

Code-Switching and Code Mixing in Najwa Note Podcast with Maudy Ayunda

Code-Switching and Code Mixing dalam Podcast Catatan Najwa dengan Maudy Ayunda

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Abstract

In recent years, podcast content on YouTube and social media has been in great demand by the wider community. Especially one of the podcasts from Najwa Shihab's YouTube channel, which is the object of this research. The selection of the object is based on the story used by Najwa Shihab and the guest star in the podcast, Maudy Ayunda. Throughout the video, they use Indonesian as well as English. In addition, both also inserted elements of English words. This study aimed to describe types of code-switching and code-mixing in the Najwa Shihab podcast with Maudy Ayunda. This research is descriptive-qualitative research. The results of the analysis of this study revealed that there are types of code switching with Indonesian to English speech and vice versa, namely English to Indonesian. In addition, there was an insertion of English elements in the speech between the presenter and the speaker.

Kata kunci:

Faktor Penyebab, Campur Kode, Peralihan Kode

Abstrak

Dalam beberapa tahun terakhir, konten podcast di YouTube dan media sosial telah menjadi sangat diminati oleh masyarakat luas. Terutama salah satu podcast dari saluran YouTube Najwa Shihab, yang menjadi objek penelitian ini. Pemilihan objek ini didasarkan pada cerita yang digunakan oleh Najwa Shihab dan bintang tamu dalam podcast ini, Maudy Ayunda. Sepanjang video, mereka menggunakan bahasa Indonesia serta bahasa Inggris. Selain itu, keduanya juga menyisipkan elemen-elemen kata dalam bahasa Inggris. Penelitian ini bertujuan untuk menggambarkan jenis-jenis peralihan kode (code-switching) dan percampuran kode (code-mixing) dalam podcast Najwa Shihab dengan Maudy Ayunda. Penelitian ini merupakan penelitian deskriptif-kualitatif. Hasil analisis dari penelitian ini menunjukkan bahwa terdapat jenis-jenis peralihan kode dari bahasa Indonesia ke bahasa Inggris dan sebaliknya, yaitu dari bahasa Inggris ke bahasa Indonesia. Selain itu, terdapat juga penyisipan elemen-elemen bahasa Inggris dalam percakapan antara pembawa acara dan pembicara.

INTRODUCTION

Language serves as a crucial tool for human communication, facilitating the transmission of information and encapsulating various aspects of human expression. According to Wardhaugh (2006), language embodies the speech patterns employed by individuals within specific societal frameworks. Within a given society, the accurate use of language holds significance in ensuring effective message conveyance to listeners or community members, minimizing potential misunderstandings. Linguistically, language is a subject of study. In the linguistics realm, language represents an arbitrary system of auditory symbols harnessed by social group members for cooperation, communication, and self-identification. The utilization of language is context-dependent. The two primary modes of language delivery are spoken communication (verbal) and written expression (non-verbal), utilizing diverse mediums. Furthermore, how language is employed is contingent upon the mode of communication employed.

In today's world, language proficiency goes beyond just mastering one's native language or even Indonesian. Instead, the use of foreign languages from various parts of the world has become quite common in everyday life. The ability to be proficient in more than one language is known as bilingualism (Appel & Muysken, 2005). This phenomenon of bilingualism leads to instances of code-switching and code-mixing. Code-switching refers to the intentional alteration between languages within a speaker's discourse, whereas code-mixing involves the incorporation of elements from another language while speaking in a particular language.

For a more comprehensive exploration of code-switching and code-mixing, a sociolinguistic approach can be employed. The occurrences of code-switching and code-mixing are often driven by technological advancements that are intertwined with modern global life. The progress in technology has paved the way for mediums that facilitate easy connections between individuals from different parts of the world, with social media being a prime example.

Currently, social media stands as one of the most widely employed communication tools globally, utilized by individuals across diverse regions. Its purpose extends beyond mere communication; it serves as a channel for information dissemination. Moreover, social media is frequently employed to express user opinions and grievances, often through the platform's "home column" feature. The multitude of users, encompassing varying cultural and linguistic backgrounds, gives rise to a range of languages, prompting the occurrence of language mixing on social media. This phenomenon has transcended the digital realm and manifested as a habitual practice in real-life conversations, due to the profound influence of social media. As a result, encounters with languages have engendered linguistic habituation in everyday speech.

In the present day, a wide range of social media platforms has emerged, each serving its unique objectives. Among these platforms, YouTube has gained considerable popularity among the general public. Positioned within the domain of social media, YouTube's evolution has resulted in a multitude of impactful outcomes for its users. It functions as a platform for uploading and watching videos online, with the current criteria not restricted by the duration of the videos to be uploaded, whether short or lengthy. Furthermore, YouTube provides an array of user-friendly features that enhance its user experience.

