Code-switching: Types and Functions in Fathia Izzati’s Vlog

1Citra Umara Trisnayanti and 2Laily Nur Affini
1,2Universitas PGRI Semarang
(lailynuraffini@upgris.ac.id)

Article History: Submitted January 25th, 2021; Accepted May 21st, 2021; Published June 11th, 2021

Abstract. This study analyzed the code-switching used in Fathia Izzati’s YouTube videos channel according to the types and their functions. This study used a qualitative descriptive method since the research object is obtained from the internet or computer-based. The researchers used content analysis to get information based on research objectives. In collecting the data, the researchers analyzed the data through some steps, and they were: watching the videos, making transcription from the videos, identifying and classifying the utterances. As a result, from Fathia Izzati’s videos, this study found three types of code-switching: inter-sentential switching, intra-sentential switching, and tag-switching. The speaker used two languages, namely Indonesian and English, during the vlog shooting process. The dominant type of code-switching that the speaker used is intra-sentential switching. Then, from the seven functions, this study found six functions the speakers did the code change. They were participant, solidarity, topic switch, switching for affective functions, metaphorical switching, and lexical borrowing.

Keywords: bilingualism, sociolinguistics, code-switching, and video-blogging

Abstrak. Penelitian ini menganalisis alih kode yang digunakan dalam video di saluran YouTube Fathia Izzati berdasarkan jenis dan fungsinya. Penelitian ini dilakukan melalui metode kualitatif deskriptif, karena objek pada penelitian ini diambil dari internet atau bersumber dari komputer. Peneliti menggunakan analisis konten untuk menemukan informasi yang tepat sesuai dengan pertanyaan dalam penelitian ini. Dalam mengumpulkan data, peneliti menganalisis data melalui beberapa langkah, yaitu menonton dan mendengarkan video, membuat transkripsi dari video, mengidentifikasi dan mengklasifikasikan ucapan Fathia Izzati. Hasilnya, dari video-video Fathia Izzati, penelitian ini menemukan bahwa terdapat tiga tipe code-switching, di antaranya adalah inter-sentential switching, intra-sentential switching, dan tag-switching. Jadi pembicara menggunakan dua bahasa yaitu bahasa Indonesia dan bInggris selama proses syuting vlog. Jenis alih kode yang paling dominan adalah intra-sentential switching. Peneliti menemukan bahwa dari tujuh fungsi yang ada, ditemukan enam fungsi alih kode yang dilakukan pembicara, yaitu partisipan, solidaritas, pergantian topik, peralihan karena fungsi afektif, alih kode metaforis, dan kata pinjaman.

Kata kunci: bilingualisme, sosiolinguistik, alih kode, video-blogging
INTRODUCTION

Fathia Izzati is one of the famous YouTubers from Indonesia, also known as Kittendust. She is an Indonesian but fluent in both Indonesian and English. This multitalented woman is renowned through her video that practices twenty-one accents from various countries in the world. Fathia Izzati, who built her YouTube channel on May 30, 2011, now has more than 600,000 subscribers and more than fifty million viewers. She became famous since she uploaded the video entitled "twenty-one accents." Since then, she has been actively producing creative content for her YouTube channel. Somehow, it is uncommon for Fathia Izzati to collaborate with other YouTubers. Fathia Izzati does not only record her daily activities through audio-visual media, but she also records her favorite songs with the ukulele. She is also an influencer for people nowadays in the field of language and law. She uses YouTube as a medium to actualize herself. Unexpectedly, the uploaded videos received positive responses from the public. Now, she is also known as one of the most prominent social media influencers from Indonesia. The researchers decided to use Fatia Izzati videos since most of her videos in YouTube contain the switching of languages, namely English and Bahasa Indonesia.

Language and societies are two matters which cannot be separated. People use language to interact in an exceedingly civilization to urge the supposed of the message need, whether or not to express their feelings, share their opinions, obtain information, and increase experience and knowledge (Prabowo, 2017:1). Language must be utilized in the social community (Ramelan, 1992:11); without it, language is on the far side of understanding. Therefore, in the way to interact, there are several languages use in the world. One amongst them is English. English as a second or foreign language is a system of instruction that allows people lacking in English to acquire communication proficiency in spoken and written English. Language is alleged to be social since it is used in a social group that involves a minimum of two persons, the speaker, and the perceiver. As mentioned before, language employment allows people to work with one another to their advantage. Consistent with Holmes (2013:34), people typically switch code among a site or social environment. Once there is some obvious modification within the situation, it is easy to define the change as the existence of a new person. Speaker may equally switch to another language as an ethnic identity with another speaker. Even people who lack to speak in a second language can use transient phrases or words. The phenomenon is thought of as code-switching.

