Code Switching Analysis Of Sunnydahyein's Content "Mega Unboxing Brand Lokal Indonesia! Borong Apa Aja Ya?"

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Abstract

This research is conducted in order to find code switching in Sunnydahyein's Content "mega Unboxing Brand Lokal Indonesia! Borong apa aja ya?". This research used descriptive qualitative method to get the information about code switching by using sociolinguistics perspective. Data were taken from Youtube. Based on the study, it can be concluded that the data found include 4 Conditional code-switching data and 1 Metaphorical Code-switching data. The most data found based on the code-switching type from Wardhaugh (2006) is Conditional code-switching. This is because Sunnydahyein often changes the situation because there are not only one item unboxed. And also the situation changes a lot when Sunnydahyein shows the state of her house, and when ending the content. Based on this research, it is hoped that future studies will develop better and more broadly with very detailed and clear explanations.

Keywords: Code Switching, Conditional code-switching, and Sunnydahyein's content

Abstrak

Penelitian ini dilakukan untuk menemukan alih kode pada konten Sunnydahyein "mega Unboxing Brand Lokal Indonesia! Borong apa aja ya?". Penelitian ini menggunakan metode deskriptif kualitatif untuk mendapatkan informasi tentang alih kode dengan menggunakan perspektif sosiolinguistik. Data diambil dari Youtube. Berdasarkan hasil penelitian dapat disimpulkan bahwa data yang ditemukan meliputi 4 data alih kode kondisional dan 1 data alih kode metaforis. Data yang paling banyak ditemukan berdasarkan jenis alih kode dari Wardhaugh (2006) adalah alih kode bersyarat. Hal ini karena Sunnydahyein sering mengubah keadaan karena tidak hanya ada satu item yang dibuka. Tidak hanya itu, situasinya banyak berubah saat Sunnydahyein menunjukkan keadaan rumahnya dan saat mengakhiri isinya. Berdasarkan penelitian ini, diharapkan penelitian selanjutnya dapat berkembang lebih baik dan lebih luas dengan penjelasan yang sangat rinci dan jelas.

Kata kunci: Alih Kode, Alih kode bersyarat, dan konten Sunnydahyein

INTRODUCTION

Language is a way of interaction between people in communicating well. Nowadays, with the abundance of social media provided by technological developments, it can help us learn more than one language. With the influencers, content creators, social media becomes more lively and favored by the social community. Then also a medium to acquire or learn a second language. Not infrequently content creators use two or more languages in their content, nowadays content creators are often found who are use code-mixing or code- switching. This is not without reason but can be due to content creators who have subscribers outside their country. It could be because when content creators are able to speak two languages (bilingual), it is easier for them to convey the meaning of their utterance using code-mixing or code-switching.

In analyzing code-switching or code-mixing, it is certain that people who are speaking have bilingual or multilingual abilities. Bilingual according to Bernard Spolsky (1998: 45). is "The simplest definition of a bilingul is a person who has some functional ability in the second language.". Then before entering the definition of code-switching, the code itself :"code is a symbol of nationalism that is used by people to speak or communicate in a particular language, or dialect, or register, or accent, or style on different occasions and for different purposes .", according to Stockwell (2002) in Nurul Azizah Ikhsani, (2012: 296). "Code-switching is a situation where the speakers deliberately change a code being used by switching from one to another." Wardhaugh (2006:98). Based on this theory, Code-switching is a language that is changed from one language to another in the form of clauses or sentences. If in one sentence there are two languages then it is called Code-mixing.

There are several studies that have been carried out by several researchers, including "An analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One". In this study written by Suardani Silaban, et. al.(2020), they have found code-mixing and code switching from the data sources they analyzed with different theories from the research that will be carried out by researchers. Then there is another previous study that has finished discussing the same topic by Ary Iswanto Wibowo, et. al.(2017), with the title Analysis of Types Code Switching and Code Mixing by The sixth President of the Republic of Indonesia's Speech at The National of Independence Day. From the two studies that have been conducted, it is shown that the previous research did not focus on one code topic, but both. Based on this, this research will focus on one of the codes, namely Code-Switching.

This research is focus on the code-switching used by Sunnydahyein in one of her Youtube content, "Mega Unboxing Brand Local Indonesia! Borong Apa aja Ya?" This study uses qualitative research methods because the datas were taken from the transcripted of the SunnyDahyeIn's utterance.

