



Analyzing Code-Switching in Indonesia's Next Top Model Season 1 Program on NET TV

Ni Kadek Widya Cahayani^{1*}, I Gde Agoes Caskara Surya Putra²

^{1,2} English Department, Faculty of Foreign Language, Mahasaraswati Denpasar University, Denpasar, Bali 80233, Indonesia
Email: cahayani.widya@gmail.com, ajuscaskara@unmas.ac.id

ARTICLE INFO	ABSTRACT
Received: 25 April 2024	The ability of people to communicate with others using a variety of codes or languages in the related issue being talked about is well-known as code-switching. This study aims to determine how many different sorts of reasons for code-switching are utilized by the judges in "Indonesia's Next Top Model Season 1" program on NET TV. The researchers used the theory proposed by Hoffmann (2014) entitled "an introduction to bilingualism" especially to analyze seven reasons for code switching found in life. However, researchers used the observation method in collecting the data. Several steps in observation were used, such as reading, collecting, and categorizing the data results based on the reasons for code-switching. As a result, the researchers found there are 23 (38,33%) intentions of clarifying the speech content for interlocutor data, 20 (33,33%) talking about particular topic data, 5 (8,33%) showing emphatic about something data, 4 (6,67%) expressing group identity data, 4 (6,67%) quoting somebody else data, and 3 (5,00%) interjection data, and repetition used for clarification represented by 1 (1,67%) data.
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1. Introduction

Communication is the fundamental aspect of all human interaction in the world (Pearson & Nelson, 2000). We also use the media to pass information to other people through social activities in an extensive community. In this era, people socialize within the world not only using their native language but also another language that would help them to understand society. Some people may use more than one language due to their environment. This ability is well-known as bilingualism. Bilingualism - more generally labeled as multilingualism, is the ability of a person or community member to use more

*Corresponding Author
E-mail: cahayani.widya@gmail.com
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than one language effectively (see Farangi & Naami, 2024; Rose et al., 2023; Wei, 2012). An estimated 5,000 languages were spoken worldwide in 200 sovereign countries (or 25 languages per state) (Ethnologue, 2023). According to Hoffmann (2014), so many of the world's nations' people must be highly bilingual (if not multilingual) to communicate. Apart from that, the ability of bilingual people to communicate using a variety of codes or language in the related context is called code-switching."

In its effortless form, code-switching is defined as an interchange of two languages or codes within a sentence, discourse, and component (Poplack, 1980, p. 208). Nowadays, using code-switching when communicating has become a lingo style used in modern societies (see Bramantoko & Ardi, 2023; Mazzaggio & Moussaid, 2023). Certain factors often ensue in this modern Indonesian society phenomenon, such as the conventional approach found by the bilingual speaker when communicating using two languages by mixing the code, such as in Bahasa Indonesia to English, when the speaker wants to gain information in audio data or visual form (see Hiandaka, 2022; Rezeki & Sagala, 2021; Sistajati & Suputra, 2022). However, the equipped information in audio and visuals can be found in television footage. In television, we often find public figures use code-switching when they speak on television shows. When public figures speak on television, they often communicate frequently using code-switching. Especially on programs focused on entertainment-type television shows, plenty of television channels use code-switching while communicating to keep the conversation engaging yet amusing to watch. One of the television shows in which the hosts use code-switching is the "Indonesia's Next Top Model" program on the NET TV channel. One of the TV shows whose hosts used code-switching is "Indonesia's Next Top Model Season 1" program on NET TV channel (Herworld, 2020).

Indonesia's Next Top Model (INTM) Season 1 is an Indonesian reality television series that was first created based on America's Next Top Model by Tyra Banks. This TV show presented groups of young girls who competed to become the winner of Indonesia's Next Top Model Season 1 and had the chance to develop their modeling careers. On the NET TV channel, Indonesia's Next Top Model Season 1 started broadcasting on 28th November 2020 and finished on 9th April 2021. A special recap episode airs toward the conclusion of each season of the program, which has 40 regular episodes in Season 1 and is judged by Luna Maya and Patricia Gouw, two widely recognized Indonesian celebrities and international models.

