Code Switching Found In Balinese Selebgram Content on Instagram

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Abstract--Instagram is one of the most popular applications in society, so its existence has an important role in the development of language. GekCantik is one of Balinese selebgram who presents educational and promotional videos in her official account Instagram @gek_cantik25. The language used in every video is able to attract the interest of the audience. The aim of this research is to find the types of code switching in 4 videos uploaded by GekCantik through her official Instagram account. In analyzing, the researcher uses literature study method. The results showed that 3 types of code switching were found, namely: Tag-switching, Intra-sentential switching, and Inter-sentential switching. The most dominant code switching is intra-sentential switching that occurs at words and phrases level.

Keyword: Instagram, GekCantik, Code Switching.

I. INTRODUCTION

1.1 BACKGROUND AND PROBLEM

Language plays an important role in everyday life, especially in society, given the function of language according to Suwarna (2002: 4), namely as the main means of communication in society, both individually and in groups. Good communication can run as expected if speakers can convey messages and interpret them well. This means that speakers and interlocutors can understand each other's meaning of the language in question. However, in some situations the delivery of a language's meaning when communicating sometimes has obstacles. Therefore, it is not uncommon for speakers and interlocutors to use more than 1 language to be easily conveyed verbally or orally. This can be proven by research conducted by SwiftKey in 2015, which shows that Indonesia ranks on the third place with an index of 57.3 percent of the population having the ability to use two languages, while as many as 17.4 percent of the population speak trilingual or more than 2 languages. This ability is certainly inseparable from the various regional languages that are owned, reported by Detik.com, it is stated that Indonesia has as many as 718 regional languages.

Language development also goes in line with the rapid advancement of science and technology. Thus causing interactions in communication to evolve, which used to be a direct and traditional communication process now can be done online (indirectly) only by connecting the internet to electronic media such as mobile phones. One of the products resulting from the evolution of technology is social media. Social media is a medium for socializing with each other that allows individuals and groups to interact with each other without being limited by space and time because it is done online.

One of the most popular online platforms for people today is the Instagram application. Reporting from Katadata.co.id as many as 89.15 million Instagram users in early 2023, so that Indonesia was named the country with the 4th largest number of Instagram users in the world. Starting from children, teenagers, to adults like to use it. Even now, there is the term *Celebgram* or *celebrity instagram*. This word is pinned for someone who is famous because of the popularity and their work produced through Instagram apps. One of the celebrities from

Bali, named I G A Diah Cahya Dewi or known as GekCantik, is a celebrity who often shares content in the form of educational videos and promotions on her official account @gek_cantik25. Certainly, what makes her famous is because each content displayed has its own language characteristics that makes it interesting. There is a combination of languages that GekCantik uses in her content, namely Balinese as her mother tongue and Indonesian. Despite the combination of languages used, every message in the content is easy to understand and even becomes the center of attention. The combination of language use is called code-switching in the study of sociolinguistics. The phenomenon of code-switching found in every content of GekCantik makes the authors interested to examine more deeply the use of language and the style of language conveyed.

1.2 LITERATURE REVIEW

In (Kamariah & Ambalegin, 2019) research entitled "Analysis of Using Code Switching In Instagram" explains that there is a code switching that occurs in various posts, comments, and conversations conducted by Instagram users. This study aims to describe the forms and factors that cause the use of code switching on Instagram media. The research method used is qualitative research and the results of this study found 3 types of code-switching along with 4 factors that become the point of causing code-switching, namely: (1) Changing topic, (2) Lack of vocabulary, (3) Bilingual/multilingual, and (4) Prestige and trend.

Another similar research is "Code-Switching Found in Cinta Laura's Video On Her Instagram Tv" by (Wiraputri et al., 2021). This research describes the types and reasons for the occurrence of code-switching spoken by Cinta Laura in videos on her Instagram TV. Data collection was conducted using a qualitative descriptive method by analyzing ten types of related videos. The results of this study show that intra-sentential switching occurs most dominantly at 54.35%, followed by inter-sentential switching at 36.95%, and tag switching at only 8.70%. It was also found that the biggest reason Cinta made language code switching in her video was because she often used English when she did not know the vocabulary in Indonesian.

