Judge explained that she did not think that she has fans, but her

contents did. She also said that her subscribers had already become her friends. Deddy Corbuzier showed his amazement by saying, "*I think it is brilliant*". He was amazed at how Nessie Judge said she did not have fans, but her content did. It is clear that Deddy used code-switching to show empathy. So, the reason why Deddy Corbuzier used code-switching is being emphatic about something.

From the way Deddy Corbuzier switched his language, this example can be categorized into inter-sentential switching. The speaker had already finished his sentence in English before he used Indonesian in his following sentence. So, the switching happens between sentence boundaries.

Utterance 6.

Deddy Corbuzier : "*I think there is nothing new under the sun.* Nggak ada masalah juga dengan hal tersebut. Gini loh ya, ini misalnya sebuah produk gitu ya terus ada orang-orang mau ambil lah kata-kata mereka memplagiat sesuatu gitu ya, sepuluh orang memplagiatkan satu produk, nggak semuanya kok berhasil." (113)

In the example above, the speakers were talking about the difference between looking for inspiration and plagiarism. Deddy Corbuzier used a quotation from the English language to express his opinion about plagiarism. He inserted a quotation, "*I think there is nothing new under the sun,*" at the beginning of his utterance. Then, he

switched to Indonesian in the following sentence. Because there is a switching between sentences, this example can be categorized into inter-sentential switching.

The speaker did code-switching because he wanted to use a quote from the English language. So, the reason why the speaker used code-switching is quoting somebody else.

Utterance 7.

Deddy Corbuzier : "*With who?* Siapa aja?" (247)

The example above reveals that the switching happened between sentences. The speaker used English for the first sentence, *"With who"* and use Indonesian for the following sentence, *"Siapa aja"*. The switching occurs between a sentence in Indonesian and a sentence in English. This kind of switching can be categorized into inter-sentential switching

In this case, the speaker used code-switching to make a repetition used for clarification. The speaker said *"with who"* in English, and he repeated his sentence in Indonesian, which is *"Siapa aja"*.

Utterance 8.

Deddy Corbuzier : "*So whoever it is*. Siapapun orangnya yang bikin.." (219)

In the utterance above, the speakers were talking about newcomers on YouTube. Nessie Judge thought that everyone has the right to create their channel and video

with their responsibility. Deddy Corbuzier, the speaker, tried to clarify *"everyone"* that is meant by Nessie Judge. He started his utterance by saying *"so whoever it is"* in English. Then, he repeated his sentence by saying *"siapapun orangnya yang bikin"* in Indonesian. This example shown a repetition in two languages used for clarification.

The switching occurs between sentences. The speaker finished his first sentence in English and used Indonesian in another sentence. So, this example is classified into inter-sentential switching.

Utterance 9.

Nessie Judge: "*Eclipse blew up*. Dia naik dong jauh." (274)

The speaker used code-switching to explain what she meant by "*Eclipse blew up*" in the utterance above. She switched to Indonesian by saying, "*Dia naik dong jauh*". She switched her language to make the other speaker understand what is meant by her previous sentence. She explained in another language. It proves that this example can be categorized into the intention of clarifying the speech content of the interlocutor.

The sentences above contained inter-sentential code-switching. The speaker switched his language from Indonesian to English, not in one sentence.

Utterance 10.

Nessie Judge: "Tanpa ada duitnya. *Subscriber* nya 1000 dalam 1 tahun.

That's the saddest growth ever. Dan bahkan kalau mau ngomongin

dismotivating lagi, yang lebih gak memotivasi adalah ketika aku mulai

temenan kan sama YouTubers-YouTubers. Aku temenan sama Arab, dia

punya 4500 *subscribers*, aku punya 3500 *subscribers*. Itu di awal banget ya

kita udah temenan lama banget, hai Arab." (270)

In the above utterances or sentences, the speaker wanted to share her experience

when she started her career. She wanted to tell Deddy about her struggle at that time.

She expressed her feeling by stating, *"that is the saddest growth ever"* in English.

She switched to English to affirm the saddest moment in her career. It can be

concluded that the speaker used code-switching for being emphatic about something.

The above utterances show that the speaker almost used the whole Indonesian

language. The speaker only inserted one sentence in English, *"that is the saddest*

growth ever" and the other sentences in Indonesian. It can be categorized into inter-

sentential switching.

4.1.1.3 Tag Switching

Tag switching is when a short expression in one language is inserted in a base

language sentence. The switching usually occurs at the beginning or the end of the

sentence. The writer found 13 cases from the video analysis. The writer randomly

picked five examples of tag switching types to be discussed below.

Utterance 1.

Nessie Judge : "*Well..* em… menurut aku dalam sisi apa nih?" (201)

The example above contain tag switching, which means the switching occurs when a tag appears in the utterance. The speaker used short expression *"well"* in English and switched to *Indonesian "menurut aku dalam sisi apa nih?"*. This utterance is classified into a tag-switching

In the example above, the speaker switches to English by inserting a sentence filler. She uses *"well"* before she continued her sentence in Indonesian. It proves that the speaker has used code-switching for an interjection purpose.

Utterance 2.