In everyday life, the phenomenon of code-switching is a common thing. Not only in direct conversations, but code-switching also often occurs in indirect conversations such as in social media. For example, on YouTube, someone switches the code to provide a video description or leave a comment. In a social media chat, we have also done code-switching. Astani, Rukmini, Sutopo (2019:183). In this era, the internet develops several aspects of life together with communication. Nowadays, individuals communicate not solely through face-to-face but also conjointly through a platform referred to as social networking or social media. Social media permits individuals easy to communicate with people around the world by sharing their thought. Prabowo (2017:2) explains that social media has an entirely different variety; one of them is YouTube. YouTube is a social media that facilitates people to view and even share videos. Wen Gao (2010: 2) shows that vlogging is increasingly prevalent in various circles of society in this era. With new media offered when making videos or vlogging, people are getting richer to combine one video with another video to be enjoyed as entertainment.
The researchers found the phenomenon concerning code-switching, and it is utilized in the YouTuber's video. Those who usually code switch on YouTube have experience and skill overseas. They are also people who place English as their second language. Because of the phenomenon, the researchers was concerned about code-switching. This analysis aimed to determine what kinds and functions of code-switching Fathia Izzati used in her vlogs. The researchers chose this subject because the researchers assumed that code-switching is valuable since code-switching can affect our communities nowadays. It is necessary to grasp the code-switching types and their functions.

Based on the explanation above, the researchers would like to address three questions related to code-switching used by Fathia Izzati in her vlogs. The questions include: 1) What are the types of code-switching used in vlogs of Fathia Izzati?, 2) What is the dominant type of code-switching used in vlogs of Fathia Izzati?, 3) What are the functions of code-switching used in vlogs of Fathia Izzati?

**Code-Switching**

One research related to code-switching study is a journal article written by Widi Astani, Dwi Rukmini, and Joko Sutopo (2019) from English Education Journal entitled, "The Impact of Code-Switching in Conversation of "Nebeng Boy" Youtube Vlogs Towards Communication in English Among The Participants." The unit of analysis of this study focused on realizing vloggers and guest stars' code-switching in the conversation broken down into several parts of the investigation. The research analyzed vlogger's and guest stars' way to switch their language, the functions of code-switching which occurred in the conversation, and the impact of using code-switching arose in the conversation. This study's subjects were the vlogger and four guest stars interviewed in the Nebeng Boy YouTube vlogs. They used the theory of Poplack to find the types of code-switching and Gumperz's approach to find the function. The finding shows that intra-sentential code-switching is the most frequent type, and repetition is the most frequent code-switching function. The impact is that the participants experienced language loss and language gain due to bilingualism through code-switching.

The second study is conducted by Atria Primayanda (2018) entitled "The Role of Code-Switching Phenomena in a YouTube Vlog by Sacha Stevenson." In this research, she analyzed the types and social functions of code-switching performed by Sacha Stevenson in her video entitled Enaknya Jadi Orang Indonesia Menurut Bule (It's Nice Being Indonesian from westerns’ perspective) taken from the Official YouTube Channel of Sacha Stevenson. The data were taken from observation, and the researchers used a note-taking technique to find the data containing code-switching in the video. The data population was the whole switched-code done by Sacha Stevenson in her video with the above-mentioned title. She took the sample of the data by using the purposive sampling technique. She used Myers-Scotton's theory to analyze the types and social function of using code-switching. As a result, she found three code-switching types: inter-sentential code-switching, intra-sentential code-switching, and tag or emblematic code-switching.

