A PERSPECTIVE OF APPLIED LINGUISTICS AND CODE-SWITCHING ANALYSIS

ON BALINESE SPOKEN TEXT

I Nengah Laba
I Putu Hendrawan
Putu Diah Kumala Putri

Universitas Dhyana Pura
Corresponding author : laba@undhirabali.ac.id

ABSTRACT

The study of applied linguistics aims to understand and address real-world problems, including language used in social contexts. Language use is an important point of view in applied linguistics. Language code switching can impact how a communication is understood and perceived. The method used in this study is qualitative research method and to gather data observational methods areapplied. This study investigates how social identity construction and communication strategies are affected by code-switching. The ultimate goal of this research is to advance the field of applied linguistics by providing a more sophisticated understanding of spoken text code-switching and its consequences for successful intercultural and multilingual communication. YouTube videos from AryKakul Bali were selected for use as research subjects in this study. The results of the study shows that a practical impact of applied linguistics and code-switching analysis on spoken language take into account the changing nature of language used in social contexts. This data analysis revealed three distinct types of code switching: inter-sentential code switching, intra-sentential code switching, and tag switching. The most common type that appeared from the data used was intra-sentential code switching out of these three types.

Keywords: applied linguistics, social contexts, code switching

I. INTRODUCTION

A dynamic and complex element in human interaction, language is essential in forming relationships, identities, and cultural affiliations. Multilingualism and the phenomenon of code-switching have become more common in today's globalized world, reflecting the complexity of language use in various sociolinguistic contexts. People use multiple languages in a single discourse as they navigate different communicative settings; this phenomenon is known as code-switching.

The analysis of spoken text is one field of applied linguistics that is particularly interesting because it allows one to investigate the subtleties of language use in everyday conversations. By concentrating on the intricate examination of code-switching in spoken discourse, this study seeks to add to the expanding corpus of knowledge in applied linguistics.

Adawiyah, et al. (2023) define applied linguistics as the application or utilization of what we are familiar language, the way things are realized, about the way things are utilized, to accomplish some objective or tackle some issue in reality. Applied Linguistics is a cross-disciplinary review that applies phonetic hypothesis and strategy to comprehend and resolve pragmatic issues connected with language in daily existence. The objective is to further develop language educating, interpretation, language arranging, language strategy, and language evaluation utilizing etymological comprehension. In language educating, Applied Linguistics thinks about social qualities and standards.

Language communities all over the world have documented situations of code-switching, which is the practice of switching between two or more languages during a single conversation. There are many different and intricate reasons why people switch between codes, from pragmatic concerns to sociolinguistic elements and personal identity formation. Deciphering the reasons behind and trends in code-switching is essential to revealing the levels of meaning concealed in spoken language and illuminating the sociocultural processes influencing language use.

A community's collective beliefs, values, traditions, rituals, and behavioral patterns make up their culture. Balinese language and culture are closely related. Despite the possibility of language extinction, applied linguistics can play a vital role in preserving and revitalizing the Balinese language (Putra & Sari, 2019). Projects could include developing language learning curricula, producing language resources, and promoting the use of Balinese in various fields. People in Balinese society are often bilingual, speaking both Indonesian and Balinese (Ma'rufan Chandra, 2023). In order to ensure that the two dialects coincide amicably and address concerns related to language shift and predominance, applied linguistics can be added to persuasive language arrangement and strategy execution.

Important insights can be gained by investigating sociolinguistic facets such as language variety, attitudes toward language, and language contact in Balinese society (Komang & Putra, n.d.). Applied linguistics can help overcome language-related challenges by providing insight into how language functions in various social contexts. The multidisciplinary field of language discourse analysis provides insights into the complex relationship between language, culture, society, and power (Laba and Dewi, 2023). Language experts have recently expressed concern about the process of teaching among bilingual and multilingual members, with a focus on code-switching events (Sugiantari, 2018).

There was also previous research conducted by Ni Putu Ayu Yuni Sugiantari in 2018 with the title "Code Switching and Code Mixing by The Government of Bali." In this study, the researcher aims to reveal the types of language used by bilingual and multilingual governments during code switching and code mixing and investigate their main factors using qualitative research methods. The results of this research show that code mixing and code switching carried out by leaders in the Denpasar City government area involves 3 types of languages, namely Balinese, Indonesian and English.

Building previous studies and includes the research gap, this research focuses on transferring theoretical codes by Myers-Scotton (1993) in each sentence on the AryKakul Bali Youtube video. Interestingly, there has been no previous research that studied the analysis of code transfer in the context of the Arykakul Bali Youtube video. Based on the description above, the main purpose of this research is to identify the application of the code transfer by Myers-

Scotton (1993) in the Youtube video from AryKakul Bali entitled *"Emang Ne Betara Bisa Pedih? Sketsa Komedi ARYKAKUL Bali"*.

