AN ANALYSIS OF CODE SWITCHING USED IN

VIDEO IN "THE BENZI PROJECT" ON YOUTUBE

Presented as a partial fulfillment of the requirement

for the Undergraduate Program

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FINAL PROJECT PROPOSAL

Final Project Titles   :

An Analysis of Code Switching Used in Video in "The BenZi Project" on YouTube

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The Final Project Proposal has been approved.

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FINAL PROJECT APPROVAL

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STATEMENT OF FINAL PROJECT AUTHENTICITY

I honestly declare that this thesis is my own writing, and it is true that I do not take any scholarly ideas or work from others. Those all citied works are quoted in accordance with the ethical code on academic writing.

Tangerang, July 01st 2020

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The writer realizes that this final project is far from perfect, the writer want to apologize if there are mistakes in words or anything in this final project. The writer hopes this final project will give advantage for the readers, especially for who are interested in studying the same field. May the grace and love of God bless and with us forever. Amin.

Tangerang, July 01st 2020

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ABSTRACT

Code switching is the use of two language or linguistic varieties within the same utterance or during the same conversation. Code switching becomes a trend or a style in conversation by bilingual people in the society. This trend is not only occurs in school conversations, business conversation, speech but also affect in social media. There are a lot of video which used code switching. One of them is "The BenZi Project" on Youtube. This research focuses in analyzing the utterances which consist of code switching in research. This research deals with sociolinguistics study. The purposes of this research to discover the types of code switching and the reason of doing code switching based on Hoffman theory. There are 4 types of code switching, they are: establishing continuity with the previous speaker, inter-sentential switching, intra sentential switching, and emblematic code switching and the reason, there are 10 reasons, they are: talking about particular topic, quoting somebody else, showing empathy about something, interjection, repetition used for clarification, expressing group identity, intention of clarifying the speech content for the interlocutor, to soften or strengthen request or command, and because of real lexical need. This research uses qualitative research method and secondary data type. The data are analyzed using Hoffman's theory both types and reasons. The result of this research show that there are four types of code switching: establishing continuity with the previous speaker occurs 2 times, inter-sentential switching occurs 39 times, intra-sentential switching occurs 11 times, and emblematic code switching occurs 9 times. This research also find there are five reasons of doing code switching. Those are 19 data talking about particular topic, 1 data showing empathy about something, 10 data interjection, 24 data expressing group identity, and 7 data intention of clarifying the speech content for the interlocutor.

Keywords: *sociolinguistics, bilingualism, code-switching, youtube, The BenZi Project.*

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

In society people need language to communicate each other. Therefore, there must be a relationship between language and society. The interdependency of language and societies led to the study of Sociolinguistic. Agustina (2014) said that sociolinguistics is interdisciplinary knowledge between sociology and linguistics. As an object in sociolinguistics, language can be seen as language itself but as a communication tool in the human society. According to Holmes (1992) sociolinguistics studies the relationship between language and society, speak different social context, concerned with identifying the social function 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 information about the way language work, as well as about the social relationship in a community.

Sociolinguistics is concerned with explore the relationship between language and society, how languages function in society, and how language give a better explanation and understanding in communication. It is the study of all linguistic aspects applied towards human society and the way we use in different language situations. In society, sometimes we may often hear people switch their language into another language. Wardhaugh (2006) stated there are two types of language learner, they are bilingualism and multilingualism.

Bilingualism is people who can speak two languages, while multilingualism is people who can speak more than two languages.

Bilingual and multilingual is a common situation in many parts of society in the world. When people meet, socialize, they are occur in different situation, culture, and social background. So, people need to learn, adapt and choose language that they need to use when they talk with others. That phenomenon usually called code switching.

Wardhaugh (2006) stated there are two types of language learner, they are bilingual and multilingual. Bilingual is anyone who can speak two languages, while multilingual is anyone who can speak more than two languages. Bilingual and multilingual are a common situation in many parts of society in the world. When people meet and socialize, they are occur in different situation, culture, and social background. So, people need to learn, adapt and choose language that they need to use when they talk with others. In order to communicate well, people tend to change their language from one to another while in a conversation to adjust the situations and their needs.

