

Indonesian-English Code-Switching of Sacha Stevenson as a Canadian Bilingual Speaker on YouTube

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ABSTRACT

Code-switching or language alternation is one of the linguistic strategies that is widely used in bilingual community, including Indonesia. This study attempts to find out the types and reasons of code-switching on YouTube as employed by a Canadian bilingual speaker, Sacha Stevenson. The data used for this study were transcripts of five videos about Indonesian culture taken from Sacha's YouTube channel. Based on the analysis, there are a total of 313 occurrences of code-switching from Indonesian to English. Poplack's theory (1980) was applied for the classification of code-switching. The findings showed that the most frequent type is inter-sentential code-switching (42%), followed by intra-sentential code-switching (34%), and the least is tag-switching (24%). This study also explored the reasons for code-switching by applying the theory proposed by Grosjean (1984). It was found that all code-switching occurrences fit into the 11 categorizations of code-switching reasons. This shows a variety of different factors that influence the use of code-switching. The most frequent reason which triggered code-switching is to fill a linguistic need for lexical item, set phrase, discourse marker, or sentence filler (31%). In addition to the 11 reasons proposed by Grosjean (1984), another reason for code-switching was found, i.e., to gain popularity.

Keywords: *bilingualism, code-switching, YouTube video, sociolinguistic.*

INTRODUCTION

Code-switching is the alternate use of more than one language within a single conversation. It is one of the language strategies in a bilingual community that is used to enhance communication. Bilingual speakers do not simply switch code due to a linguistic competence; they switch code for important social factors.

Code-switching also occurs in computer-mediated communication including YouTube, a global video-sharing website. Here, international

audience with different background assembles and engages in various social activities. This situation constructs a pluralistic society within YouTube and evokes bilingualism by creating more language variations, such as accent, word choice, and grammar.

This study attempts to explore the phenomenon of code-switching used by one of the most famous Indonesian YouTube content creators, Sacha Stevenson. She is a Canadian who has resided in Indonesia since 2001. Her videos mostly tell about the life of Indonesian people which is presented from her perspective as an expatriate. She

delivers her contents in either English or Indonesian. The two languages are used interchangeably by considering the language spoken by her target audience.

This study aims to further develop previous studies on code-switching and to expand general knowledge of the phenomenon. Therefore, Sacha Stevenson is selected as the focus of this study to investigate the pattern and tendency of code-switching occurrences by a Canadian bilingual speaker residing in Indonesia within the social context on YouTube.

LITERATURE REVIEW

Various studies on code-switching have been done previously. Awaliyah (2013) examines Indonesian sentences containing English codes in the novels *Dealova* and *Cintapuccino*, using the combination of two classification frameworks by Kannaoyakun and Gunther, and Ho. The results show that the most prevalent type of code-switching in *Dealova* is hybridization with 51 data and lexical words with 127 data in the novel *Cintapuccino*.

Ulina (2014) conducts a study on the types and variations of code-switching in Protestant Sermons at church. The data are taken from the recordings of a sermon by two different pastors. She found that there is a total of 80 code-switching found in the sermons based on the classification of code-switching by Poplack. Her research also shows that intra-sentential code-switching is the most frequent type of code-switching used by the pastors.

Putri (2014) investigates the types and reasons of code-switching used by bilingual guests in Just Alvin Talk Show from 2011 to 2014. As her data, she used four exclusive episodes which feature guests with personal background as bilingual speakers. Her research shows that the main reason for the guests to switch codes during the talk show is to clarify the speech content for the audience or interlocutors.

There are also several studies on code-switching which occur in computer-mediated communication. The first one is a case study by

Novianti (2013) which discusses the use of code-switching by English Education Department students on Twitter. She applies the theory proposed by Poplack to identify the types of code-switching and the theory of Hoffman and Saville-Troike to investigate the reasons. She finds that intra-sentential switching is the most prevalent type of code-switching, and the necessity of real lexical need is the main reason to switch codes on Twitter.

Habib (2014) examines the use of code-mixing on Twitter by ten students of English Studies 2010 at Universitas Indonesia. She uses Hoffman's theory to find out the reasons behind the occurrences. From her research, she found six reasons for doing code-mixing, which include talking about a particular topic, quoting somebody else, being emphatic, using interjection, as well as indicating pride and limited words in Indonesian language.