This research aimed to highlight the phenomenon of code-switching found in the utterances of Luna Maya and Patricia Gouw, the judges of the INTM program on NET TV. The researchers would find out and analyze the seven reasons for code-switching used by Luna Maya and Patricia Gouw on "Indonesia's Next Top Model Season 1."

2. Literature Review

Several related studies are being conducted as part of this research to support the data analysis. Firstly, a research written by Rahmaniah (2016) entitled "Code Switching Used by Kimmy Jayanti in "iLook" Program on NET TV." The research aimed to determine

the most dominant category of code-switching and the reason for using it. The researcher used Romaine in Susanto's (2008) and Hoffman's (2014) theory on code-switching to describe and classify the dominant category of code-switching made by Kimmy Jayanti and the reasons why she used it. Furthermore, the data analysis was conducted using a descriptive qualitative method research design to analyze the data descriptively in the form of utterances. After that, the finding showed three types of code-switching used by Kimmy Jayanti in the "iLook" program on NET TV: intra-sentential switching, inter-sentential switching, and tag switching. The similarities between Rahmaniah's and this study were about the same topic: code, specifically code-switching, the dominant category used, and the reason for using it. Therefore, the difference was in the data source; she used data from a TV program, whereas this article used data from Spotify podcasts.

Secondly, the thesis was conducted by Salmawati (2020) entitled "An Analysis of Code Switching and Code Mixing in Teaching English Process at SMAN 5 Pinrang". The main concern of this study was the discussion regarding the types of code-mixing and code-switching in the teaching-learning process at SMAN 5 Pinrang. The study had two problems: the types and factors that cause teachers' use of code-mixing and code-switching in the English learning process at SMAN 5 Pinrang. The result of data analysis in the form of generated code-switching is more prominent than the code mix. Secondly, as seen in the data analysis obtained from a questionnaire, the factors causing the teacher to do the process of code-mixing and code-switching are because students—as the audience understand the explanation that is discussed by the teacher better. Also, students better understand the teacher's intentions, requests, and factor conditions. The similarity between Salmawati's study and this study is that the same topic is being analyzed, specifically code-switching. Although in her thesis she also explained code-mixing and had the same analysis regarding the reasons for using code-switching. Nevertheless, there are differences in the data source. She took the data source from students' questionnaires in SMAN 5 Pinrang, whereas this study took the data from a TV program named "Indonesia's Next Top Model Season 1."

Lastly, the research conducted by Irawan et al (2021) entitled "the Reason of Code Switching Found in Pamungkas' Speech During Podcast Talks/ Interviews." This study aimed to find the reasons for code-switching and classify the most and least types of code-switching found in four podcast episodes on Spotify that Pamungkas discussed as the interviewee. The researcher used qualitative and quantitative methods in analyzing the seven types of the reason for code switching. According to the findings of this study, there were 78 code switchings. All reasons from the theory were found. The similarities were about the same topic, code, specifically code-switching, and the reason for using it. Then there were differences in the data source: they took it from speech during podcast talks/interviews on Spotify, whereas this article took it from several episodes of "Indonesian Next Top Model Season 1" videos on YouTube.

3. Method

The method used to analyze this study is descriptive qualitative. The descriptive qualitative analysis is an analysis that details the data collected and is systematically collated to produce comprehensive result (Creswell & Creswell, 2018; Mackey & Gass, 2016). Qualitative studies are used to explain and examine the reason for code-switching used by Luna Maya and Patricia Gouw in “Indonesia’s Next Top Model” application on NET TV.

