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diazzulay@gmail.com
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Puspitasari, Ratna Dyah; Dewanti, Anna

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Code Switching in Sarah Sechan Talk Show on NET TV

Cambio de código en el programa de entrevistas de Sarah Sechan en NET TV

Ratna Dyah Puspitasari
Universitas Airlangga,, Indonesia
ratdyah@gmail.com

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Anna Dewanti
Universitas Airlangga, Indonesia
dewantia857@gmail.com

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RESUMEN:

Este estudio tiene como objetivo analizar el tipo y las funciones de cambio de código utilizados por el presentador en Sarah Sechan Talk Show en NET TV. La teoría principal utilizada es el tipo y la razón del cambio de código por Holmes (2013). Se utilizó el método cualitativo y los datos son transcripciones de tres episodios elegidos en el programa de entrevistas. Los datos se obtuvieron mediante la descarga del video del programa en Zulu.id y la transcripción de los enunciados en forma escrita. Después de analizar los datos, el escritor clasificó los enunciados en función de dos tipos de cambio de código.

PALABRAS CLAVE: Cambio de código metafórico, Cambio de código situacional, Cambio de código, Multilingüe, Tipos de cambio de código..

ABSTRACT:

This study aims to analyze the type and functions of code switching used by the presenter in *Sarah Sechan* Talk Show on NET TV. The main theory used is type and reason of code switching by Holmes (2013). The qualitative method was used and the data were transcriptions of three episodes chosen in the show. The data were obtained by downloading the video of the program on Zulu.id and transcribing the utterances in written form. After analyzing the data, the writer classified the utterances based on two types of code switching.

KEYWORDS: Code switching, Metaphorical Code Switching, Multilingual, Situational Code Switching, Types of Code Switching..

INTRODUCTION

Nowadays, the television channel provides the complete information, which people need. In order to provide what most people need, they sustained the program which makes the audience interest. The varied program such as news, music, comedy, reality show, and quiz are made to attract attention of the audience. It cannot be denied that several media tend to use bilingual conversation in their program to make their audience interested (Siahaan & Purba, 2019). One of the programs which use bilingual conversation in the program is Sarah Sechan. This talk show program is hosted by Sarah Sechan. This program discussed the topical issues in society and packed in a relax situation and humorous, but it still contributes useful information to the audiences. The guests who invited on the program are mostly artists, but sometimes they also invite non-artist, such as guests who have high achievements.

Sarah Sechan talk show is basically similar with others program talk show. Well-known people usually talk about something or are interviewed, but what makes Sarah Sechan talk show different and quite interesting as a talk show program among other similar talk show programs in Indonesia, is because Sarah Sechan talk show is not too serious and fun. Therefore, when people come home and take a break, they can enjoy it.

Sarah Sechan is well-known to be able to bring the talk show program in a very relaxed atmosphere. Sometimes she puts some joke to entertain the guest and the audience. Throughout the show, Sarah Sechan sometimes combines two different languages at the same time without changing the topic of conversation itself and the meaning can still be understood by listeners.

Switching from one language to another language is a common phenomenon because Indonesian speakers are bilinguals. Bilingual speakers often use both languages in the environment. They use more than two or more languages, for example, Indonesian, English, or even their own local language in communication practices. Sometimes, they combine two different languages at the same time without changing the topic of conversation itself and the meaning can still be understood by listeners. Wardhaugh (2006) stated, "People who use language have to choose particular language for interacting to one another and they may decide to switch from one to another code or to mix code".

There are several reasons why people use code switching in a conversation. The use of code switching makes the conversation look more alive and interesting, especially when people use uncommon words and it will give the perception that someone who uses code switching is an educated person. Sometimes, someone uses code switching because they do not know either language completely. So, they tend to use code switching in order to make the information or the message can be understood.

