

CODE SWITCHING IN SOCIAL MEDIA *TWITTER*

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ABSTRACT

The study deals with the types of code switching and reasons why people switch their language in social media *Twitter*. The objectives of study are to find out contextual type and the grammatical type of code-switching which is mostly used in social media *Twitter* and to explain audience's reasons switch the code in social media *Twitter*. The research conducted by using descriptive qualitative design. The primary data collected by *tweets* from the timelines of *Twitter* users, the secondary data were the questionnaires to collect information about audiences's reason switch the code on *Twitter*. The result showed that the dominant type of grammatical types that used by the user is Inter sentential code switching, then it is followed by tag code switching type and intra sentential code switching. The dominant type of contextual types that used by the user is metaphorical code switching and it is followed by situational code switching. There are eight reasons why people switch the code in the social media *Twitter*, the most common reasons for people switch the language is due to the lack of equivalent lexicon in the languages. It is because of real lexical need.

Keyword : *twitter, social media, code switching*

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INTRODUCTION

Background of the Study

Communication is a matter of letting other people know what we think. Language is used only to refer to human's way of communicating, language has an important role in human life and has several usages for human as a means of communication and interaction in community life.

Sociolinguistics study the relationship between language and society. They are interested in explaining why people speak differently in different social contexts, and concerned with identifying the social functions of language and the way it is used to convey social meaning. Examining the way people use language in different social contexts provides a wealth of relationships in a community and the way people signal aspects of their social identity through their language. (Holmes:2001)

In a bilingual or multilingual society, it is normal for people to be in the situation where a change between two or more languages has to be made. That is called as Code switching. For bilingual speakers, code-switching is a valuable tool for various reasons. It offers another language to use when words in the primary language are insufficient. Traditionally, code-switching has been viewed as a strategy to compensate for diminished language proficiency. (Hymes:1875) Code switching motivated by situations, the speaker may use it to identify with a particular group of people. (Wardough:2010) Equating code with language, further describes the two kinds of code switching, situational and metaphorical, for which the choice encodes certain social values. The phenomenon of alternation between two language in the form code switching is widely observed in many settings and in many speech

communities. The community, for instance, in many educational settings: university, formal educational classroom, language learning course, institution course, and even at home.

The phenomena can also be observed from social media service that use more than one languages to communicate. Recently Indonesian people used to switch their language through the social media service. **Social media** as a communication channels or tools used to store, aggregate, share, discuss or deliver information within online communities. People obtain information, education, news, and other data from electronic and print media. (Toni:2008) One of popular social media is *Twitter*. *Twitter* is a social microblog service available for free on *Twitter.com*. Social microblog is a way of sending very short messages over the Internet to other people. (*Wikipedia*) Original *tweet* created by the *Twitter* user themselves, it means the *tweets* come from the *Twitter* user's thought. *Twitter* refers to these short messages as "*tweets*." *Twitter* has grown rapidly and quickly gained popularity throughout the world. *Twitter* leads the second place as a social networking most visited in the world. *Twitter* contains information from many sources that will show up on the timeline. It is like sent a newspaper headline that always interesting for the user. User of *Twitter* come from varieties profession, such as student, celebrity, writer, teacher, or even president. The high popularity of *Twitter* causing this social network has been used for various purposes in different aspects, for example as a facility of protest, political campaigns, learning facility, and as an emergency communication media. Nowadays *Twitter* becomes lifestyle for people.

Through *Twitter* people can find a phenomenon of bilingualism, as we know as Code-switching, this present study will focus on code switching in this case. The study

of code switching in social media *Twitter* is an interesting study to be discussed. The user of *Twitter* often switch language in some *tweets* because sometimes *Twitter* user hard to share their ideas in Bahasa Indonesia.

Research about code switching in network site has been done by Parveen and Aslam (2013) they analyzed the phenomenon of code switching in status and messages posted in social networking site Facebook by using Malik's ten reasons approach to code switching. The ability of the interlocutors who are able to speak more than one language fluently plays an important role during their interaction. The study has shown that lack of facility, lack of registrational competence, along with habitual expressions are main reason for code-switching.

Chad (2006) analyzed code switching in sociocultural linguistics. The study shown code switching occurs for intra-group identity where it functions as a communication technique for aligning or alienating interlocutors depending on the situations. Code-switching involves speakers switching from one language to another, from one variety of language to another where speakers switch between formal and informal codes.

