

Code Switching Found in Eva Alicia's Video on Her Tiktok

Eva Nurchurifiani¹, Adinda Meisya², Riska Alfiawati³, Sri Wahyuningsih⁴

^{1,2,3,4}STKIP PGRI Bandar Lampung

¹churifiani@gmail.com, ²dinda_meisya@gmail.com,

³riskaalfiawati@gmail.com ⁴sriwahyuni050202@gmail.com

Abstract: Code-switching refers to the alternating use of two languages within an utterance in a given situation. This case study was conducted to identify the types and reasons for code-switching in Alicia Eva's TikTok videos. The researchers employed a descriptive qualitative research design. Data collection involved the use of documentation and transcription as research instruments. The process involved watching videos, transcribing the spoken content, and analyzing it using theoretical frameworks to classify the types and reasons for code-switching. All results were analyzed using Poplack's (1980) theory to determine the types of code-switching and Hoffman's (1991) theory to determine the reasons behind it. The findings revealed that intra-sentential code-switching had been the most frequently used type in Alicia Eva's videos, with "talking about a particular topic" being the primary reason. This study aimed to enhance readers' and researchers' understanding of code-switching and the reasons behind its use.

Keyword: *analysis; bilingualism; code-switching; sociolinguistics; TikTok*

INTRODUCTION

Language is universal and fundamental to all human interactions. (Loredo, 2002) suggest that "language is set of signals by which we communicate". To express what is contained in our mind with communication use language as a tool. Communication helps people to develop their knowledge by receiving information. Without language, people cannot truly communicate with one another. In the globalization world, language has changed significantly. People speak different languages with each other. As many people today speak Indonesian, local-languages and foreign languages, learning multiple languages makes Indonesians bilingual and multilingual. Bilingualism according to (Siti Zenab, 2016) developed a habit of speak in two or more languages in a different order and it has been practiced by people all over the world, both individually and as a society. Some people already use

bilingual language in their daily conversations, both oral and written. People with this ability commonly switch and mixing their language when they speak. This can be seen from the environment around us, not only that, it can also be found on social media.

Code is a system that used by people in communication with each other. In sociolinguistics code refers to variety of language. This language variation is often used by young people in speaking to express their feelings through particular codes. Code switching is linguistic phenomenon, plays a significant role in multilingual communications. In sociolinguistics there are two types of code namely code switching and code mixing. The ability to switch one language to another language is called code switching (Holmes, 1992). Supported by (Fromkin & Rodman, 1983) code switching is a linguistic phrase that refers to conversing in multiple languages or dialects. Generally, code-switching is used for several reasons, such as conveying the speaker's emotions and making the conversation run fluently.

The phenomena of code-switching and code-mixing are prevalent in daily life. With technological advancements, these phenomena can be observed not only in face-to-face interactions but also in digital platforms such as TikTok, YouTube, Instagram, Twitter, and Facebook (Adinda, 2024). Code switching according to (Poplack, 1980) divided into three types are tag switching, inter-sentential switching and intra-sentential switching. There are seven reason of code switching under (Hoffman, 1991) theory such as talking about particular topic, repetition used for clarification, being emphatic about something, intention of clarifying the speech content of interlocutor, quoting somebody else, interjection (inserting sentence fillers or sentence connectors), and expressing group identity. In the types of code switching Poplack stated that tag switching happens when bilingual or multilingual speaker insert tag from different language in communication. Inter-sentential switching is when speaker switch between a sentences boundaries. Intra-sentential swapping happens when speaker switch or shift of word or phrases other language in one sentence. The factors of used code switching when bilingual or multilingual speak there are seven reasons. First is talking about particular topic, when speakers talk about specific topic. Quoting somebody else is when speaker quote famous expression. Being emphatic about something when speaker express their feeling about empathic with code switching. Interjection is when speaker mark an interjection connector. Repetition used when speaker repeat the code to make it clear their speech. Intention of clarifying the speech content for interlocutor is when speaker used code switching to clarify their speech to other people. Expressing group identity is when speaker used code switching to express group identity.

English is not a second language in Indonesia but as a foreign language, the use of English in communication among Indonesians is widely used, we can easily find this code switching phenomenon everywhere. As we know that technological advances have a positive impact on humans, this also has a good impact on the use of English, such as the use of code switching on social media such as Instagram, Twitter or X, YouTube, Facebook and TikTok. The widespread use of Instagram and TikTok has transformed communication by overcoming geographic, linguistic, and cultural boundaries. These platforms have become hubs for diverse language practices, including code-switching (Fei & Weekly, 2022). Users on Instagram and TikTok often mix languages and dialects in their content as a way to express themselves and navigate the complexities of online interactions (Duru & Trenz, 2016). TikTok, in particular, is a social media platform where users share videos such as tutorials, "a day in my life" (ADML) clips, recipes, mini vlogs, and other content. Many well-known creators on TikTok, such as Vina Maulina, Erika Richardo, Shazhaniaa, and Jharna Bhagwani, produce a variety of content and are collectively referred to as TikTokers.

