

## THE USE OF CODE SWITCHING OF CXO MEDIA YOUTUBE CHANNEL (NSS EPISODE)

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### **Abstrak**

*Peneliti menerapkan metode deskriptif kualitatif dalam menganalisis data. Analisis deskriptif diaplikasikan untuk mengumpulkan data pada penelitian ini. Data diperoleh dari CXO Media YouTube Channel dengan memilih NSS Episode 1-10 dengan menggunakan teori oleh Hoffman (1991) dan Suwito (1985). Dimana data diambil berdasarkan ungkapan-ungkapan yang ada dalam tayangan video. Kemudian video tersebut dianalisis untuk mengidentifikasi jenis-jenis alih kode dan pada kolom komentar tayangan video tersebut dianalisis untuk memilih beberapa komentar dari pemirsa terkait penggunaan alih kode oleh setiap bintang tamu yang ada di dalam video. Peneliti menemukan alih kode inter-sentential, alih kode intra-sentential, dan alih kode emblematic, alih kode internal dan external di dalam tayangan video. Hasil penelitian ini menunjukkan jenis alih kode intra-sentential lebih dominan digunakan oleh para bintang tamu di NSS Episode 1-10 dengan 78 penyebutan. Peneliti juga menemukan hasil dari mengidentifikasi kolom komentar, yaitu tanggapan positif lebih dominan dari pemirsa yang telah menonton tayangan video di channel tersebut.*

**Kata kunci:** *Alih Kode, Jenis, Komentar, Episode NSS, Youtube*

### **Abstract**

The Researcher analyzed the data used the qualitative descriptive method. Descriptive analysis was used for data collection in this research. Data captured on CXO Media YouTube channel for NSS episodes 1-10. The theory proposed by Hoffman (1991) and Suwito (1985). The data were utterances from video transcriptions. Video transcripts were analyzed to determine the type of code-switching, and video column comments were analyzed to select viewer comments related to the guest star's use of code-switching in the video. The researcher has established inter-sentential code switching, intra-sentential code switching, emblematic switching (tag switching), external and internal code switching in video. The results of this investigation showed that the types of intra-sentential code-switching there are 78 utterances found in the guest stars of NSS episodes 1–10 was the dominant type used by guest stars. The researcher also found that positive comments were the most dominant among the comments from viewers who watched guest star videos.

**Keywords:** Code Switching, types, comments, NSS Episode, Youtube

## INTRODUCTION

Language is a means of communication, expression of identity, play, expression of imagination, and release of emotions. The focus of grammar and linguistics is on the knowledge of speaking a language, which is shared by all humans and the abstraction of language. The variation is an inherent feature of all languages and the patterns exhibited by this variation have social implications. In Addition, as communication system that uses signs to convey profound meaning. Signs used such as words, images, body language, sounds, etc. Therefore, it is the most important for human to communicate in daily activities. Because human is a social being that needs interaction. Based on that interaction, we use a language symbol. Sociolinguistics is the study of the relationship between language and society. It means that language use interacts with or is influenced by social factors such as gender, ethnicity, age and social class. For example, sociolinguists are interested in how we change the way we speak in different social contexts and how specific features of language are used to convey aspects of social meaning and identity. Sociolinguistics is the have a look at of language on the subject of society, 'while the sociology of language is' the have a look at of society on the subject of language.'

Code is a system that people use to communicate each other. In addition, when people want to talk to each other, they have to selected certain chords to express their emotions. A sign used by people to speak in a particular language, dialect, intonation, accent, or style in different situations and for different communication purposes. This is because you can choose specific chords or variants, so that you can easily discuss specific topics regardless of where you are talking. Talk about business during meeting or others activity. For example, we use language concerned to these areas instead of the language used for everyday voice talk at home. Simply use, when choosing code, sometimes we combine and switch languages when communicating with others. Bilingualism is the practice of two or more languages and becoming more common in many societies around the world. It is achieved by studying two languages simultaneously in childhood, or by learning the first language followed by the second language. In Indonesia, bilingualism is a top priority in improve language skills and children are often taught mixed languages since childhood. They can also bilingual, if they are constantly talking to them in different languages. People with bilingual or multilingual skills can switch languages. In the middle of their conversation, this phenomenon is namely code switching. For example, People switch in one language, language, dialect to another. Humans can perform code switches in any realm, in any situation. People living in bilingual areas tend to use more than one language in communicating every single day. They like to change their mother tongue or combine it with other languages, both local and international, especially in English. English as a language "Lingua Franca" has become a commonly used language in this world, including Indonesia. People are speaking not only one language in communication. We may use multiple languages depending on our communication needs. Also, the way you speak will differ depending on where you speak, when you speak, and the circumstances of your communication.