In the research "Code Mixing and Code Switching Found in Instagram Videos" by Kartika, et al 2020. This research describes the realization of code switching in Instagram videos used by Baby Moonella on Instagram. Furthermore, this research is also intended to find out the types of code mixing and code switching that are dominant and explain the reasons for using code switching and code mixing on Baby Moonella's Instagram. The research method used is qualitative descriptive, with data collection techniques through Baby Moonella's transcription. The results show that there are three types of code switching and two types of code mixing used by Baby Moonella, namely: tag-code switchings, inter-sentential switching, intrasentential switchings, intra-sentential mixings, insertions in extra-sentential mixing, and alterations in extra-sentential mixing. The most dominant types used are intra-sentential switching and extra-sentential mixing in alternating form.

1.3 THEORETICAL FRAMEWORK
1.3.1   Sociolingusitics

According to (Ronald Wardhaugh, 2006) sociolinguistics is a field of language studies that examines the relationships between language and society in order to better understand the structure and function of language in communication. The purpose of linguistic sociology is to investigate how social structures can be better understood by studying language, for example, the characteristics of certain languages used to describe specific factors. In line with this statement, according to Lilis, 2013 in (Kamariah & Ambalegin, 2019) because of the language phenomenon that occurs in society, a sociolinguist is interested in studying why every person in society have different ways of speaking in a social context, and can identify the social function of language and how it is used. So it can be concluded that sociolinguistics is a science that studies changes that are influenced by culture, religion, customs, and other things that can be related to society in the use of language. Therefore, it is important to study sociolinguistics so we can find out the relationship that results between language and society which is certainly influenced by the surrounding culture.

Considering language as the main communication tools, studying sociolinguistics is very useful. The various benefits generated make it easier for us to understand the meaning of language from each message

conveyed even though in different ways and characteristics. The benefits in question include; (1) sociolinguistic knowledge can be utilized in communicating or interacting, (2) sociolinguistic knowledge provides guidelines in communicating by showing the language, language variety or language style that must be used when talking to certain people.

1.3.2   Code Switching

Code switching is the use of more than one language in communication so that the meaning of the language and the intent of the message conveyed can be conveyed properly. Thus, the speakers and interlocutors are able to understand each other. According to Myres-Scotton, 1992: 2 in (Piantari et al., 2011) the code switching can be described when someone uses language A for example Balinese, then some time switches to using language B (Indonesian) in communication.

According to Stockwell, 2007 in (Kamariah & Ambalegin, 2019) states that code-switching is categorized into 3 types, including:

   a.   Tag-switching

Tag-switching is a simple form of code-switching, where the speaker uses more than one language in communication and inserts tags or short phrases from different languages at the beginning or end of their speech.

   b.   Intra-sentential switching,

This form often occurs when the conversation changes the topic of an intra-sentential change within the limits of a clause or phrase. It can take the form of code change, code mixing, inserting and consistent lexicalizations.

   c.   Intra-sentential switching

Inter-sentential switching is a type of code switch that occurs in one complete sentence between two sentences in one language or another. This type also indicates a language change at the sentence level which is each clause or sentence is in one language or another. In this type, speakers are considered fluent in both languages because it is used in a more complex sentence context.

II.   RESEARCH METHOD

This research used a literature study research method. In the process of preparing this research, the author carried out a series of activities starting from collecting library data from previous research which was used as a theoretical reference, watching educational videos and promotional videos uploaded by Gek Cantik on her social media account @gek_cantik25. The types of videos used as the object of this research include: (1) Tutorial Tamiang Kuningan Jegeg Ala Gek Cantik, (2) Video Promotion Kaki Bali Sepatu, (3) Video Promotion Savanuna Parfum, (4) Video Promotion Warung Sendok Garpu. Then, the transcript of the video is analyzed as primary data in analyzing and then collected as a research object which is presented in the discussion chapter.

