# AN ANALYSIS OF CODE SWITCHING AND CODE MIXING USED BY GITA SAVITRI IN HER VIDEO ENTITLED "EVERYTHING WRONG WITH HUSTLE CULTURE"

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**Abstract**

There are many languages in this world which used as a tool of communication. For that reason many people are bilingual or even multilingual. The ability to speak in more than one language is causing the sociolinguistic phenomenon called code switching. Code switching is the situation when someone switches his language from one into another. This is commonly happening everywhere includes in Indonesia. There are many Indonesian people who have bilingual or multilingual competence who often do code switching. One of them is Gita Savitry, a famous young Youtuber. For that reason this research is trying to find out the code switching that Gita's used, classify it and explain the reason behind it. Furthermore this is a descriptive qualitative research, and the data was taken from Youtube website. The finding showed that to most dominant type occurring in the speech video was intra sentential switching, it occurred 40 times or 80, 10% of total code switching occurred. Mainly, the reason for using code switching is related to particular topic which is talked. Furthermore the other reasons are lexical needed, interjunction, emphasizing or clarifying statement and showing solidarity.

**Keywords**: Code Switching, Code Switching Types, Code Switching Reason

## INTRODUCTION

Language is a part of human being, since it is a main tool of communication which used by the people in a whole world. The various languages that exist today are become an evidence of the essential of language itself. Adi, ( 2018) stated that every humankind, society, or nation in the world has their own language, so it can be said that there's no humankind live without language, because language is a means of communication. Adi's statement clarified that human and language can't be separated because where there is society, there is a language which will be used for communication.

Related to the language and the society, there is a study which specifically learn about it. It is called sociolinguistics. Sociolinguistic studies how the various languages are different among of groups in the social environment. One of its topic is code switching. According Wardaugh as cited in (Astani , 2020) code switching is a phenomenon of switching from one language to another in bilingual or multilingual communities. moreover Polpack in (Maha, 2017) defined it as the alternation of two languages within a single discourse, sentence or constituent. It means that switching refers to a changing language used by the speaker or the writer from a language to another one.

Code mixing is considered as a sociolinguistic phenomenon which extremely common occurred in bilingual and multilingual societies. As we know that some people in Indonesia are monolingual or just speak only one language, and other people are bilingual or multilingual that speak more than one language. For that reason the code mixing in Indonesia is frequently

happened. It coherence with Charer statement as cited in (Suryawati, 2013) that In Indonesia, the phenomenon of code switching might happen everywhere and also can be done by everyone from youth until adult. Considering that Indonesia is a country has a wide territory in which the citizens consist of various ethnic, regional language, and also cultural background. Moreover the code switching in Indonesia commonly noticed in a YouTube as a popular video sharing platform, where everyone freely upload and share any kinds of video.

One of Indonesian writer and youtuber who often use code switching is Gita Savitri Devi. she is a popular youtuber, especially in young generation. According to Kompas News (Farisi on Kompas News, 2020) Before she is famous as a novel writer, originally she is a Youtuber who is quite influential in Indonesia. She is a youtuber who has multilingual competence. She used to live abroad. She lives in German for many years to finish her study. (Octavita, 2017) stated that "The bilinguall competence of the speaker helps the speaker to mix or switch to another language very easily". So that, no wonder that she frequently uses code switching. Recently he actively share a video on her youtube chanel to discuss about certain social issues.

According to observation on Gita's video, it is found that she is used to switch her language into another when she is talking. For that the researcher interested to find out the code switching that Gita Savitri used in her video entitled "Everything Wrong With Hustle Culture" based on the types of code switching and the researcher also interested to find out the reason of why it happens.

## METHOD

In conducting the study, the writer prefers to use a descriptive qualitative since this study do not try to control or manipulate the research context. Tavakoli in (Kaswan & Dasep, 2016) stated that qualitative research is synthetic or holistic , also heuristic research which try to discover or describes the patterns or relationship without controlling or manipulate the context. Domey as cited in (Retnawati & Mujiyanto, 2015) also said that "qualitative data which usually involves recorded spoken data (for example, interview data) that is transcribed to textual form as well as written (field) notes and documents of various sorts" her statement is close related to this study, since this study try to analyze a speech in a video. Besides that, the writer also uses Sociolinguistic approach to know the detail information about code switching.

The data was taken from the Youtube website it was accessed on Gita Savitry Channel (Savitry, 2020) and The technique of data analysis is done in five steps. The first is converting video into a transcription. The second is identifying the code switching which occurred in the video. The third is classifying the types of code switching found based on Polpack's theory. The fourth is making percentage of code switching types. The last is discussing the function of code switching which occurred.

## RESULTS AND DISCUSSION

### Results

The speech performed by vlogger, Gita Savitri, 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 Wiliam is classified into three: tag switching, intra essential swicthing and enter essential switching. The data is shown as follows.

