Code-Switching in Podcast:
A Case Study of Boy William and Cinta Laura

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Abstract

In Indonesian society, code switching has become a popular communication method among celebrities. In addition to being a simple means of expressing specific ideas, some speakers find that code-switching facilitates more natural communication. This study aims to examine the various code-switching techniques used by Boy William in his podcast with Cinta Laura. They employ code switching in their conversation, which will be the primary focus of this study. Specifically, it will investigate the variety of code-switching techniques used in Boy William and Cinta Laura's exchange and how each user employs them when conversing. A quantitative descriptive method is employed in this study. This study's findings demonstrate four different forms of code switching. Nine code switching data were discovered during the study, including two inter-sentential, two intra-sentential, three emblematic, and two establishing continuities with the previous speaker data. The code switching happened to highlight the utterance, explaining the information, and giving examples.

Keywords: Code switching, Podcast, Sociolinguistic.

INTRODUCTION

The study of how language functions in social and communication contexts is known as sociolinguistics. A person's or a group's language can be influenced by social factors such as social status, gender, age, occupation, education, and environment, claimed by Holmes [1]. Code switching is also referred to as a subfield of sociolinguistics that is at a unique level of bilingualism or multilingualism and can enhance communication skills. According to Hoffman [2], code switching is defined as a conversation that involves the use of two languages or variations of languages in the same conversation [3]. Bilingualism and multilingualism are unavoidable today because they are brought on by family and education [4].

Code switching is a common occurrence during the learning process and in social settings that bilinguals and multilingual individuals cannot prevent, even when people learn language tend to use bilingualism by doing code switching [5]. The decision factor of code switching is grammatical, preference and language proficiency [6]. Language preference is usually influenced by personal and external reason, for example people who raised in bilingualism environment seek to do code switching. Language proficiency is also big factor for speaker decide whether use L1 or L2 by trying to explain by which language they master or if there is a gap of language level of comprehension. The speakers require to know L1 and L2 to switch code from one to another. Speaking involves sending codes to the other person in the hopes that the other person will understand what is being said [7].

According to Wardaugh [7], code-switching can arise from various internal impulses,

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such as feelings of disappointment or dissatisfaction. It often occurs when speakers have equal proficiency in both their first language (L1) and second language (L2), allowing them to switch languages spontaneously as needed. This fluid interchange between languages reflects how people adapt their communication strategies based on their emotional states or the context of the conversation. For example, if a speaker struggles to explain a term in L1, they might switch to L2 to provide clarification, thereby they are resolving any confusion more effectively.

Furthermore, code-switching is not solely a mechanism for expressing dissatisfaction but also serves broader communicative purposes. Bilingual or multilingual individuals might feel more comfortable expressing certain emotions or nuances in one language over another. For instance, they may find it easier to convey politeness, rudeness, or intensity of emotion in English rather than Indonesian or vice versa, depending on the situation and their personal comfort levels. This flexibility in language use ensures that their intended message is conveyed with the desired clarity and emotional impact, underscoring the role of code-switching in enhancing effective communication across different linguistic contexts.

When speaking with their interlocutors, bilinguals or multilinguals can switch between concepts on specific topics by using different codes. Bilinguals or multilinguals can use a variety of codes to express themselves and fit in with particular social groups. People use it as a symbol to speak or communicate in a specific language, dialect, register, accent, or style depending on the situation and intent of the conversation [8]. It is generally easier for multilingual to use code switching in communication [2]. For instance, code switching is frequently used by public personalities or celebrities who speak fluent English or other languages to interact with friends and others in close proximity [9].

Code switching is One straightforward approach used to communicate. Code switching is generally understood to be the act of changing one's language usage to accommodate shifts in circumstances. One of the linguistic symptoms that arises from language contact in the context is code switching, which is popular right now and is frequently seen on social media platforms like Facebook, Instagram, TikTok, YouTube, etc. The author is keen on examining the usage of code switching in the podcast; for instance, the Boy William and Cinta Laura podcast video revealed a lot of it.

On July 28, 2020, the podcast was aired, and over 6 million people watched. It covers lifestyle, inspiration of life, as well as life lessons. It is interesting to note that the presenter and guest speak more English than Indonesian during their conversation. The researcher of this study examines the code-switching that took place in the discussion between Boy William and Cinta Laura on Boy William's YouTube channel between the second and third minute of video. The theory from Hoffman [2] is employed by the writer, specifically:

a. Inter-sentential switching: This kind of code switching takes place when a sentence or clause disintegrates, with each clause or sentence being in a different language. This typically occurs when a conversational topic shifts.

b. Intra-sentential switching: This kind of linguistic shift results in code switching within a clause or sentence dividing line.

c. Emblematic switching: This kind of code switching incorporates a tag insertion that serves as a mood shift.

d. Establishing continuity with the previous speaker: This kind of code switching happens as a result of the need to carry on the previous interlocutor's speech.

When someone speaks by changing a language, the other person will typically respond in that same language.

