

**CODE SWITCHING AND SELF PROMOTION IN MEDIATED  
INTERACTION  
(A CASE STUDY ON FACEBOOK USED BY THE SEMESTER 8<sup>TH</sup>  
STUDENTS OF ENGLISH DEPARTMENT AT FACULTY OF TEACHER  
TRAINING AND EDUCATION THE UNIVERSITY OF MATARAM  
ACADEMIC YEAR 2015/2016)**



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**ABSTRACT**

The aims of this study are to found out the types of code switching and self promotion, and explanation of code switching used as way for self promotion was found on student accounts Facebook. The writer used descriptive qualitative approach to obtain the data. The object of this study was the extension program of 8<sup>th</sup> semester in English Department At Faculty Of Teacher Training And Education University Of Mataram Academic Year 2015/2016”. The data of the study were in the form of written “status (postings) and comments”. Data were collected by transforming into word program to create corpus. The result showed that the dominant type of contextual of code switching that used by the user is metaphorical code switching 58,62% and it is followed by situational code switching 41,37%. The users tend to talked about certain topic especially deal with their daily life. So, the user used the metaphorical type most. The dominant grammatical types that used by the user is Intrasentential code switching 56,79%, then it is followed by tag code switching 25,92% and inter sentential code switching 14,28 %. The types of self promotion mostly used by the users is narcissism 63,41% and followed by share benefit information 36,87% and switched the language mostly used is Indonesia-English, and English Indonesia and used code switching of self promotion with the varieties language and to showing up their knowledge, the intelligence, and especially to promoted themselves by persuaded others to perceive themselves as knowledgeable, competent, skilled or qualified.

**Keywords:** *Code switching, Mediated Interaction, Self Promotion*

**ALIH KODE DAN PROMOSI DIRI DI MEDIA INTERAKSI  
( STUDI KASUS DI FACEBOOK YANG DIGUNAKAN OLEH  
MAHASISWA SEMESTER 8 BAHASA INGGRIS FAKULTAS  
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**ABSTRAK**

Penelitian ini bertujuan menemukan jenis alih kode dan promosi diri, dan menjelaskan alih kode yang telah digunakan untuk mempromosikan diri yang ditemukan di akun facebook mahasiswa. Penulis menggunakan pendekatan kualitatif deskriptif untuk mengumpulkan data. Yang menjadi subjeknya adalah mahasiswa semester 8 reguler sore di Program Studi Bahasa Inggris Fakultas Keguruan dan Ilmu Pendidikan Universitas Mataram tahun 2015/2016. Penelitian ini didapatkan dari status dan koment. Mengoleksi data dengan cara mengcopy ke program kata. Hasilnya menunjukkan kontekstual alih kode yang paling dominan adalah metaporikal alih kode 58,62% dan di ikuti alih kode situational 41,37%. Mahasiswa cenderung menceritakan kejadian kehidupan sesungguhnya. Sehingga Mahasiswa lebih dominat melalkukan alih kode metaphorical. Secara tata bahasa, intrasentensial 56,79% sering digunakan oleh mahasiswa, kemudian diikuti oleh tag alih kode 25,92% dan intersential switching. Tipe self promotion yang sering digunakan mahasiswa adalah narsis 63,41% and diikuti dengan membagikan informasi penting 36,87% dan bahasa yang sering dialihkan adalah Indonesia-Inggris, Inggris-Indonesia dan mahasiswa menggunakan alih bahsa sebagai jalan untuk promosi diri dengan menggunakan berbagai macam bahasa dan untuk menunjukkan pengetahuan, kepandaian, dan terutama untuk mempromosikan diri mereka dengan membujuk yang lainnya untuk merasakan berpengetahuan, keahlian atau kualitas mereka.

**Kata Kunci:** *Alih kode, Aedia interaksi, Promosi Diri*

## I. BACKGROUND OF STUDY

Human beings are social beings who are always committed to a certain group of people. Therefore, members of society interact with one another in many fields. One of the primary means used in interaction is language. Language is one thing which differentiates human from other creatures. Language is a system of sign which we use to communicate with each other. According to David and Rebecca (2007:1) "Communication is a matter of letting other people know what we think, language has an important role in human life and has several usages for human as a means of communication and interaction in community life". This is, in fact, one of the major kinds of language choice we have to deal with, and is sometimes called code switching. Code switching not only occurs on society but also in social media.