Hoffman (2014) said that the most general description of code switching is that involves the alternate use of two language or linguistic varieties within the same utterance or during the same conversation. According to Gumperz as quoted by Romaine (2000) code switching defines as juxtaposition within the same speech exchange of passages of speech belonging to two different grammatical system or sub system. Code switching refers to the use of two languages in the same time of sentences or utterances. Thus, people can be called doing a code switching if they could not say a

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certain word in the target language and change it to another language that they know.

Code switching occurs when people switch the first language to another language in conversation and then reverts back to the first language. Usually people do code switching consciously or unconsciously. It is purposed to convey a right message or thought from speaker to listener directly because the point of communicating is to convey and share information with others. Through switch the language it gives an individual opportunities to express what they are really feel and thought individually and also to shape their identity. It also help satisfy their individual and social needs in the different context. Code switching is potentially the most creative aspect of bilingual speech. Code switching is seen as a purposeful activity in speech community.

Nowadays, communication between people living in bilingual communities have been progressing rapidly. Code switching becomes a trend or a style in conversation by bilingual people in the society. This trend is not only occurs in school conversations, business conversation, speech but also affect in social media. The development of social media is increasing since the post-reform era. It can be seen by the amount of social media account, especially in Youtube.com. According to Hardwick (2020) Youtube.com has become the most visited website in the world in front of Wikipedia, twitter, and Facebook. Many famous channel on Youtube.com. One of them is The BenZi Project. The researcher finds a case of code switching in channel on Youtube.com conducted by BenZi project.

BenZi project is a satirical online comedy sketch series on Youtube.com. The account was created by Benjamin Kheng and Hirzi Zulkiflie. So, BenZi means Ben and Hirzi. Benjamin Kheng is Chinese-Singaporean musician, actor, presenter, writer and also influencer. He is one of the members of Singapore band named The Sam Willow Benjamin is also an advocate for youth and social causes. Benjamin has also been invited to speak at TEDxYouth in Singapore to share his experience in overcoming depression and anxiety disorder that he has been ever suffered with synesthesia.

While, Hirzi Zulkiflie is a Singaporean comedian, actor and influencer. Before in BenZi, Hirzi already came to known as Munah Hirzi Official in 2009. But, in early 2018 the duo in YouTube named Munah and Hirzi announced their retirement from YouTube. Since then, Hirzi producing The BenZi project with Benjamin Kheng.

In BenZi project, they speak in many languages and also dialects. This phenomena leads the researcher to analyze the used of code switching in their videos and the reasons they are doing code switching.

There are many researchers who have been already conducted study on code switching, as Nuri Afina Rahmaniah (2016) who research "Code Switching Used by Kimmy Jayanti in "iLook" Program on Net TV". She focused on Kimmy's utterances. She analyzed the types, and reasons for Kimmy Jayanti code switch her language. She used Romaine's and Hoffman's theory. She found that there are three types of code switching that used: intra-sentential, inter-sentential, and tag switching. And also she found

there are seven reasons of Kimmy code switch her language: quoting of somebody else, talking about particular topic, showing empathy about something, interjection, repetition used for clarification, expressing group identity, and intention of clarifying the speech content of the interlocutor.

The research that the researcher conducts different from the previous studies. The previous study used the data from the TV program, while this research used data from Youtube.com. Beside that the previous study used 2 theory, Hoffman's and Romaine's theory, while this research only used Hoffman's theory.

1.2 Statement of the Problem

Benjamin and Hirzi are a Singaporean. In their videos, they often switch their language or accent of Malay, Singlish and English. For that reason, the researcher will analyze the switch of language used by Benjamin and Hirzi in their videos in The BenZi Project. The researcher also want to know what types that they used in this video and find the reason why they do code switching.

1.3 Research Question

Based on the statement of the problem above, the researcher would find out the answers to the following questions:

1. What are the types of code switching use by Benjamin and Hirzi that found in youtube video in The BenZi Project based on Hoffman's theory?