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

| No | Types of Code Switching | Frequency | Percentage |
|---|---|---|---|
| **1.** | Tag switching | 2 | 4,26% |
| **2.** | Inter seential switching | 5 | 10,64% |
| **3.** | Intra sential switching | 40 | 85,10% |
| **Total code switching found** | | 47 | 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 Gita's video entitled "Everything wrong with hustle culture" 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**

    1. *orang yang mencintai apa yang mereka kerjakan, hal tersebut tidak akan terasa seperti bekerja.* Okay Elon.
    2. *See bahkan ditengah pandemic ini kita harus tetap* hustling

The utterance above is classified into tag switching, since it insert a word from a language into another one. (Wibowo et al., 2017) stated that tag switching occurred when a tag inserted to an utterance which is entirely in other language. The first tag switching happened because of expressing solidarity since she said it casualy. Meanwhile the second one happened due to the intention of the content. However the tag switching is the least used among others.

**Inter Sentential Switching**

1. *Saking orang ini* hustle *terus, orang ini sampai tidak ada waktu untuk melakukan hal-hal lain diluar pekerjaannya. Contohnya, makan disambi dengan pegang laptop, bales email. Beribadah jadi tidak khusyuk, liburan ga bener-bener libur karena harus video call sama bos atau sama klien bahkan tidurpun sampai terganggu.* <u>Work life balance is out of the window.</u>

2. Gary vee dia *sering memberi kata-kata motivasi dan menginspirasi kaya* <u>let's stop ruining start hustling or I'm grinding while you are hustling</u>

3. OECD *menemukan bahwa bekerja dalam waktu yang lama itu malah mengurangi tingkat produktifitas,* <u>so working hard doesn't always mean working efficiently.</u>

4. *Hal ini pernah dibahas di BuzzFeed News, disana ditulis* <u>shy am I burned out? Because I've internalized the idea that I should be woeking all the time. Why have I internalized that idea? Because everything and everyone in my life has reinforced it explicitly and implicitly since I was young.</u> *Kenapa kita disuruh kerja terus……*

5. *Tapi in general gue merasa kita lagi kaya di hutan* <u>so we have to do everything to survive.</u>

Those five utterances are categorized as inter sentential switching, because the speaker, Gita, switched her language from Indonesian into English in sentences level. This implies that when the speech of an individual is divided into sentences, one sentence will be in one language while the other sentence will be in a totally different language (Saraswati & Octavita, 2016) The reason of those switching is various. Let's take a look into point one, three and five, of inter sentential switching, the code switching occurred since she wants to clarify her opinion that hustle culture is definitely ruin a work life balance and it actually doesn't always effective for the quality of work. Then on the point three and four, she was quoting someone and from the newspaper. She talks about Gary Vee and quoting the motivation that usually he said.

**Intra Sentential Switching**

1. <u>Hustle culture</u> *adalah gaya hidup dimana seseorang itu harus sibuk terus dan kerja terus dimanapun dia berada, entah itu* <u>weekend,</u> *hari libur pokonya* <u>never stop grinding.</u> *Karena, mungkin dengan bekerja keras dia merasa puas karena bisa cepat sukses. Sementara orang yang banyak rebahan itu diasosiasikan dengan pemalas. Dan malas itu pangkal miskin,*

2. *Fenomena ini gue perhatiin makin* <u>appearance</u> *sejak jaman* <u>start up,</u> *pokonya jaman silicon valley gitu lah.*

3. *Dia pernah bikin* <u>statement</u> *di twitter bahwa orang yang Cuma kerja 40 jam perminggu engga bisa mengubah dunia* <u>furthermore</u> *orang yang mencintai apa yang mereka kerjakan, hal tersebut tidak akan terasa seperti bekerja. Oke Elon.*

4. *Padahal belum tentu dengan* <u>defoting</u> *diri mereka se ekstrim itu bikin merka tajir, bahkan* <u>most of the time</u> *yang kaya adalah para bos yang kerja lebih sedikit dari mereka*

5. *Memang untuk menentukan* <u>world happiest</u> *itu melibatkan banyak faktor*

The points number 1 to 5 are some examples of 40 total of intra sentential switching that found in Gita's video. (Lismayanti & Sari, 2016) stated that In this kind of code switching, exclamation and certain set phrases in one language are inserted into an utterance. The words or phrase that inserted to the other language can be seen through the underlined word above. It means that intra essential switching is the most occurred in the video. Mostly it was related to

particular topic. She was more comfortable to talk about particular topic and word in English since she may used to use it. However some reason is also related to lexical need. For example, on the sentences above we can see that Gita said term hustle or hustling for many times. She did it since there is no equivalent term in Indonesia.

## CONCLUSION

The conclusion can be drawn that there are 47 total occurrences of code switching. Tag switching occurred only 2 times or 4, 25%, it is the least code switching. Inter sentential switching occurred 5 times or 10, 64%. Meanwhile intra-sentential code switching take the most frequent type as it occurred 40 times or 85, 10%. The most reason of the occurred code switching was talking the particular topics. It was talking about hustle culture, work life, so that Gita Savitry switch her language for many times, since she feels more comfortable to say some words or phrases related to the topic in English. Moreover there are also another reason which becomes the background of the Gita's code switching such as lexical need, clarifying the statement, quoting, solidarity and interjection. Yet those other reasons only come up for few times.

## ACKNOWLEDGMENTS

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