This study differs from earlier studies in the setting where code-switching is practiced. No previous studies have specifically investigated code-switching on YouTube video blogs. The current study attempts to identify the types and reasons of using code-switching by a Canadian YouTuber with an advanced Indonesian proficiency level into English as her first language.

THEORETICAL FRAMEWORK

Bilingualism

Bilingualism is the practice of using languages interchangeably by an individual or community. Instead of monolingualism, it is bilingual that is considered normal in most countries in the world. In Indonesia, for example, with over than 700 languages spoken, the emergence of bilingualism from language contact is inevitable.

Code-Switching

Code-switching is an essential characteristic of bilingualism that is used to enhance a communication. The term can be loosely defined as language alternation that occurs within a single conversation, whether at the level of words, phrases, or clauses. It is a popular phenomenon

among bilingual countries such as Indonesia, where the community uses plenty of languages on a daily basis, including English. Therefore, it is very common to find many English words combined in a conversation where Indonesian language is dominant and vice versa.

Types of Code-Switching

This study uses the categorization by Poplack (1980) which suggests that there are three types of code-switching; tag-switching, intra-sentential code-switching, and inter-sentential code-switching.

Tag-Switching

This type of code-switching refers to the insertion of tags or short phrases from one language into an utterance that uses an entirely different language. It also includes interjection, sentence filler, idiomatic expression, and discourse markers.

Intra-Sentential Code-Switching

This is the type of code-switching which occurs within a single sentence or sentence fragment (Myers-Scotton, 2006). Intra-sentential code-switching occurs at a word, phrase, or clause level. However, it is important to note that clausal intra-sentential code-switching stays within a sentence. Otherwise, it would be referred to as inter-sentential code-switching.

Inter-Sentential Code-Switching

This type of code-switching is characterized by language alternation that occurs outside sentences at sentential or clausal level. Myers-Scotton (2006) points out that inter-sentential switching involves switches from one language to another within one or more full sentences in one language before there is a switch to an entirely different language.

Reasons of Code-Switching

This study applies the theory by Grosjean (1984) about the reasons for code-switching to analyze the occurrences on Sacha Stevenson's videos. Grosjean (1984) proposes 11 reasons for code-switching:

To Fill a Linguistic Need for Lexical Item, Set Phrases, Discourse Marker, or Sentence Filler

This reason for switching is similar to the concept of borrowing, which is the process of adapting words from one language for use in another. It might occur in situations where certain concepts are not available in one language. Bilingual speakers switch code to find the appropriate expression or words when the language used does not represent the similar meaning.

To Continue the Last Language Used (Triggering)

Clyne (qtd. in Grosjean, p. 151) explains that a single-word switch occasionally triggers a continuation in the language of the switch. In a conversation between two bilingual speakers, the first speaker might switch to another language when talking about a particular topic, then the second speaker could be triggered to continue the conversation by switching to the same language used by the first speaker. In another situation, a speaker uses a single word from different language and inserts another word later in order to add information to the first switch.

To Quote Someone

This switch aims to show the speaker's intention to deliver the same message as the quoted person said to the interlocutors, rather than translating the words into the initial language. In this situation, switches are used as quotation marks to give the impression that the speaker recites the exact words as the original utterances. Holmes (2013) also points out that code-switching is also used to quote proverbs or popular sayings in another language.

To Specify Addressee

Grosjean (1984) explains that switching to the usual language of a particular person in a group would show that the speaker is addressing that person. Code-switching is also used to address people with various linguistic backgrounds differ from the target audience who usually has the same background as the speaker.

To Qualify Message, Amplify, or Emphasize (Topper in Argument)

A speaker might use a language alternation on a selected part of speeches to highlight the main idea and what to focus on. At the end of a sentence, code-switching could help to end an interaction and also to emphasize a point.

To Specify Speaker Involvement (Personalize Message)

In language comprehension, people do not only need to understand the literal meaning of an utterance, but also need to evaluate it in terms of speaker involvement, whether the information contains a subjective opinion instead of fact or vice versa. A language user can use code-switching to emphasize his involvement (belief, opinion, or evaluation) in utterances that describe actual events or situations (Canestrelli et al. 2016).

