THE USE OF CODE-SWITCHING AMONG THE LATE ADOLESCENTS IN SOCIAL MEDIA *FACEBOOK*

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ABSTRACT

This study discussed the use of code-switching among the late adolescents in social media Facebook. The purpose of the research was to know the types of code-switching used among the late adolescents in social media Facebook by applying Poplack theory. The other purpose was to reveal the reasons for using such types of code-switching in social media Facebook by applying Hoffman theory. The descriptive qualitative research design was used in this study. The data of the research were analyzed using Miles and Huberman method. The results of the research were: (1) there were three types of code-switching used by the late adolescents in social media Facebook, (2) some reasons in using code-switching were being emphatic to others, the use of interjection to gain attention, the use of repetition for clarification, intention of clarifying the speech content for interlocutor, expressing identity group, softening the request or command, lexical needs, and using satire. Satire was mostly found in this research.

Keywords: code-switching, late adolescent, social media

ABSTRAK

Penelitian ini mengkaji penggunaan alih kode bahasa yang digunakan oleh para penutur bahasa yang berfokus pada remaja tingkat akhir dalam media sosial Facebook. Tujuannya adalah untuk (1) mengetahui jenis-jenis alih kode bahasa yang muncul pada tulisan (posting) *para remaja tingkat akhir dalam sosial media Facebook dengan menggunakan teori Poplack dan (2) alasan para remaja tingkat akhir di balik penggunaan alih kode bahasa tersebut di media sosial dengan menggunakan teori Hoffman. Rancangan penelitian deskriptif kualitatif digunakan dalam penelitian ini. Data penelitian dianalisis dengan menggunakan metode Miles dan Huberman. Hasil dari penelitian ini dipaparkan dalam dua simpulan yakni, (1) ada tiga jenis alih kode bahasa yang digunakan oleh remaja tingkat akhir dalam sosial media Facebook, dan (2) beberapa alasan dibalik penggunaan alih kode bahasa antara lain, lebih berempati pada orang lain mengenai suatu peristiwa, penggunaan tanda seru yang agak berlebihan dengan*

tujuan memperoleh perhatian orang lain, pengulangan kalimat sebagai klarifikasi, penekanan kalimat tertentu kepada lawan bicara, mengekspresikan identitas grup, memperhalus permintaan atau suruhan, ketidakcukupan kosakata bahasa sumber, dan sindiran seseorang melalui komentar (posting). Dalam penelitian ini, alasan sindiran melalui komentar adalah yang terbanyak ditemukan.

Kata kunci: *alih kode bahasa, remaja tingkat akhir, sosial media*

A.   INTRODUCTION

Indonesian people were dominant as bilingualism instead of multilingualism. It was meant that they were able to speak more than one language, for instance, they could speak an ethnical language, Indonesian and foreign language. For anyone who was able to speak the foreign language, s/he sometimes mixed or switched the language. It was then called as code-mixing and code-switching. Today, most people tended to speak rather than writing. As the consequence, the condition was spread out including in many parts of media. It could be seen that social media provide them to write what they want to speak written the language. As the result, we could find so many statuses around us. Status was meant here what someone writes through the social media as s/he thought that was so important to be spoken out to the public. The social media itself was the product of the rapid of technology among the other new inventions. Social media Facebook was one of the means in which people interact and communicate easier. They could keep connecting with their friends, relatives, and families who were far from distance by using the technology; namely internet. It was founded by Mark Zuckerberg. It was also the most popular social media in the world (Google AdPlanner, 2012).