Theoretical Framework

Bilingualism can be referred to as an individual's ability to use more than one language variety. According to Trudgill (2003), bilingualism refers to one's ability to speak two or more languages. People are mostly bilingual because they have more than one language besides their mother tongue. For instance, Indonesia is one of the countries which has many bilingual and multilingual people. This happens because there are various ethnicities and languages, more than 300 ethnic groups which have their own dialects. That is why most Indonesian people have the ability to speak and understand more than one language.

The term of code switching is used and discussed in linguistics (Gusnawaty, Yastiana, & Yassi, 2017) in various related fields. It is a substantial phenomenon in bilingual speech. Code switching often occurs in bilingualism and multilingualism, especially in Indonesia. Indonesia has many bilingual and multilingual people. Therefore, code switching is a common phenomenon. Some of the reasons to use code switching are rarely capable to perfect bilingual and multilingual.

Holmes (2013) defines that code switching can be motivated by the participants. "People sometimes switch code within a domain or social situation, where there is some obvious change in the situation." (Holmes 2013). The switch is motivated by the ethnic identity and relationship between the speaker and the addressee to express the solidarity or to show the social distance dimension.

According to Holmes (2013), there are two types of code switching based on reasons of people in doing the code switching. The types are situational code switching and metaphorical code switching. Situational code switching refers to the switches, which occur in a particular social context. When people switch from one code to another code for reasons which can be clearly identified, it is called as situational switching.

Situational code switching occurs when the languages used change according to the situations in which the conversants themselves, they speak one language in one situation and another in a different one. Like sign language (Ridwang, Syafaruddin, Ilham, & Nurtanio, 2019), situational code switching is influenced by situation change in a conversation or discourse such as the change in participant, topic, or setting. Situational code switching is also determined by factors; factors of differences in power and status between groups of language speaker from outside the content of the particular interaction.

According to Holmes (2013), metaphorical code switching is a code switch which could be done by skilled bilingual speaker. It is because metaphorical code switching happens unpredictably. In metaphorical code switching, code switching happens rapidly and it is usually used to represent rhetorical skill in communication. It is used as a skill to communicate effectively in order to influence or persuade people. This type of code switching may also be used to enrich someone's speech.

Besides, metaphorical code switching is thought to work as a conversational strategy to assist conversational acts such as an apology, request, complaint or refusal. According to Stockwell (2007), in order to indicate to the listener that they consider a new domain to be in operation, a speaker can deliberately change codes in the middle of a situation.

The reasons are based on Holmes (2013) theory; there are four main reasons that influence people in doing code switching, which are setting, participant features (addressee specification, ethnic identity marker, express solidarity, express social distance, assert social status), topic (quoting someone, proverb), aspect of the function or the purpose of interaction (add emphasis, add authority, express feelings). The writer uses the context or the setting to divide the reasons of code switching produced by Sarah Sechan.

There are some reasons that influence the occurrences of code switching. The reasons are to express solidarity, to add emphasis, to express personal feelings, and to add authority. Besides the reasons that already mentioned, the setting, the topic and the function can influence the occurrences of the switching.

METHODOLOGY

The research used a qualitative approach in conducting the research. Descriptive studies are designed to gain more information about a phenomenon as it naturally occurs (Burns and Grove 2003), (Pujangkoro, Sinulingga, Nasution, & Napitupulu, 2019). Like TV programs (Situmorang, Sirojuzilam, Rini, & Lubis, 2019), the research analyzes code switching used by Sarah Sechan on Sarah Sechan Talk Show on Net TV. Because of the large population of the data, the researchers use purposive sampling technique to take the data. The data chosen are based on certain consideration. In other words, the chosen samples are based on some consideration; (1) the episode should have more than 50.000 viewers, (2) they contain the guests from different cultural background, (3) they consist of code switching and the types of code switching. The reason why the writer chooses “Sarah Sechan” as a subject ; (1) Sarah Sechan is the presenter who had been nominated as a favorite female presenter for her talk show program from Komisi Penyiaran Indonesia (KPI) in 2015 (Wowkoren, 2015), (2) the conversation in the talk show looks natural.

