

## CODE SWITCHING IN COOKING SHOW PROGRAMS ON YOUTUBE

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Article Info	Abstract
<b>Article History</b> Received: April 2024 Revised: May 2024 Published: July 2024	<i>This study was inspired by code-switching used by Farah Quinn, an influencer known for her cooking skills and unique communication style, including the use of a variety of languages in her YouTube contents. This is a descriptive qualitative study which technically collected the data through observation, and documentation. The data were then classified to further identify code switching types in Farah Quinn's in YouTube. The results revealed that three types of code switching, intra-sentential code-switching, inter-sentential code-switching and tag switching were found Farah Quinn's YouTube videos. The speaker's language use contains the most forms of code switching as referred to Hoffman's theory such as intra-sentential code switching appeared as many as 121 use with 73%, inter-sentential found 36 times with 22%, and the last most frequently appeared was tag switching found 9 times with 5%. Based on the functions, there were 148 quotations appear with 89%, 13 interjections with 8%, and 5 message qualification with 3%. The use of quotations was the first major style of code-switching used purposefully by Farah Quinn to satisfy her linguistic demands or preferences to the audience, making the discourse more inclusive and approachable. Interjections allow Farah Quinn to communicate her emotions or reactions, providing richness and dimension to the speech during the program.</i>
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### INTRODUCTION

When presenting contents on YouTube video sharing media, Indonesian influencers combine their languages, either with Indonesian, regional languages, or even English. Sociolinguistically, communicating with a local language in mixed with a foreign language may function to show one's social standing, degree of education, and certain recognition (Myers-Scotton, 2017; Myers-Scotton, 2020). This language use has captivated the attention of numerous sociolinguistic experts that such linguistic evidence relates phenomena between language and society, which is primarily determined by social factors. Some of these social factors are associated with language users, social situations, and interaction functions. Holmes (2022) suggests a number of variables affecting the relationship between language and society, including participants ('who is speaking and to whom are they speaking?'), the setting or social context of an interaction ('where are they talking?'), and the topic ('what is being said?'). Are they being discussed? and function, namely 'why are they talking?' Additionally, Holmes (2022) proposed the social dimension, which analyzes social distance, status scale, formality, and functionality linked to interactions that occur in public.

Speakers frequently code switch from one language to another, as Indonesian speakers may switch to English. Code switching is common among communities using multiple languages in their daily lives (Hall and Nilep, 2015). This code switching is considered to be an access that makes it easier for the speaker to tailor the topic to the situation at the moment of the speech or when the speaker encounters other participants. It is the use of various language varieties to adapt to new roles or situations, especially when there is the presence of other

participants. The code-switching event is defined by three important words: role switching situational changing, and the presence of additional participants (Tomić and Valdés Kroff, 2022). In this sense, it is anticipated that a speaker would remain committed to a certain language choice indefinitely, as the transition to another language suddenly happens. Language speakers often deliver words, phrases, or discourses from regional languages, or while speaking in a range of formal languages, they spontaneously use these elements into informal language. Changes in roles, different contexts, and the presence of other speakers all influence the transition from one language to another.

When one or more languages are used in a communication, it happens due to a role changing, i.e., when the first speaker uses Indonesian, the role they face changes to informal, and the regional language or informal variety is used in communication events or the use of a foreign language. The code switching can be either permanent or temporary. Meanwhile, permanent code switching occurs when a speaker communicates with the individual in only one language (Mustikawati, 2016). However, this is not easy or rarely occurs since frequent changes in language typically indicate changes in the nature of the relationship between the speaker and the interlocutor. Similarly, language variety refers to a person's various forms of communication to accomplish an identical intended use. The use of different languages will affect the meaning or particular aim of what we wish to express depending on the present setting. Linguistic diversity refers to changes in language based on its use, purpose, or context. Many previous studies have found language combinations do not contain only a code switching but also code mixing (Fanani and Ma'u, 2018; Ting and Yeo, 2019). More in-depth scientific research of problems related to using English and Indonesian versions would be helpful to define and comprehend these issues. This study focuses on code switching in spoken language as used by chef Farah Quinn, an Indonesian YouTuber. Farah Quinn is a well-known Indonesian chef with significant expertise in the culinary and entertainment industries.

