



## **An analysis of code-switching used by the models and judges in *Indonesia's Next Top Model Cycle 2***

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### **ABSTRACT**

This study entitled “An analysis of code-switching used by the models and judges in *Indonesia's Next Top Model Cycle 2*” aims to analyze the types and factors of code-switching that were found in the TV show. This study used a descriptive qualitative method in which the data were obtained from the video downloaded from YouTube. The data were in the form of utterances of all the models and judges in the TV show. Drawing on Appel and Muysken's (2006) types of code switching and Hoffman's (1991) factors contributing to code switching, the results of the study revealed that there were 167 types and 172 factors of code-switching in *Indonesia's Next Top Model Cycle 2*: 13.17% (22) inter-sentential switching, 78.44% (131) intra-sentential switching, 6.59% (11) tag-switching, and 1.80% (3) inter-sentential switching in Bahasa Indonesia-Javanese. Meanwhile, the factors that were found were talking about particular topic, being emphatic about something, interjection, repetition, intention to clarify, and expressing group identity. The most dominant factors were talking about particular topic 64.53% or 111 data and followed by intention of clarifying the speech content for interlocutors 14.53% or 25 data. The findings of the study indicated that intra-sentential switching was used dominantly to assure the audience of the show, which is mostly Indonesians, can understand the conversation entirely. Additionally, the subjects used code-switching to talk about particular topic, mostly for fashion terminologies, as it is intended to create an exclusivity for the people who belong to the same group, which is fashion enthusiasts.

**Keywords:** Code-switching; Factors of code-switching; *Indonesia's Next Top Model Cycle 2*; TV show; Types of code-switching

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## **INTRODUCTION**

### **Background**

Globalization has significantly made some effects which affected assorted of areas within human societies, including social and cultural area (Mir, Hassan, & Qadri, 2014) which encompasses language as one of the things that shape them. Globalization has blurred the lines of how people formerly communicate and enabled people to easily connect with many people from the other sides of the world, thus making them able to learn another language besides their mother tongue. Subsequently, many people nowadays can speak more than one language, in other words they became multilinguals. As a result of multilingualism, now it is prevalent to witness people switch their languages while they speak. In Sociolinguistics, such phenomenon is generally known as code-switching.

There are various definitions of code-switching defined by the scholars. Hoffman (1991) defines code-switching as the usage of two languages in one conversation alternately. Meanwhile, Nilep (2006) states that code-switching is the implementation of changing languages when people interact with each other. From the definition above, it has been suggested that code-switching is an act to use more than one language during a conversation.

There is another phenomenon that is similar to code switching called code mixing. These phenomena are sometimes regarded to be two different phenomena even though they merely share minor distinctions. Nonetheless, there are linguists who use the two terms interchangeably, one of whom is Holmes (2001). For practicality purpose, the researcher will only use the term code-switching to elucidate this study. The reason is because code-

mixing shares similarity with one of the types of code-switching, which is intra-sentential switching, in which the switch happens within a sentence.

Code-switching itself can be found in many countries in the world, especially in the countries that have multicultural societies, namely United States and United Kingdom. Not only in western countries, code-switching is also found in Southeast Asian countries namely Singapore, Malaysia, and Indonesia. In Indonesia, where the researcher conducted this study, the code-switching that is used there is typically divided into Bahasa Indonesia-Foreign Language and Bahasa Indonesia-Local Language. For foreign language, English is extensively spoken by Indonesians who live in urban area or those who are influenced by online media. As an instance, there is a new trend in South Jakarta, where the people there often use Bahasa Indonesia and English alternately in their daily life. The phenomenon of this trend is generally known as JakSel Language, where the speakers switch the languages between Bahasa Indonesia and English. Besides foreign languages, Indonesia also recognize local languages. Indonesia recognizes hundreds of local languages, but the languages that has the top three speakers are Javanese, Sundanese, Madurese.

The phenomenon of code-switching also happens in a reality show called Indonesia's Next Top Model Cycle 2. There are eighteen young women who took part in the competition and four judges who acted to evaluate their modelling performance. They constantly used code-switching between Bahasa Indonesia and English.

There were also two models who code-switched between Indonesian-Local Language which made them quite different and unique among the other. While other people besides them code-switched between Bahasa Indonesia-English, they were the people in the competition who code-switched between Bahasa Indonesia-Javanese, which is one of the local languages in Indonesia. There was also a judge who code-switched between Bahasa Indonesia to Javanese, he is Ivan Gunawan. This led the researcher to investigate the phenomenon of code-switching that takes place in Indonesia's Next Top Model Cycle 2.