The phenomenon of code switching has become an interesting topic to be discussed, especially code switching found on Facebook status and comment. Since this social network appears at 2004, it has large members, and it may lead the members that are mostly teenagers, including the students of English Department as the learners of English as Foreign Language to begin imitating the way they communicate to each other. Most of them use Facebook as media to communicate with others. They, who have *Bahasa Indonesia* as their first language and English as second or foreign language, tend to switch their first language into English when they write status, comments, or upload their photos on Facebook. Considering the phenomena above of code switching done by the Learners of English as Foreign Language, especially the students of English Department that

broadly appears on Facebook, this research is conducted to observe this phenomenon more deeply.

## **II REVIEW OF RELATED LITERATURE**

### **2.1 Society and Language Use**

Society and language use are indeed closely related. They cannot be separated. According to Sapir-Whorf's hypothesis, "language cannot be separated from society and its culture". Society used language for communication, which always involves individuals with their distinctive personality, traits, attitudes, beliefs, and emotions.

### **2.2 Bilingual Society and Language Use**

Indonesia is one of the countries in the world that have many bilingual and multilingual people. This happens because there are various ethnics and languages in Indonesia. Most of people have ability either to speak and understand two language or even more. Nowadays, bilingualism has become a common phenomenon. Social interaction always involves communication among society members by using language. While in the social interaction, the society members often use more than one language variety on their bases language.

### **2.3 Code Switching in Bilingual Society**

Code switching is the inevitable consequence of bilingualism and multilingualism. Anyone who can speak more than one language chooses the language according to the circumstances in which the language will be comprehensible to the person addressed. A bilingual speaker tends to switch rapidly from one

language to another, in a certain condition and for certain reason. It occurs when environment forces the speaker to switch his language into another that he has mastered well. Wardaugh, 1986:100 says, “code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, to evoke or change interpersonal relations with their rights and obligations”. Thus, general terms for the code-switching phenomenon are also code alternation and language mixing.

## **2.4 Code Switching and Self-Promotion**

Code switching is the term for different languages coming into contact with one another in a conversation. This could be a general definition. Code switching is a conversational strategy used to establish, cross or destroy group boundaries; to create, to evoke or change interpersonal relations with their rights and obligations. When someone uploads a self-promotional status, photo or shares some video to Facebook used code switching it means that they want to show their power, solidarity, maintain neutrality and identity. Promotion such as pictures uploaded and texts sent out privately or publicly on Facebook might help people convey their desired image in order to receive support from other users, and who persuaded others to perceive themselves as knowledgeable, competent, skilled or qualified.

## **2.5 Types of Code-Switching**

Based on contextual and grammatical types of code switching. Contextual code switching divided into 2 types, there are situational switching and metaphorical switching.

## 1. Situational code switching

A Situational code switching appears when there is a change in the situation that causes bilingual switches one code to another code.

## 2. Metaphorical Switching

In metaphorical switching the setting stays the same, but what changes are topics, or the subject matter of a conversation (Blom Gumperz, 1972:425).

From another perspective, Poplack (1980) categorized code-switching into the following three types: tag-switching, intersentential and intrasentential.

### a. Inter-sentential

Inter-sentential code switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language.

### b. Intra-sentential

The shift is done in the middle of a sentence, with no interruptions, hesitations, or pauses indicating a shift.

### c. Tag-switching

Tag switching involves the insertion of a tag in one language into an utterance which is otherwise entirely in the other language.

## **2.6 Facebook and Self-Promotion**

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues (Rouse, 2009). Self-promotion was described as the “self” people promoted to others. According to Birnbaum (2008), the aim of self promotion was to communicate and

interact with others which was said to be beneficial and useful for people to receive support in return via Facebook.

## **2.7 Previous Studies**

There are numerous previous studies about code switching in written context. The first study comes from Ni Wayan Devi Crisnady (2014) who conducted a researcher about code mixing by students of language and art found in blackberry messenger. The writer focuses on the reason and the kinds of code mixing used. Thesecond Riris Desnia Sihombing & Meisuri (2014) who conducted a researcher about code switching in Sosial Media Twitter. They gained the data by giving a set of questioner to the user. Hence, they conclude that the dominant type of contextual types that used by the user is metaphorical code switching and the real lexical need is the most reason used by the user in Sosial Media Twitter.

