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Code Switching Analysis in The Travel Blog, *The Naked Traveler*

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Abstract

Language is significant methods for correspondence. It is utilized to impart and to offer data to other people. There are numerous dialects on the planet that individuals can pick their cooperation. Picking one legitimate language in correspondence is critical to abstain from misconception. Individuals need to pick a specific language as well as choose to change starting with one then onto the next. The change from one language to the next one called as code switching. Code switching may happened in numerous industry. One of them is the travel industry. Thus, this research is design to identify the types of code switching, to analyze the function of the code switching and to find out the factors led the blogger code-switch. One of them is tourism area. sales assistants code-switch. The data was taken from the travel blog that was written in *The Naked Traveler* blog. The data was collected through observation method through note taking techniques. The travel blog was read and the expressions represent the use of code switching were noted. After the data collected, they were analyzed. Descriptive qualitative method was used to analyze the data. The analysis was conducted through several steps. First, the theory proposed by Poplack (1989) was used to classify the types of code switching produced *The Naked Traveler* blog. Furthermore, the theory of the function of code switching developed by Apple and Muysken (1987:118-120) was used to analyzed the function of code switching.

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1. Introduction

Language is very important means of communication. It is used to communicate and to give information to others. There are many languages in the world that people can choose their interaction (Appel & Muysken, 1987). People have to choose a particular language and or decide to switch from one to another (Grosjean, 1999). The use of English in tourism business creates many kinds of phenomenon. One of them is Code-switching. A research in code switching is a study to understand why do people who are competent in two languages alternate in a particular conversation or situation. Code switching is generally a phenomenon when a bilingual and multilingual speaker shifts from one language to another in the course of conversation. Code switching based on Grosjean (1982) suggests definition of code switching as the use of more than one language by communication in speech act. As a part of bilingualism code switching is commonly found in any conversation, teaching, learning, or the other kind of communications. Code switching is also usually found in the speeches of people who work in tourism industries such as travel blog.

In the tourism industries in Bali-Indonesia, code switching occurs in either in written or spoken communication (Luna, 2007). Travel blog is a is simply a blog where the entire focus is on the world of travel. Usually the travel blogger travels around the world collecting material for writing about their travel experiences, deriving income from a variety of on-line and off-line sources. In this research, *The Naked Traveler* blog is chosen as the data since it is found the frequent used of code-switching by the blogger. For example: "*Namun agar lebih aman lagi, saya membuat* itinerary *yang banyak aktivitas* outdoor *yaitu di sekitar pantai Mediterania*." The sentence is written in Indonesian. Then the speaker insert the foreing word, in this case is English, to her sentence. In the example the author code switch the Indonesian sentence by inserting the words itinerary and outdoor. This case of written bilingual communication is very interesting and important to be analyzed for some reasons because the author is indirectly doing "code switching" in her travel blog and it is probably because of her habit to make her blog sounds more interesting.

Related to the background as explained above, the research problems were:

1. What are the types of code switching found in the travel blog, *The Naked Traveler*?
2. What are the functions of the code switching found in the travel blog, *The Naked Traveler*?
3. What factors lead the author code-switch?

2. Materials and Methods

The theoretical framework in this study was divided into two parts; they were the types of code switching and the functions of code switching. First, by Poplack in Romaine (1980) in the book entitled *Bilingualism* proposed the theory of the types of code switching that was used in answering the types of code switching. Second, Appel and Muysken (1987) in their book entitled *Language Contact and Bilingualism* proposed the theory of the functions of code switching that was used in answering the function of code switching in this study.

According to Romaine (1989), there are three types of code switching that can be identified, i.e., Tag switching, inter-sentential switching, and intra-sentential switching. Tag switching is simply the insertion of a tag in one language in an utterance which is entirely in the other language, e.g. you know, I mean, right? Due to the syntactic nature of tags, they can be inserted in many different places in an utterance without disturbing the syntactic order. This type of code switching is very simple and does not involve a great command of both languages, since there is a minimum risk of violation of grammatical rules. Example in Finnish/English:

(Poplack Wheeler and Westwood, 1987):

Mutta en mava vittinyt, no way!

(But I'm not bothered, no way!)

Inter-sentential switching involves a switch at a clause or sentence boundary, where each clause or sentence is in one language or another. It may also occur between speaker turns. Inter-sentential switching can be thought of as requiring greater fluency in both language than tag switching major portions of utterance must conforms to the rules of both languages. An example is taken from Puerto Rican bilingual Spanish/English speech given by Poplack (1980).

Sometimes I'll start a sentence in English *y termino in espanol.*

(Sometimes I'll start a sentence in English and finish it in Spanish.)

