Code Switching and Viewers' Attitude Toward Interviews with President Susilo Bambang Yudhoyono (Sby) (An Analysis of Interview Transcript from *Www.Presidenri.Go.Id*)

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Abstract

This study explores some important issues, namely the occurrences of code switching types, function, and the language attitudes of English and Indonesian students department toward the use of code switch in the interview with *President Susilo Bambang Yudhoyono (SBY)*. The data were collected through distributing questionnaires to respondents of the English students (15 persons) and the Indonesian students (15 persons) of UPI and compiling the documents of interview transcripts taken from *www.presidenri.go.id*. Some theories were used to analyse the data, namely Poplack (1980) was used to identify types of code switching, Koziol (2000) was applied to investigate functions of Code Switching, while Lambert (1967) was implemented to find out the attitude of the viewers' toward the use of Code Switch by *President SBY*. Based on the results of analysis, it shows that there were three types of code switching found in *President SBY's* interviews e.g. *Intrasentential Switching, Intersentential Switching*, and T*ag Switching*. In term of functions of code switching, nine functions were identified namely *Reiteration, Personalization, Untranslatability, Substitution, Mitigating Message, Interjection, Emphasis, Clarification, and Quotation*. Moreover, the findings from the questionnaires reveal that most respondents both from English and Indonesian Department perceived negatively to the use of Code Switching done by *President SBY* in the interview (17 persons). Some respondents who gave the negative attitude stated that the use of Code Switching did not provide the proper use of Indonesian according to *EYD* (*ejaan yang disempurnakan*), but it was considered to ruin Indonesian language structure. In contrast, the rest of respondents (13 persons) gave the positive attitude toward Code Switching since they claimed that Code Switching may increase the global vocabulary.

Keywords: *Code Switching, Interview with President SBY, Types of Code Switching, Function of Code Switching, Attitudes*

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INTRODUCTION

In this world, there are many cultures with their different languages across the globe. In order to cope with others, it seems to become a demand for people to master, or at least to speak more than one language. Nowadays, it is common for people to speak more than one language at the same time in a daily conversation. According to Wardaugh (1992) people who can speak more than one language are called bilinguals. In addition, Spolsky (1998:49) states that bilinguals often switch between two languages in the middle of a conversation. People who live in multilingual society, such as Indonesia, might become bilinguals or multilinguals. According to *Oxford Companion to the English Language* (1992), about half of the world's population or 2.5 billion people are bilingual and kinds of bilingualism are probably present in every country in the world.

Bilingual interaction is an important aspect of language learning and a tool for cultural exchange between interlocutors.

Chaer (1995:112) said that someone mastering more than one language can be said as a bilingual while the ability to use more than one language is called as bilingualism. As an individual who involved in two different languages and cultures, they cannot be separated from the effects of using two languages. One of the effects is the overlapping usage between two different language systems used from one language elements into other language elements. As refer to Poplack (1998), the mixing of those elements called as code switching.

Recently code switching has become a burning issue in Indonesia because many mass media provide many programs that contain code switching. For example, code switching in television programs like talkshow, interview, speech, movie, music channel, reality show and in printed media such as novels, advertisements, books, magazine, articles and newspapers. This phenomenon makes code switching more common in the society. Furthermore, many studies on Code

Switching has been conducted by many researchers but only few of them investigated in interview setting, while much had been written about other types of settings, such as a university campus (Blommaert, 1987), government office (Heller, 1992), workplace (Morais, 1998), classroom (Sridhar, 1996), home (Kuang, 2002), kindergarten (Kow, 2000), campus (Zuraidah, 2003), courtroom (David, 2003) and other settings, there is very little information about code switching in interviews.

Due to the explanation above, the researcher finds it interesting to study a code switching phenomenon in the interview with *President SBY* in order to obtain new findings of code switching occurrences in a different segment of viewers. This study aims to identify types, functions of code switching toward interview with President Susilo Bambang Yudhoyono (SBY) and how the viewers' attitude (English and Indonesian Department Students) to code switching. The result of the study is expected to give valuable knowledge in code switching and to enrich the literature collection of the related theories employed in the present study.