The researchers interested in conducting research on Farah Quinn's YouTube channel on code switching and code mixing since she is an Indonesian citizen who frequently uses mixed languages containing code switching and code mixing. Farah Quinn mixes Indonesian and English interchangeably in one statement, as witnessed in several of her YouTube posts. Based on shortly notes, Farah Quinn code switched from Indonesian to English in every episode of her cooking show. Her transition from Indonesian to English appears natural. Thus, it is difficult to predict whether she will use Indonesian or English. Farah additionally did code switching more than any other culinary program host on YouTube. I.e. "*teman teman sayang*, welcome to my YouTube channel!" theoretically this is classified as an inter-sentential switching as there is a switched language that might shift the topic of the conversation. Another sample is "*buah-buahan segar*, it's a very sweet" is classified into intra-sentential switching occurs when a switched language occurs within a sentence but has no impact on the topic of conversation. To limit the topic of the present study, we focus on the types of code switching used by Farah Quinn in a YouTube video.

A review of relevant literature will identify prior research that share some parallels with the present one. Prior research is necessary for collecting a better understanding of the process of grasping applied theory. Code switching utilized in Indonesian culture by asking questions and interviewing 11 workers from four different types of businesses using the IRD (Inductive Data Reduction) method and revealed that code switching is more often used in private and foreign workplaces (Setiawan, 2016). Code switching in Sunnydahye's Instagram, which found that intra-sentential switching is the most frequent type of code switching in Sunnydahye's Instagram captions and tag switching as the least common type of code switching and its least used function (Clara and Inggitajna, 2021). English codeswitching in Indonesian magazine articles found two sorts of code switching in the Celeb, and the widespread use of code-switching in the essay revealed that code-switching is frequently used in Indonesian culture to

communicate ideas or meaning, or to attract readers (Cahayany, 2019). Other currently conducted code-switching studies are on applying interactive language bias (ILB) method to study the impact of multiple language biases and their interactions, it was discovered that implicit language bias increases internal language modeling, resulting in performance degradation when using external language models (Liu, Garcia, *et al.*, 2024). Implementing the 2019 ASRU Mandarin-English code-switching voice recognition challenge to determine the efficacy of loss of language alignment in balancing the primary language-dominant bilingual data during training (Liu, Zhang, *et al.*, 2024).

To fill the gaps of the previously conducted studies, the present one will seek for patterns leading to code switching use in Farah Quinn's utterances on YouTube, the types of code-switching as well as the functions of code switching use. The objective of analyzing code switching with Farah Quinn as the subject is to better understand how she navigates and negotiates her identity online as she frequently modifies her language to target her YouTube audience internationally, which may delve into the speaker's engagement strategies. Analyzing code switching and code mixing in Farah Quinn's cookery program, which blends Indonesian and English, reveals how the subject perceives Indonesian as a medium of communication and helps us as language observers to learn about the subject's linguistic preferences and understanding. Researchers may explain how cultural identity is negotiated and conveyed through language choices by evaluating its use in the culinary show. This can help explain how an Indonesian influencer moves between her native language and English in the context of culinary practices and cultural expressions.

## RESEARCH METHODS

### Research Design

This study employed a descriptive qualitative research design, which is particularly suited to exploring and understanding the complexities of language use in natural settings. Descriptive studies aim to provide a detailed and accurate depiction of phenomena as they occur in real life, making them ideal for investigating the research issues related to code switching in Farah Quinn's YouTube content. Two primary data collection methods were utilized in this study: observation and documentation. During the observation process, researchers carefully scrutinized words, phrases, and sentences to identify instances of code switching in Farah Quinn's YouTube videos. This method allowed for a detailed and nuanced understanding of how and when code switching occurs in her speech. To supplement the observation process, note-taking was employed to record specific instances and contexts of code switching used by the speaker. This approach ensured that all relevant data were captured accurately and comprehensively. Overall, this descriptive qualitative study provided a systematic approach to understanding the use of code switching in Farah Quinn's YouTube content. By employing comprehensive observation and documentation methods, the research offers valuable insights into the linguistic strategies used and their underlying functions.