RESULTS

Based on Holmes (2013) there are two types of code switching. There are metaphorical code switching and situational code switching. The writer categorized the utterances as either metaphorical code switching or situational code switching. However, the writer would like to analyze starting from the more frequency to the fewer of the types of code switching.

There were 28 utterances (68.3%) categorized as situational code switching performed by presenter. The situational code switching that the writer found is as written below.

Sarah: Gue baru mau convince untuk lari. Coba try to convince me. Tiba – tiba sekarang lo bilang gue pinggang or apalah nggak jadi lari gue
 Daniel: Try to convince you?
 Sarah : Convince me why should I run?
 Daniel: Sarah gemukan?
 (H1003) Sarah : Oh my God! Iklan aja deh yuk jangan kemana – mana
 (Taken from 1st episode)

In the utterances above, the participants in this conversation are Sarah and Daniel Mananta. The presenter changed from English to Bahasa Indonesia. The presenter responded to what her guest said about her. The topic of this conversation is Daniel’s experiences when joining the marathon. He asked Sarah if she is getting fat: “Sarah gemukan?”. This made her little bit shock and she responded with “Oh my God!” spontaneously then she switched into Bahasa Indonesia to end the topic. The type of the switching is situational switching because there is social context that is affected with the switching which is the function. So the program could switch to the commercial break and she would not need to respond what Daniel said about her.

Sarah: Percaya nggak saya treadmill?
 Daniel: Oh really?

Sarah: Jalan tapi jalan cepet kayak di mall tapi kalau ada sale
 Daniel: Dikejar security ya?
 (H1005) Sarah : Ok gue dah jalan setengah jam. I deserve to eat. Gue habis gini makan ini.
 Apa yang ada dipikiran lu ketika lagi olahraga. Do you think about anything? Atau in the zone banget
 atau mikirin bisnis atau apa?
 (Taken from 1st episode)

In this example, the participants in this conversation are Sarah and Daniel. The utterance above shows that the presenter changed her language from Bahasa Indonesia to English repeatedly. She started her utterances with Bahasa Indonesia then she switched into English, and switched again to Bahasa Indonesia. It shows that every sentence boundary uses different code to explain the context. The sentence “Ok gue dah jalan setengah jam” used Bahasa Indonesia, and then she switched the topic by saying “I deserve to eat”. She switched back to Bahasa Indonesia “Gue habis gini makan ini” to emphasize the meaning of previous utterance.

Metaphorical Code Switching

In metaphorical code switching, rhetoric skill is represented during the speech. This type of code switching is also used to enrich the utterances. It is also used to influence of persuade people effectively. There are 13 utterances (31.7%) found from the data and categorized as the metaphorical code switching during the talk show program which performed by Sarah Sechan.

(H1001) Sarah: Oh itu kayak mau kasih treatment, kamu mau bayi tabung? Kita bisa siapin. Tapi bener nggak rasanya? Ini kemarin Daniel habis selesai marathon juga loh di Bali 42 km. Is that the first?
 Daniel: That was my first time marathon. Pertama kalinya gue marathon. Gue bersyukur banget gue selesain dalam waktu 4 jam 30 menit
 Sarah : Sesuai nggak? Itu lebih cepet ya
 (Taken from 1st episode)

In the utterance above, the presenter stated something in Bahasa Indonesia then she switched to English. During speaking in Bahasa Indonesia, she switched to another language spontaneously. She said “Is that the first?” beside to emphasize the topic she talked previously; the changing from Bahasa Indonesia to English happened rapidly. The code switching above was done to enrich the utterance. The metaphorical code switching used to represent rhetorical skills of the speaker. The changing of the language used to persuade the listeners in order to make them understand. It makes the utterance categorized as metaphorical code switching. Because of the fluency of the presenter to use both Bahasa Indonesia and English in daily life, sometimes she unconsciously and even spontaneously switched between both languages.