Late adolescents were the most frequent members who use Facebook in their daily lives. Indonesia was the fourth country that used Facebook most frequently after USA, Brazil, and India. There were 65 million active users (Kominfo, 2013). It was supported by another survey that the late adolescents among 20-29 years old were the highest active Facebookers next followed by 13-19 years' old who used social media Facebook. It was estimated around 35 million out of 79 million people. In writing their postings, they frequently switched and mixed their language. It was done for some reasons. Here were some examples of status/posting from the late adolescents as, "Have a nice weekend, guys! *Selamat berkumpul bareng orang-orang tercinta.*" Then, the next response would be commented by his/her friends "Happy weekend! *Saatnya bersantai.*"

B.   THEORY

1.   Code-Switching

Myers-Scotton (2006) defined that code switching was the use of two languages varieties in the same conversation. Another thing which made code switching more interesting was that a speaker may switch codes (i.e. varieties) within a single sentence, and may even do so many times (Hudson, 1980). From those theories above, it could be concluded that code-switching occurred when someone switch/change his/her language/dialect or speech style. According to Poplack (1980), three kinds of code switching were revealed as inter-sentential, intra-sentential or tag-switching. Inter-sentential code switching involved a switch at a clause or sentence boundary, in which each clause or sentence is in one language. It is seen most frequently used between fluent bilingual or multilingual speakers. Such example was: "*Talk less, do more*. Itu bagusnya." Second type of code-switching was intra-sentential. The shift was done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift. It often happened within one sentence or even a one phrase. Such example was: "*I'm very sorry* karena ga bisa datang." Third type of code-switching was Tag switching. It involved the insertion of a tag in one language into an utterance which is otherwise entirely in the other language. The example was "*Demam K-Pop dimana2, right?*"

Recently, some users of social networking sites, such Facebook members posted and switched their first language (Indonesian language) into English phrases and/or sentences in updates and comments. According to Hoffman (1991:116), there were a number of reasons for bilingual or multilingual person to switch or mix their languages. Those were: Talking about the Particular Topic, Quoting Somebody Else, Being Emphatic about Something, Interjection, Repetition used for Clarification, Intention of Clarifying the Speech Content for Interlocutor, Expressing Group Identity, To Soften or Strengthen Request or Command, Because of Lexical Need, and Excluding. To exclude other people when a comment was intended for only a limited audience sometimes people wanted to communicate only to certain people or community they belong to. To avoid the other community or interference objected to their communication by people, they had to try to exclude those people by using the language that nobody knows.

2.   Adolescent

Adolescent was usually associated with the teenage years. It was a time of great change for young people. It was a time when physical changes were

happening at an accelerated rate. But adolescence was not just marked by physical changes—young people were also experiencing cognitive, social/emotional and interpersonal changes as well. As they grow and develop, young people were influenced by outside factors such as: parents, peers, community, culture, religion, school, world events and the media. There were three stages of adolescent development with each aspect, namely early, middle, and late adolescent (UNICEF, 1995).

Late Adolescents were approximately 19-21 years of age. First, based on physical changes: most young women were fully developed; young men continued to gain height, weight, muscle mass, body hair. In term of movement toward independence, they were firmer identity, they tended to have ability to delay gratification; had more ability to think through ideas; ability to express ideas in words; more developed sense of humor; interests become more stable; greater emotional stability; ability to make independent decisions; ability to compromise; pride in one's work; self-reliance; greater concern for others. In terms of future interests and cognitive development, they had more defined work habits; higher level of concern for the future; thoughts about one's role in life. For the sexuality, they concerned with serious relationships; clear sexual identity; capacities for tender and sensual love as well. In terms of ethics and self-direction: capable of useful insight; focus on personal dignity and self-esteem; ability to set goals and follow through; acceptance of social institutions and cultural traditions; self-regulation of self-esteem.

3.   Facebook

Today, the human need of social media easily was spread out in every single of site. Social Networking Sites (SNSs) were virtual communities in which all users could create personal public profiles, interact with real-life friends, and meet other people based on shared interests. They were seen as a 'global consumer phenomenon' with an exponential rise in usage within the last few years. Facebook as the result of rapid technology was one of the SNSs products. They could connect with their family, old friends, relatives who were far from distance and making new friends as well by using the technology; internet. It was the most popular social media in the world (Google AdPlanner, 2012). It is founded by Mark Zuckerberg.