Mukenge (2012) analyzed the use of code switching as a communication strategy in the film *Yellow Card*. The research reveals that code-switching is employed for the purposes of linguistic avoidance, whenever there is need to avoid a direct reference to the words and phrases. Code switching is also employed to express concepts that can only be identified through a specific language and to create humour in different speech situations. Also revealed is the fact that code-switching is intra-language, occurring within the same language (formal and informal English), and inter-language, occurring between two languages (Shona and English).

Code switching not only apparent in spoken discourse but also in online written discourse and the reasons for switching codes are similar to verbal communication. Kinds of switching phenomenon in the *Twitter* gets the writer's attention. Besides, the writer is interested in analyzing why the user of *Twitter* switch their language when they share their *tweets*.

In order to have an understandable research, the writer use an underlying theory that explains the types of code switching based on what is proposed by Blom & Gumperz (1971). In addition, the writer also uses Hoffman's theory (1991) and Saville-Troike (1986) that explains several reasons why people switch their languages.

This research is done to get the answer of the questions: 1. What grammatical type of code-switching is mostly used in social media *Twitter*, 2. What contextual type of code-switching is mostly used in social media *Twitter*, 3. What are audience's reasons switch the code in social Media *Twitter*.

RESEARCH METHOD

In this research, the writer focused on descriptive qualitative method. The writer described the data by using words. And the writer needed the reason from the respondents. So, the writer distributed the questionnaires to students in Faculty of Languages and Arts State University of Medan. The respondents of this research the 10 *Twitter* users chosen randomly from friend list of the writer's *Twitter* account. The other respondents are 30 students of Faculty of Languages and Arts. The primary data collected by *tweets* from the timelines of 10 *Twitter* users from friend list of the writer account during a week (7days) from February, 21st to February, 27th 2014. The

secondary data are the questionnaires that have distributed to 25 students of Faculty of Languages and Arts students in State University of Medan on February, 19th 2014, to collect information about audiences's reason switch the code on *Twitter*.

In collecting data, the writer used the following steps. First, printed out the tweets of 10 *Twitter* users from friend list of the writer account user to get the written data and the second distributed questionnaire to 25 students on Faculty of Languages and Arts.

In analyzing data, the writer identified the contextual types and the grammatical types of code switching by using Gumperz's Theory, classified data to obtain accurate result about the reasons of code switching used on *Twitter* by using Hoffman's Theory, counted the present categories of code switching used, the percentage and the last, explained the percentage the most dominant contextual and grammatical types of code switching.

DATA ANALYSIS AND RESEARCH FINDINGS

Data Analysis

Concerning with the study, the data were limited on tweets from *Twitter* users which contained kinds of code switching in social media *Twitter* and audience's reasons through the questionnaire. After collecting the data, the data were analyzed based on Blom & Gumperz's theory (1971) and classified by its types of code switching. It was found that there were tweets which were grammatical types and conversations which were contextual types. Besides, the other data were analyzed based on Hoffman (1991) and Saville-Troike's theory (1986) and explained by several reasons of code switching.

1. Grammatical Types of Code Switching

According to Blom & Gumperz's theory, the grammatical types of code switching divided into three types, they are tag code switching, intra sentential code switching and inter sentential code switching. Tag code switching

In the social media *Twitter* switch their language with the short expression at the end. There are some tweets which is included tag code switching.

- 1) Mati lampu lagi? **Damn you pln!** (User 1 @NandaCnisa / 23-02-14)

User 1 has used one of grammatical types in her tweet. She used tag code switching to express his anger by saying “mati lampu lagi? **Damn you pln!**”. “Damn you pln!” is the short expression by the user at the end when the user switch the code in her tweet.

- 2) Keindahan pantai-pantai di Indonesia masih juara dunia, kok. **Agree!** (User 3 @aMrasing / 22-02-14)

User 3 has used one of grammatical types in his tweet. He used tag code switching to express his pride to the beach in Indonesia by saying “Keindahan pantai-pantai di Indonesia masih juara dunia, kok. **Agree!**”. “Agree!” is the short expression by the user at the end when the user switch the code in his tweet.

- a. Inter sentential code switching

In the social media *Twitter*, an inter sentential code switching happens when there is a complete sentence in Bahasa Indonesia or English tweeted between two sentences in a base language.