2. Based on Hoffman's theory, what are the reasons of Benjamin and Hirzi switch their code in the video?

1.4 Goals and Functions

Goals is an observable and measureable result having one or more objectives to be achieved within a more or less. While functions is rule which relates the values of one variable quantity to the values of another variable quantity, and does so in such a way that the value of the second variable quantity is uniquely determined by the value of the first variable quantity.

From the problem of the study above, the researcher make a list the goals and functions of this study are as follows:

1.4.1 The Goals of the Study

a. To show the type of code switching use by Benjamin and Hirzi found in video in The BenZi Project

b. To find out the reason why they code switches his utterances in his video based on Hoffman's theory.

1.4.2 The Functions of the Study

The functions of this study are as follows:

a. To enrich the knowledge in sociolinguistics especially about code switching.

b. To contribute the development of sociolinguistics.

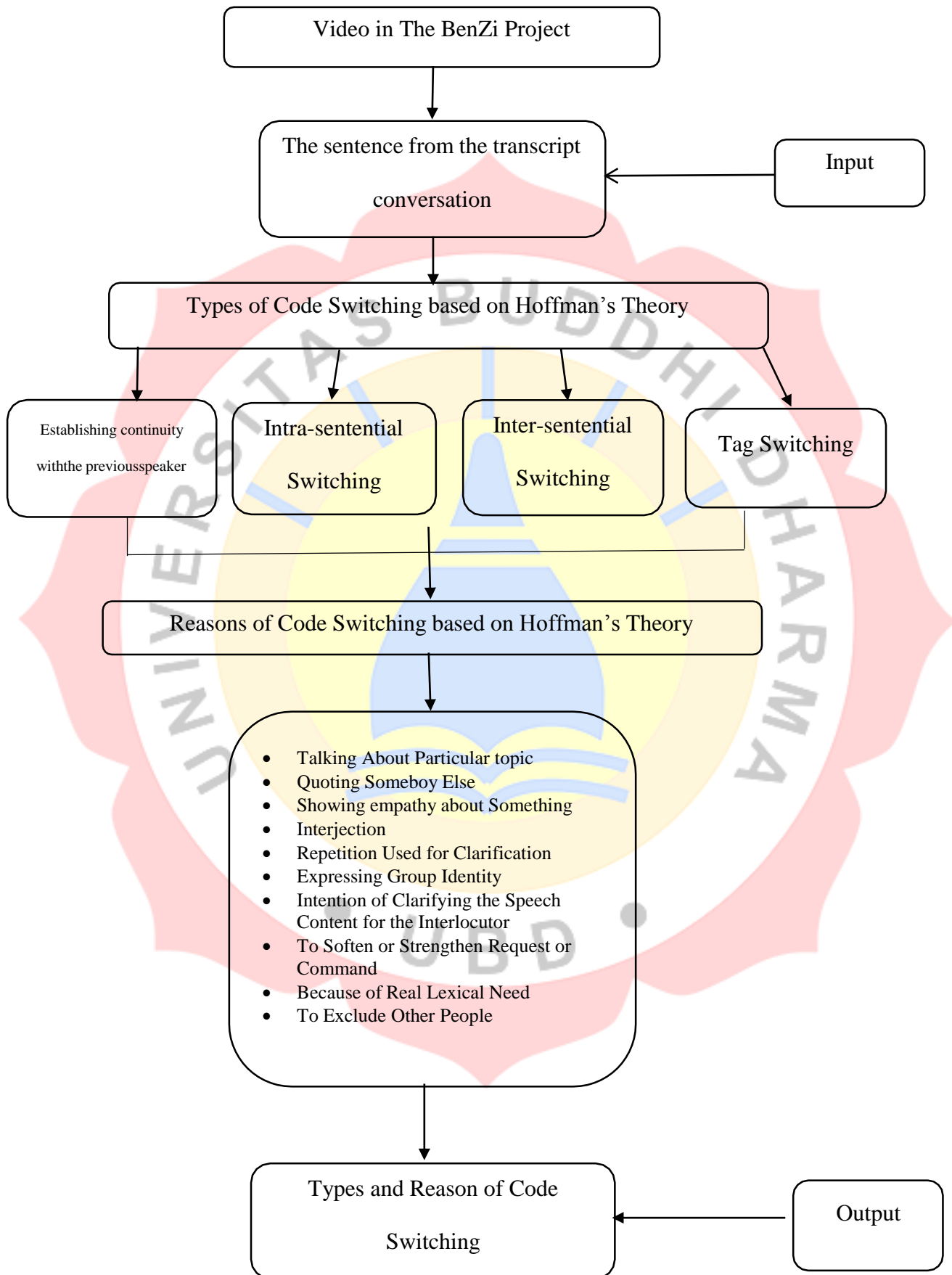c. To enrich the knowledge in sociolinguistics especially about code switching.

d. To added new research material in sociolinguistics especially code switching which can be used as reference for next research.