The users are 5.56% of the total Facebook users in the world. From the statistic of Google AdPlanner at the end of November 2010, Facebook was the number one next followed by Youtube, Yahoo, Live, and Wikipedia. The site was free and derived revenue from ads. The name comes from the paper document with names and faces issued to college freshmen to help them get acquainted with each other. One of the most favorite features on Facebook was providing status

update which has been discussed above.

Indonesia was the fourth country that uses Facebook most frequently after USA, Brazil, and India. There are 65 million active users (Kominfo, 2013). This was also proved by another survey that at least, 71% of them with the range of 13-17 years used social media Facebook. Moreover, 41% out of them confess that they connected to Facebook was the most frequently used (Kompas: 2013). It was the most frequently used site accessed by Indonesian people particularly teenagers, in this case the late adolescent. Based on KOMINFO in 2015, there were 79 million accounts signed during the past 30 years. It increased 14 million last years. We could see that the late adolescent within the 20 – 29 years old were the highest active Facebookers followed by 13-19 years old.

4. Relationship between Code-Switching and Facebook

The arrival of internet and related technologies such as the existence of smart phone today had significantly changed the language. Facebook as one of the means social media significantly affected the late adolescents which preferred to use code-switching in writing their status. For instance, they tended to switch Indonesian (red. Bahasa) to English. These were such phrases, *download* stood for *unduh*, upload stood for *unggah*, FYI stood for For Your Information (red: *Sebagai Informasi*), OOTD meant outfit of the day (*bahasa: pakaian yang sesuai di pakai pada hari ini*), LOL was the abbreviation of Laugh Out Loud instead of saying *tertawa terbahak-bahak,* and the like. Such phrases were often seen on the internet especially on network sites.

Erikson (1993) described adolescent as a very crucial stage in identity formation. He emphasized the formation of strong peer relationship as a key developmental task of adolescent since it enabled them to get positive feedback and confirmation for their thoughts and actions. Thus adolescents spent a considerable time with their peers. However, the advent of social networking sites, offered extra access to form peer relationship. Thus, social networking sites in general and Facebook in particular served as a new context to satisfy their need for positive feedback and confirmation from their peers. Therefore, the use of Facebook could affect adolescent personal characteristics like self-esteem and there is a possibility for the personality characteristics to be predictors of adolescents' Facebook use.

According to Murk (1999) as cited in (Omaloyo, Bologum and Omol, 2013), self-esteem was a lived phenomenon, dynamic, and it was therefore on-going and open to change. He identified three elements of self-esteem. First, there was a connection between competence and worthiness. Second, self-esteem was lived on both cognitive and affective levels, and third, self-esteem was a dynamic phenomenon which can fluctuate more than characteristics like personality and

intelligence. Thus, self-esteem could be seen as perception rather than reality. It referred to a person's belief about whether they were intelligent and attractive enough but did not necessarily say anything about whether the person was actually intelligent and attractive.

That was why in this study, code-switching was used to show up the adolescent`s self-esteem in order to support their perception. They also had to create the condition of "social life" or "social identity" toward the social media in order to be accepted in that community.

C. RESEARCH METHOD

The type of this research used here was descriptive qualitative because the linguistic form of using code-switching and the reasons of using code-switching among the late adolescent as Facebook users which were friend with the researcher were revealed in this study.

The data of the study were the postings of Indonesian late adolescents of Facebook users within the age of 19-21 years old. The total subjects were eleven people. The source of the research was the posting expressions in the forms of sentences among the late adolescent Facebook between the researcher and friends and the chat between the writer and the correspondences. The data taken was started on the 1st until 30th September 2016. In collecting the data, the instruments used were observation and documentation.

In analyzing the data, Miles and Huberman analysis was used as data reduction, data display and verifying the data. The types of code-switching found will be analyzed based on the theory Poplack (1980) and the reasons of using them by Hoffman theory. In the process of doing so, the data that did not match with the theory were omitted. It was the process of data reduction. Next, the data displayed then the results were drawn.