There have been a number of researches related to code switching. The first researcher (Dharmayanti, 2024) conducted that was aimed to find out the types and functions of code switching that appeared in Rachel Goddard's YouTube Channel. In this research the researcher used the main theory from (Hoffman, 1991) and (Appel & Muysken, 1987) as the supporting theories. The result shows intra-sentential code switching is the highest and poetic and phatic is the function that contained in the study.

The second researcher is (Wiraputri et al., 2021) they conducted the research about code switching in Cinta Laura's video on her Instagram TV. The study focused on identify the types and reasons of code switching using theory from (Poplack, 1980) to analyze the type and for the reasons used theory from (Hoffman, 1991). The result shows that this study the researchers found the highest frequently types of code switching is intra-sentential switching with percentage 54,35% and intention for clarifying the speech content for interlocutor as the reasons.

Based on the previous studies above, they used YouTube and Instagram as media for research and used different theories as the basis for research. In this study, researchers examined objects and subjects that were different from previous studies, researchers used TikTok as a research medium and the subject was a content creator who was also a painter. The gap in this study is the media and theories and research subjects that are different from previous studies. The gap between this research is the media and theory and the subject of research that is different from previous research. The objective of this research focuses on analyzing the types and reasons for code switching on Eva

Alicia's TikTok. The theories used in the research use two theories, namely to analyze the types of researchers using the theory of Poplack (1980) and Hoffman's theory (1991) for the reasons for code switching.

METHOD

The data of this study taken was taken from Eva Alicia's TikTok video. Two videos are used as the data source "#EvaClassroom (Gambaran online edition)" this video was uploaded on October 23th, 2024 and on October 24th, 2024. In the video, the speaker motivates the audience about self-confidence and discipline. Descriptive qualitative is the research design of this study. The method used in collecting the data is the documentation method with the following steps: 1) watching Eva Alicia's TikTok videos, 2) note-taking to find out code switching within the video, 3) categorizing the data into types and reasons of code switching. The data is analyzed by using qualitative method based on theory (Poplack, 1980) and reasons from (Hoffman, 1991) theory.

FINDING AND DISCUSSION

This research was aimed at analyzing code switching that used on TikTok. The researcher classified the data based on the types and reasons of using them.

Table 1. The Code-Switching data in two Eva Alicia's TikTok Videos

No	Type of Code Switching	Eva Alicia's TikTok Video Utterance
1	Intra-sentential switching	Networking susah, tapi ga punya koneksi juga susah.
2	Intra-sentential switching	Bangun pagi susah, tapi bangun siang ngerasa nggak produktif dan ngerasa hidup kamu stuck gitu gitu aja juga susah. Pick your hard?
3	Intra-sentential switching	Stop jadi orang yang manja cause either way it's going to hurt
4	Intra-sentential switching	Kamu bisa milih kerja keras yang akan improve kamu atau konsekuensi keras yang akan menghukum kamu.
5	Inter-sentential switching	Let me tell you something. The hard work that comes with discipline, it doesn't last forever. Its only temporary okay. Tapi sakitnya penyesalan regret that is forever
6	Intra-sentential switching	Bikin janji sama aku mulai hari ini kamu mau belajar pilih susah yang actually produktif .
7	Intra-sentential switching	Takut upload dagangan/ jasa sendiri, kan konyol. Punya bisnis tapi upload di story sendiri aja nggak mau.
8	Inter-sentential switching	Sampai kapan mau nyangkut cuma karena kamu nggak berani promosi? You gotta be your biggest

		brand advocate, how were others gonna believe in you if you don't believe in yourself?
9	Intra-sentential switching	Aku bawa dagangan aku kemana mana, tawarin ke ibu-ibu kantin, guru, everybody I met. I was promoting.
10	Intra-sentential switching	Gak usah pikirin gengsi, gengsi bakal datang sendiri once you make it and you don't even have to say it out loud.
11	Intra-sentential switching	Percaya aku ya. You don't wanna regret not point in maximums effort in this hustle just because you were to scared of what other people think.
12	Intra-sentential switching	So selagi gak merugikan orang go work on your dreams and start promoting

Table 2. The Code-Switching Types Percentages on Eva Alicia's TikTok Video

No	Types of Code Switching	Percentages
1	Intra-sentential Switching	83%
2	Inter-sentential Switching	17%
3	Tag Switching	0%
Total		100%