III.   RESULTS AND DISCUSSION

The various contents displayed by celebrities become the main attraction to be studied. Especially with the use of diverse languages, research related to language analysis on *selebgram* content is a topic that never ends to be discussed. Balinese language is one of the mother tongues of the island of the Gods, Bali is still attached and even always preserved by the younger generation of Bali. GekCantik is no exception as a celebrity who is also a Balinese. In each of her videos, it often shows that there has been a language code switching from Balinese to Indonesian and vice versa. Here are the results of the code switching on GekCantik's content in her account @gek_cantik25.

1)   Tutorial *Tamiang Kuningan Jegeg* Ala Gek Cantik

a.   Tag- switching

"***Hi!*** Om Swastyastu semeton…"

    In this sentence, the word "***Hi!***" is an English tag that expresses a greeting. In the video, she combines the word "***Hi!***" with "*Om Swastyastu semeton..*" which is intended to greet her audience. It can be seen that there was code switching between two languages, that is English into Balinese. However, the word ***"Hi"*** is included in the tag or can be said as an interjection, which does not change the meaning of the language that the speaker uses in her speech. So, in this case it is categorized as tag-switching.

b.   Inter-sentential switching

"***Elingan meyadnya nike ampunang*** setengah-setengah, bikin yang cantikya"

        The complex sentence above belongs to the type of Inter-sentential switching. That is shown by the transition from the sentence in Balinese *"Elingan meyandnya nike ampunang…"* switch to Indonesia *"...setengah-setengah, bikin yang cantikya"*. From this, it can be seen that GekCantik is fluent in both languages, so that she can use them in more complex situations.

"***Napi je ane gae, napi je ane karyanin semeton***, usahakan biar hasilnya jegeg"

    In this sentence above also is classified as inter-sentential switching. It is because a complete sentence consisting of Balinese clause "*Napi je ane gae, napi je ane karyanin semeton…*" then switches into Indonesian clause "*…usahakan biar hasilnya jegeg*". Inter-sentential switching also indicates a language change at the sentence level where each clause or sentence is in one language or another.

2)   Promotion video for Kaki Bali Sepatu

a.   Intra-sentential switching

-     "**Kadang – kadang** *jeg ne be ane ngae* **bingung***, kone yen nak meaba to sing dadi nganggo* **sandal** *tegeh – tegeh.*

    In this sentence there is intra-sentential switching between words levels. Gek Cantik combines the use of Indonesian words in her Balinese sentences, such as the words: *"kadang-kadang", "bingung" , "sandal"*.

-     "Tuh keren – keren banget sepatunya seriusan aku gak ***move on*** karena ada ***promo*** lebaran juga *semeton* potongan harga 25 ribu sampai 50 ribu."

    The sentence above is also classified as intra-sentential switching, which is indicated by the transition to English phrasal verb *"move on"* in Indonesian sentences. Besides that, she also added the words *"promo"* which is an abbreviation of the word *promotion* in English.

3)   Promotion video for Savanuna Parfum

a.   Intra-sentential switching

-    *"Jeg sing ngerti bane jak* **cuaca** *jani ye gulem*tapi *je ungkepjeg sing* **PD** *bane ajak bon awake na. Naa langsung gen nah* **mumpung** di Batuan*singgahmeli*parfum *malu*di Savanuna Parfum. "*

The sentence above is classified as intra-sentential switching because here the speaker does the switch in the Balinese sentence with some Indonesian words, namely: *cuaca,* the acronym *PD* which means *Percaya Diri,* and the words mumpung. So that, it can be concluded into intra-sentential switching through insertion of Indonesian words.