This study is surely not the only study which explores around code-switching in TV programs as there are already some similar studies conducted beforehand. Rianda (2017) conducted research about the types of code-switching and code-mixing and the reason of its usage in Breakout music program, an Indonesian music show with Boy William as the host. Another study by Wati (2020) investigated the forms and functions of code-switching and code-mixing used in a fashion program called "I LOOK" with Kimmy Jayanti as the host. Meanwhile, Novedo and Linuwih (2018) conducted study on variants of code-

switching and code-mixing and the reasons of using it in Sarah Sechan Talk Show with Sarah Sechan as the host and Cinta Laura as the guest.

The previous studies mentioned above were all using public figures as the subjects. Moreover, all the public figures understand and talk English in their daily life. The previous similar studies were also only focusing their investigations on one person or two people.

The studies about types and factors contributing to code-switching in TV show that involves many subjects, especially from 'ordinary people' and not from among public figures, are scarce to be found. While in this study, there were twenty-two people as the subjects that were investigated. Besides, the subjects in the previous studies only use Indonesian-English to code-switch and they do not use Indonesian-Local Language. In order to fill this gap, this study analyzes the types and factors contributing to code-switching used by the models and judges in Indonesia's Next Top Model Cycle 2.

#### **Research problems**

1. What are the types of code-switching used by the models and judges in Indonesia's Next Top Model Cycle 2?
2. What are the factors which contribute to code-switching as evidenced in the context of video transcripts?

#### **Research purposes**

Examine the types of code-switching used by the models and judges in Indonesia's Next Top Model Cycle 2 and investigate the factors which contribute to the use of code-switching used by the subjects in Indonesia's Next Top Model Cycle 2, which were the eighteen models and the four judges.

#### **Research scope**

This study limits its scope on the conversation of the people who appeared on-camera, which consisted of eighteen models and four judges. As this competition has elimination session every two episodes and there are 40 episodes in total, this study only focuses on the first two episodes in which the show still has eighteen models competing.

#### **Research significance**

This study aims to bring benefit to sociolinguistics study by presenting knowledge about types and factors of using code-switching in an Indonesian reality show by several subjects from various background across Indonesia. It is expected that this study will be beneficial for other researcher who wants to explore the same phenomenon and the students who study sociolinguistics.

## **METHOD**

### **Research design**

The researcher used descriptive qualitative approach to analyze this study as the data for this current study are in the form of texts.

According to Crossman (2020) qualitative method is a method that are involved with non-numerical data or words to construe meaning. Adding to this statement, Punch (as cited in Mohajan, 2018) mentioned that these non-numeral data were then used for analyzing the meaning to make the researcher understand social life through their study. In addition, Lambert and Lambert (2012) stated that descriptive qualitative method is a method that is useful for describing phenomena directly. As the researcher wants to understand the phenomenon of code-switching that happens in a social life of the people in Indonesia's Next Top Model Cycle 2 and the data of this study were in the form of words, descriptive qualitative method is considered to be the most suitable approach to examine the types and factors contributing to code-switching.

#### **Data source**

The data source of this study is in the form of texts. It is inscribed manually by the researcher from Indonesia's Next Top Model Channel on YouTube.

Indonesia's Next Top Model Cycle 2 is an Indonesian reality TV show which was aired from 4 November 2021 to 18 March 2022 and broadcasted by Net TV. This TV show was chosen because the show has good rating: 8.2 on IMDB and it was quite popular on social media like Instagram and Twitter. On Instagram, the show's account has 146 thousands of followers. Meanwhile, the show often became a trending topic on Twitter when it was being broadcasted.

This show was aired twice a week and has 40 episodes in total. Each episode approximately is around 45 to 60 minutes length. As there are many episodes and in every two episodes interval there is an elimination session which eliminates one contestant, the researcher only focused the study on the first two episodes of the show. The reason is simply because the first two episodes still have all the models competing in the show, so the researcher is able to examine all the conversation had by all the subjects in this show.

#### **Data collection**

The data of this study were collected through several steps. The first step is by downloading the videos of Indonesia's Next Top Model Cycle 2 that are accessible on YouTube. The data itself consisted of the utterances of all models and judges in the first and second episodes. On YouTube, each episode is separated in four parts which is divided into four videos. After all the videos were downloaded, the researcher carefully watched the videos, even for several times for better observation, so that the researcher was able to comprehend thoroughly all the conversation done by the subjects in the TV show.

While watching the videos, the researcher also wrote down all the utterances or making manual transcription for a better understanding. After that, the researcher bolded and italicized the utterances that contain code-switching to further analyze it. The researcher then classified the code-switching according to their types and factors by highlighting them with different colors. Lastly, the researcher drew a conclusion and make suggestions.