Sarah : Ini ada beberapa pertanyaan yang sedikit pribadi sifatnya jadi silahkan pilih suit dulu. You know how to suit Indonesian suit-suit?
 Arifin : Yang ini? Oh rock scissor
 Richard: Yeah rock scissor
 Sarah : Go
 Richard: Paper rock scissor
 (H2004) Sarah : **Jika bisa makan malam dengan lima orang terkenal di Indonesia akan mengajak siapa dan akan bertanya apa. Five famous people in Indonesia. So, that have to be an Indonesian obviously. Mau nanya apa ke mereka**
 Richard: Ok satu Arifin Putra
 (Taken from 2nd episode)

This utterance shows that the presenter started her utterance in Bahasa Indonesia to give some question to Richard Kyle. Then she switched to English to clarify the question so that Richard Kyle has a better understanding about the question. She switched again to Bahasa Indonesia to make sure that he would understand what they had been talked about. This kind of switching can be categorized as metaphorical code switching because the presenter wanted to draw association between two languages. She used Bahasa Indonesia first to deliver the question, which appeared on the scene; then she just read it. Then, when she

delivered the question to Richard Kyle, she tended to use English in order to make Richard more understand about the question.

Reasons for Switching

Holmes (2013) defines that there are some factors that cause the speaker to switch their choice or do the code switching. There are a number of reasons or motivations of bilingual or multilingual speakers to switch their language choice, such as the participants, the setting, the topic, and the function.

To express solidarity

When Sarah talks to the addressee, she tends to use Bahasa Indonesia to greet some of her guests. One of the utterances showing the switching is described below

Sarah: Itu paling penting ya knowledge atau pengetahuan akan pentingnya deteksi dini karena kanker itu bukan death sentence sebetulnya tapi masih bisa dilawan buktinya di lingkungan orang yang kamu kenal itu ya

(H1009) Sarah: Hi Mbak Wanda thank you for coming. Ini Ibu Maya duduknya disebelah aku sudah disiapin senada sama warna kursinya

(Taken from 1st episode)

From the utterance above, the presenter switches her code from English to Indonesian. This switching contains of participant's solidarity and status because there is social context that influences her when she switches her code, which is participant. This happens when she greets new guests who are Wanda and Maya. The presenter uses English when greeting Wanda whose age is the same with her. Meanwhile, she uses Indonesian when greeting Maya and calls her "Ibu Maya". In this case, "Ibu Maya" is aimed to respect the older woman. Moreover, while Sarah welcoming Mbak Winda, Sarah said thank you. By saying thank you, it shows an expression of participant's solidarity and status.

Sarah: Sekarang sudah ok loh

Richard: Lumayan-lumayan

Sarah: Semakin Sunda gimana gitu kelihatannya

Richard: Nggak belum

(H2002) Sarah: Kamu ada sundanya kan? You are Sundanese right?

Richard: Yeah yeah tapi belum bisa Bahasa sunda

(Taken from 2nd episode)

In the utterance above, Sarah asks Richard Kyle about his ability to speak Indonesian. She says that his fluency of speaking in Indonesian is improved than before. He cannot speak Indonesian fluently beforehand. When Richard speaks Indonesian fluently, Sarah says his Indonesian sounds like Sundanese. Then, she asks "you're Sundanese right?". In this case, Sarah would like to clarify by switching her language to English. Besides, it aims to make Richard understands easily what they are discussing. It shows that Sarah uses English to express her solidarity towards Richard Kyle.

To add emphasis

The motivation of the reason of switching may be affected by the function of the switching itself. In Sarah's utterances, the writer found some of the code-switching that occurs because he tries to emphasis the topic that he discusses to the addressee. One of the examples is:

Sarah : Ya betul banget karena biasanya kalau terkena kanker juga awal ada si sel itu nggak terasa apa-apa nggak ada gangguan apa-apa

Raline : That is why dibilangnya itu silent killer

(H1010) Sarah : Exactly, sudah tahu tapi sudah terlambat ya ibu jadi penting banget ya walaupun, We fell healthy is ok to check to have a check. Kalau untuk Raline bagaimana apa yang ingin disampaikan.

