

## Code Switching in Indonesian Idol 2012 Program: A Case Study of the Judges' Comments and the Viewers' Attitudes

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### ABSTRACT

The study entitled “Code Switching in *Indonesian Idol 2012* Program: A Case Study of the Judges' Comments and the Viewers' Attitudes” aims to investigate the types and functions of code switching and the viewers' attitude to the use of code switching. Transcripts of 23 videos and interviews of 10 viewers of University students were used as data. Some main theories were used to analyse the data, namely Poplack (1980), Koziol (2000), and Garrett (2010). Based on the results of analysis, this study shows that all types of code switching were found in *Indonesian Idol 2012* program judges' comments namely *intrasentential switching*, *intersentential switching*, and *tag switching*. Ten functions were identified such as *emphasis*, *untranslatability*, *mitigating message*, *reiteration*, *clarification*, *aggravating message*, *quotation*, *personalization*, *designation*, and *interjection*. In addition, the results also reveal that the viewers mostly show their positive attitudes as they take code switching phenomena as the media for learning a language.

**Keyword:** *Code Switching, Types of Code Switching, Functions of Code Switching, Attitudes*

## INTRODUCTION

In the era of globalization, people are required to be able to speak more than one language. The use of two or more languages is called as bilingualism (Grosjean, 1982 cited in Jalil, 2009). Furthermore, bilingualism has occurred in every country. It is emphasized by Grosjean (1982:1 cited in Brezjanovic-Shogren, 2002) who argues "Bilingualism is present in practically every country of the world, in all classes of society and in all age groups. In fact, it is difficult to find a society that is genuinely monolingual." Therefore, bilingualism has occurred in all countries including in Indonesia. In fact, Indonesia cannot be separated from the term bilingualism since it has various local languages such as Javanese, Sundanese, Bataknese, etc.

Code switching tends to occur in any kind of discourses such as in the written one when people write novels, comics or in the spoken discourse such as in business conversation and daily conversation. Furthermore, code switching can also

occur in the mass media such as Television, Radio, and Newspapers. In Television, for example, code switching occurred including those working or involved in an entertainment program (Gardner-Chloros; Charles, 2007).

The discussions of code switching in *Bahasa Indonesia* may lead us to the discussion of language attitudes. Indonesian people may show certain attitudes towards the use of code switching in *Bahasa Indonesia* because *Bahasa Indonesia* is an official language in Indonesia. Sarnoff (2001 cited in Llamas, Mullany, & Stockwell, 2007) points out that attitude is 'a disposition to react favourably or unfavourably to a class of objects'. It means that Indonesian people may have positive or negative attitudes toward the use of code switching in *Bahasa Indonesia*.

The present study addresses those issues by focusing on code switching in Indonesian Idol 2012 Program. This study aims at discovering the types and functions of code switching, revealing which judge who uses code switching the

most, and investigating the viewers' attitudes towards the judges' comments.

## LITERARY REVIEW

Regarding code switching, Poplack (1980) states that "Code-switching is the alternation of two languages within a single discourse, sentence or constituent". Furthermore, Poplack (1980 cited in Hamers and Blanc, 2000) argues that there are three types of code switching, namely *tag switching*, *intersentential switching*, and *intrasentential switching*.

*Tag switching* refers to the extra-sentential code switching. In line with that, Poplack (1980) points out that *tag switching* is the freest moveable constituents which can be inserted in almost anywhere in the sentence and it cannot violate any grammatical rules. Meanwhile, *Intersentential switching* is the type of switching which occurs at a clause or sentence boundary. *Intrasentential switching* involves the switches of one language to another language within a sentence. Furthermore, the switches occur at various syntactic

boundaries (Poplack, 1980 cited in Hamers and Blanc, 2000).

Furthermore, related to code switching, there are fourteen functions of code switching proposed by Koziol (2000). There are *Personalization*, *Reiteration*, *Designation*, *Substitution*, *Emphasis*, *Clarification*, *Objectification*, *Untranslatability*, *Mitigating message*, *Interjections*, *Parenthesis*, *Aggravating message*, *Quotation*, and *Topic shift*.

In addition, Sarnoff (2001) cited in (Llamas, Mullany, & Stockwell, 2007) points out that attitude is 'a disposition to react favourably or unfavourably to a class of objects'. Therefore, attitude is about positive or negative reaction towards certain object. Furthermore, Garrett (2010) breaks the attitudes down into *cognitive*, *affective*, and *behavior*. *Cognitive* contains beliefs, knowledge, and perception. While *affective* involves feelings about the attitude object. Then, behaviour concerns the action of someone's attitudes.