### Data Analysis

In the analysis phase, the researchers meticulously examined and evaluated the nuances of Farah Quinn's code switching. The data collected from the videos were categorized into different types of code switching, based on Hoffman's (1991) theory, which includes intra-sentential, inter-sentential, and tag switching. Intra-sentential code switching occurs within a sentence, clause, or phrase, while inter-sentential switching takes place between sentences or word boundaries. Tag switching involves adding a brief phrase ("tag") from a different language at the end of a statement. This categorization helped in understanding the patterns and functions of code switching in the content. Additionally, documentation was used to obtain information on the situations or variables that influence code switching. This involved analyzing transcripts, books, magazines, and other relevant materials. The documentation process provided a broader

context for the observations and helped to triangulate the data, ensuring the reliability and validity of the findings.

## RESEARCH FINDINGS AND DISCUSSION

Gumperz (1982) defines code switching in conversation as when a speaker may repeatedly switch the linguistic code in a statement. Gumperz additionally stated that there are scenarios in which code switching may occur. Code switching appears to meet interpersonal communication demands by performing as a mediator between oneself and other participants in communication situations (Anicich and Hirsh, 2017). It can function to create situations to convey meaning more precisely, facilitate communication, negotiate with those in authority, attract attention, emphasize important things, state identity, build solidarity, and build support from the other party (Myers-Scotton, 2017). Code switching can arise due to certain situations, for example, a lack of vocabulary in a certain language to express a concept, some activities can only be explained in certain languages, some concepts are easier to explain in a certain language. situations of misunderstanding can be resolved by the use of code switching, the need to emphasize the meaning, the need to build solidarity with speakers of another language and excluding a member of the communication group who speaks another language.

### Intra-Sentential Switching

Code switching in sentences (intra-sentential switching) code switching between words and phrases. Code switching using words and phrases of the word categories nouns, adjectives, verbs, and adverbs.

#### *Farah Quinn - "Pukis Tape Susu Cokelat"*

- (1) Nah untuk kue pukis ini kan kue pukis itu ada banyak rasanya macam macam saya pilih yang rasa tape terus pakai susu pakai coklat juga Pukis tape susu coklat **sound so delicious**. [Well, for this pukis cake, there are many different flavors of pukis cake, I chose the tape flavor and then use milk and chocolate too. Pukis tape chocolate milk sounds so delicious]
- (2) di Bengkulu kalau tape kita bilangnye tapai dan dia rasanya akan lebih asam, **no problem** bisa pakai itu juga kalau di Bandung kan yang namanya piyem [in Bengkulu, if we call *tape* tapai, it will taste sourer, no problem, you can also use that in Bandung, it's called *piyem*]
- (3) Jangan lupa kita kasih sedikit garam dan **very important** garamnya kurang lebih 1/4 sendok teh ya. [Don't forget to add a little salt and it's very important that the salt is approximately 1/4 teaspoon]

The intra-sentential code switching in overall of Farah Quinn's utterances in this study were found 121 times which reflect the language proficiency levels when the speaker lacks proficiency in one language for expressing certain concepts in Bahasa Indonesia or when borrowing specific terms or expressions from another language enhances her communication. Following Gumperz's model dividing types of code-switching based on quotation, addressee specification, interjections, reiteration, message qualification and personalization and objectivization. Code switching types found in the 4th video used were the quotation 28 times, addressee specification 0 times, interjections 2 times, reiteration 0 times, message qualification 2 times and personalization & objectivization 0 times. In this data, the speaker seems to use code-switching quotations as a practice of incorporating language or linguistic elements from different varieties or codes within a single spoken or written discourse. In this case, Farah is engaging in code-switching between Indonesian and English within her cooking

presentation *pukis tape susu cokelat*. This intra-sentential language practice is common in bilingual or multilingual contexts where speakers are usually comfortable using more than one language or variety. Based on the entire data in a video was found that strategy of using quotation come up with 21 times and followed by interjections 2 use, message qualification with 1 use.

#### **Farah Quinn – "Brownies Kukus Polkadot"**

- (4) Jadi benar benar ini yang resep kita bikin resep **basic** untuk brownies kukus **and then we also** jangan lupa tadi yang adonan coklat sama butter [So this is really the recipe we make for the basic recipe for steamed brownies and then we also don't forget the chocolate and butter mixture]
- (5) **Make sure** yang adonan coklat sama butter itu tercampur ya [Make sure the chocolate mixture and butter are mixed].