Intra-sentential switching refers to the switching that occurs inside the same clause or sentence which then contains elements of both languages. This type of switching appears to involve special principles governing how the syntax and morphology of both languages may interact and is consequently adopted only by bilinguals with high levels of fluency. An example of intra-sentential switching is taken from Tok-Pisin/English speech given by Poplack (1980).

What's so funny? Come be good. Otherwise, *yu bai go long kot.*

(What's so funny? Come be good. Otherwise, you will go to the court.)

The use of code switching has six functions. The six functional specializations are used to which a language maybe put or told and why the people switch between languages. However, this research prefers to use the functional model for explanation. Apple and Muysken (1987:118-120) gave some explanations about why people switch between languages through the functional model of code switching as follows:

1. Referential function involves lack of knowledge of one language or lack of facility in that language on certain subject. Certain subject may be more appropriately to discuss in one language and the introduction of such subject can lead to switch. Hence, the entire topic related switching might be thought of as serving the referential function of a language. This type of code switching is the one that bilingual speakers are most conscious. People tend to say that they switch the language since they do not know the word for it in the first language or the language chosen is more precise for talking about a given subject. Scotton (1979) gives an example from a university student in Kenya, who switches between Kikuyu and English:

e.g. "Atiriri ANGLR niati HAS ina DEGREE EIGHTY; nayo THIS ONE ina miring itatu. Kuguori, IF THE TOTAL SUM OF A TRIANGLE ni ONE-EIGHTY ri IT MEANS the REMAINING ANGLR ina ndigirii mirong mugwanya".

In another example:

nanti saya berhenti mobilnya di **painting house**.

(*I will stop the car at the* **painting house**)

(Kanisius Jehatu, 2011. Thesis "An Analysis of Code Switching Used by the Staff of Bali Bintang Tour and Travel" page 30).

Referential function can be categorized in this code switching because the use of the name of the house and it is impossible to change in Indonesian.

2. Directive function involves the hearer directly. It is used to exclude certain person in a conversation. The opposite side includes a person more by using her or his language. A person may have joined the participants and an interaction. The simple example is also given by Apple and Muysken (1987) such as many parents try to speak foreign language when they do not want their children to understand what is being said. If they do this too often they find out that the children to understand what is being said. If they do this too often, they find out that the children have learned the second language as well. The example can be shown as follow:

Mereka tengah mengobrol sambil mencicipi kue ketika aku datang yang memang bertepatan dengan waktu ***tea morning.***

(Roidah, 2004.Novel "Love Me, Save Me page 232).

Regarding the function of code switching, the code switching in data above serves directive function. The English word ***"tea morning"*** is used by the writers to make the readers understand what is being said. Switching here is used because there is an involvement of the hearers directly.

3. Expressive Function is namely the switching which shows the speakers who are emphasize a mixed identity through the use of two language in the same discourse. For example is Spanish-English code switching in Puerto Rican community. For fluent bilingual Puerto Rican in New York, conversation full code switching as a mode of speech by itself and individual switches no longer have a discourse function. This function may not be present in all code switching communities.

4. Phatic function is to indicate a change in tone of the conversation; the type is also called as metaphorical switching by Gumperz and Hernandez-Chavez (1975). It can see from the stand up comedian that tells the whole joke in a standard variety, but it has brought the punch line a vernacular type of speech. This type of switch has been documented extensively in a paper on switching between London Jamaican and London English by Sebba and Wootton (1984). In which a stretch basically of Jamaican discourse. When Jamaican fragments are inserted in to an English context, the main functions seem to be that on highlighting conveyed. An example: English "Meta-comment". One of them is following:

> m:an…Leonie'ave party… WHEN… DON'T REMEMBER WHEN IT WAS bots hi did telaal o dem no fi (t) se notin… kaaz shi no waan tu moch Cat ford gyal di de… an Jackie av wan tu… neva se notin.

5. Metalinguistic function occurs when it's directly or indirectly used to comment on the language involved. It's happen when speakers speech between different codes in order to impress the other participants with a show a linguistic skill. (Scotton, 1979 in Apple and Muysken 1987:120). Many examples of this can be found in the public domain: performers, circus, directors, and market sales people. The example can be shown as follow:

> ***Hei great couple!*** sapa Rio ketika kami sampai di hadapannya.
>
> (Roidah, 2004. Novel "Love Me, Save Me page 215).

The data above can be categorized as serving metalinguistic function, because by switching the code, it means that the writer wants to comment directly the topic which is being discussed. The use of word ***"Hei great couple!"*** also impresses the complement of the couple.