D. FINDINGS AND SICSUSSION

In this chapter, the findings were drawn and discussed. All types of code switching used were revealed in order to answer the first research question.

Table 1.
The Type of Code-Switching Appeared

Initial Name	Age	Date of Posting	Posting/Status	Type of C-S
SWL (female)	20	03rd September 2016	Selamat ya Gusti Alvionita Putri Adnanta, A.Md Keb. Im such a proud friend 😋😘	Inter-sentential

PY (male)	21	25th September 2016	First step finish, terima kasih untuk segala support & bantuan untuk saya. Semoga bisa menebar manfaat dan terus berbenah. Jazakallah Khair	Intra-sentential
NR (female)	19	24th September 2016	Thanks for your awesomeness guys! We did our best already! 👰🏼💒🙌💃 ⛩🙏 Love yaaaa temans 💗🎁💗🎁💗🎁	Inter-sentential
STC (male)	19	25 September 2016	Congratulation to my new and awesome friend @fikriaditya27 telah menjadi Putra Persahabatan…	Intra-sentential
AS (female)	20	24 September 2016	Kelihatannya cerah.. :-) secerah indahnya the beach.	Intra-sentential
		22 September	Slow but sure.. Kita jalani aja Step by step yah.	Inter-sentential
Y (female)	20	24 September	Dinner dulu yee 🍴	Intra-sentential
DNAS (female)	20	11 September	Be yourself... Kita mah apaaa, ya.....? (commented in photo)	Tag-switching
RRA (female)	21	17 September	JOMBLO : J= Jenius O= Objektif M= Marvelous (hebat atau luar biasa) B= Brilliant L= Long minded (brfkir pnjang) O= Obey God and the Prophet (taat kpda Allah Dan Rasul Nya .. ;) :) *Jomblo Bermartabat, Married bermanfaat*	Inter-sentential
IS (female)	22	23 September	Selamat Ulang tahun ase syng, semoga panjang umur yaa, sehat dan bahagia selalu. Tuhan memberkatiMU dalam segala hal.Gbu.	Inter-sentential
FP (female)	22	13 September	Siap-siap kerja.. prepare to work	Inter-sentential
RI (female)	21	13 September	My sister love 👶😘👶	Inter-sentential

Form all the data; it was found that there were seven types of inter-sentential code-switching. Inter-sentential code switching means a switch at a clause or sentence boundary, in which each clause or sentence is in one language. Inter-sentential code-switching is the most dominant type used. It was because the speakers switch the clause (sentence) boundary. Next followed by intra-sentential and it occurred when the shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift. But, there was only one tag-

switching means the insertion of a tag in one language into an utterance which is otherwise entirely in the other language.

Table 2.
The Reasons of Using Code-Switching

I.N	Age	Date of Posting	Posting/Status	The Reason
SWL (female)	20	03rd September 2016	Selamat ya Gusti Alvionita Putri Adnanta, A.Md Keb 🌻 Im such a proud friend 😙😘	Being emphatic
PY (male)	21	25th September 2016	First step finish, terima kasih untuk segala support & bantuan untuk saya. Semoga bisa menebar manfaat dan terus berbenah. Jazakallah Khair	Excluding
NR (female)	19	24th September 2016	Thanks for your awesomeness guys! We did our best already! 👰🏩🙆💃 ⛩🙏 Love yaaaa temans 💖💝💖💝💖💝	Interjection
STC (male)	19	25 September 2016	Congratulation to my new and awesome friend @fikriaditya27 telah menjadi Putra Persahabatan…	Expressing group identity
AS (female)	20	24 September 2016	Kelihatannya cerah.. :-) Secerah indahnya the beach.	Repetition
		22 September	Slow but sure.. Kita jalani aja Step by step yah.	Excluding
Y (female)	20	24 September	Dinner dulu yee 🍴	To soften request/command
DNAS (female)	20	11 September	Be yourself... Kita mah apaaa..... (followed by photo)	Excluding
RRA (female)	21	17 September	JOMBLO : J= Jenius O= Objektif M= Marvelous (hebat atau luar biasa) B= Brilliant L= Long minded (brfkir pnjang) O= Obey God and the Prophet (taat kpda Allah Dan Rasul Nya .. ;) :) *Jomblo Bermartabat, Married bermanfaat*	Lexical needs
IS (female)	22	23 September	selamat Ulang tahun ase syng, semoga panjang umur yaa, sehat dan bahagia selalu. Tuhan memberkatiMU dalam segala hal.Gbu.	Lexical needs
FP (female)	22	13 September	Siap-siap kerja.. prepare to work	Repetition
RI (female)	21	13 September	My sister 😙😘😙	Being emphatic