To Mark or Emphasize Group Identity (Solidarity)

Bilingual speakers use code-switch to show a sense of belonging and familiarity with a certain group of the social background. Some jokes or punch lines of the initial language are used to show a solidarity. These switches are often performed in short phrases for social reasons – “to signal and actively construct the speaker’s ethnic identity and solidarity with the addressee” (Holmes, 2013). Accordingly, the alternation also occurs in computer-mediated communication or online platforms, where a person switches code to build unity and associate in friendly relations with fans, followers and viewers (Hadei et al. 2016).

To Convey Confidentiality, Anger, and Annoyance

Malik (2004) states that code switching takes place spontaneously when the multilingual speakers are in certain moods such as confused, tired, or angry, even though the intended expressions are available in both languages. The burst of emotions is resulted from an unplanned natural impulse or without premeditation.

To Exclude Someone from Conversation

Grosjean (1984) argues that “just as bilinguals change languages to include a monolingual, they may choose a language to exclude someone”. A language user switches codes to leave someone out of a part of the conversation. The speaker can use code-switching to prevent someone from understanding the conversation or to specify the message to an exclusive audience.

To Change Role of Speakers, Raise Status, Add Authority, Show Expertise

A bilingual speaker can switch between two different codes to convey an information or assert one’s role in certain situations. This function of code-switching is used to show the speaker’s intention to change his role, raise his social status, add a sense of authority, as well as show expertise.

To Talk About Past Events

Language alternation might occur in a conversation about past events. It is particularly used when someone speaks a different language in the past and the person finds it easier to talk about the events using the same language.

METHODS

This study uses qualitative data which include non-numeric information obtained from five video transcripts from Sacha Stevenson’s YouTube channel. The secondary data collection is done by collecting information from various articles or online sources to support the study. There are four steps for collecting data, including selecting the videos, making the transcripts, identifying the data, and applying codes.

The first step of data collection is selecting videos from Sacha Stevenson’s YouTube channel. The requirements for the videos are: 1) the topic should be limited to Indonesian culture, 2) the videos should be delivered in Indonesian language for Indonesian audience. Five videos out of 273 videos meet these requirements. They are consecutively *Sacha On Jilbab* (October 12, 2013),

Things I Hate About Jakarta (November 23, 2015), *LGBT di Indonesia* (March 2, 2016), *Rina Lepas Jilbab, Yang Lain Pencitraan* (November 15, 2017), and *Natalan Di Indonesia?* (December 15, 2017).

The second process is transcribing the videos, which is done by making notes during or after a detailed observational watching and listening. The transcriptions cover the whole monologue in the five videos to help finding the utterances containing Indonesian-English code switching, while examining the context or situation in which the switches occur. Although the transcriptions are made as close as the original speech, some verbal interaction such as repetitions, interruptions, overlaps, coughs, and laughs might be omitted to avoid cluttering the text.

The third step of data collection is to find Indonesian-English code-switching occurrences within the obtained video transcripts. The researcher prepares a list of categorizations based on the theories used in this study. The list is applied to identify the types and reasons of code switching after reading and examining the transcripts.

The last step of data collection is coding, which is the process of categorizing and sorting research data. Data coding would be sorted based on each video publication date and the sequence of code-switching occurrences. The complete labeling would use the following format: (Video Number).(Sequence of Occurrence). (Type of Code-Switching).(Reason of Code-Switching)

As an example, 5.235.IA.5 is datum number 235 which is taken from Video 5. It is classified as intra-sentential switching and functions to qualify message, amplify, or emphasize.

For the data analysis, this study begins by making a list of every code-switching occurrence found in the video transcripts. Each occurrence is elaborated using the theory of Poplack for code-switching types and Grosjean's theory for code-switching reasons. Then, the data are listed as tables and duplicated for two analyses, types and reasons of code-switching. After the total data are counted, the researcher draws the conclusion of the findings.

RESULTS AND DISCUSSION

Types of Code-Switching

The findings show that the three different types of code-switching proposed by Poplack (1980) are employed in the data source. Each type has different frequency and distribution throughout the videos. The analysis uses a simple calculation formula to identify the most to the least frequently used type of code-switching. Table 1 below summarizes the results of the data analysis.