Code Switching

Code switching is a sociolinguistic phenomenon in which two or more language varieties are used in a speech community. To define the term of code switching, many linguists have proposed their opinion. Poplack (1998) states that code switching is the alternation of two languages within a single discourse, sentence or constituent. He uses the term 'discourse' in order to make the definition becomes broader. In addition, Spolsky (1998) defines that code switching is a changing process from one language to another in the middle of utterance. In line with Spolsky, Romaine (1989: 110), Hoffman (1991) and Muysken (1995) defined code switching as the changing process use by bilingual (or multilingual) within the same utterance or during the same conversation.

Switching from one language to another provides different ways in conveying messages. Wardhaugh

(2006) says that selecting a particular code is usually required by people whenever they choose to speak and they may also decide to switch from one code to another even sometimes in very short utterances and so create a new code. Code switching occurs between speakers' turns or within a single speaker's turn in a conversation. It can happen not only from individual choice but also from a group of speakers who must deal with more than one language in their common knowledge.

With respect to the focus of the study on code switching in the interview with *President SBY*, there are three types of code switching (based on Poplack's notion of code switching, 1980) that can be observed in the data. Poplack (1980) suggests that there are three types of code switching, namely *tag switching* (the insertion of a tag,

exclamation, and certain phrases in one language that is inserted into an utterance that is entirely in another language), *intersentential switching* (takes place between clause or sentence boundary in which each clause or sentence is in one language or other), and *intrasentential switching* (takes place within a clause or sentence boundary). In term of functions, Koziol (2000) categorized fourteen functions of code switching. Namely *personalization, reiteration, designation, substitution, emphasis, clarification, objectification, untranslatability, mitigating message, interjection, parenthesis, aggravating message, quotation,* and *topic shift*. Moreover, Lambert (1967) theory was implemented to find out the attitude of the viewers' toward the use of Code Switch by *President SBY*.

RESEARCH METHODOLOGY

This research uses a descriptive qualitative method. It is qualitative because it deals with the natural phenomena such as the code switching used by *President SBY* in

an interview setting. Generally, qualitative method is the method used to analyze the problems which are not designed or arranged using statistic procedure (Subroto 2007: 5).

Maxwell (1996: 17) further explained that strengths of qualitative research derived from its inductive approach, its focus on specific situation or people, and its emphasis on words rather than numbers. It means that all the data in this research are in the form of sentences and words, not in the form of numbers.

The data were collected in the form of interview transcripts between President SBY and his interviewer. The data were collected through presidential official website: http://www.presidenri.go.id. It means that all the data in this research are in the form of document. The researcher chose four transcripts interviews which are done by TVRI and CNN. In addition, questionnaires were used as the other instrument. It is used to explore the relation between code switching phenomenon in the interview with President SBY and the viewers' attitude towards it. Questions of the questionnaire are based on the three aspects of attitude: *cognitive*, *affective*, and *conative/behavioral* as suggested by Lambert (1967). In this research, the questionnaires consisted of 11 questions, which were multiple choices set in the form of semi open questions and closed questions.

Types and Functions of Code Switching in the interview with *President SBY*

Based on the data, there are three types of code switching found in the interview with *President SBY*, namely *intrasentential switching, intersentential switching,* and *tag switching*. Generally, the distribution of code switching types is presented below.

The occurrences type of code switching in interview with President SBY

NO.	Type	Frequency	Percentage
1.	Intrasentential Switching	159	87,5%
2.	Intersentential Switching	16	10,5%
3.	Tag Switching	3	2%
	Total	**178**	**100%**

The data from the table show that code switching occurred 159 times (87,5%) in *intrasentential switching*, 16 times (10,5%) in *intersentential switching*, and 3 times (2%) in *tag switching*. As can be seen at table above, the most frequently code switching type which occurred in SBY's interview is *intrasentential switching* (87,5%). The example of this type can be seen in [45] "*Tetapi saya juga mengatur memang antara bekerja, membaca untuk me-refresh pengetahuan saya, bertemu dengan keluarga, dan juga olah raga*". The occurrence shows the changing of two languages in a word boundary. The bound morpheme "**me-**" in Indonesian is added by the free morpheme "**refresh**" in English. Then, *inter-sentential switching* is in the second place (10.5%). The example of this type can be seen in [84] "*Korupsi memang menjadi tantangan terbesar kami, I have to be frank on that*". The switch is more than one word unlike the occurrence of *tag switching* and follows the English structure. Thus, this occurrence is classified into *inter-sentential switching*. The least frequent type of code switching used in the tweets is *tag switching* (2%). It can be seen in [41] "*Well, Mas Soegeng, saya percaya pada demokrasi. Saya percaya pada keniscayaan sejarah bahwa 2014 akan muncul pemimpin baru*". President SBY inserted an English interjection, *Well,* into Indonesian sentence.