(Taken from 1st episode)

In the utterance above, there is a code switching from English to Indonesian and switched back again to English performed by Sarah Sechan. The topic is about breast cancer awareness. After all the participants give their opinions about breast cancer, Sarah concludes that it is important to check our health even we

feelhealthy. It shows that the speaker changes her language because she would like to show her empathy about breast cancer. So that she repeats her utterance to make sure people must be aware about breast cancer. She also says the most important thing is to have regular health checks.

To express feelings

Sarah : Tapi tahu nggak gosipnya Raline habis nikah di Norwegia ada artikelnya lagi

Daniel : Yes. Yes

Sarah : Serius dirimu?

Daniel : Iya saya memberikan istri saya yang terbaik yaitu Salmon

(H1007)Sarah: Sorry aku cuman mau bilang gini aja no offense ya sebenarnya wajahmu itu gantengtapi wajahmu tukang ngibul banget ya. Gue panggilin orangnya aja ya

(Taken from 1st episode)

In the utterance above, there is a code switching which contains affective functions. The code switching happens from English to Indonesian. When Sarah responds what Daniel Mananta says. She is little bit shocked and apologized spontaneously for not intending to offend Daniel that he is handsome but his face really looks like a liar. After saying that, all the audiences laugh out loud. It shows that her code switching contains of express feeling because before telling Daniel she may hurt him, she feels sorry first. On the other hand, by using some jokes during conversation, it can make the audience laugh and warm the atmosphere up.

To add authority

(H1009)Sarah: Hi Mbak Wanda thank you for coming. Ini Ibu Maya duduknya disebelah aku sudah disiapin senada sama warna kursinya

Raline: Is all about pink?

Sarah : All about pink ya

(Taken from 1st episode)

On the utterances above shows that the switching occurs because of the authority of the speaker. In that utterance she switches from English to Bahasa Indonesia to ask her guest to sit beside her because the sofa has same color with her guest dress. So, he switches her language when he gives a command to her guest.

Setting, topic, and function

The setting is one of the important social factors that affect the code switching. One of the examples is described below

Sarah: Oh ini punya kamu

Boy: Yeah, udah makan belum?

Sarah: Aduh kebetulan belum

Boy: Come on; come eat with me, makan sama aku

Sarah: Oh jadi bener ini punya Boy, kata Mumu ini punya artis

Boy: Selamat datang di Eastern Kopi TM

(Taken from 3rd episode)

In the utterance above, there are more than two topics that happened during the utterance. The topic switch is used in the utterance that contains code switching above. At the first topic, the speaker responds what Boy William says that a man should make something for his girlfriend. Then, she changes the topic that as a woman she would like anything to eat. When she talks about herself, she switches the topic spontaneously by asking Boy whether he is able to make fried rice in Indonesian. She does not realize that she performs topic switch function during her code switching. She just realizes that the situation influences her to perform code switching.

The function

Boy: I like untuk visiting the office itself, its kayak bener-bener buka mata, Wow! Orang Korea tuh kalau kerja bener-bener kerja kerasnya gila. Very focus kayak bikin boyband bikin girlband itu bisa training anak-anaknya dari umur 13 th. Jadi masih anak-anak masuk ke dorm dilatih dilatih dilepas

umur 13 th. Jadi masih anak-anak masuk ke dorm dilatih dilatih dilepas umur 18 th bayangin training 5 th. Jadi untuk lihat training boyband or girlband is very good

Sarah: Jadi kalau gue training udah telat dong kan dari umur 13 th

Dito: Gimana kalau bikin girlband oma-oma kan belum ada tuh

(H3008)Sarah: Iklan dulu, jadi tetap disini if you love it jangan kemana mana

In this utterance, the setting is taken inside the café. Sarah talks to her audience to do some activities, such as not change the channel. She uses Bahasa Indonesia to give information if there will be a commercial break and use English to persuade her audience. She wants to grab the attention and persuade the audience to stay tuned on her talk show program. The motivation behind this switching is the function of the switching itself.