In this study, the writer tends to emphasize the different between this study and the previous study in written context. This research analyses facebook accounts English student as the media to analyze the code switching, while previous study used blackberry messenger, sms, twitter. This research also tried to describe the types of code switching and self promotion in mediated interaction. focus on facebook: a study of self-presentation and social support on Facebook by Winter K.W. Wong. He focus on reported that students tended to interact with friends rather than have self-updates on Facebook. Another researcher is Eri Irani (2006) from State University of Surabaya. She analyzed about code switching used by the presenter of Goin" country on Metro TV. She found two types of code switching; situational and metaphorical code switching in the program on television used by the characters. She also found three factors that

cause of code switching, there are softening or strengthening request or command, inserting a real lexical need, and excluding other people. Moreover, she also found the fourth conversational functions of code switching; quotation, addressee specification, interjection, reiteration, message qualification, and personalization versus objectification. Her research used theories of Hymes (1975) and Gumperz (1982). Similar with Laeli Hidayati (2011) this research used descriptive method to analyze the reasons. The reason of using descriptive method in this research is that it was impossible to set a questioner to students of code switching language. In deciding the reasons, the writer analyzed the sample of types of code switching and tried to describe types of self are promoted and code switching used for self promotion.

### **III. RESEARCH DESIGN AND METHODOLOGY**

Qualitative research is used in this research, in which it attempts to describe the phenomenon that happens in human life dealing with the language use. The populations of this research was the students 8<sup>th</sup> semester students of noon class A, B, C at English department FKIP UNRAM in academic year 2015/2016. The researcher had been taking at A, B, C classes as a sample. In each class the researcher had chosen 3 students who always active using Facebook. In this research, the researcher used purposive sample by limiting the sample which only focused on 9 students' Facebook account. The researcher used open 9 students facebook account one by one. The researcher corpus the data on the computer, and the printed out of the data were the main data to be observed. In this study the researcher did an observation and interview because, it made the data aware obtained. The researcher gathered the data randomly which select the

data to be analyzed and classified into four categories or steps as follows; identification, classification, description and explanation.

#### **IV. RESEARCH FINDING AND DISCUSSION**

This chapter discusses about the data that had been collected in 9 student Facebook accounts in FKIP UNRAM. It was found that there were posts which were contextual types and conversations which were grammatical types. The data are collected by corpus of the user account took place from 1<sup>st</sup> June until 30<sup>th</sup> July 2016. The researcher found 1.810 words in status and comment on data code switching and 783 words. There are 110 cases status of code switching, and 41 cases about self promotion on Facebook.

#### **V. CONCLUSION AND SUGGESTION**

##### **5.1 Conclusion**

Based on data analysis, finding and discussions the writer found on FB status and comment in the previous chapter, it can be concluded that:

Firstly, there are two types of code switching based on contextual and structural classification. They are situational code switching and metaphorical code-switching. There are 110 cases status of code switching with the occurrences of data in this research as follows: based on contextual types of code switching of metaphorical code switching (17 dialogue, 58,62%) and situational code switching (12 dialogue, 41,37%). The writer concludes that university students mostly switch their code in clauses and sentences form to give more explanation and emphasizes on what they mentioned before. From two types of code-switching, namely situational code-switching and metaphorical code-switching which occur in the data analysis, metaphorical code-switching occurrences is more dominant than situational code-switching. The users tend

to talk about certain topic especially deal with their daily life. So, the user used the metaphorical type most. And the dominant types that used by the user was intrasentential code switching (46 status, 56,79%). Then it was followed by tag switching types (21 status, 25,92%), and the last intersentential code switching (14 status, 14,28%).

Secondly, the types of self promotion and identities are promoted. The mostly to Narcissism 63,41% (post status updates, pictures, videos, or comments about themselves for self-disclosure or self-promotion purposes) and show up their identities, and followed 36,58% users share useful information to benefit others. The mostly identity are promoted the users' mostly used Indonesia-English 58,72 % follows by English-Indonesia 32,69%, and other languages 8,57% . But on the other hand the respondent mostly used Sasak to comment the users' status to show their ethnicity (identity)

Thirdly, code switching used as self promotion. Mostly the users switch their language into another language which can be understood by their friends and used code switching of self promotion with the varieties language and to showing up their knowledge, intelligence, and especially to promoted themselves by persuaded others to perceive themselves as knowledgeable, competent, skilled or qualified user.

## **5.2 Suggestion**

By considering the conclusion there are some suggestions which are presented as follow:

Theoretically, the students who learn code switching, it is because with comprehending more about the code switching in communicating with other through social media, the students will make ideal and successful communication.

Practically, the next researcher especially the student of English Department can choose the code switching as the object of research, can explore and investigate other phenomenon of code switching because many interesting aspects can be analyzed related to study especially in social media not only in *Facebook* itself but also in *Email, Song, Novel and other media*.

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