This study collected the data source from the utterances by Luna Maya and Patricia Gouw, the host of seven episodes of Indonesian Next Top Model Season 1 program on NET TV that were uploaded on Indonesia’s Next Top Models Youtube Channel, such as (1) “Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw “Ingin Melupakan,” (2) “Runaway Semakin Keren Karena Diiringi Weird Genius Ft Novia Bachmid,” (3) “Kesempatan Ilene dan Gea Makan Malam Dengan Juri,” and (4) “Ilene Mendapatkan Pujian Dari Nicoline”.

In this study, the researcher examined the data using the theory of Hoffman (2014), several reasons for code-switching are talking about a particular topic, quoting somebody else, being emphatic about something, interjection (inserting sentence fillers or sentence connectors), repetition used for clarification, the intention of clarifying the speech content for the interlocutor and expressing group identity. Informal and formal methods were used to convey the data in the finding presentation.

4. Results and Discussion

4.1 Code-switching found in the utterances of Luna Maya and Patricia Gouw, the judges of the INTM program on NET TV.

The research results, as depicted in Table 1 based on the findings of the reasons for code-switching discovered in seven episodes of the Indonesian Next Top Model Season 1 program on NET TV. A clear finding table is appended with the results as follows.

Table 1. The table of reasons of code switching

No	Reason of Code Switching	Quantity	Percentage
1	Talking about Particular Topic	20	33.33%
2	Intention of Clarifying the Speech Content for Interlocutor	23	38.33%
3	Interjection	3	5.00%
4	Showing Emphatic about Something	5	8.33%
5	Expressing Group Identity	4	6.67%
6	Repetition used for Clarification	1	1.67%
7	Quoting Somebody Else	4	6.67%
	Total	59	100%

The frequency and percentage of the causes for code-switching, as stated by Luna Maya and Patricia Gouw as the judges in four episodes of Indonesian’s Next Top Model Season 1 program on NET TV that was uploaded on YouTube, as shown in Table 1. There are 59 code-switching records in total. According to the data tabulation, the intention of

clarifying the speech content for the interlocutor was 28 (35,89%). It became the most commonly used reason because, in its understanding, the intention of clarifying the speech content for interlocutors is the way professionals communicate in their specific groups, which are distinct from other groups, as well as how one community communicates with people who are not members of the community. It would be really helpful in explaining the speech content of the speaker regarding the utterances used in the model and fashion world. Born on 26th August 1983, Luna Maya is a famous Indonesian model, actress, and presenter of Austrian descent. She started her career as an advertising and catwalk model, as well as a model in video clip music since 2008.

Meanwhile, Patricia Gouw (Patricia Gunawan), born on 14th July 1990, is a Chinese-Indonesian model, presenter, and radio broadcaster. She is in the Top 15 of the Miss Indonesia 2012 beauty pageant, representing the province of Gorontalo. She also competed in Asia's Next Top Model Cycle 4 and finished as a runner-up (Sarahtika, 2016). Both of them are bilingual and hosted and judged in Indonesia's Next Top Model Season 1; thus, often interact using code switching in running the show and expressing their opinions in this program. The result followed by 23 (38,33%) intention of clarifying the speech content for interlocutor data, 20 (33,33%) talking about particular topic data, 5 (8,33%) showing emphatic about something data, 4 (6,67%) expressing group identity data, 4 (6,67%) quoting somebody else data, and 3 (5,00%) interjection data. Meanwhile, repetition used for clarification was represented by 1 (1,67%) data because the researcher rarely heard Luna Maya and Patricia Gouw, repeating their utterances for clarification and giving their opinion during the TV show.

4.2 The Reasons of Code Switching in Indonesia's Next Top Model Season 1 Program on NET TV

According to Hoffman (2014), there are seven reasons for code-switching: talking about a particular topic, the intention of clarifying the speech content for the interlocutor, interjection (inserting sentence fillers or sentence connectors), showing emphatic about something, expressing group identity, repetition used for clarification, quoting somebody else (pp. 115-116). The data were descriptively analyzed and clearly explained as follows.