Table 2. The Code-switching Reasons Percentage on Eva Alicia's TikTok Video

No	Reasons of Code-Switching	Percentages
1	Talking about particular topic	58%
2	Quoting somebody else	0%
3	Being emphatic about something	42%
4	Interjection	0%
5	Repetition used for clarification	0%
6	Intention of clarifying the speech content for interlocutor	0%
7	Expressing group identity	0%
Total		100%

Based on result of data analysis, the researcher found 2 type of code switching that used on TikTok used by Eva Alicia. According to (Poplack, 1980) there are three types of code switching namely, intra-sentential switching, inter-sentential switching and tag switching.

a. Intra-sentential switching

Code switching intra-sentential occurs when speaker switch language between two or more language within a sentence or clause. The used of code switching intra-sentential generally occurs in bilingual people. (Auer, 2013) states that people speak alternately using the two language varieties used and combined unconsciously in an utterance. In this study, 10 utterances were found that used intra-sentential switching performed by Eva Alicia in the two videos that the researchers used.

[**Networking** susah, tapi ga punya koneksi juga susah].

Data above show that intra-sentential is the type of code switching that speaker proposed. In the data the speaker use English in her first utterance and then she switches to English to finish her speech. As we can see, the speaker starts with the word "networking" in her utterance she uses code switching between languages in the same sentence. The reason for code switching is talking about specific content. In her utterance the speaker talks about the term networking by using the word networking as a code to convey the topic in her speech.

[Bangun pagi susah, tapi bangun siang ngerasa nggak produktif dan ngerasa hidup kamu stuck gitu gitu aja juga susah. **Pick your hard?**]

In the utterance, it can be seen that the speaker starts her speech with Indonesian and switches to English at the end of his sentence. In the type of code switching, the utterance is included in intra-sentential switching, speakers switch languages in one sentence as can be seen above there is a transition from Indonesian "*bangun pagi susah ...*" to English "pick your hard?" in the same sentence. According to (Hoffman, 1991), one of the reasons for code-switching is to discuss a particular topic. In the speaker utterance, it is included in talking about particular topic because she talks about the challenges of waking up early and being a productive person by using Indonesian to express her emotion feelings.

[Stop jadi orang yang manja **cause either way it's going to hurt**]

The sentence is included in intra-sentential switching because there is a combination of languages in one sentence, Indonesian and English in the sentence "*stop jadi orang yang manja* " and ends with English "cause either way it's going to hurt". In her utterance, the speaker emphasizes the consequences that will be obtained by someone if she/he has a spoiled nature. This emphasis on a matter is the reason for code switching is being emphatic about something because the speaker states explicitly the context of her speech so that the audience understands what she feels.

[Kamu bisa milih kerja keras yang akan **improve** kamu atau konsekuensi keras yang akan menghukum kamu]

In this case, the sentence is primarily in Indonesia but speaker switch to English in word "improve" and then she continues in Indonesia. This is classified as intra-sentential switching because there shift within the same sentence from the utterance of Eva Alicia on her TikTok video. Based on this data, the reason for the code switching is being emphatic about something because Eva is talking about self-improvement actions that could have been taken by a person. She emphasizes her words through the word consequences.

[Bikin janji sama aku mulai hari ini kamu mau belajar pilih susah yang **actually** produktif.]

From the data above, intra-sentential occurs when the speaker uses language and the translation occurs in one sentence or clause. In the sentence above, there is a long Indonesian language in the speaker's speech but there is a translation into English with the word "actually" before the end of the sentence without damaging the grammatical structure. From the data, the reason used code switching is talking about particular topic because the speaker talked about productive to the audience.

[Takut **upload** dagangan/ jasa sendiri, kan konyol. Punya bisnis tapi upload di **story** sendiri aja nggak mau.]

The sentence above involved a switch within word in the same sentence or clause in one language to other language it is the characteristic of intra-sentential switching. The data shows that there are two word contained English words "upload" and "story" both of terms are commonly used in social media context. Based on the data, related to the talking about particular topic used (Hoffman, 1991) theory because in the sentence speaker talked about "story" is related to the social media platform such as Instagram, Facebook, etc. The switching into English to discussing a topic.

[Aku bawa dagangan aku kemana mana, tawarin ke ibu-ibu kantin, guru, **everybody I met. I was promoting.**]

Based on the sentence, speaker talked about her business. She started her own business and offered her wares to everyone such as her schoolmates, teachers, cafeteria moms and people she met. In this case, the utterance is included in intra-sentential switching because the speaker starts his utterance with Bahasa Indonesia after which he switches to English as can be seen from the phase "everybody I met" and the sentence "I was promoting" are in English. The reason for the code switching is talking about particular topic, where the speaker is talking about promotion or marketing about the business she offers to people.

