



## Bilingual phenomenon usage in presenting make up tutorial

Hanny Akbari<sup>1</sup>, Arif Hidayat<sup>2</sup>, Sayyid Khairunnas<sup>1</sup>

<sup>1</sup>Universitas Bina Sarana Informatika, Jakarta, Indonesia; <sup>2</sup>STMIK Nusa Mandiri, Jakarta, Indonesia

### ABSTRACT

**Background:** The writer interested to analyze the code switching and code mixing in Suhay Salim's video because she is a bilingual speaker. She is able to speak both Bahasa and English. In each her video, Suhay Salim always uses code switching and code mixing.

**Purpose:** The objective of this research is to know the types of code switching and code mixing used in the video, and also to know the reasons why the speaker used code switching and code mixing in her YouTube video.

**Design and methods:** The data were collected through library research. The method of this research is descriptive qualitative method.

**Results:** The result of this analysis is indicated that: (1) Types of code switching that found are situational code switching and metaphorical code switching. (2) types of code mixing found are insertion and alternation. (3) while the reasons to use code switching and code mixing are talking about particular topic, real lexical need, interjection, repetition used for clarification, and expressing group identity.

**Keywords:** code switching; code mixing; YouTube

### Introduction

In this millennial era, many people have ability to speak more than one language. Based on Grosjean (2016) "Bilingualism is the regular use of two (or more) languages, and bilinguals are those people who need and use two (or more) languages in their lives." It can conclude, people who have ability to speak one more language are called bilingual.

In Indonesia itself, there are a lot of people used English as a second language. Moreover sometime they used both of language, Bahasa and English in the same time. This phenomenon called as code switching and code mixing.

Code switching and code mixing do not only obtain in daily conversation but also occurs in media, such as television, radio, and internet. People nowadays, not only young people but all ages can access the internet. Through Instagram, Twitter, Facebook, and YouTube, we can communication in this application without having face to face.

In YouTube, the one who makes a video called a Content Creator. One of the most famous Indonesian content creators and influencer among women is Suhay Salim. Her channel contains makeup tutorials and reviews on beauty products. The writer interested to analyze the code switching and code mixing in Suhay Salim's video because she is a bilingual speaker. She is able to speak both Bahasa and English. In each her video, Suhay Salim always uses code switching and code mixing, but in this research the writer chooses a video entitled "Best make Up Products 2018".

In this research the writer want to find out the types and the reasons why Suhay code switch and code mix.

### Method

In this paper the writer uses a descriptive research with qualitative approach. According to Creswell (2012) "qualitative approach is descriptive which the data is collected in the form of word or pictures rather than numbers." It means data in the form of quote from documents,

**CONTACT** Arif Hidayat ✉ arif.aft@nusamandiri.ac.id

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field notes, and interviews or excerpts from videotapes, audiotapes, or electronic communications are used to present the findings of the study.

In making this paper, the writer also uses descriptive research. Creswell (2012) “The descriptive research is to gather information about the present existing condition.” Descriptive research describes a certain present condition. The purpose of employing the descriptive research is to describe of a condition, as it takes place during the time of the study and to explore the causes of a particular condition.

To collect the data the writer used library research. Based on Zaim (2014) “Library research, namely research that is only carried out in research work rooms or in libraries where researchers obtain their research data through books or other library information sources.” The writer uses some sources and book as references.

There are some steps in this research. First, the writer opened YouTube and looked for the video of Suhay Salim. Second, the writer downloaded the video entitled “Best Make Up Products 2018”, after that the writer watched and transcript the video. Third, searching the theory, the writer gets the theory from books, internet, and other written source. Fourth, the writer analyzed the types of code switching and code mixing; also find out the reasons why Suhay Salim used code switching and code mixing in her video using the theory that has been obtained before. The last step is concluding the result of the analysis.