Stated in the previous chapter, there were ten reasons of using code-switching based on the theory of Hoffman. Here were the findings based on the table above: there were two reasons used of being emphatic about something, one reason of using interjection, two reasons of repetition used for clarification, one reason for expressing group identity, one reason in soften or strengthen request or command, two reasons of lexical needs, and three reasons of excluding. However, from the table above, it was found that some reasons were exist. They were discussed below on the discussion part.

1. **Being emphatic about something**

The first posting showed emphatic was "*Selamat ya Gusti Alvionita Putri Adnanta, A.Md Keb* 🌻 *Im such a proud friend* 😗😘". The context was the speaker posted her feeling to show that she was happy and satisfied with her successful friend. Her friend had taken her undergraduate school and it was celebrated. SWL as the data subject was invited at that time and she gave her best congratulation to her best friend by saying this. She was really an expressive person.

The second posting to show emphatic was "*My sister* 😗😘😗". The context was RI (speaker) posted her best feeling, loving, to her sister expressively. It was matched that adolescents tend to deliver something expressively such their feeling to others.

2. **Interjection**

The posting delivered by NR (19 years old) was "*Thanks for your awesomeness guys! We did our best already!* 💁🙆🙌💆🛐🙏 *Love yaaaa temans* 💝💖💝💖💝". Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. In the context here, the speaker conveyed her strong emotion to her friends that they have gained something important by saying this "*Love yaa temans*." It was also matched with the adolescent`s movement toward independence which is greater emotional stability particularly to her friends and relatives.

3. **Repetition used for clarification**

It aimed to clarify someone speech so that it will be better understood by listener. He sometimes used both of the languages (codes) which he masters to say the same message. Frequently, a message in one code is repeated in the other code

in literal meaning. A repetition is not only served to clarify what is said, but also to amplify or emphasize a message.

There are two postings written by Facebook users. The first was, "*Kelihatannya cerah.. :-) Secerah indahnya the beach.*" The context was the speaker told that her life was as beautiful as the beach, and reemphasized it on the next clause with the word "*beach*". *The second one was "Siap-siap kerja.. prepare to work*". It was clearly enough that the speaker (FP) repeated his language from Indonesian to English directly. The context was to reemphasize that he was ready enough to start working. This attitude was suitable with the ability to make independent decision which to reemphasize what`s going to do next.

4.   Expressing group identity

Code switching and code mixing could be used to express group identity. The existence of certain group was identified its features. There was only one finding in expressing group identity, which sounded "*Congratulation to my new and awesome friend @fikriaditya27 telah menjadi Putra Persahabatan…*" The context was the speaker wanted to show his identity which belonged to the certain group. In here, the certain group was the Campus Election of Lady and Gent (Pemilihan Putra Putri Kampus) of Mulawarman University in 2016. So, in order to show their group identity, the speaker as one of the nominees in the election congratulated his friend as the winner of Friendship Gent.