METHOD

This research is conducted in order to find code switching in Sunnydahyein's Content "Mega Unboxing Brand Lokal Indonesia! Borong apa aja ya?". This research used descriptive qualitative method to get the information about code switching by using sociolinguistics perspective. Data were taken from Youtube. In getting data, the researcher used a recording to get the information from speaker in order to know the use of code switching on that content.

FINDING AND DISCUSSION

In conducting research on code-switching on Sunnydahyein in one of its contents, "Mega Unboxing Brand Local Indonesia! Borong Apa aja Ya?" which was uploaded on March 31, 2022 Sunnydahyein uses two languages, English and Indonesian. As mentioned in the introduction, this research focuses on the code-switching used by Sunnydahyein. This study uses the theory of code-switching from Wardhaugh. Acording to Wardhaugh(2006:10-117) "there are two types of code switching based on the distinction which applies to the style shifting. Those are situational code switching and metaphorical code switching". Based on the theory above, code-switching is divided into two: Situational code-switching and Metaphorical code-switching. Situational Code-switching is the use of code-switching when the situation changes but remains on the same topic. Meanwhile, metaphorical code-switching occurs when there is a change in topic. The researchers found Five code-switching data based on the theory of Wardhaugh(2006) from Sunnydahyein's utterance, the following is the data that was found:

Situational Code-switching

1. *"Let's open it up together. wow oke pertama-tama ada kompas"*

Based on data from the utterance above, Sunnydahyein switches her language from English to Indonesian. Code-switching in this data includes Conditional code-switching, due to changes in conditions when Sunnydahyein speaks. Where Sunydahyein starts to open the box/unboxing the package and after opening it, a compass object appears, here Sunnydahyein switches to Indonesian because since many of Sunnydahyein's subscribers or viewers are from Indonesia, the essence of unboxing / unboxing items will be prioritized using Indonesian, and then switches to english when needed.

2. *" soalnya parabot-parabot aku belum datang including sofa dan lain lain. So, yeah it's an empty version"*

based on the utterance above, Sunnydahyein switches her language from Bahasa Indonesia into English. The switching in the data above occurred because the conditions at Sunnnydahyein's house were empty because the goods had not arrived, and Sunnydahyein switched her language into English by reaffirming the situation in English.

3. *"Jadi dia bentuknya kaya gini guys. Ooo 아이구 이게 너무 예쁘다.(aigoo igeo neomu yeppeuda)"*

Based on the data above, Sunnydahyein showed that when she was reviewing her unboxing item, she then found another item and automatically showed her surprise when she saw the next good item to be reviewed. In this case, Sunnydahyein switched her language from Indonesian to Korean, here it happened because of a change in the situation where when Sunnydahyein had not yet switched to the next item, she was still speaking. then when he moved on to the next item he was surprised and then Sunnydahyein's utterance showed that he spoke his native language or the language he often uses is Korean, because he lives in South Korea.

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4.   *"Pas aku upload Vidio baru karna The new videos stare at coming up is gonna be fun. So stay tune and i'll see you next time."*

    Based on the data above, it can be seen that the topic has really changed, no longer unboxing the goods that Sunnydahyein bought or reviewing goods, but he changed the topic because the content was about to end. the channel. Code-switching occurs due to a <u>change in the situation</u> that caused it.

Metaphorical code-switching

5.   *"If you guys Can get it throught the reseller please do. Karena ini menurut aku kolaborasi paling terlegendaris."*

    Based on the utterance data above, Sunnydahyein said during her unboxing content that she appealed to her viewers, if you can buy goods through resellers, buy them. Because the collaboration item being reviewed by Sunnydahyein, according to him, is legendary. This data is included in <u>the Metaphorical code-switching</u>, because Sunnydahyein temporarily diverted the topic from her unboxing topic. Where he recommends to viewers the item because it is legendary, if you buy the item, buy it from a reseller. The code-switching above occurs because Sunnydahyein emphasizes his recommendations for viewers who are not only from Indonesia, so they use English, and then follow sentences in Indonesian.

CONCLUSION

    Based on the results of the researchers' findings on code-switching that occurred in one of Sunnydahyein's youtube content "Mega Unboxing Brand Local Indonesia! What's the big deal? researchers managed to find data that match the theory of Wardhaugh (2006). The data found include 4 Conditional code-switching data and 1 Metaphorical Code-switching data. The most data found based on the code-switching type from Wardhaugh (2006) is Conditional code-switching. This is because Sunnydahyein often changes the situation because there are not only one item unboxed. And also the situation changes a lot when Sunnydahyein shows the state of her house, and when ending the content. Based on this research, it is hoped that future studies will develop better and more broadly with very detailed and clear explanations.

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