1.5 Scope and Limitation

In order to focus on the research problem, the researcher has planned the scope and limited this research. This research is linguistic studies. Due to the time, the researcher limited on analyzes the type of code switching used by all cast in 4 videos and the reasons. The other reason the researcher limited this research because the researcher want to give a good and deeper research. The data of this study will be taken from a youtube channel named The BenZi Project. In this study, the researcher will analyze the code switching between Malay-English, English-Malay and Singlish-Malay which found in an utterances in video.

1.6 Conceptual Framework

In this study, the researcher does some steps to reach findings. First the researcher found the video or data in Youtube.com. Then the researcher analyzes the sentences which is mix between Malay, Singlish and English from the transcript of the conversation to find the types of code switching that used in the video by applying Hoffman's theory. After that the researcher used the same sentences to find out the reason why Benjamin and Hirzi do code switching based on Hoffman's theory. At the end, the researcher finds the results about the type and reason of code switching that Benjamin and Hirzi did in their video.

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| Establishing continuity withthe previousspeaker | Intra-sentential Switching | Inter-sentential Switching | Tag Switching |

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- Talking About Particular topic
- Quoting Someboy Else
- Showing empathy about Something
- Interjection
- Repetition Used for Clarification
- Expressing Group Identity
- Intention of Clarifying the Speech Content for the Interlocutor
- To Soften or Strengthen Request or Command
- Because of Real Lexical Need
- To Exclude Other People

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CHAPTER II

THEORETICAL BACKGROUND

2.1 Previous Study

The researcher read some studies that related to code switching. The sources are not only from library but also internet. In this section, the researcher takes three previous studies that is reviewed to this research. The first study is *"Code Switching and Code Mixing Used in Talk Show Hitam Putih"* by Dewi Maya Sari (2013) student of Department of English, Faculty of Cultural Studies, University of Sumatera Utara, Medan. She analyzes the types of code switching and code mixing contained in speech Deddy Corbuzier as presenter in talk show Hitam Putih and Nadya Hutagalung as a celebrity guest. She uses Wardhaugh theory and the result of the analysis was displayed and analyzed in terms of percentage based formula Bungin. Results of the analysis revealed that there are 188 utterances which are code switching and code mixing. Results obtained percentage is 46 situational code switching speech (42,59%), 62 metaphorical code switching utterances (57,41%), nine inter-sentential code mixing utterances (11,25%), and 71 intra-sentential code mixing utterances (88,75%).

The second is *Code Switching and Code Mixing in "Breakout" Music Program at NET TV"* by Dara Rianda (2017). She is a student of State Islamic Institute of Palangkaraya, Faculty of Tarbiyah and Educational Science, Department of Language and Education. She analyzed the most dominant types of code switching and the reasons for Boy used code switching based

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on Hoffman's theory. The result of her study is Boy William frequently used insertion code. Another finding are there are eight reasons for Boy William did code switching, there are: talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition, intention of clarifying the speech content for interlocutor, expressing group identity, and because of lexical needed.

The research that the researcher conducts different from those three previous studies. The first previous study used the data from the TV program. This research is also different from the second previous study because the studies focused to find out the types of code switching and code mixing, the most types of code switching and code mixing that had been used, and the reasons of doing code switching while this research focused on the types of code switching and the reasons. As well as, the second previous study use data from TV program. Moreover, this studies differs from those three studies because this research use data from Youtube.

