Code Switching Used by Judges and Models in *Indonesia's Next Top Model* in NET TV

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Abstract

This study aimed to analyze the types, social function, and the construction of speaker's identity in code switching. This research used mixed (qualitative and quantitative) method by transcribing and analysing the videos to find out the types, social functions, and identity in code switching. The data were utterances uttered by participants in Indonesia's Next Top Model cycle 2. The result of the study showed there were three types of code switching, intra-sentential switching, inter-sentential switching, and tag switching. The most dominant type was intra-sentential switching with 192 utterances, 41 utterances are inter-sentential switching, and 19 utterances for tag switching. Then five function of code switching found in this research, referential function with 3 utterances, directive function with 15 utterances, expressive function with 37 utterances, phatic function with 13 utterances, and metalinguistic function which most dominant function used by the speaker with 184 utterances. The construction of identity were divided into four categories, classification with 4 occurrences, relational identification with 15 occurrences, physical identification with 8 occurrences, and functionalization with 34 occurrences.

Key words: *Code switching, Judges, Model, Indonesia's Next Top Model*

A. INTRODUCTION

In this era of globalization, many individuals master more than one language which then to be called multilingual or bilingual. It happens when they do not speak using their mother language only; yet also speak foreign languages. According to Myers-Scotton (2006), bilingualism is the use of two or more languages sufficiently to carry on a limited casual conversation. The use of two languages in communication can cause language switching. Language switching often occurs in bilingual or multilingual societies that use two or more languages to communicate. As stated by Wardaugh (2006) code

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switching is the condition where people use more than one language or code in the same topic and context or a person in communicating. People can do code switching in any situation.

Code switching is a sociolinguistic phenomenon in which speakers change language during conversation. This means that the code change takes place in a multilingual or bilingual environment. Indeed, they switch from one language to another or use two languages to speak. As Poplack (2001) notes, code-switching refers to the mixing of bilingual or multilingual of two or more languages in speech, often without changing the speaker or the subject. Additionally, Trudgill (2000) asserts that code-switching involves switching from one variety of languages to another when the situation calls for it. Thus, the speaker can switch completely from one language to another.

In bilingual society, code switching often occurs in communication. Code switching occurs because of the use of two or more languages to communicate. The use or transfer of language occurs without the speaker realizing it. This phenomenon is very common in everyday life. Therefore, many researchers have analyzed code switching in different fields. However, there are still few studies linking code switching research with speaker's identity. Code switching can arise from individual choice or be used as a major identity marker for a group of speakers who must deal with more than one language in their common pursuits. In addition, self-identity can be formed from people's perception of us. This identity formation is inseparable from the language we use. Language is a form of identity.

Identity is what distinguishes us from others. As Fishman (1999) said that identity means "who you are" which is makes us unique and distinguishes us from other. Everyone has an identity that distinguishes him from others. Identity can be represented in ways, such as the way of dress, jewellery, language, and so on. Identity can be built from our interactions with others as a result of our socialization with our experiences with the outside world. Therefore, there are several factors that can influence the formation of identity, including race, ethnicity, gender, religion, occupation, social class and others.

There were three purposes of this research. Firstly, this research tried to find out the types of code switching used Hamer and Blanc (2003) theory which classified into three types; intra-sentential, inter-sentential, and tag switching. Secondly, this research described the social function of code switching used Appel and Muysken (1987) which classified into six function; referential, directive, expressive, phatic, metalinguistic, and poetic function. Lastly, this research analysed the perform of speaker's identity through code switching used Bouvier (2012) theory, which categorized identity into four types; classification, relation identification, physical identification, and functionalization.

B. RESEARCH METHOD

This research is classified into mixed method. Mixed method is a method of collecting data and analyzing data by combining qualitative and quantitative methods. Creswell (2015) said that mixed method is research methodolody that

incorporates multiple methods to address research questions in appropriate and principle manner which involves collecting, analysing, interpreting, and reporting both qualitative and quantitative data. Qualitavie method in this research was dominated used by the researcher. It is because the researcher used documentation and observation as instrument data collection and data were changed into transcript, typically characteristic of qualitative method. This research also used numbers, percentage as the result of the study, typically characteristic of quantitative method. This was needed to provide complete research and valid finding result.

The sources of data of this research were taken from the videos of Indonesia's Next Top Model. The data were in the forms of utterances or clauses which contained code switching uttered by the contestant of Indonesia's Next Top Model. In addition to the contestant, the researcher also observed the judges of the program, because they often interact with the models.

C. RESULT AND DISCUSSION
1. Research Finding
This chapter showed the finding of the research related to three research problems that have been analysed from the utterances that utter by the speakers in Indonesia's Next Top Model tv program as the data of this research.