## RESEARCH METHOD

This study employs a qualitative method and categorized as a case study. The data consisted of a transcription of the video of *Indonesian Idol 2012* program judges' comments and the analysis of the interviews of viewers' attitudes towards code switching used by the judges. The data were compiled from video-recordings on <http://www.indoidolonrecord.co.nr/>. To collect the data, the 23 videos of *Spektacular Show 1* and *2* were downloaded from the website. Meanwhile, the interviews were conducted to get the data from the respondents as the viewers of *Indonesian Idol 2012* program.

The video-recordings data were analyzed through following steps. First, transcribing the videos to make the identification of code switching found in the judges' comments videos. Second, identifying the code switching found in the transcripts of videos. Third, classifying code switching based on types of code switching. The theory proposed by Poplack (1980) was applied to analyze the types of code

switching. Meanwhile, the theory proposed by Koziol (2000) was used to analyze the functions of code switching. Fourth, quantifying the occurrences of each type and each function of code switching. Finally, discussing the findings so that the conclusion could be drawn.

Meanwhile, the interview data were analyzed through the following steps. First, transcribing the audio-recording interviews. Second, classifying the respondents' answer based on the components of attitudes proposed by Garrett (2010). Third, quantifying the respondents' answer based on each question. Finally, discussing the findings from the data had been quantified.

## FINDINGS AND DISCUSSIONS

### Types of Code Switching in Indonesian Idol 2012 Program

This section discusses types and occurrences of code switching used by the judges of *Indonesian Idol 2012* program. The analysis was based on the types of code switching proposed by Poplack (1980) namely *intersentential switching*,

*intrasentential switching*, and *tag switching*. Table 1.1 presents the occurrences of code switching:

**Table 1.1 Types of Code Switching Occurrences**

| No.          | Types of Code Switching          | Frequency  | Percentage (%) |
|--------------|----------------------------------|------------|----------------|
| 1.           | <i>Intrasentential switching</i> | 165        | 88.71          |
| 2.           | <i>Intersentential switching</i> | 16         | 8.60           |
| 3.           | <i>Tag switching</i>             | 5          | 2.69           |
| <b>TOTAL</b> |                                  | <b>186</b> | <b>100</b>     |

The most frequent code switching type in *Indonesian Idol 2012* judges' comments is *intrasentential switching*, then *intersentential switching*, and the least type is *tag switching*. From the data,

*Intrasentential switching* were mostly dominant in *Indonesian Idol 2012* judges' comments (88.71%). The examples of types of code switching found in the data are presented as follows.

- [1] *Yoda, Kalau kamu **one day** kamu buat album, saya adalah orang pertama yang akan beli album kamu. [intrasentential]*
- [2] *Tapi tetapbagus tetap bagus **cuma we expect perfection from you.**[intersentential]*
- [3] *Because it's hard to play the piano and sing at the same time, **you know.** [tag switching]*

**Functions of Code Switching in Indonesian Idol 2012 Program**

There are only ten functions of code switching occurred in the present study,

namely, *personalization, reiteration, designation, emphasis, clarification, untranslatability, mitigating message, interjection,*

*aggravating message*, and *quotation*. The occurrences of

functions of code switching is presented in Table 1.2

**Table 1.2 The Occurrences of Code Switching Functions**

| <b>Functions of Code Switching</b> | <b>Occurrences</b> | <b>frequency</b> |
|------------------------------------|--------------------|------------------|
| <i>personalization</i>             | 1                  | 0.54%            |
| <i>reiteration</i>                 | 8                  | 4.30%            |
| <i>designation</i>                 | 3                  | 1.61%            |
| <i>emphasis</i>                    | 117                | 63.44%           |
| <i>clarification</i>               | 10                 | 5.37%            |
| <i>untranslatability</i>           | 33                 | 17.74%           |
| <i>mitigating message</i>          | 8                  | 4.30%            |
| <i>interjection</i>                | 1                  | 0.54%            |
| <i>aggravating message</i>         | 2                  | 1.08%            |
| <i>quotation</i>                   | 2                  | 1.08%            |
| <b>TOTAL</b>                       | <b>186</b>         | <b>100%</b>      |

From Table 1.2, the total of code switching functions in *Indonesian Idol 2012* judges' comments was 186 occurrences. Furthermore, the data reveal that the most frequent function was *emphasis* function that was 117 (63.44%). It means that the judges wanted to emphasize their comments by switching the points into English. A high

frequency on *emphasis* evidences that the judges showed their important points to make the performers notice what they were saying. It is important as the judges' comments are required to improve the finalist's skill both in singing and performing. The example of this function found in the data is "*Ini lagu ini cocok banget sama personality-nya kamu*".