In terms of movement toward independence, adolescents with the age of 19-22 were to be pride in someone's work and also showing self-reliance. In other word, for the posting above, the speaker tried to show group identity and his pride in his friend's work by his posting.

5.   To soften or strengthen request or command

The context was the speaker would like to have dinner because at that posting time showed 7 p.m. It was meant she softened her request for others to have dinner by posting "Dinner dulu yee 🌀. It was proved that the speaker had more powerful than the listener. One of the adolescents` attitudes was greater concern for others. It could be seen from the speaker`s posting (Y) that she really concerned or respected to others.

6.   Lexical needs

The most general reason for bilingual or multilingual people switch or mix their languages from the source language (e.g. English) into the target language (e.g. Indonesian) was because of lacking the lexicon in the target language itself.

It could be seen from the speaker's posting (RRA) of the abbreviation of JOMBLO as follow. First was the word JOMBLO.

JOMBLO :
J= Jenius
O= Objektif
M= Marvelous (hebat atau luar biasa)
B= Brilliant
L= Long minded (brfkir pnjang)
O= Obey God and the Prophet (taat kpda Allah Dan Rasul Nya ..
;) :)
Jomblo Bermartabat, Married bermanfaat

There were some English words which were not translated such as M stands for Marvelous, B stands for Brilliant, L stands for Long Minded, and O stands for Obey God and Prophet. They were still in English vocabularies. It was because of lacking Indonesian suitable words in that abbreviation. Adolescents were more developed in the sense of humor. That makes really nice that the posting existed in adolescent`s postings.

Second posting was *"selamat Ulang tahun ase syng, semoga panjang umur yaa, sehat dan bahagia selalu. Tuhan memberkatiMU dalam segala hal. Gbu."* The word "Gbu" was actually the abbreviation of *God Bless You*. It was called for Tuhan memberkatimu selalu". However, because of the lacking of lexicon, it was better and more practice to say Gbu as well.

7.   Excluding

Facebookers often intends to post status update to the certain people indirectly. It was done because she did not want people know the content of the status update. Here were the findings discussed. "*First step finish, terima kasih untuk segala support & bantuan untuk saya. Semoga bisa menebar manfaat dan terus berbenah. Jazakallah Khair"*. In the context above, the speaker wanted to say thanks to someone or certain people for their help. She did not want to tell the name there because she honored and thanked them as well. Such adolescent was really having greater concern for others.

Next posting was *"Slow but sure…Kita jalani aja Step by step yah."* Here, she also wanted to say someone to keep calm in taking the life. She did not want to tell the clear name in her posting because that name was such an special one for her. She wanted to hide him as her own only. This behavior belongs to the greater emotional stability of adolescent.

Last posting found was "*Be yourself... Kita mah apaaa.....*". This status (posting) was followed by a photo. It was intended to someone indirectly in whom

she did not want to tell her intention. She spoke confidently by not saying the real name. This posting was under the category of self-reliance of the adolescents. They were known as having high self-reliance.

The additional findings discussed were the postings of Facebook users were dominantly female. It was because females were more expressive in delivering their ideas in words rather than male. They would have written what they felt. In addition, the most reason of code-switching used in this research was excluding. It was because the speaker, in this case the late adolescents did not intend to say (deliver) something to certain people directly particularly posting in social media Facebook.

E.   CONCLUSION

The conclusions of the research were drawn. First was that there were three types of code-switching used among the late adolescents in social media Facebook. Second was that the reasons for using such types of code-switching because of being emphatic about something, having interjection, repetition used in clarification, intention of clarifying the speech content for interlocutor, expressing group identity, softening/strengthening request or command, lexical need, and excluding. However, excluding reason was mostly found in this research.

Since the research focused on the using of social media by the late adolescents, it was expected that this research helped next researchers to conduct the research among the other levels of adolescent. It is also suggested next time to analyze the theory of code-mixing and code-switching in using other social media. The last but not the least, conducting the research about the adolescent`s psychology which based the on the theory of sociolinguistics.

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