Code switching in podcast nowadays has been research on study case for example podcast of Deddy Corbuzier on platform called Spotify [9]. It is found that from ten podcast, at least one code switching happened. Although the requires for being called as code switching, the results shows that speaker may have change code to language they are comfortable with. In following research, author take sample from Boy Wiliam and Cinta Laura that have been known as bilingual, fluent in both Indonesia and English. To identify bilinguals or multilingual people, code switching has become the norm. In order to categorize the issues raised by Boy William and Cinta Laura's conversation—namely, the use of code switching by users—researchers have listened to their exchange. Following data collection, researchers can formulate the following problems:

1. How many kinds of code switching are there in Boy William and Cinta Laura's conversation?
2. How do they communicate by using code switching?

METHOD

The research method is a tool and technique chosen to conduct research, namely quantitative research [10]. This approach method, known as the quantitative descriptive method, is used in the study. The listening and note-taking method were used to collect data for this investigation. According to Sudaryanto [11], the listening technique is a means of gathering data through dialogue conversations on video podcasts. Next, take a note when the code was switched. proceeded with the note-taking method, which serves to capture and write down research data.

Interlingual communication in context requires farther research, particularly when there are grammatical differences between the languages involved [12]. However, bilinguals feel more at ease expressing and using language switching (code switching) to convey the messages they want to convey [13]. This case is similar to Cinta Laura and Boy William, who frequently communicate by using different codes. Based on the listening and note-taking technique in the dialogue from minute 2 to minute 3.35, data was collected and then analyzed with the following steps following Hoffman's theory [2]: 1) listening was done on each dialogue in the podcast with the aim of recording the time of the code-switching event; 2) classifying and explaining the types of code switching in the Boy William and Cinta Laura podcast based on the theory; and 3) concluding the research results using data analysis.

RESULTS AND DISCUSSION

Nine code switching data were identified from the analysis of Boy William and Cinta Laura's dialogue: two inter-sentential, two intra-sentential, three emblematic, and two establishing continuities with the previous speaker data. In order to gather and compile the data, the researcher watched the podcast video and classified it in table. Hoffman's theory is used by the researcher to analyze the kinds of code-switching events that take place. The code-switching events that take place in Boy William's conversation with Cinta Laura will be categorized by the author into a table.

Table 1. Intra-sentential Switching

Utterance	Code Switching	Indonesia Translation
Cinta: *"Kalau **breakfast** aku biasanya di sini."* ("If I have breakfast, I usually have it here.")	Breakfast	Sarapan
Cinta: *"Jadi aku bener-bener belajar untuk bisa **independent**, hidup bener-bener **simple**, mengapresiasikan apa yang aku punya."* ("So, I really learned to be independent, live a really simple life, appreciate what I have.")	a. Independent b. Simple	a. Mandiri b. Sederhana

The example above shows code switching, marked by a shift in language within a clause or sentence boundary, namely: a) Breakfast; b) Independent; and c) Simple.

The word 'breakfast' in Indonesia can be named as *sarapan* or *makan pagi*, however the word 'breakfast' is commonly used for bilingual mainly for those who live in big city such as Jakarta. The term 'breakfast' is easily found in restaurant, hotel and culinary industry in bigger city rather than suburb. If breakfast is used since its familiarity, the word 'independent' is have been adapted to Indonesia language by modified its form to *independen*. Instead of using the word *mandiri*, using 'independent' has the same familiarity to bilinguals. It also applies to word 'simple' that have been adapted to Indonesia language *simpel*; it can be replaced to *sederhana* but the word 'simple' has boarder meaning while *sederhana* carried the humble sense while 'simple' carried the meaning of easily to be wear. These words are commonly spoken by Indonesians, but Cinta Laura is more comfortable using English to convey them, especially when it is adjective.

Table 2. Inter-sentential Switching

Utterance	Code switching	Indonesia translation
Cinta: **"The location is perfect, I loved the location because** ke mana-mana dekat dan waktu aku nemuin apartemen ini, **the price is great**." *("The location is perfect, I loved the location because everywhere is close and when I found this apartment, the price was great.")*	a. The location is perfect, I loved the location because, b. The price is great	a. Lokasinya sempurna aku suka lokasinya karena, b. Harganya bagus
Cinta: "Aku biasanya tidur di sini, nontonnya di sini, **I have my speaker. I used living in the dorm** waktu sekolah di Amerika. *("I usually sleep here, watch here, I*	a. I have my speaker b. I used living in the dorm	a. Aku punya pengeras suaraku b. Aku tinggal di asrama

have my speaker. I used to live in the
dorm when I was in school in
America.)

Code-switching occurs when a conversation shifts between languages, such as from English to Indonesian and back to English. This linguistic phenomenon frequently reflects a shift not only in language but also in the topic being discussed. For example, a speaker may begin a discussion about environment in English, then switch to Indonesian to discuss cultural nuances related to it, before returning to English to conclude the conversation. These transitions can indicate a complete change in topic or a shift to a related aspect of the original discussion. Such changes make it easier for speakers to navigate complex ideas, utilizing each language's strengths to convey specific meanings or cultural contexts. Switching codes allows speakers to more effectively address.

