

## AN ANALYSIS ON CODE-SWITCHING IN RACHEL GODDARD'S YOUTUBE CHANNEL

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### ABSTRACT

Code-switching is the use of two different languages in the same utterance, either between turns or inside a single expression or sentence. The purpose of this study was to identify the types of code-switching and the function of code-switching as it appeared in Rachel Goddard's videos. This study focused only on Indonesian to English code-switching. The data were taken from one of makeup videos of Rachel Goddard YouTube channel. The method used in this study was qualitative research and the technique to collect the data was the documentation method. The main theory used in this study was the theory from Hoffman (1991) and the supporting theories of this study were the theory from Apple and Muysken (1987). The result of the analysis showed that there are ten (10) sentences of intra-sentential code-switching and three (3) sentences of inter-sentential code-switching. Some data found contained poetic and phatic function.

**Keywords:** Sociolinguistics, Code-Switching, Poetic Function, Phatic Function.

## BACKGROUND

Language is a form of communication that plays a significant role in communication. Language is a form of communication that uses sounds, gestures, or signs to convey meaning. But not everyone speaks the same language or uses the same dialect. Humans and language are hence inextricably linked. According to Hatujulu and Herman (2019:29), language allows people to communicate their thoughts to one another, language is an essential part of life for all creatures. Without language, humans cannot truly communicate with one another. Language use to interacting with other people in order to create good and correct communication; through language, we can understand what is said or what someone is thinking, allowing others to explore ideas, opinions, information, or events that they are experiencing, as well as express the feelings they are experiencing at the time. In this era of globalization, information can be accessed widely from all corners of the world. People have used more than one language in speaking and even mixing languages in one sentence in communicating.

According to Suardana (2022), there were still many people who do not master foreign languages well, one of which is English. In the cases, it is necessary to mix languages in a conversation to help people transfer feelings through two or more different languages. According to Kridalaksana and Kentjono (in Chaer, 2014: 32), language is an arbitrary sound sign system used by group members' social skills to collaborate, communicate, and identify.

According to the UNESCO website, the world's population speaks around 6,700 languages. Over half of them are currently threatened with extinction. Meanwhile, according to the Ethnologue page, there are presently 7,099 languages spoken on a daily basis (living languages). This condition allows people to speak different languages. One person can even master more than two languages or even more and this case is called bilingualism or multilingualism.

According to Zenab (2016:3), bilingualism became a habit of communicating in two or more languages in a different order and it has been practiced by people all over the world both individually and collectively. Some people in the world already use multiple languages to communicate on a daily basis because everyone puts forward progress and better self-development in getting information and updates about the world, one of which is by mastering many languages. People in bilingual or multilingual switch from one language to another, which is known as code-switching. According to Li (2008:75), the term code-switching described the long-term alternate use of two or more languages, with the shift taking place at the ends of sentences or phrases.

Generally, code-switching is uttered in two or more languages. Code switching is applied to one sentence in two different languages which still forms a meaning conveyed by the speaker that can be well received by the listener. Most people switching because of many reasons such as for making the conversation run well and also the common reason that causing it is because of real lexical need. Code-switching is not only occurred in real life but code-switching also most occurred in social media such as YouTube, Instagram, TikTok, twitter, and others.

For this research, it used YouTube video from Rachel Goddard. Rachel Goddard is an Indonesian celebrity and beauty vlogger who often uploads content about make-up on her YouTube channel page. In one of the videos there used mixed languages between English and Indonesian. By conducting this research, it aims to provide an

understanding and to provide knowledge that can be useful for other researchers, English learners and general readers.

There were several previous studies related to code-switching. One of them was the study from Anugrah, Thamrin, Hasan (2020) entitled "*An Analysis of Code-Switching Used by Chef Juna in Ala Resep Juna TV Show*". That study discussed about the types of code-switching and the function of code-switching used by the speaker in Ala Resep Juna TV Show. The method used in that study was the same as the method used in this study. The data collected on that study were consist of all the phrase, clause, and sentence that consist of code-switching in term of the dialogue uttered by the speaker in TV show. Meanwhile, the main data source of that study was from a video in YouTube channel.