2.2 Sociolinguistics

Sociolinguistics has been established as a distinct discipline for some years, comprehending the study of the structure and use of language in its social and cultural contexts (Pride in Holmes,1992). Sociolinguistics is concerned with the relationship between language and the context in which it is used (Holmes, 1992). Therefore, Halliday (2007) called sociolinguistics as institutional linguistics, concerned with the relation between a language and the people who use it. Noah Chomsky in Romaine (2000) on his book stated

that sociolinguistics focus on differences in the use of language in society so that an object can be the object language to learning another language. Sociolinguistic is interdisciplinary knowledge between sociology and linguistics as addition, sociolinguistics is concerned with investigating the relationships between language and society with the goal of a better understanding of the structure of language and how language functions in communication (Wardhaugh, 2006).

From the theory above can be concluded that sociolinguistic is a knowledge or study about the relationship between language and society use.

2.3 Bilingualism

According to Webster's dictionary in Hamers (2009) bilingual is defined as having or using two languages especially as spoken with the fluency characteristic of a native speaker. Agustina (2014) stated that bilingualism is the use of two languages by a speaker in relationship with others alternately. According to Robert Lado in Agustina (2014) bilingualism is an ability to use language by someone as or almost as well, which technically refers to the knowledge of two languages at any level. In Thought co (2020) bilingualism is the ability of an individual or the members of a community to use two languages effectively. More over Bloomfield in Agustina (2014) said that bilingualism is the native-like control of two languages.

Based on the theory above, the writer concluded that bilingualism is an ability that people have to use more than one language as well. Nowadays, bilingualism has become an interested topic, especially in social interaction.

Social interaction involves communication among the members using language. While the social interaction happen, the members often use more than one language to convey what they mean or what messages that they would like to deliver.

2.4 Code Switching

The term of code switching can describe as a range of language (or dialect) alternation and mixing phenomena whether within the same conversation, the same turn, or the same sentence-utterance (Holmes,1992) . According to Romaine in Nuri, in her thesis "*Code Switching Used by Kimmy Jayanti in iLook Program on Net TV*" (2016: 10) code switching can be defined as the use of more than one language variety, or style by a speaker in a speech or discourse between the other speaker or in different situations. Code switching occurs when there is a change from one clause of language to another clause of language that happen at same time. According to Attardo (2005) code switching can occur not only between different languages but also dialects or styles in one sentence pair or closeness. Someone might code switching within one language by mixing dialects. For example, it can be mix between academic-speak with street-speak.

Holmes (1992) stated that code switching occurs when the speaker shifted their language from one language to another language. It means the bilingual change their utterances when they spoke. Wardhaugh (2006) said that "people then, are usually required to select particular code whenever they choose to speak, and they may also decide to switch from one code to another

or to mix even within sometimes very short utterances and create a new code in a process known as code switching". Code switching is the changes of languages. It can be between language, dialects or speech styles.

As seen above, the code switch can occur not only between languages but also dialect. According to Cambridge Dictionary dialect is a form of language that people speak in a particular part of a country, containing some different words and grammar. Dialect can be also known as a regional or social variety of language distinguished by pronunciation, grammar, and/ or vocabulary (Thought Co, 2020). For example, there are some students have a conversation in the class. Usually, student speak informal. Then suddenly the lecture come in and join the conversation, so now the students switch their code with formal dialect. Like changing the pronoun "Lu" or "gua" become "saya" or "anda".

Code switching is switched essentially between sentences. People sometimes switch code within a domain or social situation such as the arrival of a new person. In some cases the switch reflects a change in the social situation and the presence of a new participant.

A speaker may similarly switch to another language as a signal of group membership and shared ethnicity with an addressee. Even speakers who are not very expert in a second language may use brief phrases and words for this purpose. In odd moments, the switches are very short and made for social reasons (Holmes, 1992). For example to signal the speaker's ethnic identity.

Discussing code switching is usually followed by code mixing. Both of them have a lot of similarity, so people often difficult distinguish both. The similarity is both of them use two languages or dialects in utterances. There are a lot of opinion about the differences between code switching and code mixing. However, in code switching each languages or dialects that been used still have the respective autonomy function, done consciously and intentionally. Whereas, in code mixing there is a main code that is used and has an autonomous function, while the other codes involved are only fragments or pieces without autonomy functions as a code.