In the term of function, there are nine functions of code switching found in the interview with *President SBY,* namely *reiteration*, *personalization*, *untranslatability*, *substitution*, *mitigating message*, *interjection*, *emphasis*, *clarification*, and *quotation*. Generally, the occurrences of code switching functions us presented below.

The occurrences of code switching functions in SBY's interview

NO	Functions	Frequency			Total
		Tag	Intersentential	Intrasentential	
1.	Reiteration	-	3	83	86
2.	Personalization	2	6	39	47

3.	Untranslatability	-	-	16	16
4.	Substitution	-	-	11	11
5.	Mitigating Message	-	6	1	7
6.	Interjection	-	-	5	5
7.	Emphasis	-	1	2	3
8.	Clarification	1	1	-	2
9.	Quotation	-	-	1	1
	Total	**3**	**16**	**159**	**178**

From the table above, the total of code switching functions in the interview with *President SBY* 178 occurrences. Furthermore, it can be seen that code switching occurred in SBY's utterances reveal nine functions. The most frequently function of code switching which occurred in the interview with *president SBY* is *reiteration* (86 occurrences). It can be seen in [42] "*That's my hope, itulah harapan saya, Mas Soegeng*". The point is exemplified in [42] "**That's my hope**" and "**itulah harapan saya**" have the same meaning. However, President SBY reiterated it to clarify the point in order to make the utterance easily understood by the viewers. The next function is *personalization* (47 occurrences). It can be seen in [25] "*Someday, you*

know what, ketika demokrasi ini lebih matang, semua tahu sistem, saya optimis demokrasi di Indonesia aja menjadi lebih baik kedepannya." The sentence "***Someday, you know what***" is used by the speaker (SBY) to get his listener's attention when he expresses his feeling. The utterance intends to make viewers' feel that the message includes them in particular. This point is one of the characteristics of *personalization*. The next function is *untranslatability* (16 occurrences). It can be seen in [124] "*Perekonomian kita sekarang sedang mengalami surplus. Ini sesuatu yang baik*." The word "*surplus*" has no equivalent translated word in Indonesia since it is an economical term, so it is categorized *untranslatability*. The next function is *substitution* (11

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occurrences). It can be seen in [39] "*Begini, sahabat saya dulu, Thaksin, itu mengembangkan namanya dual-track strategy untuk ekonomi Thailand. Yakni menjalankan dua strategi ganda.*" The word "***dual-track strategy***" in exact [39] is giving more information of the subject i.e. a policy that has two advantages. The next function is *mitigating message* (7 occurrences). It can be seen in [123] "*Pada pemilu yang akan datang, saya serahkan semua kepada rakyat yang memilih, I couldn't ask for more.*" The sentence "***I couldn't ask for more***" in exact [123] is categorized to *mitigating message* because the speaker use another language to make his message more polite and less demanding than using the Indonesian utterance "**tidak bisa meminta banyak**". The next function is *interjection* (5 occurrences). It can be seen in [125] "*Selama yang dilakukan bersifat positif then, go ahead! Lakukan dengan bersungguh-sungguh dan bertanggung jawab.*" In the exact [107], the speaker shouted "***then, go ahead!***". The underlined sentences above are switch from Indonesian to English and followed by interjection. It was intended to get listener's attention. Because of this reason, the utterances above are categorized as *interjection*. The next function is *emphasis* (3 occurrences). It can be seen in [126] "*Ketika setiap keputusan atau kebijakan yang saya ambil menuai kontroversi, but, I feel that I don't have to worry about my image.*" The sentence in exact [126] gives an *emphasis* of SBY's feeling. No matter how many controversies he gets, he said that "***I feel that I don't have to worry about my image***". Therefore, it is categorized as *emphasis*. The next function is *clarification* (2 occurrences). It can be seen in [65] "*But, first thing first, kami telah menetapkan satu rencana sebetulnya untuk lima belas tahun ke depan...*" The exact [65] proposed to ask or to clarify condition of SBY's planning for the next 15 years. The sentence "***but, first thing first***" uses a conjunction "***but***" as a sign for *clarification* function. The last function is *quotation* (one occurrence). It can be seen in [93] "*Oleh karena itulah untuk menjaga*

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stabilitas politik, sekali-sekali saya harus melakukan take and give*, harus membangun konsensus, harus bernegosiasi, tentu tanpa mengorbankan prinsip*." In the exact [93], sentence *"take and give"* is categorized as *quotation*. Even though there is no one knows that *quotation* made by whom but people in the world are well known to this quotation and sometimes they used it to expressing terms.