## **RESEARCH METHOD**

The data source of this study was collected from Rachel Goddard YouTube channel on (<https://youtu.be/2oOtbIWJo>). The data were taken from one makeup video entitled "*Most Requested! Makeup Tutorial pake Bahasa Inggris*" with the duration of 7 minutes 38 seconds. This video was uploaded on Nov, 25<sup>th</sup>, 2019 and chosen because the speaker used two languages to give makeup tutorials to the audience, so it was certain that there would be a lot of code-switching inserted in this video.

The method and technique utilized in this study to collect data was documentation method, and the information was gathered in various steps, including downloading the YouTube video of Rachel Goddard, frequently watched the video, looked for the utterances consist of code-switching, and lastly assessing the information in light of the theory. The method and technique of presenting data used was a descriptive method to examine the types and meanings of code switching found in the video.

## **THEORETICAL REVIEW**

### **1. Code-switching definition**

In a language, "code" is not only a metalinguistic technique of differentiating meaning, it is also a system that develops meaning while allowing it to be articulated. In linguistics, a code is a medium for creating language signs. Gathering or the use of individuals as the main identifier for a group of speakers who must use more than one language in their joint activities can result in code switching (Wardough, 2006:101).

According to Hoffman, (1991:111), code-switching can happen rather regularly in a casual discourse among persons who are acquainted and share a common educational, ethnic, and socioeconomic background. In a formal speaking context, it is avoided by people, especially those who share little in terms of social rank, linguistic allegiance, or formality.

### **2. Types of code-switching**

Hoffman (1991:112-113) states that there are four types of code-switching, which are:

a. Intra-sentential code-switching

According to Hoffman (1991:112-113), this is the type of code-switching within the clause or sentence. In this situation, the speaker may alter lexical items, morphemes, or even sentence parts. Cod-switching that takes place within a clause or sentence border is referred to as intra-sentential switching. A case study of intra-sentential code-switching between Indonesian and English such as:

*Aku barusan pindah Apartment* so I thought why not do a room tour *selama* apartment *nya masih agak bersih.*

(I move to this apartment so I thought why not do a room tour, as long as this apartment still clean.)

The example above showed that the speaker switched between language which Bahasa Indonesia to English. Because of the speaker changed the language or code within the sentence, the example above falls under the category of intra-sentential code-switching.

b. Inter-sentential code-switching

According to Hoffman (1991:112-113), claims that there is an inter-sentential switch that takes place at the boundary of a clause or sentence, each of which is in a different language. This type of code-switching typically occurs outside of the sentence or at the edges of the clause. For instance:

*Saya sedang healing ke pantai dan enjoying sunset.*

(I was healing to the beach and enjoying sunset.)

The example above was categorized into English to Indonesian code-switching. So, the speaker switches the language from Indonesian to English and switch again in the next word in sentences. This phenomenon called inter-sentential code-switching.

c. Emblematic or Tag Switching

According to Hoffman (1991:112-113), this is a form of code-switching whereby tags, exclamation points, and certain phrases from one language are put into another to serve as identifying markers. For instance:

*Hallo semuanya, aku kenal Kak Surya dengan baik,* he also a cool guy, right?

(Hello everyone, Kak Surya is a wonderful man and someone I know well.)

The aforementioned example demonstrates how the speaker's expression or utterance changed from an Indonesian to an English one while adding the interrogative phrase "right"?

### 3. Function of code-switching

The use of code-switching has been advocated for a number of applications in linguistics. This function of code will use Apple and Muysken (1987:117-118) theory, which splits the functions of code-switching into six functions:

a. Referential Function

According to Apple and Muysken (1987:117), referential function occurs when there is a dearth of knowledge in one language or competence in that language on a given issue. Certain issues may be better discussed in one language than other, and how those topics are interpreted may influence a turn. A multilingual speaker is particularly sensitive of this type of flipping. When asked why they switched, people frequently reply they did not know the word for it in the previous language or that the selected language is more suited to addressing a specific issue.

b. Expressive Function

Speakers in this role utilize a variety of language to express their identity or communicate their opinions about others. When utilizing a foreign language, some potentially controversial terms in the native language can be avoided.

c. Directive Function

This participant related characteristic of code-switching enables to include or exclude a person from a conversation by employing a familiar or foreign language.

d. Phatic Function

According to the interpretation of the recorded talk, the participants continued to code-switching to perform a phatic role as well. This is when you employ code-switching to show a change in tone and to stress key points in a conversation. According to Muksyen (1987:118), the shift in tone might indicate if the conversation is private, hostile, courteous, or formal. For example: "You're welcome", is a phatic response to being thanked and it is a phatic whose goal is to accept the receipt of a benefit: it is not intended to convey the idea that the hearer is welcome. Phatic function was revealed to be a function of code-switching in the discussions of the family studied.

e. Metalinguistics Function

This function is the speaker are more inclined to employ a quotation or metaphor in their speech.

f. Poetic Function

According to Muksyen (1987:118), the examination of the discussion, the participants also do code switched for poetic function. Using word, puns, or jokes in other language for amusement and entertainment, as well as making fun or jokes in the background.