Data 1

Talking about Particular Topic

Luna Maya : *Kita sudah melihat dua runway yang sudah kamu lakukan*
[We've already seen two runway you've made]
(Source: Youtube - Indonesia's Next Top Models - Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw "Ingin Melupakan" (4/4), 0:38)

In the utterance above, as spoken by Luna Maya, the judges gave their opinion on Ilene and Gea's (models) performance on the test. She uttered a word that described

modeling activities in English, such as ‘runway’ in the middle of her Bahasa Indonesia utterance. It was categorized as the reason for talking about a particular topic because the meaning of that word was easier to understand if conveyed in English. Luna Maya, as the speaker, felt free and comfortable to express her thoughts about it in English, especially in this type of topic and could be understood quicker by the listener.

Data 2

Intention of Clarifying the Speech Content for Interlocutor

Luna Maya : *Di runway yang kedua, saya nggak dapet keduanya. Tapi Gea, kamu slightly better*
[In the second runway, I didn’t get both of yours (It means their best performance). But Gea, you are slightly better]
(Source: Youtube - Indonesia’s Next Top Models - Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw “Ingin Melupakan” (4/4), 1:10)

As shown in Data 2, Luna Maya changed her Bahasa Indonesia utterance into English to clarify her opinion on Ilene and Gea’s performance. The utterance was categorized as the reason for clarifying the speech content for the interlocutor. Luna Maya wanted her opinion to run smoothly and easily understood when she said their performances on the second runway were not good, but Gea did it slightly better than Ilene. Consequently, she emphasized her point by code-switching her speech in the “slightly better” part.

Data 3

Interjection (inserting sentence fillers or sentence connectors)

Patricia Gouw : *Honestly, dress kamu itu lumayan susah sebenarnya*
[Honestly, your dress is quite difficult actually]
(Source: Youtube - Indonesia’s Next Top Models - Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw “Ingin Melupakan” (4/4), 5:32)

The utterance in Data 3 was spoken by Patricia Gouw as the judge when she wanted to show action of the reason for code-switching that categorized as an interjection (inserting sentence fillers or sentence connectors) because Patricia Gouw attached content “Honestly,” in her Bahasa Indonesia utterance to convey a strong abrupt remark to start her perception speech about Ilene’s dress, then took a break before continued speech about her honest thoughts to Ilene’s dress that quite difficult to handle in a photoshoot in Bahasa Indonesia as written in “dress kamu itu lumayan susah sebenarnya” which means “your dress is quite difficult actually.”

Data 4

Showing Emphatic about Something

Patricia Gouw : *Dan kalian berdua sudah menjadi yang terbaik di kompetisi ini so be proud and give us your winning pose girls!*
[And you two are already the best in this competition so be proud and give us your winning pose girls!]
(Source: Youtube - Indonesia's Next Top Models - Ilene Mendapatkan Pujian dari Nicoline (3/4), 1:08)

Showing emphatic about something is why code-switching is used to present the speaker's empathic tone and act about something. In the utterance above, Patricia Gouw tried to show her support and bliss to Ilene and Gea. It can be seen in the sentence that changed from Bahasa Indonesia to English in, "So be proud and give us your winning pose girls!" to make them feel confident and give their best pose in the competition. One of the judges and hosts, Patricia Gouw felt happy and super proud of the models that already gave the whole effort to compete in the competition until the end, which is the final show. She did not want them to compete to win the competition but also to improve their modeling skills, build their relationship, be the better version of themselves, and be fearful of reaching their dream as the top models.

Data 5

Expressing Group Identity

Luna Maya : *Dan inilah, our first Indonesia's Next Top Model, Ilene!*
[And this is our first Indonesia's Next Top Model, Ilene!]
(Source: Youtube - Indonesia's Next Top Models - Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw "Ingin Melupakan" (4/4), 15:46)

Data 5 is classified as the reason for code-switching in expressing group identity. Luna Maya mentioned the group identity of the show she was judged and hosted, Indonesia's Next Top Model. She began her utterances by speaking in Bahasa Indonesia before mentioning the group identity in English when announcing the winner of the show as seen, "Dan inilah, our first Indonesia's Next Top Model, Ilene!" to express the announcement clearer and precisely to the audience about the real name of the identity.