Table 1. Frequency of Code-Switching

No.	Code-switching	Occurrence	Percentage
1.	Tag	75	24
2.	Intra-sentential	106	34
3.	Inter-sentential	132	42
Total		75	100

Tag-Switching

Tag-switching generally involves lexical items or short phrases with minimum grammatical relations to the rest of the sentence. Although tag-switching can be easily incorporated in a sentence, it has a lower frequency compared to the other types. From the data obtained, this study divides the discussion of tag-switching into three classifications based on the forms; sound, word, and phrase. In addition to grammatical structure, the functions of each switch are examined to identify the relevant classification.

Table 2. Frequency of Tag-Switching

No.	Level	Occurrence	Percentage
1.	Sound	11	14.7
2.	Word	22	29.3
3.	Phrase	42	56.0
Total		75	100.0

Sound

A bilingual speaker might insert exclamations to capture the speaker's emotional reaction to a general information. There are different grammatical forms of exclamations, including words, phrases, and clauses. In informal situation, sounds are also used to express any emotion or reaction. Such exclamations can be

made stronger by stretching them out or adding exclamation marks rather than a period afterwards.

- (1) (“Things I Hate About Jakarta.” 00:04:31 – 00:04:39). (2.63.TS.8)

Harus begini, harus begitu. "Wanita, kamu harus Superpel. Laki-laki, kamu harus bau begini dan main bola." Like, waah!

“You should be like this, you should be like that. “Hey ladies, you need to clean that floor with Superpel! Hey boys, you need to smell like me when you play sports!” Like, waah!”

The above example shows a tag-switching at the sound level. The speaker makes the sound “**waah**” to express her exasperation towards advertisements demanding people to act or live in accordance with socially accepted conventions or standards. The exclamation is used to represent a cry of distress. Thus, with the addition of filler “**like**” before the exclamation, the code-switch basically means “I feel so stressed about it.”

Word

This study finds 22 tag-switching occurrences at the level of lexical unit or word. Unlike intra-sentential switching, this type of tag-switching only involves words that hold specific meaning or function in the sentence; as discourse marker or interjection. The findings show that most of the word-level tag-switching are used either to manage the flow of discourse or to convey an emotion.

- (2) (“Rina Lepas Jilbab, Yang Lain Pencitraan.” 00:08:36 – 00:08:56). (4.214.TS.1)

Anyway, I'll end the video there. I just want to share that pelecehan story.

“Anyway, I’ll end the video there. I just want to share that sexual harassment story.”

Example (2) shows a tag-switching occurrence by the insertion of English adverb “**anyway**”. The word can be roughly interpreted as “after all the information mentioned”. Sacha also uses it as a discourse marker to notify the audience that the video is coming to an end.

Phrase

Tag-switching can also occur at the level of short phrases. By referring to the definition of tag-switching, phrases that are classified into this category commonly function as interjections. The findings show that the phrase “you know” is one of the most prevalent forms of tag-switching used by Sacha Stevenson.

- (3) (“Rina Lepas Jilbab, Yang Lain Pencitraan.” 00:03:09 – 00:03:23). (4.173.TS.1)

Rina lagi kena sedikit musibah. Banyak dia menerima kebencian, like, bully di internet. Misalnya dengan komen-komen kayak, you know, “Munafik lo! Mendingan lo mati aja!”

“Rina is in the middle of a mini disaster. She’s been the victim of a lot of hate. Bullied on the internet, for example with comments like, you know, ‘You hypocrite! Better you just die!’”

From this example, the language alternation is found from the interjection “you know” within an Indonesian utterance. The phrase is then followed by Indonesian quotation “Munafik lo! Mendingan lo mati aja!”. The alternation to an English interjection fits into the definition of tag-switching. Sacha inserts the interjection to indicate that she is trying to remember one of the hate comments directed at Rina. The function of the code-switching here can be classified as interjection because the phrase “you know” functions as a sentence filler. Since the phrase does not hold its literal meaning here, the entire utterance is grammatically correct even though the speaker uses two different languages.

Intra-Sentential Code-Switching

The discussion of this switch is divided into three smaller sections based on the grammatical level of English code-switching found in the five videos. The categories are word, phrase, and clause. Table 3 below shows the frequency of intra-sentential switching. From the following table, it can be seen that intra-sentential switching occurring at the word level has the highest frequency (38,7%), followed by clausal intra-sentential switching (38%). Meanwhile, intra-sentential switching at the phrase level has the lowest frequency (23,6%).