These functionalities include video annotations, autoplay, adjustable playback speeds, video looping, downloadable videos, automatic language translation for uploaded content, and more. These features play a significant role in producing YouTube immensely popular among the general public. The content landscape on YouTube is incredibly diverse, spanning various genres such as daily vlogs, travel vlogs, culinary

vlogs, relationship vlogs, beauty and lifestyle vlogs, children's vlogs, cinematic vlogs, and podcasts. Notably, in recent years, there has been a substantial expansion in the production of podcast content by various YouTube users.

According to Fishman, as cited in Chaer and Agustina (2004), sociolinguistics encompasses the examination of language varieties, their functions, and the attributes of speakers. These three factors perpetually interact, evolve, and influence each other within a given speech community. Moreover, Holmes (2001) asserts that sociolinguistics delves into the intricate interplay between language and its contextual usage.

Bilingualism, however, refers to an individual's competence in utilizing multiple language varieties. This notion typically emerges when speakers adeptly employ and navigate two languages to communicate in their daily interactions. As underscored by Chaer and Agustina in their publication "Sociolinguistics: An Introduction" (2004: 84), bilingualism pertains to the adept use of two or more language codes. Hence, an individual can be classified as bilingual if they possess the proficiency to master their native language along with another language, commonly referred to as the second language.

In a study conducted by Myres-Scotton (1993), the prevalent interpretation of code-switching pertains to the utilization of two different language varieties or codes within the confines of a single conversation. It is crucial to note that context isn't the sole determinant for motivating code-switching. Factors such as social identity, educational background, and even specific intentions can also drive speakers to engage in code-switching. Conversely, Holmes (2021) elucidates that code-switching takes place metaphorically, serving as an expression of speakers' bilingual proficiency. It's employed metaphorically to enrich their expressions or sentences during communication.

Code switching according to Appel (1976: 79) is a symptom of switching language use due to changing situations. Code switching is divided into two, namely internal code switching and external code switching. Internal code switching is the transition of languages from regional languages to national languages and vice versa. While external code switching is the transition of languages from national languages to foreign languages and vice versa. There are some previous studies regarding code-switching and code-mixing used had been conducted by Suardhana (2022); Sinaga & Hutahaean (2020); Tasya, et al. (2022) on youtube podcast and employing various theories. However, this recent study is aimed to analyze the code-switching and code-mixing used in Najwa Note Podcast with Maudy Ayunda.

METHOD

This study focused on analyzing a podcast produced by an Indonesian content creator, specifically "Catatan Najwa" hosted by Najwa Shihab. As of November 2022, Najwa Shihab boasts a substantial YouTube following of 8.76 million subscribers, a number that is expected to increase further. Additionally, the podcast collection she has amassed is quite extensive. In the "Catatan Najwa" podcast series, Najwa Shihab engages a diverse array of guests, spanning from prominent artists to government officials.

This study centers on analyzing a specific podcast episode in which Maudy Ayunda serves as a guest on Najwa Shihab's podcast. The episode, posted in March 2019, has amassed 4.8 million views and garnered 242 thousand likes. The video's release coincided with a period when online discussions were buzzing about Maudy Ayunda's dilemma of choosing Harvard University or Stanford University for her Master's studies. Maudy's predicament captured significant attention among netizens, leading to numerous humorous posts that playfully compared general turmoil to Maudy Ayunda's situation.

During the podcast featuring Maudy, both Najwa and Maudy seamlessly shifted between the Indonesian and English languages. This linguistic versatility demonstrated their bilingual proficiency, as they adeptly mastered and employed more than one language. Consequently, both Najwa and Maudy can be characterized as bilingual individuals. Hence, the podcast content shared by Najwa bears relevance to the occurrence of code-switching and code-mixing events.

The research employed a qualitative data analysis technique involving the examination of recorded content such as words, utterances, or sentences exchanged between the host and the guest. The data is meticulously read, comprehended, and dissected. The data analysis procedure encompassed organization, sorting, grouping, and categorization. The researchers follow a systematic sequence of steps for data analysis, which includes a) Taking notes of compiled data. b) Collecting and categorizing data. c) Thoroughly reading and comprehending the data, while highlighting key terms and concepts within words or actions. d) Analyzing the data based on the specific types of code-switching or code-mixing observed. e) Grouping the data according to the identified types of code-switching or code-mixing. f) Subsequently, classify the data that falls within the code-switching and code-mixing groups. Additionally, examining the factors that underlie the linguistic phenomena and the corresponding functions they serve.

RESULT AND DISCUSSION

A. Types of Code Switching

This research only focuses on one type of code switching, namely external code switching. External code switching is code switching that occurs between one's own language and a foreign language (Appel, 1976). From the collected data, it is known that the code switching that occurs is code switching from Indonesian to English or vice versa.