Data 6

Repetition used for Clarification

Gea dan Ilene itu mendapatkan 10 menit, tapi Gea itu kepotong karena ada hujan. At the first 5 minutes we don't get any shots

[Gea and Ilene got 10 minutes, but Gea's was cut off because it was raining. At the first 5 minutes we don't get any shots].

(Source: Youtube - Indonesia's Next Top Models - Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw "Ingin Melupakan" (4/4), 8:40).

Based on the data above spoken by Patricia Gouw, the reason for code switching in the utterance is repetition used for clarification. Repetition used for clarification is a reason for code-switching about repeating the meaning and topic of the utterances using two languages delivered by the speaker in the same meaning to emphasize to be understood better by the interlocutor. There was a repetition with two languages appeared in the utterance "Gea dan Ilene itu mendapatkan 10 menit, tapi Gea itu kepotong karena ada hujan" spoken in Bahasa Indonesia and "At the first 5 minutes we do not get any shots" in English. Patricia Gouw used repetition from Bahasa Indonesia to English to clarify her utterance when she emphasized that Gea's time was cut off due to rain, so they did not get any shots in the first five minutes.

Data 7

Quoting Somebody Else

Patricia Gouw : *Nicoline bilang gini, "we only got her shot the last ten seconds". You were struggling with the dress and the heels*

[Nicoline said, "we only got her shot the last ten seconds". You were struggling with the dress and the heels].

(Source: Youtube - Indonesia's Next Top Models - Runaway Dengan Baju Kedua, Komentar Deddy dan Patgouw "Ingin Melupakan" (4/4), 8:50)

Quoting somebody else is a reason for code-switching that Patricia Gouw used as the judge to quote an utterance that other people have uttered; in this case, it is Nicoline in the scene that talks about the shooting process in a place named Kawah Ijen. The utterance was, "We only got her to shoot the last ten seconds." Patricia Gouw said that in this episode, she explained her opinion about when shooting the models in Kawah Ijen with Nicoline as the photographer. That utterance was related to her review in the final show discussion. Hoffman (2014) also mentions that a bilingual might use code-switching when quoting famous expressions, proverbs, or sayings of some famous figure, character, or people in the world; a bilingual might use a code or language.

5. Conclusion

To sum up, all causes for code-switching had as much as 59 data from those seven reasons for code-switching. As a consequence, intention of clarifying the speech content for interlocutor dominated the data, with 23 (38,33%) data, followed by 20 (33,33%) data

talking about particular topic, 5 (8,33%) data of showing emphatic about something, 4 (6,67%) data of expressing group identity, 4 (6,67%) data of quoting somebody else, 3 (5,00%) interjection, and 1 (1,28) data of repetition used for clarification. The intention of clarifying the speech for the interlocutor became the most used reason because it is the way for people to explain and communicate their means to be understood easier and clearer by the interlocutor. On the other hand, clarifying the speech for the interlocutor emphasizes the speaker's purpose in explaining their opinion while discussing topics rarely discussed in general, which in this case is modeling and fashion. In these four episodes on YouTube, Luna Maya and Patricia Gouw, as the judges in Indonesia's Next Top Model Season 1, talked a lot in the show using code-switching every time they gave their opinion about the models.

Conversely, the repetition used for clarification was the least reason for code-switching. It is because the researcher heard Luna Maya and Patricia Gouw rarely gave any repetition in the other than Bahasa Indonesia utterance when talking in those four episodes on YouTube. Not only TV shows about modeling but a lot of entertainment also shows nowadays use code switching. Code-switching is an interesting topic to discuss in linguistics—to be exact, in socio-linguistics, because many people use it nowadays in any culture and platform.

Conflict of interest

The authors declare that there is no conflict of interest.

Authors' contribution

The authors state that author made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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