In the topic Brownies Kukus Polkadot, Farah Quinn was found using quotation 18 times, interjections 2 times, addressee specification 0, reiteration 0 times, message qualification 0 and personalization and objectivization 0.

#### **Farah Quinn – "Pempek Palembang"**

- (6) **By the way** nanti kalau untuk cuka pempeknya teman teman bisa lihat di YouTube saya. [By the way, friends, you can see the pempek vinegar on my YouTube]
- (7) **This is it!** Pempek Palembang

Analyzing code-switching with interjection sentences involves examining how speakers integrate elements from different languages while using interjections to convey emotions or reactions. The sample on the 3rd video reflects Farah Quinn's utterances which were described as code switching with quotation 26 times, addressee specification 0 times, interjections 3 times, reiteration 0-time, message qualification 0 times and personalization and objectivization 0 times. Speakers may code-switch strategically to accommodate the linguistic needs or preferences of their interlocutors, making the conversation more inclusive and accessible.

#### **Farah Quinn – "Bolu Putih Telur Jadul"**

- (8) Hai teman teman sayang **welcome to my YouTube channel**, hari ini saya akan berbagi resep bolu putih telur. [Hi dear friends, welcome to my YouTube channel, today I will share a recipe for egg white sponge cake]
- (9) kadang kadang kalau misalnya kita lagi bikin kue lapis legit atau cream brulle **or whatever it is** yang gunakan banyak kuning telur **we don't know what to do with the egg white**. [Sometimes, for example, if we are making a legit layer cake or cream brulle or whatever it is that uses a lot of egg yolks, we don't know what to do with the egg whites]
- (10) Jadi kalau ada sisa **dont worry** bisa kita buat bolu jadul yang nanti desainnya saya tunjukkan [So, if there's any leftover, don't worry, we can make old school sponge cake, the design of which I'll show you later]

#### **Inter-sentential Code Switching**

Mixing between sentences can range from changing single words or phrases to clauses in one sentence or utterance.

**Farah Quinn – “Natar Taiwan”**

- (11) ada kayu manisnya ada cengkehnya [it has cinnamon and cloves], *oh my god that's so beautiful the best ever.*
- (12) kuas yang sering dijual itu suka rontok bulu bulunya *and we don't want that* kita mau kuas itu yang kuat [The brushes that are often sold tend to shed their bristles and we don't want that, we want a brush that is strong]
- (13) kalau untuk nastar, I mean you *do anything for* nastar.

**Farah Quinn – “Kue 8 Jam”**

- (14) Saya tunjukkan gimana cara buatnya memang bahan bahannya *simple but still tricky to make.* [I'll show you how to make it. The ingredients are simple but it's still tricky to make]
- (15) Kadang kalau kita makan kue kue seperti ini *you can taste the quality* dari butter atau margarin apa yang orang pakai ya. [Sometimes when we eat cakes like this you can taste the quality of the butter or margarine people use]
- (16) Cuma kalau pakai benang biasa juga bisa tinggal dipotong *and then you tie that* biar nanti dia enggak terbang ke mana mana [Only if you use regular thread, you can just cut it and then you tie that so it doesn't fly anywhere]

The code switching in the data above shows the form of a compound sentence which is a mixture of Indonesian and English. Data (11) to (16) begin with a clause in Indonesian and end with a clause in English. Strategically, in just one session of the event, on the topic “Kue 8 Jam”, it was found that the speaker used code switching realized in quotation as many as 28 times, addressee specification 0 times, interjections 2 times, reiteration 0 times, message qualification 2 times and personalization & objectivization 0 times.

We have identified several types and functions of code-switching Hoffman's theory was used to provide seven code switching functions, including intra-sentential code switching, inter-sentential code switching, and tag switching. Then for the function proposed by using John J. Gumperz's model (1982) such as addressing quotation, addressee specification, interjections, reiteration, message qualification, personalization and objectivization. Hoffman's theory divides the types of code switching into intra-sentential code switching, inter-sentential code switching, and tag switching. The first type of code switching, intra-sentential, takes place within or in the middle of a sentence, a clause, or a phrase. The second type of code switching, known as inter-sentential switching, takes place between the boundaries of a sentence or a word. Tag switching is the last type of code switching that happens when a bilingual person adds a brief phrase ("tag") from a different language at the conclusion of a sentence. In this research, the researcher created code that was simple to analyze based on the sorts of code switching used by Farah Quinn on her YouTube channel, the percentage of data can be elaborated as follows.