The writer gets this source of data for this paper from Suhay Salim YouTube video entitled “Best Make Up Products 2018” (<https://www.youtube.com/watch?v=1292aXGRyEU>). The data are taken only part of Suhay Salim’s utterances then analyzed according to the statement of the problem

## Findings & Discussion

### *Code Switching*

Based on Appel (2010), defines “code switching as a language use change because of changing circumstances.” And clarified by Hymes (1875), “Code switching does not only occur between languages, but can also occur between various types of styles in one language.” It means changes in speech situations can lead to code switching and changing the topic of conversation can also lead to code switching.

According to Cantone, (2007), “code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create; evoke or change interpersonal relations with their rights and obligation.” It means code switching is an alternative choice to show individual or community identity in a group of speaking who use two languages or more in their common activity.

In a variety of linguistic literature in general, the causes of code switching are referred to as follows: (1) speaker / speaker, (2) speaking audience / opponent, (3) changing situation with the presence of third person, (4) change from formal to informal or on the contrary, and (5) changes in topic of conversation. Besides these five things which are generally commonly stated as a factor in the occurrence of code switching, there are actually many other factors / variables that can cause the occurrence of code switching events. These causes are usually very related to the verbal repertoire contained in a speech society and how the social status imposed by speakers of languages or the various languages of tang is found in the said community.

Code switching happens particularly when talking with someone else who knows both languages. Sometimes code switching is more a case of ‘borrowing’ because they just do not know the word. Other times it is case of one language having a more fitting word than the other, or it is just a word that’s an integral part of the local lexicon.

Based on the form, code switching can be divided into several types depending on the point of view used. Wardhaugh (2007) were the first linguists to introduce the concepts of setting, situation, and events taken as stages recognized in the enactment of personal strategies to analyze the meaning of choice between the two varieties. They divide code switching into two types, situational and metaphorical.

There are two types of code switching found in this research, situational code switching and metaphorical code switching.

According to Wardhaugh (2007:104) said that, “situational code switching occurs when the languages used change according the situations in which the conversants find themselves: they speak one language in one situation and another in a different one. No topic change is involved” In other words, each point of switching corresponds to a change in the situation. One speaker may speak a different language depending on the situation, but the language spoken in that particular situation does not vary.

Instances of situational code switching are usually fairly easy to classify for what they are. When people feel uncomfortable in their conversation, they will use another language which is more appropriate to the situation. Situational code switching is also determined by factors (factors of differences in power and status between groups speaker of languages) from outside the content of the particular interaction.

Davies and Bentahila (1994) studied why people switch languages in terms of situational switching. They pointed out that a speaker might speak one language at home then switch to another language at his or her workplace. In other cases, there may be an overlap between the domains of each language used so that the speaker will use different languages in different setting. For example: English teachers always using formal language in the classroom. But, they will speak informal language when they in the teachers room.

After transcribing the video of Best Make Up Products 2018 by Suhay Salim, the data then classified by looking through the related theory of the types of code switching according Wardhaugh’s theory. The data below are the data that matching with the theory of situational code switching identified by the characteristics are: (1) occurs when the languages used change according the situations in which the conversants find themselves, (2) No topic change is involved.

*Data 2: Ini dari Viseart harganya memang kayak bikin emosi gitu, cuma bagus banget parah, ini beneran, I’ve never seen anything like that. (02:27-02:35)*

From the data 2, the writer conclude that the utterances above is situational code switching. Because Suhay Salim switch her utterance from Indonesian to English without changing the topic she was talking about. Judging from the words “I’ve never seen anything like that”, this sentence describes the Viseart product which according to her, she never saw a product that was that good.

Based on Wardhaugh (2007), “When a change of topic requires a change in the language used we have metaphorical code switching.” Metaphorical code switching occurs when the switching is affected by the topic and situation which both controlled it, when a change of topic requires a change of language or situation.

Affective dimension formal to informal, serious to humorous, official to personal are the situation where code probably switch. Metaphorical code switching is a code switching that is related to a particular topic or subject matter than social situation.

According to Istiati (1984) state that “This code switching occurs when the speaker feels that with few words or sentences spoken in onother language, then he/she can emphasize what is desired so that it will get the attention of the listener.” This type of code switching

to show how speaker employ particular languages to convey information that goes beyond their actual words, especially to define social situations.