The third is a study conducted by Dhia Salsabila (2018), entitled, "An Analysis of Code-Switching Used by Beauty Vlogger "Sarah Ayu" in Video Testing Full Face of New Makeup." In this qualitative research, she focused on the types of code-switching used by Sarah Ayu. This research only analyzed the beauty vlogger without asking a question face-to-face, so the data were collected only from the video that she posted. The researchers made a note about Sarah Ayu's dialogue. She used document analysis as a research instrument to
find out the data. As a result, there were thirteen utterances of code-switching that Sarah Ayu used; there were two code-switching types: inter-sentential switching and intra-sentential switching, five words from inter-sentential switching, and eight statements from inter-sentential switching.

A person who can involve their literacy in using two languages choose to mix specific codes when they speak. They can also combine code in an utterance by switching from one language to another, thus creating new code, known as code-switching. Code-switching is close to bilingual and multilingual, and there is a variety of settings in the multilingual (Wardaugh, 2006). Therefore, the code-switching phenomenon is as important as any other phenomenon. Because many switches in a sentence involve one word, the difficulty is in differentiating between code-switching and borrowing. Code-switching is an easy way for bilinguals or multilingual to switch one or more languages during a conversation (Mesthrie, 2011). Code-switching can occur based on one’s understanding of several languages. As a result, the better a person understands language, the easier it will be to apply the switch code. Meanwhile, those who do not understand various languages will find it challenging to switch the code, but someone who changes codes because of spontaneity.

1. Types of Code Switching

According to Poplack in Hamers and Blanc (2000), some kinds of code-switching exist in sociolinguistics study proposed three types of code-switching. Those are tag-switching, inter-sentential switching, and intra-sentential-switching. A brief introduction to each class is provided below:

a. Tag Switching

Tag switching occurs when someone inserts a tag or short phrase such as “yeah,” “okay,” “right” in a speech that uses another language in one sentence. Tag switching can appear at the beginning or end of a sentence, and there are no particular rules in its use. Ansar (2017) states that code-switching or the use of tags can occur in an intrasentential form in which the two languages involved have the same category.

b. Inter-sentential Switching

Inter-sentential switching is a change in code-switching that occurs within sentence boundaries or between clauses. Language in each sentence or subsequent clause is pronounced in another language, and fluent bilinguals usually do this transition. This kind of switching is also known as extra-sentential switching.

c. Intra-sentential Switching

Intra-sentential switching refers to using words, expressions, phrases that mix two different languages in the same sentence. That means someone changes from one language to another in the same term. Code-switching is usually used for someone who lacks vocabulary or can also appear in the same community.
Table 1  Examples of Code-Switching Types

| No | Types of Code Switching       | Sentence                                                                 |
|----|-------------------------------|-------------------------------------------------------------------------|
| 1  | Inter-sentential Switching    | - Kali ini tidak ada bintang tamu. Back to basics get you used to it. |
|    |                               | - Tanggal 10 Februari. It was any 92 if I’m not mistaken.              |
| 2  | Intra-sentential Switching    | - Atau kalau ada yg mau request taroh dicoment.                         |
|    |                               | - Abis itu gue, if you guys know gue ada lagu bareng Kurosuke yang judulnya Velvet. |
| 3  | Tag Switching                 | - Yeah quiet happy about it, sih.                                       |
|    |                               | - Our kind lah.                                                         |

1) Functions of Code-Switching

Holmes (2012) proposed code-switching functions listed as Participant, Solidarity, Status, Topic, Switching for Affective Functions, Metaphorical Switching, and Lexical Borrowing. A brief introduction to each kind is provided below:

a) Participant

In certain social situations or conditions, people usually exchange code. In this case, code-switching works when a new person is present, and we aim to introduce that person so that the switching of this code is related to a specific participant.

b) Solidarity

As a sign of membership in sharing the same ethnicity and group, a speaker can switch to another language. For speakers who are not fluent in using other languages, they can use words and phrases in this function.

c) Status

When faced with a formal or informal situation, the speaker can switch to another language according to one's status. For example, a student who uses formal vocabulary towards his teacher is a polite sign, but informal language will seem more friendly when talking to friends.

d) Topic

In a particular conversation, a person switches to another language to discuss a different topic. This function is also used to quote other people's words so that a set of quotes appears.

e) Switching for affective function

Someone changes their language to another language to build interaction with the interlocutor to form intimacy, for example; question and answer activities and a speech which causes emotions such as happiness, sadness, anger, etc.

f) Metaphorical switching

Each code or symbol can represent a social meaning, referring to the association of each individual. To show complex meanings, people can use metaphors.
g) Lexical borrowing

This transition often occurs due to a lack of vocabulary. But this transition can also borrow words from another language to describe an object that is not available in another language. Like the word 'gamelan', people use the word because there is no other language term.