#### **Data analysis**

The researcher conducted four steps to analyze the data of this current study as follows:

##### **1. Identification**

The researcher watched the first two episodes of Indonesia's Next Top Model Cycle 2 videos while writing down the utterances which contained code-switching. The researcher also replayed the video for several times when the researcher could not catch the utterances of the subjects in the TV show. Then, the researcher bolded every word, phrase, clause, or sentence which contained code-switching to make it different between the languages used. It is used as a mark for code-switching.

##### **2. Classification**

After identifying the utterances which contained code-switching, the next step to analyze the data is classification. If the first step is done to find out which utterances contained code-switching, this step is done to categorize the code-switching based on the types and the factors contributes to its usage. In classifying the types of code-switching, the researcher used Appel and Muysken (2006) theory. Meanwhile, to classify the factors of code-switching, the researcher applied Hoffman (1991) theory.

The step to categorize the types and the factors are conducted in a quite different way. The researcher classified the types of code-switching by highlighting the utterances with different colors based on which types it belong to. On the other hand, the researcher classified the factors of code-switching by coding it with numbers from one to seven, based on which factors it belong to.

##### **3. Quantification**

After done with the classification, the researcher calculated the value and the percentage of each type and each factor of code switching happened in Indonesia's Next Top Model Cycle 2.

The researcher used some formulations: sum formula and divide formula on Google Sheet to calculate the types and factors of code-switching. From those formulas, the researcher found out which types and factors used more prominently than the other types and factors.

##### **4. Discussion**

The fourth and last step is discussion. This step is conducted to find out more about the possible meanings of the types and factors found in Indonesia's Next Top Model Cycle 2.

**Data presentation**

The table below presents an example of data analysis. Table 1 shows the types of code-switching that were found in Indonesia's Next Top Model Cycle 2. On the other hand, Table 2 gives the example for factors that contribute to code-switching.

**Table 1**

*Types of code-switching*

No	Dialogue(s) or Monologue(s)	Person(s)	Types
1	Buka semuanya. <b>This looks much better.</b> Kamu tahu gak tadi kamu pakai jaket itu kayak orang mau pergi ke kantor bukan kayak model. <b>This is model.</b>	Panca Makmun (Judge)	Inter-sentential switching
2	<b>I represent formal casual look.</b> Walaupun saya salah satu model paling termuda tapi tidak mau terlihat lemah.	Chainia (Model)	Inter-sentential switching
3	Setelah sukses melahirkan the first <b>Indonesia's Next Top Model</b> , kini ajang pencarian <b>top model</b> terbesar di Indonesia telah kembali.	Luna Maya (Judge)	Intra-sentential switching
4	<b>So far</b> , keliatan yang berpengalaman	Luna Maya (Judge)	Tag switching

**Table 2**

*Factors of code-switching*

No	Dialogue(s) or Monologue(s)	Person(s)	Factors
1	<b>I want to be smart and presentable.</b> Jadi ketika klien mau <b>hire aku</b> , mereka yakin milih saya dibanding di belakang saya, model-model lain.	Jolie (Model)	Talking about particular topic
2	Oh dia ini <b>wong Suroboyo. Nganggo bridal-bridal klambian, abot.</b>	Ivan Gunawan (Judge)	Expressing group identity

Ooo ngono klambi abot.

**FINDINGS AND DISCUSSION**

**Findings**

After the data were analyzed thoroughly, it was discovered that all types of code-switching and six out of seven factors of code-switching were found in Indonesia's Next Top Model Cycle 2. This study analyzed code-switching in terms of the types of code-switching and the factors that contribute to the use of code-switching.

To analyze the data, this current study used the theory from Appel and Muysken (2006) to reveal the types of code-switching and the theory from Hoffman (1991) to examine the factors that contribute to the use of code-switching. The findings are presented in the form of percentages containing the number of code-switching types and code-switching factors.

**Types of code-switching found in Indonesia's Next Top Model Cycle 2**

In Indonesia's Next Top Model Cycle 2, there were twenty-two people who came from various backgrounds across Indonesia. They came from a variety of backgrounds, some of whom come from big cities and some of them come from suburban area. Therefore, the phenomenon of code-switching also happened in Indonesia's Next Top Model's social setting.

This study analyzed the types of code-switching based on the types proposed by Appel and Muysken (2006). The types are intra-sentential code-switching, inter-sentential code-switching, and tag switching. All types of code-switching were found in the TV show. The table below shows the percentage and value of each type of code-switching found in Indonesia's Next Top Model Cycle 2.