This would suggest that in situations of metaphorical code switching the fact that someone is code switching at all is often more important than what is being said. Holmes (2013) writes that is metaphorical code switching “each of the codes represents a set of social meanings, and the speaker draws on the associations of each.”

On the other hand, metaphorical code switching works as a conversational strategy to assist conversational acts such as an apology, request, complaint or refusal. Each of codes represents or symbolizes a set of social meanings, and the speaker draws on the associations of each, just as people use metaphors to represents complex meaning.

A speaker can deliberately change codes in the middle of a situation, in order to indicate to the hearer that they consider a new domain to be in operation. An example of metaphorical code switching for daily conversation can be seen in teenage boys’ usage to differentiate ‘joke-time’ from ‘serious-time’.

The data below are the data that matching with the theory of metaphorical code switching identified by the characteristics are: (1) occurs when the speaker feels that with few words or sentences spoken in onother language, then he/she can emphasize what is desired so that it will get the attention of the listener, (2) When a change of topic requires a change in the language.

*Data 3 Kayaknya gua udah bilang juga di videonya, beneran teksturnya luar biasa enak, pigmentasinya out of this world, dan kek di-blend-nya juga enak banget, gua bingung sih, beneran kaga ada celanya nih eyeshadow (02:36-02:46)*

From the data above, it can be conclude as metaphorical code switching because Suhay Salim used the metaphor “out of this world” to emphasize her utterance so as to get the attention of her viewers. If this metaphor is translated into Indonesian then it means “tak ada taranya”.

### **Code Mixing**

The term of code mixing is said to have two meanings. First, code mixing is interpreted as interference, while the second understanding of code mixing is defined as the use of one language from one language to another to expand the style of language of variety of languages, including the use of words, clauses, idioms, and greetings.

According Fasold (2010) “grammatical criteria for distinguishing code mixing from code switching, if someone uses one word or phrase from one language, he has code mixing.” Code mixing can be a mixture of fragments of words, phrases, and clauses in a language in another language used. In essence, there is one language used, but inside there are fragments from other languages.

Thealander (in Chaer, 1995) says that “code mixing occurs when in a speech event, clauses and phrases used consist of clauses and mixed phrases of each clause, the phrase no longer supports individual functions.” It means if a speaker, for example, who speaks Indonesian, has inserted a lot of fragments of his local language, it can be said that he has code mixing.

Based on Muysken (2000) “using the term code-mixing to refer to all cases where lexical items and grammatical features from two language appear in one sentence.” It means is also a language contact phenomenon that does not reflect the grammars of both languages working simultaneously. Words are borrowed from one language and adapt it in other language and it is usually without a change of topic.

Code mixing generally occurs when talking casually, whereas in formal situations this rarely happens. If in a formal situations code interferes occur, this is due to the absence of terms that refers to the concept in question.

Suwito (1985) states there are several forms of code mixing. They are, word, phrases, clauses, idioms, hybrids, and reduplication.

Word is sound or combination of sound forming a unit of the grammar or vocabulary of a language. The insertion of words means the language unit that stands alone, it consist of free morphemes and bound. Words do not always constituent the smallest meaningful units in a language. The smaller parts of word called morpheme. Example: "Akhirnya aku punya smartphone juga."

A phrase will always be more than one word. It is a group of words forming part of a sentence. A phrase can be short or long, but it does not include the subject-verb pairing necessary to make a clause. Example : "Kemarin ujiannya very easy banget."

Clauses are part of sentence that consists of subject and finite/predicate but not expresses the complete idea. A clause is group of words that have an independent subject and predicate. Therefore, they can stand alone as a sentence or may appear within sentence as grammatically complete statement. Other clauses are dependent (subordinate) in which they cannot stand alone and therefore the meaning on the meaning on the reminders of the sentences where they appear. Example: "Aku mau berhenti pake, tapi... I resist myself from uninstalling twitter."