Table 2. Frequency of Tag-Switching

No.	Level	Occurrence	Percentage
1.	Word	41	38.7
2.	Phrase	25	23.6
3.	Clause	40	38.0
Total		106	100.0

Word

In order to distinguish this category with word-level tag-switching, this study defines intra-sentential switching at the word level as the insertion of English borrowed words into Indonesian sentences.

- (4) (“Sacha on Jilbab.” 00:04:22 – 00:04:30).
(1.18.IA.1)

*Sebenarnya Indonesia aja nggak mau orang pake jilbab. Coba kamu **casting** program TV pake jilbab, pasti suruh buka.*

“In fact, not even Indonesian people want to hire people who wear head scarves. Why don’t you try a TV program casting with a head scarf on, people will surely ask you to take it off.”

In example (4), Sacha inserts an English word “casting” into an Indonesian sentence. The term refers to talent search programs for a role or job in movies, plays, or tv programs. This is classified as an intra-sentential switching at the word level because there is only one single word “casting” as the code-switch. After the switch, Sacha continues the sentence in Indonesian.

Phrase

Similar to tag-switching, intra-sentential switching also occurs at the phrase level. A phrase is a single unit that consists of two or more words that stand together. In contrast with clause, a phrase cannot form a complete idea since it does not contain a subject and verb.

- (5) (“LGBT di Indonesia.” 00:08:20 – 00:08:29).
(3.119.IA.1)

*Aku dulu Islam keras. Maksudnya super Muslim. Maksudnya aku punya sarjana **Islamic Studies** dari universitas Islam.*

“I was a hardcore Islam. I mean a super Moslem. I mean I had a bachelor degree in Islamic Studies from an Islamic university.”

Example (5) shows an intra-sentential code-switching occurring within the phrasal level. “Islamic Studies” is a fixed phrase because it consists of the adjective “Islamic” and the noun “studies” which form a single meaningful unit. The phrase refers to the study of Islam in academic settings.

Clause

This section discusses intra-sentential code-switching in the form of clauses within sentential boundaries. A clause is a group of words comprising both a subject and a verb. There are two main types of clauses: independent and dependent clauses. Independent clause is a group of words built from a subject and a verb that is capable of forming a complete thought on its own. Meanwhile, dependent clause cannot stand alone and it requires an independent clause to form a sentence.

- (6) (“LGBT di Indonesia.” 00:11:00 – 00:11:18).
(3.131.IA.10)

*I only did it because I wanted to be the kindest, most gentle and beautiful person I could be. Itu jauh lebih baik daripada hajar-hajar orang dan suruh mereka ikut jalan kita, **‘cause they don’t listen anyway.***

“I only did it because I wanted to be the kindest, most gentle and beautiful person I could be. That’s so much better than beating people up and forcing them to follow our beliefs, ‘cause they don’t listen anyway.”

Example (6) shows an instance of clausal intra-sentential switching. Since an independent clause cannot contain dependent marker words (“because”, “until”, “although”, “when”), the switch is considered as a dependent clause within the second sentence. Therefore, the English clause does not form a complete thought on its own.

Inter-Sentential Code-Switching

Inter-sentential code-switching is the most frequent type of code-switching employed by Sacha in her videos with a total of 132 occurrences. It is characterized by language alternation that occurs

across sentences at sentential or clausal level. Therefore, there would be two or more languages within a single utterance.

- (7) (“Sacha on Jilbab.” 00:04:04 – 00:04:22).
(1.17.IE.2)

Kanada itu negara yang you can do whatever you want. You wanna be Moslem? Be a Moslem. If you wanna be Christian, be a Christian. If you wanna make up your own religion, make up your own religion. Follow it. We don't really care. Just do what you wanna do.

“Canada is a country where you can do whatever you want. You wanna be Moslem? Be a Moslem. If you wanna be Christian, be a Christian. If you wanna make up your own religion, make up your own religion. Follow it. We don't really care. Just do what you wanna do.”