**Table 3**

*The percentage of types of code-switching found in Indonesia's Next Top Model Cycle 2*

No	Type of Code-switching	Languages Used	Value	Percent
1	Inter-sentential switching	Bahasa Indonesia & English	22	13.17%
2	Intra-sentential switching	Bahasa Indonesia & English	131	78.44%
		Bahasa Indonesia & Javanese	3	1.80%
3	Tag switching	Bahasa Indonesia & English	11	6.59%
<b>TOTAL</b>			<b>167</b>	<b>100%</b>

### **Intra-sentential switching**

Intra-sentential switching happens when there is a change of language in the middle of the sentence. As a support to this statement, Appel and Muysken (2006, p. 118) states that “Intra-sentential switches occur in the middle of a sentence”, so that it means the switches happened without any pause or break.

Intra-sentential code-switching that occurred in Indonesia’s Next Top Cycle 2 not only used Bahasa Indonesia and English, but also Bahasa Indonesia and Javanese. As presented in the table 3 above, the number of intra-sentential code-switching in Bahasa Indonesia and English is one hundred and thirty-one. It is code-switching with the highest data found in Indonesia’s Next Top Model Cycle 2. Meanwhile, there are three sentential data found for intra-sentential code-switching in Bahasa Indonesia and Javanese.

Presented here is an example of intra-sentential code-switching happened in Indonesia’s Next Top Model Cycle 2 in Bahasa Indonesia and English. [2] “*Setelah sukses melahirkan the first Indonesia’s Next Top Model, kini ajang pencarian top model terbesar di Indonesia telah kembali.*” – Luna Maya

Example [2] illustrates an example of intra-sentential code-switching uttered by one of the judges, Luna Maya, in Indonesia’s Next Top Model Cycle 2. The utterance above shows there is language shift between Bahasa Indonesia and English in phrase level. In the first three words of the utterance, Luna Maya talked in Bahasa Indonesia then suddenly shifted the language into English. She talked in English to inform the audience of the show about a title given to the winner of Indonesia’s Next Top Model in the previous cycle. The title itself is “The first Indonesia’s Next Top Model”. Luna Maya talked about this particular phrase in English because the name of this TV show is also in English, so if she did not talk in English and translated it in Bahasa Indonesia, it might have confused many of the TV show’s audience members because they are not familiar with the name. After saying “The first Indonesia’s Next Top Model”, Luna Maya changed her language again to Bahasa Indonesia, English, and Bahasa Indonesia again.

Intra-sentential code-switching in Bahasa Indonesia and Javanese also used by both the model and the judge. Illustrated below are two examples of intra-sentential switching in Bahasa Indonesia and Javanese, taken from appendix [70] and [152].

[70] “*Dalem hati tuh aku mau nangis tapi iki ko makeup ku luntur wes lah diempet ae.*” – Audya

[152] “*Oh dia ini wong Suroboyo. Nganggo bridal-bridal klambian, abot. Ooo ngono klambi abot.*” – Ivan Gunawan

In the examples above, Audya switched her language in three different languages, namely Bahasa Indonesia, Javanese, and English. Bahasa Indonesia

is the dominant language that she used, followed by Javanese and English. While Ivan Gunawan only code-switched between Bahasa Indonesia and Javanese.

### **Inter-sentential switching**

An utterance can be regarded to contain inter-sentential code-switching when the speaker finished their sentence in one language before starting another sentence in another language. It is strengthened by the statement of Hoffman (1991) and Hamers and Blanc (2003) who said the switch occurred in sentences and clause level or boundaries.

Presented below are some examples of inter-sentential code-switching between Bahasa Indonesia and English happened in Indonesia’s Next Top Model Cycle 2. The researcher includes the utterances from both the model and the judge, taken from appendix [18] for the model and appendix [35] for the judge.

[18] “*Terus udah gitu tiba-tiba dikasih waktu cuma 10 menit untuk nyari baju. Tadinya aku mau nangis itu, bajunya mana ini gitu kan.* I have no clue what to wear.” – Jolie

[35] “*Buka semuanya.* This looks much better. *Kamu tahu gak tadi kamu pakai jaket itu kayak orang mau pergi ke kantor bukan kayak model.* This is model.” – Panca Makmun

Example [18] above shows an example of inter-sentential code-switching uttered by one of the models, Jolie. Her utterance consisted of three different sentences. Jolie uttered the earlier two utterances in Bahasa Indonesia before she started another sentence in English.