Fasold in Agustina (2014) said that if someone use one word or phrase in one language, he did code mixing. But, if one clause clearly has a grammatical structure of one language and the next clause is arranged according to grammatical structure of another language, then he did code switching. For example:

- Saya tuh kalau lagi mabuk merasa lebih *happy*, lebih *free*. Because I couldn't get along with anybody (When I am drunk, I feel happier, more free).

In the example above, from the beginning word until word "lebih" is in Indonesia. The word "happy", "free" are borrowed from English. The next clause is full in English whether in vocabulary or grammatical. So it can be conclude that the beginning of a text until the word "free" is Indonesia language mixing with English. The code switching in to English starting with the word "because".

2.4.1 Types of Code Switching

Hoffman (2014) shows some types of code switching based on the juncture or the scope of switching where language take place, there are:

A. *Establishing continuity with the previous speaker*

This kind of code switching occurs to continue the utterance of the previous speaker.

Example:

A: Ya ampun Jakarta, *What a traffic!* Bisa tua di jalan nih

B: *You are right*. Macet macet tiap hari

From the example, we can see that when one Indonesia speaker put an English word inside her utterance the other speaker tries to respond in English too. In these types, the changes of languages occurs in clause boundary, insertion with tags, exclamation and certain set of phrases, to continue the utterance of the previous speaker.

B. *Inter-Sentential Switching*

Hoffman (2014) stated that inter-sentential switching occurs between clause or sentence boundary, where each clause or sentence spoken in one language

Example:

- Terima kasih untuk hadiahnya. *It is awesome*.

In this example, the speaker first speaks in Indonesia and then switches the code using English in the end of the conversation.

C. Intra-Sentential Switching

Intra-sentential switching occurs when words or phrases from another language are inserted to the first language. In other words, intra-sentential switching occurs in within a sentence (Hoffman, 2014).

Example:

- But it's sort of like *'n bietjie van dit en 'n bietjie van dat* [a bit of this and a bit of that].

In example, the speaker uses intra-sentential switching since his utterance basically starts in English and then uses an Afrikaans phrase to finish off the sentence.

D. Emblematic Code Switching

This code switching is simply the insertion of a tag, exclamation, and certain set phrases in one language in an utterance which is entirely in the other language like right, isn't it, etc.

2.4.2 Reason of Code Switching

According to Hoffman (2014) there are a number of reason for bilingual or multilingual people to switch their language. Those are:

A. Talking About Particular Topic

As bilingual, people often find it is easier to switch from one code to another code. People usually code switch to discuss certain kind of topic. Through code switch, a speaker feels free and more comfortable to express his emotional feelings in telling some particular topic.

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B. *Quoting Somebody Else*

People often quote words, sentences, and expressions from well-known person (Hoffman, 2014). For example English wise word. People use it for emphasizes something to look better.

C. *Showing Empathy about Something*

Hoffman (2014) stated that "he or she, either intentionally or unintentionally, will switch from his or her second language to his or her first language. People often switch their language to express empathy about something. In some cases, using another language is more convenient rather than using own language such as Indonesian. Moreover, the appropriate language usage is able to make the meaning stronger. For example: "*Deep condolences yah Dit, yang kuat*". In this utterances, someone wants to give support to his friends in the middle of his friends losing.

D. *Interjection*

Interjection is kind of words or sentences that are frequently used by people as a sentence connector such as "*By the way*", "*Anyway*", etc. Interjection is also called as a short exclamation like "*Hey*!", "*Well*", etc. Basically, interjection has a function to express emotions such as excitement, joy, surprise, or disgust. For example: "*By the way, kalian sudah kerjain tugasnya?*"

E. *Repetition used for Clarification*

When people want to clarify his utterances so it will be understood better by listener, they can use languages that they masters to say the same messages. Frequently, a message in one code is repeated in the other code. A

repetition is not only to clarify what they said, but also to emphasize the message.

F. *Expressing Group Identity*

Code switching can also be used to express group identity. The way of communication between one another group is obviously different (Hoffman, 2014). In other word, the way of communication in group is different from the people who are outside the group.