Table 1  
Types of Code Switching in Farah Quinn's Videos

No.	Types of Code Switching	Data	%
1.	Intra-sentential code switching	121	73%
2.	Inter-sentential code switching	36	22%
3.	Tag switching	9	5%
		<b>166</b>	<b>100%</b>

It has been identified from table 1 above that Farah Quinn's language use contain the most forms of code switching as referred to Hoffman's theory on the types of code switching,

among which are the intra-sentential code switching from all 6 video of Farah Quinn appeared as many as 121 use with 73%, inter-sentential code switching 36 times with 22%, and the last most frequently appeared was tag switching found 9 times of use with 5%.

Table 2  
Functions of Code-switching in Farah Quinn's Videos

No.	Function of Code Switching	Data	%
1.	Quotation	148	89%
2.	Addressee Specification	0	0%
3.	Interjections	13	8%
4.	Reiteration	0	0%
5.	Message Qualification	5	3%
6.	Personalization & Objectivization	0	0%
		166	100%

Based on the functions of code switching in table 2, it was found that there were 148 quotations appear with 89%, 13 interjections with 8%, and 5 message qualification with 3%. In analyzing the code-switching types found in Farah Quinn's utterances when presenting her cooking contents on her YouTube, we have to understand the communicative intent behind the code-switching. Farah may switch languages for various reasons, such as expressing identity, demonstrating language proficiency, emphasizing a point, or addressing a particular audience. The use of quotations was the first dominantly used of code-switching type strategically used to accommodate the linguistic needs or preferences of Farah Quinn's speaking audiences, making the conversation more inclusive and accessible. In this sense, quotations can help to clarify a point by providing specific examples or evidence to support her argument. Characteristically, all types of code-switching correspond to language functions such as interjections as were found second-dominantly used types of code switching in her videos which serve to express emotions or reactions, adding color and depth to the conversation. Contextually, social, cultural, and situational environments in which the code-switching occurs also influence the language functions to express emotions such as feeling surprised and excited about certain thing in her show. Interjections as code switching type can also be a signal of a shift in tone or mood within her demonstration. Thus, through examining functions of interjections, we can gain insights into how Farah Quinn who navigates the audiences into the interaction and convey her feelings of excitement.

## Discussion

In the findings section of this study, Hoffman's theory was applied to explain the data discovered in Farah Quinn's YouTube videos, specifically identifying three types of code switching: intra-sentential, inter-sentential, and tag switching. Farah Quinn frequently mixed Indonesian and English interchangeably within single or multiple statements in her cooking show content on YouTube. Her transitions between Indonesian and English appear natural and seamless, making it challenging to predict which language she will use next. Compared to other culinary program hosts on YouTube, Farah Quinn engages in code switching more extensively.

According to Hoffman's theory, Farah Quinn's use of code switching is most prominently seen in intra-sentential code switching, which occurred 121 times, accounting for 73% of the instances across six videos. Inter-sentential code switching was identified 36 times, making up 22% of the instances, while tag switching was the least frequent, occurring 9 times and representing 5% of the instances. Additionally, based on the functions of code switching, it was found that there were 148 instances of quotations, which made up 89% of the total occurrences. There were also 13 instances of interjections, accounting for 8%, and 5 instances

of message qualification, comprising 3% of the total. These findings highlight the significant role of code switching in Farah Quinn's language use on her YouTube cooking show, demonstrating the prevalence and variety of this linguistic phenomenon in her content.

Farah Quinn frequently uses code switching to express well wishes or feelings for her audience in her YouTube cooking shows, often choosing English over Indonesian for specific connotations. When articulated in Indonesian, these expressions can seem awkward or lose their intended nuance. This observation aligns with findings from other code-switching studies, such as those by Candra and Qodriani (2019) and Driver (2022), which emphasize that expressing emotions or feelings in English often allows speakers to convey their intended message more effectively.