METHOD

The research employed a qualitative approach to gain the data and conduct it, a descriptive method was adopted. To interpret the data, a content analysis design was applied to acquire a comprehensive data interpretation to reveal the analysis's meaning. In this qualitative research, the researchers used content analysis to find appropriate information to meet the study's objectives since the object is taken from the internet or computer-based. The data were collected by observing the selected vlogs published on Fathia Izzati's YouTube Channel to find appropriate information to meet the study's objectives. The steps of collecting the data are as follows:

1. Watching and listening to the videos
   The researchers downloaded the videos of Fathia Izzati YouTube channel and used www.savefrom.net to access the video, entitled Don't Do Drugs!, WFH: Weekly Leaks From Home, and Berenang Bikin Hamil, Main ML Enggak (EVOS or RRQ?) then watched the videos many times to understand the utterances which Fathia Izzati spoke.

2. Making transcription from the video
   After watching and listening to the videos, the researchers transcribed the videos downloaded from YouTube into written data. The researchers took a look at the automatically-generated translation when needed, but it found out no difference with the manually-added transcript.

3. Identifying and classifying the data
   In this stage, the researchers identified and classified some samples which contain code-switching or based on the form of types and functions of code-switching. Since the YouTube transcript did not include the punctuation, the researchers added it manually.

RESULTS AND DISCUSSION

The researchers obtained the data from three videos on the YouTube channel Fathia Izzati. From the three videos, the researchers found various types of code-switching and their functions. The researchers used Poplack's theory to determine code-switching, such as intra-sentential switching, intra-sentential switching, and tag switching. To determine the function, the researchers used Holmes's theory.

1. Types of Code-Switching Found in Fathia Izzati's Vlogs

The finding of types of code-switching in this study is by the research conducted by Atia Primayanda (2018); this study revealed the same type of code-switching was found in this study. The previous research used Myers-Scotton's theory, while this study used Poplack's theory, which took the same source but different users and content. It could be said that all the types in the Poplack theory appeared in the findings of this research. The researchers classified code-switching types according to Poplack's view, such as intra-sentential of code-
switching, intra-sentential switching, and tag-switching. In this study, the researchers found all types of code-switching used by Fathia Izzati in her vlogs during the data collection and data analysis. The data found were displayed in the form of the table below:

| No | Types of Code Switching       | Video A | Video B | Video C | Total Number |
|----|--------------------------------|---------|---------|---------|--------------|
| 1  | Intra-sentential Switching    | 40      | 44      | 75      | 159          |
| 2  | Inter-sentential Switching    | 16      | 20      | 21      | 57           |
| 3  | Tag Switching                | 6       | 5       | 7       | 18           |

From Table 2, it can be seen that all the types of code-switching occur in Fathia Izzati’s vlogs. It shows that the classifications of inter-sentential switching are fifty-seven data: sixteen happen in video A, twenty occur in video B, and twenty one occur in video C. The categories of intra-sentential switching are: forty in video A, forty four in video B, and seventy five in video C. The classifications of tag switching are: 6 in video A, five in video B, and seven in video C. There are some data examples:

a. The examples of inter-sentential switching

**Example 1**

“Emang iya film Korea? Itu Taiwan! You can’t classify all Asian film is Korea. Sama film apa tadi?”

(Is it really a Korean movie? That is a Taiwanese’ movie! You can not classify all kinds of Asian movies are Korean. What was the other one?)

From Example 1, the speaker switched her code from Indonesia into English. At that time, she clarifies the film which pointed by Iqbal is not a Korean film. The bold words are included in inter-sentential switching because it occurs between sentence boundaries. So, this example belongs to inter-sentential switching.

**Example 2**

"You know because that way you are not like afraid to talk and stuff. I feel like I see a lot of, I mean we are like half-half right? Atau nggak kalau ada persentasinya kayak enam puluh terus tiga puluh persen. I strove arrogant and rude but I feel like my introverted side would hinder me more rather than like help me outside."