G. *Intention of Clarifying the Speech Content for the Interlocutor*

When bilingual or multilingual people talks, there will be lots of code switching. This happens to make the contents of their speech can run smoothly, clearly, and can be understood by the listener.

H. *To Soften or Strengthen Request or Command*

The use of code switching in first language can use to soften or strengthen request or command because it is their native language.

I. *Because of Real Lexical Need*

The common reason for bilingual switch their languages is due to the lack of equivalent lexical. When Indonesian bilingual has a word that lacking in English, the speaker will find it is easier to say it in Indonesia.

J. *To Exclude Other People*

In a community, sometimes people want to speak with certain people. To avoid the other people interference objected to their communication, they using another language that the other people do not know.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Approach

In the research methodology, there are two types of approaches to the research, quantitative and qualitative approach. Quantitative approach is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods (Aliaga and Gunderson in Agustina, 2014). According to Matthews & Ross in Agustina's book (2014) quantitative approach are basically applied to the collection of data that is structured and which could be represented numerically.

While qualitative approach is a research that indicates the relationship between theory and research and usually emphasizes on how theories were generated (Bryman and Bell, 2007). Qualitative approach is concerned with subjective assessment of attitudes, opinions and behavior.

This research is classified as qualitative approach because it analyzed the data in the form of utterances.

3.2 Data Types

Kothari in Marshella's thesis (2018) said there are two types of data, they are primary data and secondary data. Primary data is data that are collected first time and being the original one. Usually we get the data by observation or interview. Secondary data is data that have been collected by someone else and already been passed through the statistical process.

Because the data that the researcher use was in Youtube, which have been proceed and watched by another people, so the writer used the secondary data for this research.

3.3 Data Source

Arikunto in Rianda's thesis (2017) stated that data source are the subject who give the data or information or where the data gotten from. In this research, the writer used video on Youtube, The BenZi Project. The channel was built on October 13th 2018 and have been watched by 3.738.967 people and have 62.200 subscribers. The Benzi Project has been most-woke and subversive show on the Internet in 2019. The researcher used 4 videos that have most viewers in this Youtube channel from December 2018 until July 2019.

3.4 Data Collection Method

Data collection is a systematic procedure to get the needed data (Tanzeh, 2001). Method of data collecting is the way the writer collecting the data in this research. For this research, the researcher used qualitative data. The researcher found and took the video from Youtube. Then, the researcher observed the video in this channel then choose 4. After that, the researcher made transcription of the video. After that the researcher used documentation method to collected the data about the form and reasons of code switching used in The BenZi Project. The data that have been collected were put on the listing check based on the type of data. After that, the researcher arranged the

data systematically in accordance with the research questions. And for the final the researcher concluded the data that have been analyzed.

3.5 Data Analysis

In doing this research, the researcher did some preparations that divided into several steps:

1. Identified the utterances which consist of English-Malay, Malay-English code switching.

2. Coded the data. Coding give an order term to facilitate the researcher in analyzing the data (Moleong n.d.). Coding could be found in a form of numbering, lettering, symboling and many more. Here is the coding of the gained data.

No	Sources	Coding
1	Video 1	V1
2	Video 2	V2
3	Video 3	V3
4	Video 4	V4

Table 1 Coding of Videos

No	Form of Code Switching	Coding
1	Establishing Continuity	C1
2	Inter-sentential Switching	C2
3	Intra-sentential switching	C3
4	Emblematic code switching	C4

Table 2 Coding of Form Code Switching

No	Reason of Code Switching	Coding
1	Talking about particular topic	R1
2	Quoting somebody else	R2

3	Showing empathy about something	R3
4	Interjection	R4
5	Repetition used for clarification	R5
6	Expressing group identity	R6
7	Intention of clarifying the speech content	R7
8	To Soften or Strengthen Request or Command	R8
9	Because of Lexical Need	R9
10	To Exclude Other People	R10

Table 3 Coding of Reason

3. Classified the data based on categorization of the types of code switching and reasons of code switching.

4. Made a conclusion based on the analysis.

To support this research, the researcher went to libraries to studied and understood the previous study related to this research, and used another source from books, internet, journals, and other media.