1) Maudy Ayunda

Ceritanya serem-serem 'you'll never get in'lah, pokoknya nilainya harus segini, pokoknya aku takut banget gitu. Pokoknya aku takut banget, so I also apply (Maudy Ayunda, 1:09 - 1:32)

Data (1) in the dialog, initially Maudy Ayunda speaks in Indonesian '*ceritanya serem-serem*'. Then Maudy Ayunda code-switched using English, saying '*you'll never get in*'. Based on the context, Maudy Ayunda code-switched from Indonesian to English when she told the story that registering at the institution that she wanted was very difficult. In addition, in the same dialog, Maudy Ayunda code-switched again in the sentence '*so I also apply*,' which she previously spoke in Indonesian.

2) Najwa Shihab

Jadi walaupun majornya itu tapi you can choose and pick and choose from other schools? (Najwa Shihab, 2:31)

Data (2) in the dialog initially, Najwa Shihab spoke in Indonesian, '*jadi walaupun majornya itu tapi*'. Then Najwa Shihab code-switched in English: '*You can choose and pick and choose from other schools?*' Based on the context, Najwa switched the code from Indonesian into English when she tried to ask Maudy Ayunda for an explanation about school selection.)

3) Maudy Ayunda

Iya iya, jadi aku very drown to that tapi aku selalu tau bahwa I want do something to do with education (Maudy Ayunda 2:32)

In the given dialogue excerpt, Maudy initially spoke in Indonesian, saying '*iya, iya, jadi aku*' (yes, yes, so me). Subsequently, she code-switched to English, expressing '*very drawn to that*'. Later on, Maudy code-switched back to Indonesian, stating '*tapi aku selalu tahu bahwa*' (but I always knew that), which then transitioned into another code-switched English sentence, '*I want to do something to do with education*'. Analyzing the context, it becomes evident that Maudy Ayunda shifted from Indonesian to English sentences when discussing her feelings of discouragement due to others' educational plans. This shift was followed by her explanation that she aspires to engage in activities related to education.

4) Najwa Shihab

Jadi kalau misalnya itu ga keterima karena susah banget gitu yaa, aku juga apply to some education programs ceritanya gitu (Maudy Ayunda 2:44)

Data (4) in the dialog, Maudy spoke in Indonesian: '*Jadi kalau misalnya itu ga keterima karena susah banget gitu ya.*' Then Maudy code-switched using English: '*Apply to some education programs*'. Based on the context, Maudy code-switched from Indonesian into English sentences when she explained the plan for registering for her studies: if she was not accepted at the place she wanted, she would apply to an education program.

B. Type of Code Mixing

In this study, the type of code mixing that will be used is outer code mixing, namely the use of English in Indonesian speech by Najwa Shihab and Maudy Ayunda in a video podcast. Meanwhile, internal code mixing is the use of Indonesian and local languages in the same sentence.

(1) Najwa Shihab

Jadi aku tuh sebenarnya awalnya dari dulu tuh punya mimpi ngambil MBA Stanford itu, tapi karena susah banget masuknya, acceptance ratenya itu kecil, terus apa ya namanya, setia aku ngebaca dan nge-browsing itu pokoknya. (Maudy Ayunda, 1:09 -1:32)

The utterance is a code mix because the speaker, Najwa Shihab, inserted English in the form of the words '*apply, education, business administration*' when she spoke Indonesian.

(2) Maudy Ayunda

Jadi aku tuh sebenarnya awalnya dari dulu tuh punya mimpi ngambil MBA Stanford itu, tapi karena susah banget masuknya, acceptance ratenya itu kecil, terus apa ya namanya, setiap aku ngebaca dan nge-browsing itu pokoknya. (Maudy Ayunda, 1:09 -1:32)

The speech is a code mix because the speaker, Maudy Ayunda, slips English in the form of the words 'acceptance rate, browsing' when she speaks Indonesian.

3) Najwa Shihab

Kurang keren apa coba Harvard pilihan kedua, Harvard itu backup (Najwa Shihab 3:02)

The utterance is a code mix because the speaker, Najwa Shihab, slips in English in the form of the word 'backup' when she speaks Indonesian.

(4) Maudy Ayunda

Tapi mba sebenarnya Harvard itu impian aku dari dulu dari SD... the school yaa.. jadi makanya itu yang jadi dilema...(Maudy, 3:05)

The utterance is a code mix because the speaker, Maudy Ayunda, slips the English language in the form of the word 'the school' when she speaks Indonesian.

CONCLUSION

In the podcast video of Catatan Najwa with Maudy Ayunda, several types of code switching and code mixing were found, including one type of code switching, namely external code switching. External code switching is code switching that occurs between native language and a foreign language. The factors that cause code switching in podcasts are speakers and interlocutors. The type of code mix used in this study is the outer code mixing type, namely the use of English in Indonesian speech. There are several factors that cause code mixing in the podcast video, namely role factors, the desire to explain and interpret, and the urgent need factor.

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