Types of code switching used by judges and models

In alayzing the type of code switching, the researcher used Hamers and Blanc (2003) theory. According to them, there are three types of code switching: intra-sentential code switching, inter-sentential code switching and extra-sentential or tag switching. Data finding of the type of code switching will be illustrated in the following table:

Type of code switching	Quantity	Percentage %
Tag switching	19	8 %
Inter-sentential code switching	41	16 %
Intra-sentential code switching	192	76 %
total	252	100%

As seen on the table above, there are 252 codes switching used by both judges and models. The three types of code switching are clearly present on the table above. Those are 19 (nineteen) data of tag switching, 41 (forty-one) data of inter-sentential code switching, and 192 (one hundred and ninety two) data of intra-sentential code switching. The researcher found that intra-sentential code switching is the most dominant use by judges and models.

Social function of code switching used by models and judges

As mentioned before, the researcher analyzed the function of code switching based on Appel and Muysken (1987). They classified the function of

code switching into six functions: the referential function, the directive function, expressive function, phatic function, metalinguistic function, and the last function is poetic function. The result showed that there are 8 data of referential function, 15 data of directive function, 43 data of expressive function, 34 data of phatic function, 152 data of metalinguistic function, and the last function is poetic function with 0 data. In order to make it clear, the findings of the function of code switching are presented in the following table.

Function of code switching	Quantity	Percentage %
Referential function	3	1 %
Directive function	15	6 %
Expressive function	37	15 %
Phatic function	13	5 %
Metalinguistic function	184	73 %
Poetic function	0	0
Total	252	100 %

From the data finding above, the table showed that metalinguistic function is the most dominant function of code switching used by both models and judges in the program. Metalinguistic function is used when someone wants to show their language skills to impress other people. It means that both of models and judges switch the code because they want to show their linguistic skill to another.

The construction of speaker's identity through code switching

No.	Types of identity	Quantity
1.	Classification	3
2.	Relational identification	15
3.	Physical identification	8
4.	Functionalization	34

Based on table above showed the types of identity used by the speaker. In the previous chapter, the researcher has mentioned to use Bouvier's (2012) theory to analyze the speaker's identity. She classified identity into four types: classification, relation identification, physical identification, and functionalization. After analyze the data, the researcher found that of the many available data, not all of the data contained statements that could indicate the identity. So the researcher can only analyzes from a few sentences that are in accordance with the theory used.

2. Discussion

After analyzed the finding, it can be concluded that both of models and judges on Indonesia's Next Top Model program on NET TV often switched the code. Their code was switched from Indonesian to English, or vice versa. In addition, there are also those who do code switching using their local language, such as the Java language used by one of the models. Based on the data finding, the researcher analyzed the three types of code switching based on Hammer and Blanc (2003) theory. Those types are intra-sentential switching, inter-sentential switching, and extra-sentential or tag switching. The most dominant type which often used by both of models and judges was intra-sentential switching. There are 192 data of intra-sentential code switching found in this study. This type of code switching commonly used because this switching occurs within in a sentence or clause boundary. This type of code switching often occurs because both of models and judges used one language and suddenly switches into another language in sentence. They did code switching unconsciously.

The second findings was from the analysis of the social function of code switching show that of the six social functions described by Appel and Musyken (1987), the researcher only found five functions contained in the data. The five functions are referential functions, directive functions, expressive functions, phatic functions, and metalinguistic functions. The most dominant social function of code switching used by both models and judges is metalinguistic function. There are 184 utterances of metalinguistic function found in the data. This because of metalinguistic itself is works when commenting on the other language.

This study does not only analyzes the types and functions of code switching but also links code switching with the identity of the speaker. This study aims to describe what types of identity show by the speakers through code switching. To answer this third problem, the researcher used the theory of Bouvier (2012) which categorizes identity into four categories, namely; classification, relational identification, physical identification, and functionalization. Of the four identities, the researcher found that functionalization was the most indicated by the speaker, with 34 data found.

D. CONCLUSION AND SUGGESTIONS

From the analysis, code switching used by models and judges in Indonesia's Next Top Model was discussed. The types of code switching was analysed based on theory Hamer and Blanc (2003), the social function of code switching analysed based on theory Appel and Musyken (1987), and the construction of speakers identity analysed based on theory Bouvier (2012). The speakers of the program used all types of code switching classified by Hamer and Blanc (2003). They are intra-sentential switching, inter-sentential switching, and tag switching. The types of code switching that mostly occurs in the data is intra-sentential switching, while the less occurrence is tag switching. From six social function stated by Appel and Musyken, five of them are applicable here. Those are: directive

function, referential function, expressive function, phatic function, and metalinguistic function. Furthermore, the speakers showed all the types of identity categorized by Bouvier (2012). They are classification, relational identification, physical identification, and functionalization.

In this research, the researcher solved three research questions about code switching by using three theories from the expert. The researcher hopes that this research can be useful to be read or be referred for others, and the next researcher who wants to conduct the research about code switching. Researchers suggest for further research to raise objects that are different from this research. In addition, in future research, it is recommended to link code switching with language and power, because this topic is rarely analyzed by other researchers.

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