The role of code switching in Farah Quinn's language use can be understood through its various functions, as highlighted in the data. One primary function is to communicate feelings more precisely. English expressions often carry specific emotional connotations that are difficult to replicate in Indonesian, making code switching a valuable tool for conveying nuanced sentiments. This is consistent with the observations made by Ulfah, Tsuraya, and Risal (2021), who noted that code switching enables speakers to communicate meaning more accurately, emphasize particular meanings, and express identity. Code switching also serves to emphasize certain points and communicate meanings that are contextually more appropriate in English. For example, when Farah Quinn switches to English to emphasize a point or convey a particular emotion, it can add a layer of emphasis or specificity that might be lost in translation if expressed in Indonesian. This phenomenon underscores the difficulty in transcoding certain expressions between languages without losing their intended impact or connotation.

Furthermore, the use of code switching is heavily influenced by social functions and contexts. As Montanari and Quay (2019) point out, language use is inextricably linked to the social variables that shape it. Farah Quinn, as a member of a bilingual community, navigates these social contexts by employing code switching to align with the linguistic expectations and preferences of her audience. This practice not only helps her communicate more effectively but also reinforces her identity as a bilingual speaker who can fluidly switch between languages to suit different social and communicative needs. In practical terms, this means that Farah Quinn's language choices are shaped by the social dynamics of her audience and the contexts in which she communicates. Her ability to switch between Indonesian and English allows her to connect with a broader audience, catering to both Indonesian speakers and those who understand English. This linguistic flexibility enhances her appeal and effectiveness as a communicator, particularly in the context of her cooking shows where she often shares personal stories, gives instructions, and interacts with her viewers.

The use of code switching by Farah Quinn highlights the complex interplay between language, emotion, and social context. By choosing to switch languages at specific moments, she is able to convey her messages more effectively, connect with her audience on a deeper level, and maintain her unique identity as a bilingual speaker. This practice not only underscores the functional importance of code switching in bilingual communication but also reflects the broader linguistic and social dynamics that influence language use in multicultural settings. Thus, the study of Farah Quinn's code-switching patterns offers valuable insights into the role of bilingualism in contemporary media and communication.

The use of quotations was the first major style of code-switching used purposefully by Farah Quinn to satisfy her linguistic demands or preferences to the audience, making the discourse more inclusive and approachable. Quotations can help clarify a statement by offering particular instances or evidence to support what she says. Various types of code-switching correlate to language-related tasks such as interjections (Fanani and Ma'u, 2018), which in this study were found to be the second most frequently used type of code switching,



allowing Farah Quinn to communicate emotions or reactions, providing richness and dimension to her speech. Contextually, the social, cultural, and situational circumstances in which the code-switching happens also impact the language functions to communicate emotions, such as feeling surprised or enthusiastic about something in the program (Driver, 2022). Interjections as a code-switching type can also indicate a difference in tone or mood throughout the cooking demonstrations. Thus, by evaluating the purposes of interjections, we may obtain insight into how Farah Quinn guides the listener into the interaction and conveys her feelings of enthusiasm (Fotiou, 2017).

## CONCLUSION

Farah Quinn's YouTube videos exhibit a prominent use of code switching, notably intra-sentential, inter-sentential, and tag switching. Her seamless blending of Indonesian and English within her cooking show contents reflects a natural and fluid linguistic transition. Compared to other culinary program hosts on YouTube, Farah employs code switching more frequently, showcasing a diverse range of linguistic forms, as outlined in Hoffman's theory. The analysis reveals that intra-sentential code switching is the most prevalent, occurring 73% of the time, followed by inter-sentential code switching at 22%, and tag switching at 5%. Additionally, the functions of code switching demonstrate its deliberate use by Farah to cater to audience preferences, with quotations comprising 89% of instances, interjections at 8%, and message qualification at 3%. Overall, Farah Quinn's strategic use of code switching enhances the inclusivity and approachability of her discourse, allowing her to effectively convey emotions and reactions while maintaining audience engagement. Although this study sheds light on Farah's linguistic practices, further research is needed to explore the broader social implications and functions of code switching in bilingual communication contexts.

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