(You know, because that way you are not like afraid to talk and stuff. I feel like I see a lot of, I mean we are like half and half right? Or if there is a percentage like sixty or thirty. I strove arrogant and rude but I feel like my introverted side would hinder me more rather than like help me outside)

The utterance of Example 2 above is inter-sentential switching. When Faiz was explaining his introverted side, he switched code from English into Indonesia Language. From the utterances above, English became the dominant language used by the speaker. In the sentence “Atau nggak kalau ada persentasinya kayak enampuluh terus tiga puluh persen”, as the Indonesia language which mixed with English.
b. The examples of intra-sentential switching

**Example 3**

“If you guys don't know, he is a rapper. **Dan yaudah gue ngintilin dia mulu kemana-mana karena** I don't know what else, akhirnya kenalan.”

(If you guys don't know, he is a rapper. Well, be it. I have been getting along with him wherever he goes, because I don't know else, we finally got acquainted)

In the case of Example 3, Fathia uttered a sentence in Indonesian within a sentence: "**Dan yaudah gue ngintilin dia mulu kemana-mana karena**...". She clearly said a sentence in Indonesia Language to emphasize the word 'ngintilin', so that it will be more common to Indonesian viewers. We can conclude that the example belongs to intra-sentential switching because it occurred in a sentence boundary, where each sentence is in one language or another.

**Example 4**

“**Gimana Parasite menang best picture, dia ngomong kayak sebenernya banyak banget film-film Korea lainnya yang benar-benar kacau bagus.**”

(How did Parasite win the best picture, he talked like many Korean movies are really good.)

From Example 4, we can see that the speaker used intra-sentential switching because it involves a sentence. The speaker switched the English phrase 'best picture' at the sentence she first uttered in Indonesian, and she was back the utterance to Indonesian language again. In this case, the speaker did code-switching to facilitate herself when explaining Oscar's nominee.

c. The examples of tag switching

**Example 5**

“**Okay, buat yang ngerti-ngerti aja.**”

(Okay, for those who know.)

**Example 6**

‘**That's what make Indonesian unique, ya.**”

(That's what makes Indonesian unique, yes.)

The utterances from Examples 5 and 6 can be classified as tag switching because the English insertion 'okay' and 'ya' is an expression with minimal syntactic restrictions. He used tag insertion 'okay' to emphasize the explanation that given to Fathia. At the same time, Fathia uses the insertion 'ya' with the stress on it.
2. The Dominant Types of Code-Switching Found in Fathia Izzati’s Vlogs

The findings of the dominant types of code-switching in this study is in line with the finding in Dhia Salsabila (2018) research; the next second position is the inter-sentential switching type. The minor position is the tag-switching type. So, the intra-sentential switching type is the most dominant in code-switching text analysis. To determine the correct percentage of data, the researchers used Walizer’s formula to calculate it. The following is the result of the rate of data from the code-switching types.

\[
\text{Percentage} = \frac{\text{Total number of types of code switching}}{\text{Total number of code switching}} \times 100
\]

Then, the result of each type is shown in the table below:

| No  | Types of Code Switching      | Frequency | Percentage |
|-----|------------------------------|-----------|------------|
| 1.  | Intra-sentential Switching   | 159       | 67.94%     |
| 2.  | Inter-sentential Switching   | 57        | 24.35%     |
| 3.  | Tag Switching                | 18        | 7.69%      |
|     | Total Number                 | 234       | 100%       |

Table 3 shows that the most dominant type of code-switching on Fathia Izzati's videos is intra-sentential switching with a percentage of 67.94%, followed by inter-sentential switching and tag-switching. To sum up, the researchers find the portion of code-switching types in Fathia Izzati's vlogs. There are 67.94% occurrences of intra-sentential switching, 24.35% inter-sentential switching occurrences, and 7.69% of tag switching.

3. Functions of Code-Switching Occurred in Fathia Izzati's Vlogs

Based on code-switching analysis in this research, this study used the document analysis method. There are differences in using the analysis method conducted by Rukmini and Joko Sutopo (2019). The finding showed that there were seven code-switching functions (participant, solidarity, status, topic switch, switching for affective functions, metaphorical switching, and lexical borrowing) using Holmes’ theory. Meanwhile, the research conducted by Rukmini and Joko Sutopo found changing topics, emphasizing the message, repetition, expressing feelings, joking, quoting someone or something, showing solidarity, translation, equivalence, and interjection based on Gumperz's (1982) theory.