By combining the knowledge from applied linguistics with a specific focus on code-switching analysis, this study aims to take a broad approach. The study looks at spoken texts in various linguistic contexts to find patterns, purposes, and code-switching. In addition to offering a theoretical understanding of code-switching, the analysis will provide language educators, decision-makers, and communication specialists with useful insights. The following overarching inquiries will direct the research's focus: 1) What kinds of code switching are present in the YouTube video? and which types are least and most prevalent in the YouTube video?

II. METHODS

Data analysis in this study is done using qualitative descriptive techniques. Qualitative descriptive method entails giving a general overview of events that individuals or groups have experienced using everyday language. This study's analysis is carried out using a qualitative approach. The process known as the "qualitative method" involves using descriptive language to explain the data in light of its attributes and nature (Djajasudarma, 2010: 14). The methodology entails formulating new questions and protocols, gathering information, conducting an inductive analysis of the information from specific to broad themes, and providing interpretations of the data and its significance (Creswell, 2009: 4).

Based on variations in switching styles, Myers-Scotton (1993, p. 4) categorizes code switching into three types: intra-sentential code-switching, tag switching, and inter-sentential code-switching. In order to identify code switching in the AryKakul Bali YouTube videos, this research will be analyzed using Myers-Scotton's (1993) theory of types of code switching. The following are some examples of data analysis techniques: 1) recording all chosen words, phrases, sentences, or video text; 2) characterizing the words, phrases, and sentences that have been identified; 3) classifying, analyzing, or computing all data based on theory; and 4) highlighting conclusions by current research findings.

III. FINDINGS AND DISCUSSION
Types of Code Switching

To help with an in-depth knowledge of the processes involved, experts have classified code-switching into several categories. Tag-switching, intra-sentential switching, inter-sentential switching, and intra-word switching are the four categories that McArthur (1998) distinguished. The framework put forth by Myers-Scotton (1993, p. 4) is the main focus of this study. It categorizes code-switching into three categories: intra-sentential code-switching, tag switching, and inter-sentential code-switching, all of which are based on the style-shifting distinction.

➢ **Inter-sentential code-switching**

This type of code-switching involves linguistically altering a sentence or clause as a transition. Inter-sentential code-switching, according to MacSwan (1999), includes transitions made at sentence boundaries within the same sentence or in between the speaker's turns. In this case, the speaker switches between clauses or sentences in two different languages, so understanding both languages is necessary in order to follow the rules of each.

Data 1

bhatara siwa to tawang ci?, kan ada kisah dewa siwa memotong kepala anak nya

From data 1, there is a type of Inter-sentential code switching, because language switching occurs in a different sentence order, the sentence from Balinese "bhatara siwa to tawang ci?" switch to Indonesian "kan ada kisah dewa siwa memotong kepala anaknya"

Data 2

langsung nyungkling di perempatan ne to, apakah tuhan itu jahat?

From data 2, there is a type of Inter-sentential code switching, because language switching occurs in a different sentence order, the sentence from Balinese "langsung nyungkling di perempatan ne to" switch to Indonesian "apakah tuhan itu jahat?"

Data 3

care kene orine ci, bahwa ini lah yang saya rasakan ketika bertemu dengan sesama saudara

From data 3, there is a type of Inter-sentential code switching, because language switching occurs in a different sentence order, the sentence from Balinese "care kene orine ci" switch to Indonesian "bahwa ini lah yang saya rasakan ketika bertemu dengan sesama saudara"

Data 4

ye sing nawang ape sing ngidang, mengendalikan energi di tengah

From data 4, there is a type of Inter-sentential code switching, because language switching occurs in a different sentence order, the sentence from Balinese "ye sing nawang ape sing ngidang" switch to Indonesian "mengendalikan energi di tengah"

➢ **Intra-sentential code-switching**

Intra-sentential refers to the shift between one language and another within the confines of a sentence, encompassing syntactic units such as words, phrases, or clauses. Poplack (1980) suggests that this form is notably intricate compared to other types, as it can manifest at the level of clauses, sentences, or even individual words.