## **RESULTS AND DISCUSSION**

In this part, there found ten (10) sentences used types of intra-sentential code-switching, three (3) sentences used in inter-sentential code-switching, and zero (0) sentence or nothing found in the emblematic or tag switching. It could be concluded that the most types found in Rachel Goddard's videos were intra-sentential code-switching. Furthermore, some data found were contained poetic and phatic function. Take a look at the table below.

**Table 1. The Percentages of Types of Code-Switching**

No	Types of Code-Switching	Percentages
1	Intra-sentential Code-Switching	97%
2	Inter-sentential Code-Switching	3%
3	Emblematic or Tag Switching	0%
<b>TOTAL</b>		<b>100%</b>

## A. Type of Code-Switching and Function of Using Code-Switching

### 1. Intra sentential code-switching.

According to Hoffman (1991:112-113), intra-sentential code-switching occurs within a clause or sentence. In this situation, the speaker may alter lexical items, morphemes, or even sentence parts. Code-switching that takes place within a clause or sentence border is referred to as intra-sentential code-switching

Data 1

**Time (0:10 – 0:16)**

“Hi everyone, welcome back to my channel, *Hazeghhh. Hei, apa kabar semuanya balik lagi di channel Rachel Goddard.*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. Here, the utterances were spoken as a greeting to the viewers during the opening of the video. She used repetition to help giving understanding by another meaning from English to Indonesia.

### Phatic Function

According to Muysken (2000:118), phatic function might indicate if the conversation is private, hostile, courteous, or formal. In this data, phatic function found in the way Rachel greet the viewers.

“Hi everyone, welcome back to my channel”

Data 2

**Time (0:19 – 0:30)**

“*Jadi di video ini sesuai dengan request temen-temen, gue akan mencoba membuat video pakai Bahasa Inggris.* As you guys know this is not my first language, it’s my second language. So, it’s alright to make a mistake.”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak Bahasa Indonesia fully in one whole sentence first, then switched to English in the rest of the utterances. Here, the speaker explained her purpose in making the video, which was to fulfill a challenge from her viewers and subscribers by making a makeup tutorial in English Version.

Data 3

**Time (0:50 – 0:56)**

“What I’m doing here? I’m not sure what I’m doing. *Habis ini pasti gue di hujat. Bodo amat.*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. In this example, Rachel felt like confused how to start presenting the tutorial makeup using English.

Data 4

**Time (1:28 – 1:33)**

“This primer helps me a lot, *nih gue cuma pakai di daerah sini aja nih.*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. In this part, Rachel tried on a primer (one of makeup product) on her face and trying to tell the viewers that the product helped her a lot and she said she only applied it on her cheek.

Data 5

**Time (1:40 – 1:48)**

“Next, I’m gonna use this foundation, it’s blended expensive. *Empat juta cuy!*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. In this part was the next step and she applied some foundation on her face and told that the price that is expensive.

Data 6

**Time (2:05 – 2:11)**

“You know what guys, after I using this foundation, *gue merasa seperti Nia Ramadhani.*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. In this part, she still applied some foundation on her face while told that the she felt like Nia Ramadhani (one of beautiful artist and influencer from Indonesian).

### **Poetic Function**

This data also contained poetic function, in the form of jokes. Rachel said her face seemed likes Nia Ramdhani when using the foundation at that time.

Data 7

**Time (2:20-2:37)**

“Now I’m gonna use it itself, *kagak ada warnanya dong seharusnya memang dicampur.*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. In this section she used a cheek stain product and applied it to her cheeks. When applied she said "*kagak ada warnanya dong seharusnya memang dicampur*" it means “no color and then she mixed it with another cheek stain with orange color.”