The researchers found six functions of code-switching (participant, solidarity, topic switch, switching for affective functions, metaphorical switching, and lexical borrowing) occurrences in the vlogs of Fathia Izzati. The result of the data analysis revealed that there are several functions of code-switching.

The researchers classified the functions of code-switching based on Holmes's theory that mentioned the roles of code-switching, namely participant (PAR), solidarity (SOL), status (ST), topic switch (TP), switching for affective functions (AF), metaphorical switching (MS), and lexical borrowing (LB). The data findings are displayed in the form of the table below:
Table 4  Functions of Code-Switching in Fathia Izzati's Vlogs

| No | Subject | PAR | SOL | ST | TP | AF | MS | LB |
|----|---------|-----|-----|----|----|----|----|----|
| 1. | Video A | 2   | 2   | 0  | 7  | 11 | 3  | 41 |
| 2. | Video B | 2   | 0   | 0  | 10 | 12 | 9  | 36 |
| 3. | Video C | 4   | 0   | 0  | 14 | 12 | 14 | 59 |
| **Total Number** | **8** | **2** | **0** | **31** | **35** | **26** | **136** |

Table 4 shows the functions of code-switching practiced by Fathia Izzati. From the table, it can be seen that all videos consist of all three parts mentioned by Holmes. There are eight participants: two in Video A, two in video B, and three in video C. Two occurrences of solidarity only happen in video A and zero occurrence in status function. Thirty one events of topic switch occur: seven in video A, ten in video B, and fourteen in video C. Thirty five occurrences of affective function occur: eleven in video A, twelve in video B, and twelve in video C. Twenty six occurrences of metaphorical switching are found: three in video A, nine in video B, fourteen in video C. The last is one hundred thirty six lexical borrowing occurrences: forty-one in video A, thirty-six in video B, and fifty nine in video C. There are some data examples:

a. The examples of participant function

**Example 7**

"Alright. *Seperti biasanya* we are here for you every Saturday, and I’m here with Iqbal Angga Kusumah."

(Alright. As usual, we are here for you every Saturday. And I’m here with Iqbal Angga Kusumah)

Example 7 occurred when Fathia and her host partner have started the video recording. In this situation, the speaker did the code switch to introduce her host partner to the viewers. It can be seen that when the speaker introduced her partner in English by saying ‘and I’m here with Iqbal Angga Kusumah’ after mentioning the opening in English mixed with Indonesian. It can be concluded that the speaker did code-switching for participant function.

**Example 8**

"You're talking about yeah how and how you eat bat and stuff. *Oke, Faiz ini kalian mungkin tau dia sebagai spitfire dia adalah vokalis dan juga gitaris Reality Club.*"

(You are talking about how you eat a bat and stuff. Well, perhaps you know Faiz as a spitfire. He is a vocalist and a guitarist of Reality Club)

In Example 8, Fathia and her host partner still had a short conversation in English. In her utterance ‘okey, Faiz ini kalian mungkin tau dia sebagai spitfire dia adalah vokalis dan juga gitaris Reality Club’ it can be seen that she tried to introduce the guest star in Indonesian to the viewers. Thus, it can be concluded that this function belongs to the participant.
b. The example of solidarity function

Example 9

"Congrats to the Parasite! Gila, gimana ini rasanya? biasanya kan kalo ada ya orang Asia yang menang langsung Asian pride-nya langsung tinggi."

(Congrats to the Parasite! That's crazy, how does it feel? Usually, when the Asian people won something, the Asian Pride is immediately high)

The word 'congrats' in Example 9 includes in solidarity. Solidarity involves the relationship between the participants. Since the speaker is an Asian fellow, he congratulated on the success of a Korean film titled Parasite.

c. The examples of topic switch function

Example 10

"Alright, speaking of flood dan air. Ini juga ada statement dari anggota KPAI, yang mengatakan bahwa, “Hati-hati kalo berenang karena bisa bikin hamil” begitu."