Idiom is a group of words established by usage as having a meaning not deducible from those of the individual words. Idiom is phrase, sentence that must be learn as a whole unit because of the phrase or sentence in idiom has different meaning in each part. Example: "Yaela gini doang? Ini mah a piece of cake."

Hybrid is composed part of words, it is a combination of word pieces, between Indonesian and English work. Example: "Wardah ngeluarin Foundation baru, dia gampang banget di-blend-nya."

Reduplication is the repetition of words. Reduplication is morphological process by repeated the root or stem of word. Example: "Tanpa kamu aku fine-fine aja kok."

According to Muysken (2000), explained that "there are many types of code mixing based on the area where the language is used." He categorized code mixing into three categories: (a) insertion (word or phrase), (b) alternation (clause), and (c) congruent lexicalization (dialect).

Insertion is the process of code mixing which is conceived as something to borrowing. The insertion of an alien lexical or phrasal category. Insertion is inserting material such as lexical items or entire constituents from one language into a structure of the other language. Based on Muysken (2000) state, "the process of code mixing is conceived as something asking to borrow the insertion of an alien lexical of phrasal category into a given structure."

The data below are the data that matching with the theory of Insertion. From the data found the sentence are inserting material lexical materials or entire constituents from one language into a structure of the other language.

*Data 17 "Mungkin kalo dia ada palet yang mix antara matte dan shimmer, gua akan mau coba cuma kalo shimmer semua, aku kayak agak males, karena harganya seharga dua ginjal." (02:53-03:00)*

In data 17, there are many English word insertions in Indonesian sentence. The bold word is English which inserted in Indonesian sentence. First, mix is English in Indonesian mix is "campur". Second, matte is English in Indonesian matte is "kusam,terjamah". Third, shimmer is English in Indonesian shimmer is "berkilau".

Alternation occurs between clauses meaning that alternation is used when speaker mixes his or her language with a phrase. According to Muysken (2000), “the process of alternation is particularly frequent in stable bilingual communities with a tradition of language separation, but occurs in many other communities as well.”

Alternation is a strategy of mixing where two languages remain separate in the bilingual utterance as A.....B unlike in insertion. In addition, alternation is observed to display a non-nested A..B..A structure, which means that the elements preceding and following the ‘switched string’ are not ‘structurally’ related.

The data below are the data that matching with the theory of alternation. From the data found the sentence are occurs when structure of two language are alternated instinctively both at the grammatical and lexical level.

*Data 60 “Dia nutup banget karena emang teksturnya agak creamy padet gitukan which is why it can cover blemishes perfectly” (11:05-11:10)*

From the data 60, the writer analyzes this utterance is included in type of alternation. There are a word and an adjective clause in English that inserted in Indonesian sentence. The English word is “creamy” which means in Indonesian is “lembut”. And the adjective clause is “which is why it can cover blemishes perfectly” which means in Indonesian is “itulah mengapa ia dapat menutupi noda dengan sempurna”.

There are six reasons used code switching and code mixing found in this research: talking about a particular topic, real lexical need, being emphatic about something, repetition used for clarification, intention of clarifying the speech content for interlocutor, and expressing group identity.

The data below are the data that matching with the theory of talking about a particular topic. From the data found the utterances are occurs when people switch-code within a speech event to discuss a particular topic.

*Data 23 “Sama kayak Armani-nya, dia beneran bikin kulit lo jadi alus banget dan hasilnya agak lebih ke dewy sih menurut gua. Walaupun dia di stick, cuma hasilnya agak glowy gitu, karena dia bentuknya stick jadi emang coverage-nya lebih tinggi daripada foundation yang liquid.” (06:23-06:36)*

In data 23, the situation from the utterance is Suhay Salim told his viewer about the brand of a foundation as her topic. She gives an explanation using English language. “Walaupun dia di stick, cuma hasilnya agak glowy gitu, karena dia bentuknya stick jadi emang coveragenya lebih tinggi daripada foundation yang liquid.” From there the writer conclude the function of the use of code mixing in this utterance is to convincing the topic of utterance to the viewer.