Example [35] illustrates an example of inter-sentential switching used by one of the judges, who is Panca Makmun. Unlike Jolie, he alternately shifted his language from Bahasa Indonesia to English several times between sentences. However, both Jolie and Panca Makmun started their language in Bahasa Indonesia before switching to English.

### **Tag switching**

Tag switching is regarded to be the switching that does not need a full fluency in another language as this switching only involves tag insertion of one language within a sentence in another language, such as *yeah, right, and well.*

Below are two examples of tag switching happened in Indonesia’s Next Top Model Cycle 2 uttered by the judge [78] and the model [141]:

[78] “*Ayu, dua menit dari sekarang go!*” – Luna Maya

[141] “*Thank you Kak.*” – Audya

In example [78], Luna Maya directed one of the models, Ayu, to start her photoshoot session right away. In her utterance, Luna Maya did tag-switching. It is because Luna Maya inserted a tag, which is “Go”, in her sentence. She only inserted one word in

English while the rest of her sentence is uttered Bahasa Indonesia, making it an emblematic switching.

On the other hand, tag switching used by the model can be seen from example [141] uttered by Audya, who is one of the models in Indonesia's Next Top Model Cycle 2. Audya said "Thank you" to the judges after the judges gave their feedback to her photoshoot result.

**Factors of code-switching found in Indonesia's Next Top Model Cycle 2**

People who use code-switching certainly have their own factors on why they do code-switching instead of talking in just one language when they have a conversation. They may do code-switching consciously or even unconsciously, but it can not be separated from the factors behind it. Each person may have different factors that influence them to do code-switching.

Hoffman (1991) reveals there are seven factors that may influence people to use code-switching. They are talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutors, and expressing group identity. In Indonesia's Next Top Model Cycle 2, it is found that there are six out of seven factors used by the models and the judges.

The table below presents all factors of code-switching found in Indonesia's Next Top Model Cycle 2 along with the percentage and value of it.

**Table 4**

*The Percentage of Factors of Code-switching Found in Indonesia's Next Top Model Cycle 2*

No	Factors of Code-switching	Value	Percent
1	Talking about particular topic	111	64.53%
2	Quoting somebody else	0	0%
3	Being emphatic about something	8	4.65%
4	Interjection	16	9.30%
5	Repetition used for clarification	11	6.40%
6	Intention of clarifying the speech content for interlocutors	25	14.53%
7	Expressing group identity	1	0.58%
	<b>TOTAL</b>	<b>172</b>	<b>100%</b>

The table indicates that many of the subjects in Indonesia's Next Top Model Cycle 2, whether it is the models or the judges, do code-switching when

they want to talk about particular topic as there are 111 data found or make 64.53% from the total data. The second highest data of the factors of code-switching is intention of clarifying the speech content for interlocutors with 25 data found or 14.53% from the total data. Meanwhile, interjection is the third highest factor found with 16 data or 9.30% from the total data. It is followed by repetition used for clarification with 11 data (6.40%), being emphatic about something with 8 data (4.65%) and expressing group identity with only 1 data (0.58%), making it as the least factor of code-switching found in Indonesia's Next Top Model Cycle 2.

**Talking about particular topic**

The factor that contributes to the use of code-switching in Indonesia's Next Top Model Cycle 2 with the highest data found is talking about particular topic.

Rianda (2017) states that people may change the language they use according to the topic they want to talk about. Adding to this, Hoffman (1991) believes when people cannot think of any right or appropriate word to describe something in one language, they may change the language to another language. People may also switch language from one to another if certain word triggers additional meanings that are more relevant if it is said in a particular language.

Below are examples of code-switching with talking about particular topic as the factors. Example [7] uttered by the model and example [32] uttered by the judge.

[7] "Aku harap tuh aku bisa buktiin ke temen yang bully aku, nih gue bisa ngelakuin, lo semua liat." – Jolie

[32] "Saya pengen lihat catwalk kamu sestandout apa sih". – Panca Makmun

In Jolie's utterance [7], there is one word that is in other language compared to the rest of the words, "bully". Jolie talked about her expectation in joining the competition when she switched her language. She said she wanted to prove to her friends who bullied her in the past that she could do it. The reason why Jolie suddenly changed language from Bahasa Indonesia to English when talking about bullying is because there is no same exact word in Bahasa Indonesia that has the same meaning as the word "bully" in English (Noboru et al., 2021). However, Bahasa Indonesia actually has the translation for the word "bully", but it sounds too formal "merisak" and "merunding", especially when someone wants to describe the experience in a more informal setting, like in Indonesia's Next Top Model Cycle 2.