The above example shows an inter-sentential code-switching done by Sacha Stevenson when talking about freedom of religion in Canada. This is considered as inter-sentential switching because the switch occurs after a complete sentence in Indonesian, even though the sentence also contains an English intra-sentential switching. Sacha then finishes her utterance in English to continue the last language she used in the first sentence.

Reasons of Code-Switching

The analysis of the reasons for using code-switching on five Sacha Stevenson videos uses the theory proposed by Francois Grosjean (1984). Aside from the transcribed utterance, the classification also examines other factors to determine the corresponding reason, including facial expression, emphasis, intonation, and gestures. This study finds that the reason which triggered the most code-switching occurrences is to fill a linguistic need for lexical item, set phrase, discourse marker, or sentence filler (31%). This is supported by the high frequency of relevant English words (i.e. you know, like, so, etc.) used in colloquial Indonesian. Additionally, the top-three reasons that triggered the most code-switching occurrences are: to qualify message, amplify, or emphasize (19.2%), to convey

confidentiality, anger, and annoyance (11.8%), and to specify speaker involvement (9.3%).

To Fill a Linguistic Need for Lexical Item, Set Phrase, Discourse Marker, or Sentence Filler

A bilingual speaker might switch codes to fill a linguistic need, exemplified by lexical item, set phrase, discourse marker, or sentence filler. Such code-switching mainly occurs at the tag-switching level, which includes sound, word, and short phrase. However, responding to the previous discussion, it is not only limited to tag-switching because there are intra-sentential switches that fit into these functions.

- (8) (“Things I Hate About Jakarta.” 00:01:47 – 00:01:55). (2.39.IA.1 and 2.40.IA.1)

*Entar-entar cek. Oh, yang ini udah dicek, cek ini. Mau makan, foto, **upload**. Oh, berapa **likes**? Ini terus.*

“They check it every so often. Oh, this one is checked, now this one. Take photos before they eat, upload. Oh, how many likes? They keep doing this.”

The above example is part of Sacha's discussion of the dependency of people in Jakarta on their cell phones. She talks about how people nowadays obsess over checking social media all the time. Therefore, social media-related terms such as the English loanwords “**upload**” and “**likes**” triggered code-switching occurrences.

To Continue the Last Language Used (Triggering)

This code-switching occurs because of triggering. It usually happens between two bilingual speakers. A single-word switch by the first speaker might trigger a continuation in the language of the switch by the second speaker. However, code-switching can also occur when a single speaker uses a word from another language and continues to use the language to add another information to the first switch.

- (9) (“Sacha on Jilbab.” 00:00:31 – 00:00:39).
(1.4.IA.2)

*Nah, number kedua, kalian kurang ngerti saya **backgroundnya** seperti apa dan segala macam.*

“And number two, you guys don’t really understand about my background and all.”

People were accusing Sacha of insulting Islam in some of her videos. In this video, she tries to clarify everything by saying that these people misunderstood her because she speaks both in English and Indonesian. Second, she thinks that they also had no idea about her background as a Moslem. In this data sample, the English word **“background”** is used with the addition of Indonesian suffix *-nya* which indicates a possessive pronoun. In English, it should be “my background”. The language alternation is triggered by the word **“number”** at the beginning of the sentence. Hence, the switch signals that **“background”** is a part of “number two”.

To Quote Someone

Code-switching can be used to quote someone else. It functions as quotation marks to indicate that the speaker is repeating the exact words as the original utterances, rather than translating the message into the first language.

- (10) (“Rina Lepas Jilbab, Yang Lain Pencitraan.” 00:01:23 - 00:01:34). (4.163.IE.3)

“I’m a little angry but I guess that’s her right with all the consequences”. “Why does it anger you?”. “Well because she seems playing around with our religion, like she seems not taking it seriously. But then again, I guess I already forgive her.”

The above example shows three speaking turns in English uttered by Sacha. She is reading an English conversation by some random people on the internet. Therefore, in this context she switches function to repeat the words someone has written.

To Specify Addressee

In this function, switching to the usual language of a person would show that the speaker is addressing that person. There are only three switches classified in this function because Sacha rarely talks about other people in her videos.

- (11) (“Rina Lepas Jilbab, Yang Lain Pencitraan.” 00:00:28 – 00:00:40). (4.156.IE.4)

Now for my bules, let me explain. Tidak apa apa tidak pake jilbab, tapi kalau sudah pake jilbab “Oh lebih cantik begini! Oh pake jilbab!”