(Alright, speaking of flood and water. There is a statement from KPAI (Indonesian Child Protection Commission) member, who said that "Be careful when you swim because it can make you pregnant." She said)

From Example 10, it can be concluded that the speech is included in the topic switch function because the speaker switches to another language to discuss another topic in a conversation. The sentence 'Alright, speaking of flood dan air' showed that Fathia talked about the flood in Jakarta and used English mixed with Indonesian. Then she changed the topic to KPAI member's case using Indonesian language. Thus, she was using a topic switch.

Example 11

"So about the lockdown, sorry I'm waiting maybe not a lockdown, but everyone got a mindset of isolation and keeping social distancing stuff like that. And not make fun of it, because people like to be "aelah santai aja", aelah like "udah sini peluk".

(So about the lockdown, sorry I'm waiting, maybe not a lockdown, but everyone got a mindset of isolation and keeping social distancing stuff like that. And not make fun of it, because people like to be "just relax," like "give a hug")

In Example 11, this switch involves the speaker's words from what someone is saying so that comes a bunch of quotes. The situation happened when the guest star, Faiz, explained lockdown rules to the host. He was talking about lockdown rules in English. At the end of his utterance, Faiz inserted phrases in Indonesian 'aelah santai aja' and 'udah sini peluk' which talked about people who make fun of corona. So, this function belongs to the topic switch.
d. The examples of affective function

Example 12

"Sama cuma ntar pake keyboard doang. That's my week. How was your week?"

(Same, but later only use the keyboard. That's my week. How was your week?)

Example 12 belongs to switching for affective functions because this switching happens to build interaction between the speaker and guest star. Thus, they asked each other about their week. The researchers considers that the speaker was more comfortable speaking in English to ask her friend this question.

Example 13

"Loh kok nanya balik? I just ask you!"

(Why did you ask me back? I just ask you!)

Switching from the Indonesian language to English in Example 13 is used to express the speaker's emotion in this function. The bold sentence can be identified as a form of emotion and the speaker's disapproval. It is the affective function of the code-switching due to the speaker's mutual effect and the guest. In essence, this function aims to build various interactions with the guest star.

e. The example of a metaphorical switching function

Example 14

"And I know that aduh mau ngomongin tapi takut deh."

(And I know that. Hmmm... I want to talk about something, but I'm afraid.)

The situation in Example 14 is in the middle of a discussion about Lucinda Luna's case. The speaker almost told the interlocutors about drug victims by saying 'and I know that', but she suddenly said 'aduh mau ngomongin tapi takut' in Indonesian. Her utterance arouses curiosity in her interlocutors and the viewers. Thus, it changes the speaker's purpose in conveying the declaration. Therefore, this function belongs to metaphorical switching.

Example 15

"My brother goes mad because he thinks it smells bad. Gue lagi suka banget nyalain dupa karena saya kan baru dari Bali kan."

(My brother goes mad because he thinks it smells terrible. I'd like to light the incense because you know, I just came from Bali.)

The utterance from Example 15, the metaphorical switching, is brought into the conversation that gives a different perception. The sentence 'my brother goes mad because he thinks it smells bad' may get an expectation that his brother would scold her. But suddenly, she said "gue lagi suka banget nyalain dupa karena saya kan baru dari Bali kan" which changes the perception of the situation. Thus, this function belongs to metaphorical switching.
f. The example of lexical borrowing

Example 16

"That's one of the songs, yeah. Their newest song ada gamelannya. And it was really cool so yeah. And after that Voqus it was Gelas Kaca, which is if we don't know Gelas Kaca by now, you know? What are you doing with your life? Very Jakarta but yeah Gelas Kaca is one of our first band friends actually."

(That's one of the songs, yeah. Their newest song, there is gamelan. And it was cool, so yeah. And after that Voqus, it was Gelas Kaca, which is if we don't know Gelas Kaca by now, you know? What are you doing with your life? Very Jakarta, but yeah, Gelas Kaca is one of our first band friends, actually)

Faiz's utterance is in the form of the phrase and is used to express the term gamelan. The bold words 'ada gamelannya' can be classified as lexical borrowing since the word 'gamelan' is an Indonesian term of the traditional ensemble music of Java, Sunda, and Bali. The speaker borrowed that word because it can not be replaced with another word. Thus, this function belongs to lexical borrowing.