Panca Makmun in example [32] used the word "catwalk" and "stand out" because there is no translation for the word "catwalk" in Bahasa Indonesia and the translation of "stand out" in Bahasa Indonesia sounds formal if uttered in daily conversation.

### **Being emphatic about something**

When someone is talking in one language then they want to be more assertive and more decisive about something, they may change the language they use from one to another. This factor is also used when the speaker wants to utter their utterance in a strong way.

The example of code-switching with being emphatic about something used by the judge is exemplified in example [117] which is uttered by Luna Maya. Meanwhile, the utterance of the model is exemplified in example [158] which is uttered by Gisela.

[117] “*Aku senang kamu berhasil melewati apapun yang hal yang terjadi di dalam hidup kamu. You should love yourself more and look at yourself now, you’re here! You should be proud, and congrats I love it!*” – Luna Maya

[158] “*Thank you semuanya.*” – Gisela

Example [117] shows that Luna Maya wanted to sound firmer and bolder when expressing her empathy to one of the models, Jolie. Luna Maya tried to support Jolie emotionally by cheering her up after Jolie told her bullying story which happened in the past. Luna Maya responded to Jolie’s story by giving an emphatic statement that Jolie should love and be proud of herself because Jolie has made it to the prestigious modelling competition and has proven to her bullies that Jolie has great potential.

Example [158] shows that Gisela wanted to be emphatic and assertive by making an emphasis when she said “Thank you”. The purpose of her statement was to look and still sound firm as a model even though she was the first model eliminated from the show. Talking with emphasis also made her sound confident and proud of herself because she did not let the judges and other models to pity her because she was eliminated first.

### **Interjection**

A code-switching with interjection as the factor can be said when the utterance has at least one sentence filler such as *well, you know, and right*. These words are meaningless since they only serve as a filler within a sentence. Additionally, interjection is used to express the speaker’s emotions and feelings (Rianda, 2017).

Interjection is only used by the judges and no models used code-switching with interjection as the factor.

Below is an example of interjection uttered by Panca Makmun

[63] “*So models hari ini kalian akan melakukan photoshoot sebagai ratu dengan menggunakan perhiasan yang sudah kami siapkan*” – Panca Makmun

Panca Makmun used the interjection “so” in the beginning of his sentence, as shown in example [63] on the above. The word “so” is counted as interjection because it acts as a sentence filler before

Panca Makmun continued the rest of his sentence in Bahasa Indonesia. In other words, the reason why Panca Makmun added the word “so” before continuing his sentence is because he possibly tried to think about what to say next in his utterance, so by adding “so” may give him more time to arrange the sentence. Additionally, if the word “so” is omitted from Panca Makmun’s utterance, nonetheless his utterance will have the same meaning. It is because the word “so” is an interjection that has no grammatical value in it and do not affect the rest of the sentence.

### **Repetition used for clarification**

According to Tamara (2018), repetition is used when a speaker’s message is uttered in two different languages consecutively. Sometimes a message is not repeated in the same exact translation as it can be in the modified form as long as it has the same meaning. Example [76] and example [126] are shown below to exemplify repetition used for clarification. Example [76] is the example uttered by Peace, the model. Meanwhile, example [126] is the example uttered by Panca Makmun, the representative of the judges who used this factor in his code switching.

[76] “*I hope I got lucky shots sih I hope so but I don’t think I did good. Aku seharusnya bisa melakukan lebih baik*” – Peace

[77] “*Kamu feel kamu rasain itu di kepala kamu ada perhiasan yang bagus banget yang mahal banget.*” – Panca Makmun

As shown in example [76], Peace started her utterance fully in English before the full stop. Then, she began her second sentence uttered fully in Bahasa Indonesia. Her utterance indicated that there is a repetition that Peace used to clarify her utterance. The clause *I don’t think I did good* that is uttered in English share similar meaning with the sentence *Aku seharusnya bisa melakukan lebih baik* which means I should have done better in English. The latter sentence in Bahasa Indonesia acts as a repetition to clarify what Peace has said in the former sentence. Although between those two sentences, the English and Bahasa Indonesia versions were translated in the modified form. Peace said I should have done better to make clear that she did not do well in her photoshoot session.

Panca Makmun’s utterance, as presented in example [77] also contained the factor that contribute to the use of code-switching, that is repetition used for clarification. Panca Makmun said *kamu feel kamu rasain itu di kepala kamu*, the word “feel” that is an English word and the word “rasain” that is an Indonesian word have the same exact meaning. It literally means the same, the difference is that the first word is uttered in English and the second word is uttered in Bahasa Indonesia. The reason why Panca

Makmun uttered the word in two different languages is because he wanted to emphasize the message that he delivered.