DISCUSSION

From 41 utterances performed by Sarah Sechan, there are 28 utterances categorized as situational code switching and 13 utterances categorized as metaphorical code switching. There reason why situational code switching could be the most frequent type in this study is because of the social context which is the participant. The participants were Sarah Sechan as the presenter of talk show program and the guests of these three episodes chosen were Daniel Mananta, Raline Shah, Arifin Putra, Richard Kyle, Boy William, and Sebastian Steel.

They are all Indonesian artists but such as Raline Shah, Arifin Putra and Richard Kyle are mixed-blood. Therefore, it cannot deny that they will perform code switching during talk show program. Moreover, the metaphorical code switching is rarely appeared in this talk show program because the topic issues that bring on the show is not containing persuasive aspect or even persuade purpose in order to make the audience doing something.

The writer found the occurrences of code switching in this talk show program influenced by some reasons such as the participants (to express solidarity, to add emphasis), the function (to express feeling, to add authority), the setting and the topic. The highest frequency of the switching is the topic. Since the topic is the highest frequency during talk show program, the presenter just would like to run the program naturally. According to Holmes (2013), some speakers may more comfortable in using particular code for a certain topic. Basically, the speaker did not realize that she performed topic switch function in utterance during talking with the guests.

Both participants; presenter and her guest may not realize that they change the topic because during the talk show, the presenter only focus on the topic that they discussed about and make the program more interested and alive. Therefore, they may not focus on the changing the topic during talk show. So, she feels more comfortable to mention it in English than Indonesia, or she may not know the equivalent words in other language.

The second reason that motivates Sarah in doing code switching is the function. This function happens in order to show the speaker's emotions. Both participants shows their function to build the relax situation during the talk show program. Sarah Sechan preferred to switch to Indonesian in order to make the jokes well- delivered to the guest and audience also. While making joke, Sarah Sechan become friendlier with the guest so that when the guest invited again they are so happy to be there. Someone said that the program brought the positive vibe for all the crew and the audience also.

The other reason that motivates Sarah in doing code switching is to express solidarity that appeared when the presenter greeting the guest. In analyzing the data, the writer only found two utterances that represent participant's solidarity and status. It is because when greeting someone, the presenter did not code switch. She preferred used one language which is Indonesian to greet the new participant or the guest. Sometimes she will do code switching while she meet her close friend.

"Quoting someone" and "quote a proverb" in Sarah Sechan talk show program is never appeared because the content mostly talk about topical issues. It is not necessary for her to quote someone utterances or proverb during the talk show program. The dominance of situational code switching and topic switch

function in this study also signed that by using code switching, both participants would like to build the talk show program more interesting. The presenter is consciously using the code switching in order to make the topic discussed more alive (Rosyidah, 2019).

Hence, while the presenter does code switching, the guest will unconsciously replied using code switching also. The expression that they made also contain code switching because they more comfortable to use English (Nurchayani, 2014).

Based on the analysis of data, the writer found code switching in Sarah Sechan talk show program. There are 109 codes switching from three episode chosen performed by participants. Sarah Sechan performed 41 utterances which contains code switching. According to the types of code switching theory used, the writer found situational code switching (68.3%) and metaphorical code switching (31.7%) used by Sarah Sechan as the presenter, the situational code switching type is the most frequent code switching type found in Sarah Sechan Talk Show program.

The occurrences of code switching in this talk show program influenced by some reasons. They are the participants, the topic, and the functions (Pandin, et al, 2019). The highest frequency of the switching is the topic. The second reason that motivates Sarah in doing code switching is the function. Meanwhile, the other reason is to express solidarity that appeared when the presenter greeting the guest.

BIODATA

Ratna Dyah Puspitasari: Student of undergraduate program, English Department, Faculty of Humanities, Universitas Airlangga, Surabaya, Indonesia. Her research interest is linguistic and mass media programme.

Anna Dewanti: Lecturer and researcher at English Department, Faculty of Humanities, Universitas Airlangga, Surabaya, Indonesia. Her subjects are TESL, TEFL, and Linguistic. Anna has a master degree in education from Universitas Negeri Malang.

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