Data 8

**Time (3:30 – 3:36)**

“I wish I can speak Bataknese so I can teach my son to speak Bataknese, *Horrrrraasssss.....*”

In this section, she explained that she hoped to be able to speak the Batak language or Bataknese and she can teach it to her children. At the end of the sentence, “*Horrrrraasssss*” means a greeting that is often shouted by Batak people. Where, Batak is one of the tribes in Indonesia, it can be concluded, there was a boundary between each sentence based on the utterance, the data used intra-sentential code-switching. The non-italicized sentence was the meanings conveyed in English, then switched into Indonesian and signed by unitalicized sentence. Therefore, intra-sentential code-switching was used in the sentence this utterance, in which she began begins in English and then switched to Indonesian.

Data 9

**Time (4:57 – 5:03)**

“My God I’m in love with this eyelash, *Artisan Pro nomor enam tujuh enam tujuh.*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the utterances. In this section, Rachel was applied an eyeliner and felt that the result was very good and she liked it. She mentioned the brand of the product along with the shade number but she used Indonesian language to explain the number of the shade “*nomor enam tujuh enam tujuh.*”

Data 10

**(6:25 – 6:30)**

“Last but not least I’m gonna use this super gorgeous lipstick, *wahh wanginyaaaaa...*”

On this example, the utterance used intra-sentential code-switching. It belonged to intra-sentential code-switching, because the speakers started to speak English fully in one whole sentence first, then switched to Bahasa Indonesia in the rest of the



utterances. This is the last part of her make up tutorial. She was wearing lipstick and before using it, she smelled it and she really liked it because it smelled so good.

### **B. Inter sentential code-switching.**

According to Hoffman (1991:112-113) inter-sentential switches contain a switch that occurs between a clause or sentence boundary, where each clause or sentence is in one or another language. This kind of Code Switching normally takes place outside of the sentence or at the clause's borders.

Data 1

**Time (0:40 – 0:50)**

“So guys, *daripada penasaran gimana sih caranya* achieve this look with English tutorial, *gak perlu lama*, let’s move on to the tutorial.”

On this example, the utterance used inter-sentential code-switching. It belonged to inter-sentential code-switching, because the speakers started to speak with English in the first, then switched to Bahasa Indonesia in the middle then switched back into English in the rest of the utterances. This was the starting part of the video, where Rachel began the tutorial. She mixed her language in one sentence. First, she said “So guys, *daripada penasaran gimana sih caranya*” which referred to the viewers “if the viewers curious, just see the next”.

Data 2

**Time (2:40-2:50)**

“Next I’m gonna use this Ulltima II Delicate Translucent Face Powder with Moisturizer shade *kosong kosong enam* golden beige.”

On this example, the utterance used inter-sentential code-switching. It belonged to inter-sentential code-switching, because the speakers started to speak with English in the first, then switched to Bahasa Indonesia in the middle then switched back into English in the rest of the utterances. In this part of makeup, she applied face powder and mentioned the number of the shade used Bahasa Indonesia “*kosong kosong enam (006)*” then continued by English on mentioned the name of the shade “golden beige”.

Data 3

**Time (4:13-4:20)**

“Next color I’m gonna use this straight. So beautiful. *Cakep banget* that color so amazing.”

On this example, the utterance used inter-sentential code-switching. It belonged to inter-sentential code-switching, because the speakers started to speak with English in the first, then switched to Bahasa Indonesia in the middle then switched back into English in the rest of the utterances. In this section, she used eyeshadow and showed the name and color of the shade used. She mixed her language in explaining. She said the color of the eyeshadow was so beautiful in English than using Indonesian to say “*Cakep banget*” that meant same as beautiful. Then switched again to English and said the color was amazing.

## CONCLUSION

This section will describe the conclusions of all the findings above, there were fifteen (15) data in total. The most used type was the intra-sentential code-switching types with total appearances of ten (10) examples, then inter-sentential code-switching with a total of three (3) examples, and two (2) functions used, which were poetic and phatic function. The least appearance was with total of zero (0) result on emblematic or tag switching. It can be concluded that speakers in the YouTube video of Rachel Goddard used the code-switching more often in one sentence by inserting English at the beginning of the sentence and being switched to Indonesian in the sentence after it until it ends. With the results of this research, it hoped that it will be able to provide the latest information and knowledge to readers about the use of code switching in communication both within the scope of individuals and groups.

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