- 1) Allah will give the best for you. **Asal ada kemauan pasti ada jalan.**

There is a way always. (User 2 @afdillah21 / 26-02-14)

User 2 has used the grammatical types in his tweet. He used an inter sentential code switching to express his idea by saying “Allah will give the best for you. **Asal ada kemauan pasti ada jalan.** There is a way always.” Asal ada kemauan pasti ada jalan is the complete sentence which is found between “Allah will give the best for you” and “there is a way always.” The user switched English as the base language into another language (Bahasa Indonesia) in his tweet.

2) Kalau buat belajar, mendingan pake manual sih. **There is a trial and error.** Lebih cepat masuk ilmunya. (User 3 @aMazing / 22-02-14)

User 3 has used the grammatical types in his tweet. He used an inter sentential code switching to express his idea by saying “Kalau buat belajar, mendingan pake manual sih. **There is a trial and error.** Lebih cepat masuk ilmunya”. “There is a trial and error” found between the base language. The user switched the language from Bahasa Indonesia into English as Bahasa Indonesia as the base language.

b. Intra sentential code switching

In the social media *Twitter*, Intra sentential code switching is found when a word, a phrase, or a clause of a foreign language is found within the sentence in a base language.

1) Fotonya **unedited, no filter**, pake iPhone kesayangan gue. (User 3 @aMazing / 21-2-14)

User 3 has used the grammatical types in his tweet. He used an intra sentential code switching to express his idea by saying “Fotonya **unedited, no filter**, pake iPhone kesayangan gue.” The word “unedited” and “no filter” found within the sentence “Fotonya unedited, no filter, pake iPhone kesayangan gue.” as Bahasa Indonesia is the base language of the user.

- 2) Yang bisa jadi **competitive advantage** di **resume** itu: beasiswa yang pernah diraih, pengalaman magang, pengalaman organisasi, **things like these**.(User 4 @ikanatassa / 24-2-14)

User 3 has used the grammatical types in his tweet. He used an intra sentential code switching to express his idea by saying “Yang bisa jadi **competitive advantage** di **resume** itu: beasiswa yang pernah diraih, pengalaman magang, pengalaman organisasi, **things like these**”. The word “resume” and the phrase “competitive advantage” found within the full sentence as Bahasa Indonesia is the base language of the user.

2. Contextual Types of Code Switching

According to Blom & Gumperz’s theory, the contextual types of code switching divided into two types, they are situational types and metaphorical types.

a. Situational code switching

A situational code switching appears when there is a change in the situation that causes bilingual switches one code to another code. Situational code switching was found when user share some ideas in the social media *Twitter*.

- 1) Conversation user 10 @alexandrarheaw with her husband and a native speaker of English (24-02-14)

Me : jadi gimana kalo kita makan malamnya di restoran Jepang

Beno : hmm, gimana ya lex

Me : ayo dong, aku kan kepingin.

Bule : **if you dont want to ask this beautiful lady, then i have to**

Beno : **sorry sir, i think you can’t, she is my wife**

Bule : **oh i’m really sorry, enjoy your time.**

In her dialog, user's husband 10 has used contextual code swicthing. in her tweets first she was talking with Beno (user's husband), but then there was native speaker included in a dialog. So, in this case the user's husband have to switch from Bahasa Indonesia into English because of the presence of an English native-speaker. Beno (user's husband) actually knew the stranger was the native speaker, he switched his language into English because the situation he talked with a native speaker, eventhough in the beginning in the dialog, he used Bahasa Indonesia.

2) Conversation user 3 @aMrasing with one of travel account in Perth. (26-02-14)

@setsunavie : @aMrasing kalo kata tmn gw yg anak tourism, kita keren di **Attraction**, tp kurang di **Access & Accomodation**

@ExperiencePerth : @aMrasingwow **Alex! What a magical day you had! You sure loved @RottnestIsland by the look of things, love these pics :)**

@aMrasing : @ExperiencePerth@**RottnestIsland** you know **what? One day is NOT ENOUGH, GUYS. :D**

@ExperiencePerth : @aMrasing@**RottnestIsland** totally agree, can easily spend weeks relaxing at **#rotnest#paradise**

In his dialog, the user has used the situational code switching, in the beginning he talk with @setsunavie in Bahasa Indonesia, but then @ExperiencePerth mentioned him (@aMrasing) in the tweet. So, because @ExperiencePerth is a native speaker of

English, @aMrazing switch the language into English to make @ExperiencePerth understand what he means. He used the situational code switching because the situation.

b. Metaphorical code switching

A metaphorical code switching occurs when there is a change in the perception, purpose or the topic of conversation. Metaphorical code switching was found in some tweets. A metaphorical code switching occurs when there is a change in the perception, purpose, joke or the topic of conversation.