Deddy Corbuzier : "Lu nggak pernah mencoba untuk mencari orang yang

ngata-ngatain lo apa engga? *oh ya really?*" (87)

From the example above, there is switching in the form of a short expression. The speaker switched his language from Indonesian to English by inserting the English short-expression *"oh ya really"*. A question mark also follows the insertion. Hence, this example belongs to tag-switching.

Here, the speaker used code-switching for interjection purposes. He talked in Indonesian, and he switched to English by saying, *"oh ya really?!"*. He was shocked when he knew that Nessie Judge never wants to look at her haters.

Utterance 3.

Deddy Corbuzier: "That's not artist *kan*?" (217)

There is switching in form insertion as a short expression. The insertion is Indonesian short-expression *"kan"* as the last word that occurred in the form of question marks "?". The switching happens from English to Indonesian. Hence, it can be categorized into tag switching.

In the above example, the speaker code-switch by inserting a short expression in Indonesian while the entire sentence was in English. Inserting a short expression is classified into interjection purpose.

Utterance 4.

Nessie Judge : "Kadang-kadang aku pun gak ngeliat karena kalau misalkan *daily* kita liat *numbers* nih. Kayak aku ngeliat, dapet kayak 3.5 juta *views*, atau dua juta *views*. Kita ngeliat *numbers,* oke dua juta *views*. Bahwa *if you meet people* ketika dateng ke *conventions* atau ketika dateng ke *event*, kayak *oh my God!* ini baru ratusan orang aja udah segini." (300)

The above utterance includes tag switching, which means code-switching occurs when a tag appears in conversation. Then after the tag occurs, there is a switching of language. The speaker used an exclamation mark in English, "*oh my God*!" in the middle of her utterance in Indonesian. This utterance belongs to tag-switching.

The above utterance proves that the speaker had used code-switching for an interjection purpose. The speaker wanted to express that she was shocked that her views were beyond her expectation. She used "*Oh my God!*" to express her feeling.

Utterance 5.

Deddy Corbuzier: "Because it's engaging *ya*?" (313)

In the example above, the speaker was doing a tag switching. The speaker started his sentence in English. At the end of the sentence, he inserted a short expression *"ya"* in Indonesian. Inserting a short expression is categorized into interjection purpose.

4.1.2 The percentages of the type of code-switching used in the YouTube

In this research, the writer found that Intra-sentential switching is the most common type used in the video. The writer found 39 examples of inter-sentential switching, 86 examples of intra-sentential switching, and 13 examples of tag switching from the data analysis. The result of the data analysis is shown in the table below.

Table 2.

Speaker	Inter-sentential		Intra-sentential		Tag switching	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage

Deddy Corbuzier	19	13.8%	43	31.15%	6	4.3%
Nessie Judge	20	14.5%	43	31.15%	7	5.1%
Total	39	28.3%	86	62.3%	13	9.4%

The result above show that from the 138 obtained data, the speakers use intra-sentential switching for 62.3%, followed by inter-sentential switching for 28.3%, and tag switching for 9.4%. In conclusion, intra-sentential switching is mainly used by the speakers rather than inter-sentential or tag switching. It is because intra-sentential seems easier than inter-sentential. In intra-sentential, the speakers only insert a word from another language (English) that they know, while in inter-sentential, they have to speak the whole sentence. It is also related to the speakers' educational background who have ever studied abroad. Their ability to speak English fluently influenced them to mix their language when they are talking by inserting a lot of English words. Switching from one language to another when they are talking seems to have become their habit, especially when they talk to other bilinguals. Deddy Corbuzier and Nessie Judge did a lot of code-switching because both of them are bilinguals and they can understand each other.

4.1.3 The Percentages of The Reason Why The Speakers Used Code-Switching

in YouTube

Table 3.

Reasons	Deddy Corbuzier		Nessie Judge	
	Frequency	**Percentage**	**Frequency**	**Percentage**
Talking about a particular topic	19	27.9%	29	41.4%
Being emphatic about something	15	22%	12	17.1%
Quoting somebody else	1	1.5%	2	2.9%
Interjection	14	20.6%	14	20%
Expressing identity of the group	1	1.5%	4	5.7%
Repetition used for clarification	17	25%	7	10%
The intention of clarifying the speech content of the interlocutor	1	1.5%	2	2.9%
Total	68	100%	70	100%

The results show that the most common reason which makes Deddy Corbuzier

code-switching is talking about a particular topic (27.9%), followed by repetition

used for clarification (25%). Same as Deddy Corbuzier, the most common reason

which makes Nessie Judge code-switching is also talking about a particular topic,

which is followed by interjection (20%). The most common reason is talking about a

particular topic because, according to the YouTube video, the topics they discussed

were mostly about Nessie Judge's journey of career. It makes them focus on some particular topic like education, experience, and career of Nessie Judge, and the switching occurs within their conversation. When talking about a particular topic like career or education, the speakers inserted some English words related to the topic. Inserting some words from English language that are related to the topic they discuss seemed to make their conversation run more smoothly. Sometimes, the speaker also code-switches when they have difficulties to find the exact words in the language that they use. Moreover, the switching also happened when the speaker wanted to start a new topic of the conversation. So it can be concluded that talking about a particular topic becomes the most common reason because the speakers need to find the original form of some terms related to the topic they discussed and also the intention to switch when there is a change of the topic of the conversation.