6. The function emphasizes the use of bilingual language involving switches puns, jokes, etc. An example is quote from Ezra Pound's Canto XIII (1980):

> Yu-chan to pay sycamores
> Of this wood are lutes made
> Ringing stones from sey choui river
> And grass that is called Tsing-mo 'or
> Chun to the spirit Chang Ti, of heaven
> Moving the sun and the stars
> Que vos vers experiment vos intentions
> Et que la musique conforme
>
> Pound works with complex internal rhymes across languages: Chinese Gods, rivers, emperors, and mountains are matched with elements from Homerik Greek and French, Italian, or Provencal verse. The result is at once an erudite evocation of all human civilizations and Panolpy of sounds.

The method used in this research was the way to analyze and to get the data. It was one of the efforts to find and examine the truth of a science for which method is used. The analysis depended on the relationship of method and objective. This chapter focused on the data source, data collecting, and data analysis.

The data source of this study was taken from the travel blog, *The Naked Traveller*. There are two articles from the blog were taken as the data. The first article entitled *Travelling Di Turki Pada Masa Pandemi.* It is about the author's experience when she travelled to Turkey. The articles provides the travel tips from the author and is written in Indonesian. The second article entitled *Lokasi Film "Trinity Traveller" Yang Kece*. This article shows the five places in the world visited by the author and was film in the movie of *Trinity Traveller*. The author also described the interesting sites to vist from those five places. This data source was chosen through some reasons. First, This travel blog is famous in Indonesia that it has been filmed in 2017. It starred by famous actors such as Hamish Daud and Maudy Ayunda as the main character in this movie. And the second one, the author of this travel blog is Indonesian who will not always speak in English when she writes the articles. Furthermore, she tends to switch their language when she writes her experience in her travel blog. It leads many code switching phenomenon found in her articles.

In this research the data was collected by using observation method through note taking techniques. The data was taken from the travel blog, *The Naked Traveller.* Therefore, the observation was conducted in several techniques such as reading and note taking. The data was collected through three steps. First step was collecting the data from the two articles of travel blog mentioned above. Then it was close reading the articles. The last was note taking of the articles.

Descriptive qualitative method was used to analyze the data. The analysis was conducted through several steps. First, the theory proposed by Poplack (1989) was used to classify the types of code switching produced by the author of the travel blog. Furthermore, the theory of the function of code switching developed by Apple and Muysken (1987:118-120) was used to analyzed the function of code switching.

3. Results and Discussions

From the data The Naked Traveller, there are three types of code switching were found. The analysis is described based on the types of code switching. There were 16 data found in this research. However, there was only 5 data used as the representative data. It was one data was categorized as tag switching and 15 data were categorized as intra-sentential switching. Unfortunately, inter-sentential switching was not found in this research due to the mother tongue of the author is Indonesian. She didn't use the complete sentence in English. She just mentioned some English terms or phrases in her article. It is because the terms or phrases she used were understood by the readers, since she only used familiar terms in daily life. Thus, the analysis is divided into two sections. Those are tag switching and intra-sentential switching. In analyzing data, there are two steps that were done. First, determining the types of code switching that occurred in the data and then analyzing the function of code switching and its factors of the author switched the language in the article of the travel blog.

Tag Switching

Tag switching occurs when in the utterance involves the insertion of an exclamation, a tag or parenthetical in one language into an utterance which is otherwise entirely to other language. There were only one data found in this research. The data presented as follow.

Data1

"*Anyway*, letusan Gunung Krakatau pada 1883 merupakan salah satu yang terdahsyat sepanjang sejarah dunia, bahkan debunya sampai mengubah cuaca dunia selama setahun!
(Article: *Lokasi Film "Trinity Traveller" Yang Kece* , Paragraprh 6, 2020)

The author of this article wrote the sentences to inform about the history of Krakatau mountain she has visited in Lampung. She wants to explain how huge the disaster was. The phrase ***"Anyway"*** indicate a tag switching that added in the front of sentence. ***"Anyway"*** was a word that commonly used to move the conversation from one topic to the other one. The words "***Anyway***" actually can be translated into Indonesia; the utterance "***Anyway***" can be translated into "*Ngomong-ngomong*". Based on the theory of Apple and Muysken, the phrase "***Anyway***" refer to metalinguistic function, which was Indonesian language used after "***Anyway***" to make sure the guest understand in English or not and he want to impressing his ability in order to show ability by used in English language.