### The Viewers' Attitudes towards Code Switching

**Table 1.3** The Viewers' Agreement of Code Switching Used by the Judges of *Indonesian Idol 2012* Program

| Answers      | Frequency | Percentage  |
|--------------|-----------|-------------|
| Yes          | 6         | 60%         |
| No           | 4         | 40%         |
| <b>TOTAL</b> | <b>10</b> | <b>100%</b> |

Based on *affective* component from Table 1.3, 60% respondents agree with code switching in *Indonesian Idol 2012* program. It implies that the respondents seem to have positive attitudes towards the use of code switching by judges.

Regarding the *cognitive* aspects, the data found that although they agree with code switching, they do not want to follow what the judges do. There were seven reasons found in the data as follows.

**Table 1.4** The Possible Reasons Expressed by the Respondents Regarding to the Use of Code Switching to the Way They Speak

| Answers                                   | Frequency | Percentage  |
|---|-----------|-------------|
| Depending on the Situation and Condition  | 2         | 20%         |
| It's not a thing to be followed           | 1         | 10%         |
| Just for fun                              | 2         | 20%         |
| Habitual of using <i>Bahasa Indonesia</i> | 2         | 20%         |
| Less of Confidence of Using English       | 1         | 10%         |
| Less of Convenience of Using English      | 1         | 10%         |
| Cool                                      | 1         | 10%         |
| <b>TOTAL</b>                              | <b>10</b> | <b>100%</b> |

Based on the data, it was found that 20% respondents believe that using *Bahasa Indonesia* is better. It was

because *Bahasa Indonesia* is their habitual language. Yet, they use code switching depending on situation and context. The results of the interview present although

judges of *Indonesian Idol 2012* are superstar, it does not affect the way respondents' speak. Because the respondents have knowledge about language used by judges, whether the structure is correct or incorrect, they can be more careful when they speak in English. For example, judge's code switching such as "*because what*", "*no what what*", are used by respondents just for a joke since they believe that the

structure is incorrect. So, they do not use it in any formal situation.

Regarding the *behavior* aspect, however, although the respondents tend to have positive attitudes towards code switching used by the judges of *Indonesian Idol 2012*, in their daily life, they prefer using *Bahasa Indonesia* in their communication. It is emphasized by 50% respondents never follow judges' language in their daily conversation. It is presented in Table 1.5 as follows.

**Table 1.5 The Viewers' Opinion toward the Effect of Code Switching to the Way They Speak**

| Answers      | Frequency | Percentage  |
|--------------|-----------|-------------|
| Yes          | 3         | 30%         |
| Never        | 5         | 50%         |
| Sometimes    | 2         | 20%         |
| <b>TOTAL</b> | <b>10</b> | <b>100%</b> |

It is contrast to Garrett's (2010) theory that attitudes also play role in someone's language product and reception. It should become proportional with their positive attitudes, but the data show the contradictory. Garrett (2010) emphasizes that language

attitudes have the role in influencing someone's reaction and response to the speaker's language use, that is language choice as the communication. However, based on the data analysis, *cognitive* and *affective* cannot always go hand in hand

with *behavior*. It is likely to support Romaine's (1995: 317 cited in Coronel-Molina, 2009) statement. He argues that someone can be inconsistent with their *behavior* towards what they believe or feel.

## CONCLUSIONS AND SUGGESTIONS

Types and functions of code switching were found in the judges' comments of *Indonesian Idol 2012* program. Types of code switching occurred in the data were *intrasentential switching*, *intersentential switching*, and *tag switching*. However, *Intrasentential switching* is likely to be the most frequent type (88.71%).

Additionally, the researcher identified only ten functions in this study. From the findings, the most frequent function occurred in *Indonesian Idol 2012* judges' comments is *emphasis* which appears 117 times (63.44%). It shows that most of the judges' comments tend to use an emphasis so that

the important message by judges could be noticed by the finalists. *Emphasis*, then, is likely important for the judges since their comments are related to the improvement of the finalists' performances.

Third, 10 respondents as the *Indonesian Idol 2012* program viewers were involved to see their attitudes towards code switching used by the judges of *Indonesian Idol 2012*. Based on the results of analysis, it presents that the respondents seem to have positive attitudes toward code switching that is used by judges. Nevertheless, some suggestions appear regarding the use of code switching in *Indonesian Idol 2012* program. Moreover, most of the respondents tend to consider the judges' comments as a learning media to encourage improvement of respondents' English ability such as to enrich their vocabulary items and to get listening exercises of English.

There is a suggestion for further research related to this

study. The present study focused on code switching used by the judges of *Indonesian Idol 2012*

program. For further research, it may involve the host of *Indonesian Idol 2012* program.

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