Data 1

panak onden makan uling semengan

In data 1, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "panak onden," then switching to Indonesian "makan" then go to Balinese "uling semengan"

Data 2

anggon konsumsi pribadi gen je

In data 2, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "anggon" then switching to Indonesian "konsumsi pribadi" then go to Balinese "gen je"

Data 3

nah ne beneh pelih ne <u>coba pikir-pikir</u> pedidi

In data 3, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "nah ne beneh pelih ne" then switching to Indonesian "coba pikir-pikir" then go to Balinese "pedidi"

Data 4

liu san care ne ci <u>salah satu contoh</u> ne

In data 4, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "liu san care ne ci" then switching to Indonesian "salah satu contoh" then go to Balinese "ne"

Data 5

ne <u>kedua mungkin</u> pas ci mebakti baang ci rasa

In data 5, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "ne" then switching to Indonesian "kedua mungkin" then go to Balinese "pas ci mebakti baang ci rasa"

Data 6

ci muspa baang ci <u>getaran energi</u> ci sing <u>paham</u>

In data 6, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "ci muspa baang ci" then switching to Indonesian "getaran energi" then go to Balinese "ci sing" then go to Indonesian "paham"

Data 7

jani cang <u>membayangkan</u> nah

In data 7, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "jani cang" then switching to Indonesian "membayangkan" then go to Balinese "nah"

Data 8

be <u>ngerti</u> ci <u>pokokne</u> <u>semua</u> to <u>kembali pada diri sendiri</u>

In data 8, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "be" then switching to Indonesian "ngerti" then go to Balinese "ci pokokne" then Indonesian "semua" to Balinese "to" then Indonesian "kembali pada diri sendiri"

Data 9

jani melapor cang ajak bhatara hyang guru dini

In data 9, there is a type of Intra-sentential code switching because there is a language switch from one sentence that occurs in one clause to another, from Balinese "jani" then switching to Indonesian "melapor" then go to Balinese "cang ajak bhatara hyang guru dini"

➢ **Tag switching**

According to Romaine (1992, p. 122), tag switching occurs when a tag is in one language, and the utterance is in another language. This switching encompasses individual words, tags, interjections, fillers, and idiomatic expressions, where elements from one language are incorporated into another. (Hamers & Blanc, 2000) note that this type has minimal syntactic constraints, allowing for entry into the source language without violating syntactic rules. It often takes the form of short phrases in one language followed by the remainder in another.

Data 1

ulian ape betara siwa to melakukan hal seperti itu?

In data 1, there is a type of tag switching, the code switching is at the end of the sentence which involves inserting the tail of the sentence, from Balinese "ulian ape betara siwa to" then switching to Indonesian "melakukan hal seperti itu?"

Data 2

di lokasi to ane ngiring sesuhunaan ne to menjelaskan

In data 2, there is a type of tag switching, the code switching is at the end of the sentence which involves inserting the tail of the sentence, from Balinese "di lokasi to ane ngiring sesuhunaan ne to" then switching to Indonesian "menjelaskan"

Data 3

ade di rentengan acara to pasti ade satu kesalahan atau kekeliruan

In data 3, there is a type of tag switching, the code switching is at the end of the sentence which involves inserting the tail of the sentence, from Balinese "ade di rentengan acara to pasti ade satu" then switching to Indonesian "kesalahan atau kekeliruan"

Data 4

yen be jeleme to salah pengertian

In data 4, there is a type of tag switching, the code switching is at the end of the sentence which involves inserting the tail of the sentence, from Balinese "yen be jeleme to" then switching to Indonesian "salah pengertian"

The findings obtained from the data above come from the type of code switching, in Inter-sentential code-switching there are 4 data obtained from data sources, apart from that there are 9 data from Intra-sentential code-switching obtained from data sources, and

finally 4 data were found from Tag switching obtained from data sources. So, the total data found containing code switching in the YouTube video data source from AryKakul with the title "EMANG NE BETARA BISA PEDIH? Sketsa Komedi ARYKAKUL Bali" is 17 data.

IV. CONCLUSION

By exploring the complex dynamics of spoken text code-switching and its implications for social identity construction and communication strategies, this research shows that a substantial contribution to the field of applied linguistics. The study used a qualitative research methodology, analyzing YouTube videos from AryKakul Bali as research subjects through observational techniques. The results of this study recognize the dynamic nature of language in social contexts and provide insight into the application of applied linguistics and code-switching analysis to spoken language. Three different types of code-switching were identified by the data analysis: intra-sentential code-switching, inter-sentential code-switching, and tag switching. Intra-sentential code-switching was found to be the most prevalent kind.

This study concludes that a large number of young people, particularly Balinese speakers, have lost their mother tongue. Balinese is not widely used these days; code switching is part of their everyday social, cultural, and everyday lives. By providing a sophisticated understanding of code-switching in spoken text, particularly in the context of Balinese language and culture, this study advances the field of applied linguistics. Even though this study adds much to the field of applied linguistics and code-switching analysis, further research into more focused areas, situations, and implications may be required to expand on the insights gained and deal with new issues in the ever-changing field of language use.

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