-    "Yang mau ***join reseller*** atau distributor bisa banget ya langsung ***add*** Savanuna parfume ***thank you***!"

The code switching found does not only occur between Balinese and Indonesian, however it is also shown by the use of English vocabulary. In the data above, Gek Cantik uses Indonesian sentences but in the middle and the end of her speech, she switches into English words such as: *join, reseller, add,* and the verb *thank you*. So, it can be categorized into intra-sentential switching. .

4)   Promotion video for Sendok Garpu Warung

a.   Intra-sentential switching

-    "**Singkat cerita,** *niki sampun wusan ngaturang pangubakti, jeg sampun niki* **kebiasaan buruk** *e teka.. suud mebannten jeg pasti seduk basing, adi bise kenten semeton nggih?*"

The sentence above is classified as intra sentential switching because in her Balinese sentence, she uses Indonesian phrase *"singkat cerita.."* in the beginning of the sentence, then the switching code also found at the middle, that is by the Indonesia phrase *"kebiasaan buruk.."*. so it can be concluded as intra-sentential switching in the phrase level.

-    "Konsepnya disiniini mini resto dan ada ***playground*nya** juga."

Similar to previous data, the example above shows that Gek Cantik as a speaker has code switched by using English vocabulary in the middle of her Indonesian sentences, the word *"playground"* which was added with the suffix *-nya*. Thus, it is categorized as intra-sentential switching in the word level.

b.   Inter-sentential switching

-    "**Memang** *di gianyar mekacakan dagang makananne semeton,* **tapi untuk masalah makan dengan harga terjangkau,** gek cantik **selalu pilih sendok garpu warung.**"

The sentence above is classified as inter-sentential switching because there is a switch code between main clause and subordinate clause. As explained before, Inter-sentential switching is code switch that occurs between sentence levels which is each clause or sentence in one language or another (Kamariah & Ambalegin, 2019). At the beginning the speaker also inserts indonesian words *"memang"* , however this analysis focuses on the main clause in Balinese*"Memang di gianyar mekacakan dagang makananne semeton"* then she switch into indonesian subordinating clause *"tapi untuk masalah makan dengan harga terjangkau, gek cantik selalu pilih sendok garpu warung"*

IV.   CONCLUSION

Instagram is the most popular application in the community, so it is no wonder that the creative content presented in it plays an important role in the development of language. Gek Cantik as one of *selebgram* from Bali has managed to attract many viewers through educational and promotional videos that are attractively presented. There are combinations of languages used by Gek Cantik in her content, namely Balinese as the mother tongue and Indonesian, even English is also often used. Among 4 videos mentioned above, 3 types of code switching were found, namely: Tag-switching, Intra-sentential switching, and Inter-sentential switching.

Tag-switching was found as much as 1, which was the use of the tag "Hi!" in her video entitled *Tamiang Kuningan Jegeg Ala Gek Cantik*. Then the use of intra-sentential switching was found in most of several videos, such as in the ideo promotion for *Kaki Bali Sepatu*. There was an intra-sentential switching of 2 sentences that were spoken by Gek Cantik at word level, such as the use of Indonesian words *kadang-kadang ,bingung,* and *sandal*. While she also does switch code at the English phrase boundary, such as the appearance of the phrase "move on". In the promotional videos of Savanuna Parfum, intra-sentential switching occurs at the word boundary. That is, in Indonesian sentences switch into English vocabulary such as: *join, reseller,* and *thank you*. Also in the word levels, the use of the word *"playground"* is found in the context of Indonesian sentences, whereas the phrase level is indicated by the appearance of the noun phrase *"kebiasaan buruk.."* in the context of Balinese sentences. In addition, inter-sentential switching also occurs, as in the sentence contained in the first video of Gek Cantik *"Napi je ane gae, napi je ane karyanin semeton, usahakan biar hasilnya jegeg"* this example shows the existence of inter-sentential switching in clauses boundary.

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