Intra-Sentential Switching

Intra-sentential switching involves arguably, the greatest syntactic risk, and maybe avoided by all but the most fluent bilinguals. It occurs within the clause or sentence and word boundary. On both articles used as the data, there were 15 data found which is categorize to this type of code-switching. Otherwise, there were 4 data used as the representative data in this analysis. The following are the detail analysis:

Data 2

"Lalu harus ***private tour*** dengan hotel, restoran, dan transportasi yang sudah tersertifikasi Safe Tourism, termasuk asuransi bila saya terkena Covid-19."
(Article: *Travelling di Turki Pada Masa Pandemi* , Paragraprh 3, 2020)

The utterance was categorized as intra-sentential switching because of the use of Indonesian in one clause (the beginning of utterance) and another language (English language). Here the author wanted to explain to the reader about the certified safe tourism applied in Turki. She informed the reader about how safe it was to travel in Turki. She use the English phrase private tour in her article considering that the reader will understand the meaning since it is a daily use in tourism area. This utterance can be identified as metalinguistic function. Metalinguistic occurs when speakers switched between different codes to impress the other participants with a show of linguistic skill.

Data 3

"Namun kali ini ***highlight-***nya adalah ***diving*** di **Kas**!"
(Article: *Travelling di Turki Pada Masa Pandemi*, Paragraprh 10, 2020)

In the sentence above, there were two English terms used by the author. They are **highlight** and **diving.** The two terms were inserted in one sentence that this code belongs to intra-sentential switching. In this case metalinguistic function occur automatically because the author wanted to show that she mastered English as well as Indonesian. She used the terms often times that these terms are common terms in tourism subject. It is considered that the readers understood the meaning.

Data 4

"Yang masih penasaran kenapa yang jadi Trinity adalah Maudy Ayunda, atau pengen tahu cerita tentang ***behind the scene*** dari film pertama bisa dibaca di buku *The Naked Traveler 7*".
(Article: *Lokasi Film "Trinity Traveller" Yang Kece* , Paragraprh 2, 2020)

The utterance above was categorized as intra-sentential switching because the used of some words in other language (English) between Indonesian language. The sentences is written by the author to inform the readers about the book she has written. She promoted her own book with the information about the film. She used the phrase behind the scene in order to make the readers easier to understand. The phrase behind the scene is a familiar phrase in film production. The movie fan will automatically understand the meaning. Also the author mixed the identity through the use of two languages in the same discourse. This function is categorized as expressive function.

Data 5

"Terletak di Jl. Gagak, ini coto (semacam soto daging sapi) ***legend*** di Makassar yang bukanya 24/7." (Article: *Lokasi Film "Trinity Traveller" Yang Kece* , Paragraprh 8, 2020)

The word legend in English is a borrowing word in Indonesian. It is translated into legenda in Indonesian. Though, the term is more appropriately to use in this sentence that the readers are easily understand the meaning. This term introduced a subject can lead to switch. According to Apple and Muysken (1987) this sentence categorized as referential function of code switching. The author was aware that the term is recognized in both languages by the readers. Also she wanted to show the readers about her own ability in English. This sentence also categorized into intra-sentential switching since it has one foreign language inserted in one sentence.

4. Conclusion

The conclusion below related to the research problems of this writing and analysis. Based on the analysis, there are three significant points that can be drawn as conclusion, namely:

There were two types of code switching found in the two articles in the travel blog, *The Naked Traveler.* They were tag switching and intra-sentential switching. Tag switching occurred when in the utterance involves the insertion of an exclamation, a tag or parenthetical in one language into an utterance which is otherwise entirely in the other language. There was only one data of tag switching found in this research. Intra-sentential switching involves, arguably, the greatest syntactic risk, and may be avoided by all but the most fluent bilinguals. There were fifteen data of intra-sentential switching found in this research. Yet, there were only five data used as representative data in the discussion chapter. Unfortunately, inter-sentential switching was not found in this research due to the mother tongue of the author is Indonesian. She didn't use the complete sentence in English. She just mentioned some English terms or phrases in her article. It is because the terms or phrases she used were understood by the readers, since she only used familiar terms in daily life.

Having done the analysis of functions in the notes made by the staffs in Ripcurl Nusa Dua based on the theory of Apple and Muysken (1987), it was found that not all of six functions were available. Metalinguistic function, referential function and expressive function were applicable found in those two articles. Those functions occurred when the author to show her linguistic skills, involves lack of knowledge of one language or lack of facility in that language on certain subject and wanted to emphasize the messages when change the tone.

The factors led the author code switch is because the she found that the English terms are easier to remember or better to be understood than in Indonesian terms. Sometimes they do not know the

Indonesian language or the term Indonesian when they expressed it, they only used one word English or one phrase not completed one clause when talking or revealing something. Also, the author of the travel blog , *The Naked Traveller* has ability in using English or bilingual and wanted to show her linguistic skill in order to get attention or appreciation from the readers.

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