***Intention of clarifying the speech content for interlocutor***

The speaker uses code-switching with the factor of intention of clarifying their speech content for interlocutor, it means that they want to make sure that their sentence is well understood by the hearer or the interlocutor.

Below are examples of the utterances with intention of clarifying the speech content for interlocutor as the factor that influenced it. For the sample utterance of the model, it is presented in example [88] uttered by Alfi. Meanwhile, example [140] shows the utterance of the judge uttered by Ayu Gani.

[88] “*Gue mau nya lo on point, kan maksudnya lo ratunya di sini. Kayak on point gitu.*” – Alfi

[140] “I expect something more *dari kamu dari foto ini tuh matanya gak ada sinar tangannya gak lentik.*” – Ayu Gani

Alfi’s sentence in example [88] above indicates that she wants to clarify the content of her utterance to another model, Nita. She alternately used Bahasa Indonesia and English in her sentences. In the first sentence, Alfi pointed out that she wants Nita to be on point and she is aware Nita is the queen on the photoshoot set. On the second sentence, Alfi stated for the second time that she wants Nita to be on point. She said “*kayak on point gitu*” which means “like on point, you know” in English. This sentence is used to clarify the previous sentence “*kan lo ratunya di sini*” about how to act as a queen. Alfi has a view that a queen should be on point on the photoshoot session. Therefore, Alfi told Nita to be on point on the photoshoot session so Nita will look convincing as a queen.

Example [140] uttered by Ayu Gani is started in English before Ayu Gani changed the rest of her sentence to Bahasa Indonesia. The first clause is uttered in two languages: English and Bahasa Indonesia I expect something more *dari kamu* which means “I expect something more from you”. Then, Ayu Gani said *dari foto ini tuh matanya gak ada sinar tangannya gak lentik* which means “there is no shine from your eyes and your hand is not on point from this picture”. The second clause is uttered by Ayu Gani to broaden the speech content from the first clause. It can be concluded that Ayu Gani wants the model’s photoshoot result to look better.

***Expressing group identity***

People can do code-switching to reveal the identity of their group to the interlocutor. As mentioned by Poplack (as cited in Hoffman, 1991) code-switching is used to describe the group identity of someone. It is usually regarded as a way to express solidarity with fellow people within one group.

The only person who code-switched to express their group identity is Ivan Gunawan. He used code-switching in Bahasa Indonesia and Javanese. Ivan Gunawan’s sentence is shown below in example [152].

[152] “Oh dia ini wong Suroboyo. Nganggo bridal-bridal klambian, abot. Ooo ngono klambi abot.”

It can be seen from the sentence above that Ivan Gunawan only used two words in Bahasa Indonesia before he code-switched to Javanese. Ivan Gunawan immediately switched language to Javanese when he found out that the model he talked to is from Surabaya. He said *oh dia ini wong Suroboyo. Nganggo bridal-bridal klambian, abot. Ooo ngono klambi abot* which means “Oh she’s Surabayanese. You’re wearing bridal attire, heavy right? Oh... that’s a heavy attire”. Ivan Gunawan said this sentence in Javanese because he wanted the model to know about his group identity, which is Surabayanese. In addition, he possibly wanted to feel more personal and closer to the model, so he used Javanese, which is the language of his hometown. According to a study conducted by Krauß (2017), Javanese is widely used in Surabaya area, more than 50% of the people there used Javanese to communicate. Therefore, it is very understandable to witness Ivan Gunawan code-switched from Bahasa Indonesia to Javanese.

***Discussion***

It was found in Indonesia’s Next Top Model Cycle 2, all types of code-switching as proposed by Appel and Muysken (2006) are used by the subjects in the TV show. The subjects are consisted of 18 models and 4 judges. The majority of the subjects used intra-sentential switching.

As mentioned above, intra-sentential switching is prominently used either by the models or by the judges. Even more, the gap between the usage of intra-sentential switching and other types of switching is obvious as the data showed significant difference between the values.

The reason why intra-sentential switching is used more often than the two other types is because Indonesia’s Next Top Model Cycle 2 was aired nationwide in Indonesia. Not every Indonesian can understand English words, especially if it is a collection of English words in a full sentence and expressed verbally. Because of this, either the models or the judges may unconsciously do intra-sentential code-switching rather than inter-sentential code-switching.

Moreover, the reason why code-switching is used widely in Indonesia’s Next Top Model Cycle 2 is because this TV show is adopted from a TV show originated from the United States named America’s Next Top Model. The models who were competing in this TV show are presumably also watching



America's Next Top Model, so the way they talk may also be influenced from watching that show.