“Now for my fellow foreigners, let me explain. It’s okay to not wear the scarf, but if you start wearing it, ‘You look prettier like this! Yeah! You use the head scarf!’”

YouTube can be accessed by people from all around the world. Although Sacha’s videos are intended for Indonesian people, there are chances that people from other countries might watch her videos as well. In datum 4.156.IE.4, Sacha address her non-Indonesian viewers by switching to English and says **“now for my bules, let me explain”**. It can be concluded from the Indonesian word “bules” that she is referring to foreigners residing in Indonesia who are able to speak the language, but still unfamiliar to the topic about head scarf worn by Moslem women.

To Qualify Message, Amplify, or Emphasize (Topper in Argument)

Inserting a different language into an utterance can be used as an emphasis or message amplifier. This function of code-switching can highlight selected part of the message. This is one of the most prevalent functions of code-switching used by Sacha Stevenson with a total of 60 occurrences.

- (11) (“Sacha on Jilbab.” 00:00:03 – 00:00:10). (1.1.IE.5)

Okay, now seriously. This is not a funny video. This is a serious video. Dan aku akan ngomong Bahasa Indonesia karena aku takut kalian nggak ngerti.

“Okay, now seriously. This is not a funny video. This is a serious video. And I will talk in Indonesian because I am afraid you guys won’t understand.”

In the above example, English switches are used to open the conversation. Sacha uses English to warn the audience that the video covers serious topics rather than the usual entertaining topics. Then, she immediately switches back to Indonesian which adds more emphasis to the information conveyed in English.

To Specify Speaker Involvement (Personalize Message)

When expressing personal opinion, a bilingual speaker might feel more comfortable explaining in another language. Code-switching can be used to emphasize the speaker's involvement (belief, opinion, evaluation) in utterances which contain facts or actual events.

- (12) ("LGBT di Indonesia." 00:13:16 – 00:13:38).
(3.142.IE.6)

*Harusnya kita semua bertanggung jawab di atas perasaan kita masing-masing. **You're not responsible for other people's reaction in this case. Life is too short.***

"We all should be responsible for our own feelings. You're not responsible for other people's reaction in this case. Life is too short."

This video reveals the fact that most people from the LGBT community have been hiding in the closet all this time. They are scared their true identities might hurt someone else's feeling, especially their parents. The code-switching is found in Sacha's argument "**You are not responsible for other people's reaction in this case. Life is too short**". The switch intends to remind homosexual people that they have to lie for the rest of their life if they keep hiding the truth, and people's reaction should not be their responsibility.

To Mark and Emphasize Group Identity (Solidarity)

This code-switching occurs to show a sense of belonging and familiarity between the speaker with certain people. In this study, the group identity refers to the members of YouTube community involving Sacha as the content creators and her viewers.

- (13) ("Things I Hate About Jakarta." 00:12:02 – 00:12:11). (2.102.IE.7)

If you're not happy, make a change! I will be making more videos now that I'm a happier person and thank you for subscribing and thank you for all your support and I love you.

In this code-switching, Sacha is intentionally addressing her viewers. She wants to advise people who are unhappy to make a change. She is also thanking the audience for subscribing her YouTube channel and for sending her all the support. Because she uses both Indonesian and English in her videos, this study concludes that the audience has a good knowledge of the two languages so they can fully understand her content.

To Convey Confidentiality, Anger, and Annoyance

Sometimes code-switching occurs spontaneously as a reaction of the bilingual speakers to certain situations. The speakers might be triggered to use another language to express their moods or emotions, even though the intended expressions are also available in the first language. Grosjean's theory only associates code-switching with negative emotions such as anger and annoyance. To reach a bigger scope, this study also includes other emotions including positive emotions such as joy, excitement, or interest in this function.

- (14) ("LGBT di Indonesia." 00:00:11 – 00:00:13).
(3.108.TS.8)

Yay, you're still here!

"**Yay**" is an alternate variation of *yeah* or *yes* which is used as an exclamation to signal triumph or enthusiasm. At the beginning of this video, Sacha puts a warning message about the sensitive topic. She utters the exclamation "**yay**" followed by "you're still here" to show her excitement directed at the viewers who decide to keep watching the video despite the warning.