The data below are the data that matching with the theory of real lexical need. From the data found the utterances switch are occurs when an English – Bahasa bilingual has a word that is lacking in Indonesian, they will find it easier to say it in English.

*Data 12 “Ini punya gua yang matte semua dan gua masih maju mundur mau beli yang shimmer apa engga karena gua sebenarnya lebih suka eyeshadow yang matte gitu. Mungkin kalo dia ada palet yang mix antara matte dan shimmer, gua akan mau coba cuma kalo shimmer semua, aku kayak agak males, karena harganya seharga dua ginjal. Langsung mati lo kalo beli ini udah. Tapi kalo lu ada budget-nya ya gue sih sangat-sangat menyarankan palet ini, beneran dewa.” (02:47-03:06)*

In data 12, Suhay Salim used many words in English. It is obviously she cannot finds out the proper words for certain expression or word in her own language. So she used foreign words which is in this case are English. The words spoken by Suhay Salim in English are

“matte” in Indonesian means “dof”, “shimmer” in Indonesian means “berkilau”, “eyeshadow” in Indonesian means “celak mata”, “mix” in Indonesian means “campur”, and the last is “budget” it means “anggaran”.

The data below are the data that matching with the theory of repetition used for clarification. From the data found the utterances switch are occurs when people to repeat a message from one code to another code literally or in somewhat modified from.

*Data 29 “Dua-duanya gua cinta banget, cuma pemakaiannya agak berbeda buat gua, yang Pixy gua pake kalo misalnya gua mau pergi seharian, jadi gua gak suka pake dia buat touch up. Karena buat gua dia terlalu dewy kayak terlalu basah hasilnya.” (08:03-08:16)*

In data above, the utterance above shown the reason of the utterance of Suhay Salim is repetition used for clarification. She gave an explanation about the word “dewy” into Indonesian “basah”.

The data below are the data that matching with the theory of intention of clarifying the speech content for interlocutor. From the data found the utterances switch are occurs when a bilingual or multilingual persons talk to another bilingual or multilingual.

*Data 64 “Tapi kalo gua lagi memerlukan sesuatu yang stays on all day yang gak bakal bergerak kemana-mana seharian, tidak lain tidak bukan dewanya tahun ini adalah Maybelline yang Super Stay Matte Ink.” (17:14-17:25)*

From the data above, after Suhay Salim said “stays on all day” then she added Indonesian words “gak bakal gerak kemana-mana seharian” to intention clarifying the speech content for the viewers.

The data below are the data that matching with the theory of expressing group identity.

*Data 70 “So, thats it is. Itu adalah produk make up yang gua suka banget tahun ini, semoga membantu. Thank you so much for watching, and I’ll see you guys on my next video. Bye.” (18:34-18:42)*

In data 70, Suhay Salim said “thank you so much for watching, and i’ll see you guys on my next video”. She expressed her gratitude to the viewers for watching her video.

## Conclusion

Suhay Salim mostly used code mixing in her video. Suhay Salim also used code switching in her video even though it is not as much as code mixing. The writer gets the conclusion in code switching that code switching useable in daily life conversation, but this discussion more difficult to apply in conversation. The reason is utterance should have clearly grammatical structure. The writer thinks that code switching is complicated to used. It is proved in Suhay Salim’s video in which she is seldom used code switching in her utterances. The writer gets the conclusion in code mixing that code mixing useable in daily life conversation. This conclusion based on the function of the utterance in Suhay Salim’s video.

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### Biography

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|------------------------------------|--|
| First Author:<br>Hanny Akbari      | Hanny Akbari is an ordinary woman who loves to do exercises. She gave her time to get the topic of the research, collect data and write the result   |
| Second Author:<br>Arif Hidayat     | Arif Hidayat is a lecturer wishing to give his students best practices in research. In this writing, he gave all suggestion and guided the first author from the beginning of the research until the its completion. |
| Third Author:<br>Sayyid Khairunnas | Sayyid Khairunnas is a lecturer helping in supporting the research in technical writing and proof reading.   |