1) Conversation between @ernestprakasa with his friend about looking for certified translator (26-02-14)

A: @claudialengkey: Adakah teman-teman yang merupakan **certified translator** Indonesia-Inggris?

B: **Hi @ernestprakasa and @claudialengkey I'm a professional interpreter/translator and member of HPI (Indonesian Federation of Translator)**

C: @sakdiyahmaruf, **are u certified?**

B: **of course** @ernestprakasa

C: @sakdiyahmaruf@claudialengkey tuh kak odit, sama diyah aja. **Highly recommended** lah :)

B: @ernestprakasa makasiih bgt rekomendasinya, **you are simply the nicest person on earth!!**

C: @sakdiyahmaruf**that's waaaay over the top**

A: @ernestprakasa@sakdiyahmaruf Terima kasih teman-teman... Mbak Diyah, saya sudah infokan ke rekan saya yang membutuhkan ya.

In his tweets, there was a dialog between the user with his friend. A metaphorical code switching found when there is a change in the user's topic of conversation. User helped his friend to find out certified translator. Then @sakdiyahmaruf offered herself to the user (@ernestprakasa). The perception about the finding certified translator Indonesia-Inggris, they switch the language, in order to make the dialog easier to understand.

2) Conversation between @aMazing with his friend about comparison Jlo and Tantri Kotak / 23-02-14)

A: Okay, ngebandingin

B: **who is** ngebandingin?

A: **you suggested her to learn from Lopez on how to throw a comment** so that kamu baru saja membandingkan kedua orang itu.

B: **I wasn't comparing. Comparing them would be: J.Lo sings better than Tantri. I,** seperti yang kamu bilang, **i was SUGGESTING her**

A: Lex, udah nyobain indomie goreng bulgogi? Kurang enak.

B: belum. ._. Indomie Goreng **original is the best, I think.**

In the conversation above, it clear that @aMazing has used metaphorical code switching with his friend. This is metaphorical because the change in the perception occurs in the conversation. Their perception about comparing and not comparing by dialog below:

B: **who is** ngebandingin?

A: **you suggested her to learn from Lopez on how to throw a comment so** that kamu baru saja membandingkan kedua orang itu.

B: I wasn't comparing. Comparing them would be: J.Lo sings better than Tantri. I, seperti yang kamu bilang, i was SUGGESTING her.

3. Reasons of Code Switching

There are seven reasons of code switching which are introduced by Hoffman (1991) and three reasons which are introduced by Saville-Troike (1986) as explained in chapter 2. However, the writer only found eight audiences' reasons why people switch the code in social media *Twitter* through the questionnaires. There are talking about particular topic, quoting somebody else, being empathic to express solidarity, interjection, repetition used for clarification, to soften or strengthen request or command, expressing group identity and because of real lexical need.

CONCLUSIONS AND SUGGESTIONS

Conclusions

Based on the analysis of the tweets and questionnaires in social media *Twitter* in the previous chapter, it can be concluded that:

Firstly, the dominant type of grammatical types that used by the user was Inter sentential code switching (75 tweets, 46,01%). Then it was followed by tag code switching type (56 tweets, 34,35%), intra sentential code switching (32 tweets, 19,63%)

Secondly, the dominant type of contextual types that used by the user was Metaphorical code switching (8 dialogue, 72,72%) and followed by Situational code switching (3 dialogue, 27,27%). The user tend to talked about certain topic especially deal with their daily life. So, the user used the metaphorical type most.

Thirdly, there were 8 audiences' reasons why people switch the code in the social media *Twitter*. They were talking about particular topic, quoting somebody else, being empathic

to express solidarity, interjection, repetition used for clarification, to soften or strengthen request or command, expressing group identity and because of real lexical need. Based on students through questionnaire, the most common reasons for people switch the language was due to the lack of equivalent lexicon in the languages. It was because of real lexical need.

Suggestions

By considering the conclusion there are some suggestions which are presented as follow:

Theoritically, the students who learn Sociolinguistics need to comprehend code switching. It is because with comprehending more about the code switching in communicating with other through social media, the students will make ideal and successful communication.

Practically, the readers especially the student of English Department can choose the code switching as the object of research, because many interesting aspects can be analyzed related to sociolinguistics study especially in social media.

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