[Gak usah pikirin gengsi, gengsi bakal datang sendiri **once you make it and you don't even have to say it out loud**]

The speaker utterance contained as intra-sentential switching because speaker transitions the language smoothly from Indonesian to English, as we could seen above, the first utterance she started with "*gak usa pikirin gengsi, gengsi bakal datang sendiri*" and then she continues to English until end of utterance. In his speech the speaker talks about prestige, where the speaker emphasizes and motivates listeners that they must be confident in doing something. This makes the reason for code switching is being emphatic about something.

[Percaya aku ya. **You don't wanna regret not point in maximums effort in this hustle just because you were to scared of what other people think.**]

Intra-sentential switching occurs when speaker alternates between two or more language within a single sentence or clause. In this case the switch happens with the sentence itself. The phrase "*pecaya aku ya*" in Indonesia, while the rest of sentence in English therefore the above speech is included in intra-sentential switching. The reason for using code switching is being emphatic about something because the speaker emphasizes the statement to help the listener regarding the seriousness of losing opportunities due to fear.

[So selagi gak merugikan orang **go work on your dreams and start promoting**]

According to Poplack's theory, Eva's statement can be categorized as intra-sentential switching, as she combines two languages within a single sentence. The reason for this code-switching, based on the data, is to discuss specific topics, particularly motivation and promotion, which are commonly conveyed in English in such contexts.

b. Inter-sentential switching

The practice of a speaker switching between languages at the sentence level is known as inter-sentential switching. When a speaker finishes a sentence in one language and then moves to another in the next sentence, this can happen. Additionally, it may occur when a statement or clause is only in one language. In this research, the researcher found there are 2 data as inter-sentential switching.

[Let me tell you something. The hard work that comes with discipline, it doesn't last forever. Its only temporary okay. Tapi sakitnya penyesalan **regret that is forever**]

From the utterance above, inter-sentential switching found in the data that happens in the first part of speech "let me tell you..." in English and then the second part "*tapi sakitnya penyesalan*" start in Indonesian and switches back into English. The switch between English and Indonesian happens at the boundary between the sentences, it can be conclude as inter-sentential switching. The reason why code switching is being emphatic about something, in this sentence there is a language change from Indonesian "*tapi sakitnya penyesalan*" to English "regret that is forever" which is used by researchers as a warning to listeners about regret.

[Sampai kapan mau nyangkut cuma karena kamu nggak berani promosi? You gotta be your biggest brand advocate, **how were others gonna believe in you if you don't believe in yourself?**]

The data show that inter-sentential contained in her utterance occurs when the speaker alternate between language at the sentence boundary. In case, the speaker start with a sentence in Indonesian "*sampai kapan mau nyangkut cuma karena kamu nggak berani promosi?*" and the she switch to English for the next sentence. The reason used of code switching is talking

about particular topic, where the speaker talks about business which requires the owner to promote his business. In his utterance, the speaker emphasizes the context of the conversation referring to self-promotion and branding.

The analysis of data from Eva Alicia's TikTok identified two types of code-switching: intra-sentential and inter-sentential switching. However, no instances of tag switching were observed. The findings indicate that intra-sentential switching was the most frequently used type, appearing in 10 instances and accounting for 83% of the data. The most common reason for code-switching was talking about particular topic (table. 3), which appeared in 7 instances and comprised 58% of the data. The other finding indicated that inter-sentential switching was less than intra-sentential switching, appearing in 2 instances and accounting for 17% of the data. Another reason for code switching was being emphatic about something (table.2), which appeared in 5 instances and comprised 42% of the data. These results align with the study by (Dewi & Selviana, 2024), which defines intra-sentential switching as the use of multiple languages within a single sentence. Similarly, the reason for switching to discuss particular topics supports the findings of (Anggraeni, 2016) who noted that speakers often switch languages when discussing specific subjects. This research contributes to the existing body of knowledge, offering insights for readers and serving as a reference for future studies on code-switching, particularly those utilizing (Poplack, 1980) framework for types of code-switching and (Hoffman, 1991).classification of reasons for its use.

CONCLUSION

The results showed that there are two types of code switching namely intra-sentential switching and inter-sentential switching and two reasons for code switching namely talking about particular topics and being emphatic about something found in Eva Alicia's two TikTok videos on her account. Based on Poplack's theory (1980) there are three types of code switching but in this study researchers did not find the type of tag switching because in each speaker utterance researchers did not found and also see utterances that referred to tag switching. From the findings of the types of code switching on the TikTok platform, it can be concluded that the reason for code switching that is often found is talking about particular topics with a percentage of 58% of 7 data. Based on the research limitations in researching, it is hoped that further research will be carried out by future researchers by expanding the scope of research using different subjects and objects.

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