To Exclude Someone from Conversation

In some situations, a bilingual speaker wants to communicate only to certain audience. In order to avoid interference from other people, the speaker might exclude them from the conversation by switching to a different language.

- (15) ("Things I Hate About Jakarta." 00:12:23 – 00:12:32). (2.103.IE.9)

Look, we have coconuts! We have so many coconuts! How many coconuts do we have,

Marley? Kita bisa gemuk ya kalo kita makan semua coconut yang kita punya!

“Look, we have coconuts! We have so many coconuts! How many coconuts do we have, Marley? We might be fat if we eat all the coconuts we have!”

The above example is an instance of code-switching which is used to exclude others from a conversation. Here, Sacha is talking to her dog, Marley, about their now home. Although dogs do not understand human language, the English switch functions to implicitly inform the audience that the message is intended for another audience or interlocutor.

To Change Role of Speaker, Raise Status, Add Authority, Show Expertise

A language alternation can convey the speaker's intention to change his role, raise social status, add a sense of authority, as well as show expertise.

(16) (“Natalan di Indonesia?” 00:05:41 – 00:05:56). (5.272.IE.10)

Orang Ateis di Kanada itu pun merayakan hari Natal sering. Bukan tentang Yesus, tapi lebih tentang kumpul keluarga dan saling kasih hadiah. Lebih ke itu. So, we never talked about religion in our family.

“Even Atheists in Canada celebrate Christmas. It's not about Jesus, rather it is more about family gathering and exchanging presents. So, we never talked about religion in our family.”

The code-switching in this example is used to change the speaker's status. Sacha is telling the audience about the main difference between Christmas in Indonesia and Canada, as well as her family traditions on that day in Canada. She says that Christmas in Canada is more about family gathering, while in Indonesia, it is still heavily associated to the commemoration of Jesus Christ's birth. Although her family was not religious, they still celebrate Christmas every year. Here, Sacha switches to English to conclude her explanation as well as to change her status from an Indonesian Moslem woman figure to her old self, a non-religious Canadian woman.

To Talk About Past Events

Code-switching often occurs in a conversation about past events. The occurrence would be more frequent when a bilingual speaker used to speak different language in the past and the person feels more comfortable talking about past events using that language. This function of code-switching is mostly found on Video 5 entitled *Natalan di Indonesia* with 15 occurrences because the video mainly talks about Sacha's Christmas memories from her childhood in Canada.

(17) (“Natalan di Indonesia?” 00:01:15 – 00:01:28). (5.237.IE.11)

Makanan bikin nostalgia dan musik juga bikin begitu. I don't know, I think my mom had like a Tony Bennett album, Christmas album she would play.

“Food makes me nostalgic, so does music. I don't know, I think my mom had like a Tony Bennett album, Christmas album she would play.”

Sacha explains that certain food and music remind her of the good old days. In datum 5.237.IE.11, she mentions the name of a music album her mother would play on Christmas day. The use of an English sentence in past tense “**I don't know, I think my mom had like a Tony Bennett album, Christmas album she would play**” is indicating that Sacha is thinking of a past event.

CONCLUSION

This study examines code-switching employed by Sacha Stevenson in her YouTube videos. There are 313 occurrences of English code-switching within Indonesian utterances found in this study. Those data were analyzed using the theories of code-switching types proposed by Poplack and code-switching reasons by Francois Grosjean.

All code-switching occurrences fit into the categorizations of code-switching types proposed by Poplack, which are tag-switching, intra-sentential code-switching, and inter-sentential code-switching. This study also found that there are more detailed categorizations of tag-switching and intra-sentential code-switching. Based on the

grammatical form, tag-switching is further divided into three smaller types, which are tag-switching at sound level, word level, and phrase level. Meanwhile, the sub-types of intra-sentential code-switching are intra-sentential code-switching at word level, phrase level, and clause level.

The reasons for code-switching also correspond to the 11 categorizations proposed by Grosjean (1982). The reason which triggered the most code-switching occurrences is to fill a linguistic need for lexical item, set phrase, discourse marker, or sentence filler (31%). On the other hand, the reason with the least frequency is to specify addressee (1%) and to exclude someone from conversation (1%).

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