The sentence starts with a code switch from English to Indonesian, then it shifts topics. First, it discusses the location, then it shifts to another topic when Cinta says, "The price is great." Usually, the swift of topic can have two chances, they are to change the topic or to swift topic be more detailed. First line at the table 2 shows that the code-switching happened when Cinta want to explain the reason the first statement stated. Saying a statement and make it clear that by another language to make clear that listener will have the same idea as her. Later after the explanation, the sentence switches once more to English, the final switch expresses the conclusion of what she said before. In conclusion, she prefers to make statement in English and make clarification to listener to be more understand by using Indonesia language.

Code switching that takes place at the second line of table 2 is different with the first line. If the pattern of first line is English-Indonesia-English, the second line has Indonesia-English and English-Indonesia. The sentence that switches into English is "I have my speaker." Cinta talks about her bed and TV location before changing topic to the speaker's location and her living arrangements. She did that switch spontaneously showing the excitement when she explains the location of her things at home. Then she is continuing speaking in English by changing the topic, she explains her background of living by stating "I used living in the dorm," then make it clear when she was living in the dorm that when she was in US. If we listen carefully, there is grammatical error in English while switching code, people that switching code sometimes don't really take grammar as matter or the most important. The speaker doesn't matter to do not obey with the strictness of English grammar rules.

Table 3. Emblematic switching

Utterance	Code Switching	Indonesia Translation
Boy: "**Oh My God!** The location is perfect."	Oh my God	Ya Tuhan
Cinta: "Welcome to my room, **surprise!**"	Surprise	Kejutan
Cinta: ***"Don't be shocked** ya! Biasanya kan*	a. Don't be shocked	a. Jangan kaget b. Percaya atau tidak

*artis-artis perhiasannya banyak, like diamond and everything. **Believe or not!** Asesoris yang aku pakai ini-ini aja."* ("Don't be shocked! Usually, artists wear a lot of jewelry, like diamonds and everything. Believe it or not! The accessories I wear are just these.")	b. Believe or not

The example above found the insertion of an exclamation mark functions as a change of mood and expresses it in English, namely: a) Oh my God!; b) Surprise!; and c) Don't be shocked! and believe or not!

Emblematic switching can be found by tag insertion like question mark and exclamation. It usually shows the degree of surprise of the speaker and the utterance is being spoken spontaneously. The first utterance using common term of 'oh my God' showing the admiration of the scenery and location.

The second utterance switches from English to Indonesia. She exclaims he to not be shocked about something she wants to tell later. Then, she explains what kind of information following the disclaimer before by using Indonesia language, once again Cinta seems to make her statement clear in Indonesia to avoid misunderstanding. In the second utterance, the switch happened twice, the second is "believe it or not" then followed by the fact that the jewelry she used are just these. The pattern and function of switching in the second utterance can be conclude as disclaimer too express the honesty and straightforwardness followed by the reasons.

Table 4. Establishing continuity with the previous speaker

Utterance	Code Switching	Indonesia Translation
Boy: "You have **nice door**." Cinta: "Is it?" Boy: "Yeah, I like it."	Nice door	Pintu yang indah
Boy: "Are you consider like lil a bit **a tomboy**?" Cinta: "Yeah, for sure. But I'm not **a tomboy.**"	Tomboy	Tomboi (wanita yang mempunyai peran atau perilaku menyerupai laki-laki)

In this instance, Cinta Laura answers Boy William's questions in English. Boy William asks questions frequently. The speakers' mutual adaptation is evident in this pattern of code-switching, whereby they align their linguistic preferences to complement one another. This propensity to mimic the language of the other person improves communication and keeps both sides relaxed and interested.

For example, in the first sample in Table 4, when Boy William asks Cinta if she has a nice door, Cinta answers him in English, confirming what he noticed. This exchange demonstrates how Cinta preserves linguistic coherence by mirroring the wording of Boy's question. A similar dynamic is also demonstrated by the second example. When Boy asks Cinta to clarify if she is a tomboy in this instance, Cinta responds in English and uses the chance to correct Boy. This conversation demonstrates Cinta's comfort level

with the language and the topic at hand, as well as her confidence in answering in English. This mutual language alignment reflects how speakers negotiate language use to facilitate effective communication and maintain a cohesive conversational dynamic.

CONCLUSION

Based on the study of code-switching dialogue of Boy William's podcast with Cinta Laura, there is an event of code switching from Indonesian to English or English to Indonesian. The results of the study found 9 code switching data, namely: 2 inter-sentential switching data, 2 intra-sentential switching data, 3 emblematic switching data, 2 Establishing continuity with the previous speaker data. The researcher concluded that there was code switching from Indonesian to English and from English to Indonesian. Even so, Boy William tends to use English when asking something. While Cinta Laura does more code switching from Indonesian to English when providing information and expressing something. However, when Cinta explains more details about information, she is more comfortable using Indonesian. Overall, the study illustrates that code-switching in this podcast is not merely a random linguistic phenomenon, but a purposeful strategy employed by the speakers to navigate the conversation effectively, balance formality with informality, and cater to both the content of the discussion and the linguistic preferences of the participants.

Acknowledgements

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