The analysis of code-switching types with Poplack's theory shows that the three existing views appear entirely in Fathia Izzati's vlog which is dominated by the intra-sentential switching type with a percentage of 67.94%, followed by the inter-sentential switching type of 24.35%, and the least is the tag-switching of 7.69%. From the seven functions based on Holmes' theory, only six appear (participant, solidarity, topic switch, switching for affective functions, metaphorical switching, and lexical borrowing). The 'status' function was not found from the three videos analyzed. The dominant function is lexical borrowing.

CONCLUSION

This research found three types of code-switching, namely intra-sentential switching, inter-sentential switching, and tag-switching. These three types appear in the entire video analyzed. From the three types studied, the type of intra-sentential switching is the type that dominates. While of the seven types of functions analyzed, only six parts appear from the entire video analyzed, and the type of 'status' function is not found in the video analyzed. The result of code-switching analysis in this research contributes to understanding the meaning of pragmatism that exists in digital media. The source is taken from the YouTube vlogs.

REFERENCES

Ansar, F. A. (2017). Code Switching and Code Mixing in Teaching-Learning Process. English Education: Jurnal Tadris Bahasa Inggris, Vol. 10 (1), 29-45. Accessed on March 19, 2020, from https://www.neliti.com/publications/69268/code-switching-and-code-mixing-in-teaching-learning-process

Aran, O, Biel, J. I, & Perez, G. D. (2013). Broadcasting oneself: Visual Discovery of Vlogging Styles. IEEE Transactions on Multimedia, 16(1), 1-15. Accessed on April
Astani, W, Rukmini, D and Sutopo, D. (2019). The Impact of Code Switching in Conversation of "Nebeng Boy" Youtube Vlogs Towards Communication in English Among The Participants. *EEJ (English Education Journal)*, 10(2), 182-189. doi:10.15294/eej.v10i1.34192

Auer, P. (1998). *Code Switching in Conversation: Language, Interaction and Identity*. New York: Routledge.

Bennett Kleinberg, M. M. (2018). Identifying the sentiment styles of YouTube’s vloggers. *ACL Anthology*, 1-10. Accessed on April 26, 2020, from https://www.aclweb.org/anthology/D18-1394.pdf.

Bryant, S. C. (2006). *Videoblogging For Dummies*. Hoboken: Wiley Publishing Inc.

Carroll, J. B. (1953). *The Study of Language*. Cambridge: Harvard University Press.

Grosjean, F. (2010). *Bilingual: Life and Reality*. Cambridge, Mass: Harvard University Press.

Gumperz, J. J. (1997). *Language and Social Identity*. UK: Cambridge University Press.

Hoffman. (1992). *An Introduction to Linguistics*. Essex: Pearson Education.

Holmes, J. (2012). *An Introduction to Sociolinguistics 4th Ed*. New York: Routledge.

Lexy, M. J. (2009). *Metodologi Penelitian Kualitatif Edisi Revisi*. Bandung: Remaja Rosdakarya.

Malik, L. (1994). *Sociolinguistics: A Study of Code-Switching*. New Delhi: Anmol Publications.

Mesthrie, R. (2011). *The Cambridge Handbook of Sociolinguistics*. Cambridge: Cambridge University Press.

Moeleong, L. J. (2000). *Metodologi Penelitian Kualitatif*. Bandung : PT. Remaja Rosdakarya.

Poplack, S. (1980). Sometimes I'll start a sentence in Spanish y termino en español. *Linguistics Journal, V 18*(7), 581–618. doi:10.1515/ling.1980.18.7-8.581

Prabowo, Y. A. (2017). The Pattern of Code Switching Among Youtubers. *English Literature*, 1-8. Retrieved April 16, 2020, from https://jurnalmahasiswa.unesa.ac.id/index.php/language-horizon/article/view/27177/24876

Ramelan, M. (1992). *Introduction to Linguistic Analysis*. Semarang: IKIP Semarang Press.

Wardhaugh, R. (2006). *An Introduction to Sociolinguistics 5th Ed*. UK: Blackwell Publishing Ltd.
Wen Gao, Y. T. (2010). Vlogging: A Survey of Videoblogging Technology on the Web. *ACM Computing Surveys, 42*, 1-47. doi: 10.1145/1749603.1749606