The Viewers' Attitude toward Code Switching

In the terms of language attitude, the most attitude appeared from two groups of respondents are negative although they have different degree of agreement and disagreement in the use of code switching. It is proven by result of the questionnaires given to the respondents toward the used of code switching in President SBY's interview by *TVRI* and *CNN* taken from *www.presidenri.go.id*.

Based on *cognitive aspect*, it can be seen that all students from both major (100%) are aware of the occurrences of code switching, they have the same understanding of what

code switching is, and both of them are aware to the topic in Presidents SBY's interview. In the general comprehension, most of the respondents have good understanding toward English utterance that occurs in the interview. All of English major students (100%) have full comprehension toward the utterance. In contrast, Indonesian major students have varied comprehension toward the utterance. Most of them (60%) understand the use of code switching, though in a different comprehension or understanding.

In the matters of the portion used in President SBY's interview, the most of English students (54%) think that the portion is *enough*, while most of Indonesian students (74%) think that the portion is *too many*. It implies that the respondents have negative attitudes towards it. Furthermore, most all of English student have positive attitude toward the use of code switching by President SBY. They give positive suggestion, opinion, advice and support to President SBY toward the use of code switching. In contrast,

Indonesian students tend to have more negative attitude toward the use of code switching by President SBY. They give strong objections to the use of code switching and prefer to use Indonesian language rather than to mix the utterances into English (See Appendix C).

Based on *affective aspect*, the both groups of respondents have slightly different tendency in terms of agreement or disagreement toward the use of code switching. All of Indonesian students (100%) disagree to the use of code switching by president SBY. They consider it as inappropriate manners; especially as a president he should not mix his utterances. This might happen because most of them study Indonesian language, thus they do not want to ruin the Indonesian language structure. Dissimilarly, Most of English students agree (67%) toward the use of code switching by president SBY and it is *considering as highly educational person*.

Based on *conative/behavioral aspect*, most of English students (60%) tend to think that code switching in the President SBY interview may improve their English vocabulary because they may find new English word, phrases, or terms in political, economical, and social areas. In contrast, most of Indonesian students (73%) tend to think code switching may ruin Indonesian language structure. In the matter of the effect of code switching to the way the viewer's speak, 87% English students think that code switching does not give any effect to the way they speak. This reflects that they do not consider code switching as, to some extent, something that they imitate in their daily conversation. Compared to Indonesian students, they have same similar answer with those of English students. However, the difference is that English students show a bit more positive attitude than those of Indonesian. The number of students who choose the second and third answer shows this (60%). Such occurrence happens because English students are used to speaking in English in class.

The finding in language attitude toward the use of code switching has a significant difference

with other research. The most attitude appeared from two groups of respondents are **negative**.

CONCLUSIONS AND SUGGESTIONS

From the research, it can be concluded that the most frequent type of code switching used in the interview with *President SBY* is *intra-sentential switching*. Based on interviews, *President SBY* tends to switch at the level of words and phrases by emphasizing a certain word. Furthermore, in the terms of functions of code switching, *reiteration* is the most frequent function used by *President SBY*. Then, regarding to the analysis results of the questionnaires show that the two groups of respondents (English and Indonesian department students) tend to have negative attitudes toward code switching. Most of the respondents disagreed with the use of code switched by president SBY because it was considered as inappropriate action; as they stated "especially as a president, he should not mix his utterances" (*Affective Aspect*). Additionally, most of the respondents argued that the use of code switching did not provide the proper use of Indonesian according to *EYD* (*ejaan yang disempurnakan*), but it was considered to ruin Indonesian language structure (*Behavioral Aspect*). Furthermore, it is assumed that both groups of respondents understand the utterances spoken in English by President SBY in his interview (*Cognitive Aspect*). In Contrast, the rest of respondents gave the positive attitude toward Code Switching since they claimed that Code Switching may increase the global vocabulary.

In accordance with the findings, the following suggestions are proposed. First, it is suggested that further research may focus on the use of code switching performed by the President in speech setting. Second, the object of research is an interview setting. Further research may compare two or more interviews with the different person to find the similarities and differences in the use of code switching.

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