Additionally, Indonesia's Next Top Model Cycle 2 is also uploaded on YouTube, which makes non-Indonesian people can also enjoy this show. Therefore, the use of code-switching there indicated the TV show is within an international setting.

For the factors of code-switching, this study employed the theory by Hoffman (1991). It was found in this study that there are 6 out of 7 seven factors which influenced the use of code-switching. They are talking about particular topic, being emphatic about something, interjection, repetition, intention of clarifying the speech content for interlocutor, and expressing group identity.

Talking about particular topic as the main factor contributing to the use of code-switching in Indonesia's Next Top Model Cycle 2, this study has shown that code-switching was used by the subjects of the TV show when they could not find the right words in one language.

Moreover, the models and the judges used code-switching mostly to talk about the terminologies in fashion area. The words that are used to describe the fashion terminologies might not be translate-able to other languages besides English. The words such as catwalk, look, edgy or even on point are difficult to translate to Bahasa Indonesia and may sound awkward if they are translated in Bahasa Indonesia. The reason is because there are many terms in fashion domain which are adopted from foreign languages (Atsa, 2017), and one of them is English.

Moreover, fashion terms used English words to create exclusivity to the people who are in the same group, in this case fashion enthusiasts. It is because not everyone can understand those fashion terms since only fashion enthusiasts know about it (Krisnawati, 2013) Another reason is because fashion is one of the phenomena which rapidly spread throughout the world through globalization (Ayuningtias & Adhitya, 2021), thus the terms of fashion also spread and known globally.

In short, the models and the judges in Indonesia's Next Top Model Cycle 2 used code-switching to talk about particular topic because they could not find the suitable words to describe something in Bahasa Indonesia, they also wanted to create exclusivity for the audience members who are presumably fashion enthusiasts and to be understandable for people who watched the TV show outside of Indonesia because if the fashion terms in Indonesia's Next Top Model Cycle 2 uttered in Bahasa Indonesia it might be confusing to the non-Indonesians audience.

## **CONCLUSION**

This current study analyzed the phenomenon of code-switching happened in Indonesia's Next Top Model

Cycle 2 in terms of the types and the factors that contribute to its usage. This study used the theory by Appel and Muysken (2006) to investigate the types of code-switching and the theory by Hoffman (1991) to analyze the factors of code-switching using data obtained from the utterances of the models and the judges in Indonesia's Next Top Model Cycle 2.

In terms of the types of code-switching, the analysis found there are 131 data of intra-sentential switching in Bahasa Indonesia and English, 3 data of intra-sentential switching in Bahasa Indonesia and Javanese, 22 data of inter-sentential switching, and 11 data of tag switching. From the findings, it can be concluded that the subjects in Indonesia's Next Top Model Cycle 2 mostly have quite good proficiency in English because they can switch languages immediately in the middle of their utterance. It is supported by Hoffman (1991) who believes that only people who achieved good fluency in a language are able to switch languages in sentence level.

Another reason of why intra-sentential was used dominantly is because the subjects in the TV show wanted to ensure the audience who watched the TV show can understand their utterances. For inter-sentential switching, the subjects who used this type of switching are Jolie, Peace, and Chainia for the models and Luna Maya, Panca Makmun, and Ivan Gunawan. Jolie used inter-sentential switching the most than the other models. It demonstrated that Jolie masters English because she is able to finish her sentence in one language before changing to another language. It is understandable because Jolie went to a university in South Korea, so English must be one of the requirements to be accepted in the university there. While for the judges, Luna Maya used inter-sentential switching more frequently than the rest of the judges. It means that Luna Maya is also fluent in English.

The factors of code-switching in this study used the theory of Hoffman (1991). Hoffman states there are 7 factors that may contribute to the use of code-switching: talking about particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for interlocutors, and expressing group identity. All factors were found except quoting somebody else in Indonesia's Next Top Model Cycle 2.

The analysis of the data found 111 of talking about particular topic, 8 of being emphatic about something, 16 interjections, 11 repetition used for clarification, 25 intention of clarifying the speech content for interlocutors, and 1 expressing group identity as the least data found. As stated above, most subjects used code-switching to talk about particular topic. It may imply that the models and the judges in Indonesia's Next Top Model Cycle 2 code-switched when they could not find a right word in certain

language, especially about terms in fashion. Besides, it means that the subjects used code-switching to create exclusivity to the audience who belongs to the same group, which is fashion enthusiasts. Lastly, code-switching is used in order to make people who watched the TV show outside of Indonesia can also understand the terms of fashion.

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