Nowadays, we can easily obtain visual and auditory information by watching videos. Full audio and visual material is available on the social media platform YouTube. On YouTube, guest stars from various backgrounds often use code switching when speaking on YouTube channels to which they are invited some guest stars in Podcasts, talk shows, etc. One of the YouTube channels where the guest star uses code-switching from "CXO Media Channel" in NSS episode of CXO Media Channel's show. Therefore, this study intent to focus on the case of using code-switching by guest stars on the CXO media channel program namely "NSS Episode". The point of this

research is to find out the types of code switching are used by guest stars in NSS Episode of CXO Media Channel and what are the positive and negative comments of code switching for viewers that used by guest stars in NSS Episode of CXO Media. From the statement background, the following of the research questions that is what types of code switching are used by guest stars in NSS Episode of CXO Media Channel and what are the negative and positive comments of code switching that used by guest stars for viewers in NSS Episode of CXO Media Channel.

Code Switching is a linguistic symptom that occurs in deliberate, causal action. According to Hoffman (1991) there are three types, which are inter-sentential code switching, intra-sentential code switching and emblematic code switching. Inter-sentential switching occurs when a speaker switches to another language after completing a sentence in one language. Intra-sentential switching is when speakers switch from one language to another in a single sentence. In code switching, speakers insert short phrases from one language into another without violating syntax guidelines. Tag switching is the use of tags or short exclamation points within the same utterance by a bilingual person. According to Suwito (1985) there are two types of code switching, which are internal and external code switching. External code switching when the language, such as from Indonesian switch to English or vice versa and Internal code switching: if the code is a variation of a transaction, such as the Javanese diverting their language from Java Ngoko convert to Krama.

CXO Media Channel is Transmedia's latest digital media that was born on YouTube in August 2020. We focus on creating authentic and engaging content for younger generations through inspirational, insightful and fun content. Putri Tanjung, CEO of the channel's creative experience office. She is Putri Indahsari Tanjung, the first daughter of Chairul Tanjung, he is the conglomerate who is one of the President's special staff. This young woman from the millennial generation was deliberately chosen by President Jokowi not solely because of the name attached to her father, Chairul Tanjung, but because of her achievements and abilities as a young entrepreneur who is able to become a movement for the nation, especially young people to be useful through the agency and creative. She has always believed in the intensity of media to positively impact the lives of its viewers. CXO Media aims to use the magic of storytelling to inspire, entertain, and provide insight to empower our audience's lives. The channel's vision is to empower young generations in Indonesia and Asia to be the change agents of the future. Its mission is to tell compelling stories that are insightful, inspiring younger generations and urging them to find their own meaning. Ngobrol Sore Semaunya (NSS) is one of the most awaited talk show programs on CXO Media Exploring the stories about what's really matters in life including life goals, love, family and friendship through Indepth & Exclusive interview with well-known guests from variety background. Through this program, Putri Tanjung as the host explores the otherside & unique perspectives of the selected speakers with a fun, light, and deep conversation way.

## METHOD

This research included in qualitative research commonly called qualitative descriptive by that Analyze data based on three steps: Data Condensation, presents data (display data), and withging conclusions or verification (Conclusion drawing and Verification (Huberman and Miles, 2014). Condensation of data refers to the selection process, simplification (simplifying), uncrimination (abstracting), and data transformation (transforming)). Because the data that wrote emphasizes more on the boiling observations of phenomena on the power of words and sentences used in describing the point of the research. The data obtained from the video through Youtube channel to describe code switching in NSS Episode of CXO Media Channel.

## FINDING AND DISCUSSION

The researcher classified the data based on the types of code switching that used by guest stars in NSS Episode 1-10 and the positive and negative impacts for viewers in NSS Episode 1-10 of CXO Media Channel on Youtube. For the types of code switching that found in the video, the researcher analyzed by using Suwito and Hoffman. There are three types of Hoffman's theory, which are Inter-Sentential Code Switching, Intra-Sentential Code Switching, and Emblematic Switching (Tag Switching). There are two types of Suwito's theory, which are External Code Switching and Internal Code Switching. Meanwhile, for the positive and negative impacts for viewers of code switching are used by guest stars in NSS Episode of CXO Media Channel, the researcher found the data through the comments of videos in NSS Episode 1- 10 by select based on the negative and positive impacts of viewers.

**Table 1.** The Classification of The Data in Inter-sentential Code Switching Used by Guest Stars in NSS Episode 1-10

| Eps. | Guest Star    | Sentences<br>(Inter-Sentential Code Switching)                                                                                                                                                                                                     |
|------|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.   | Najwa Shihab  | <b>What you get in life, It's what you have the curious to export.</b> Jadi keberanian kita untuk menyampaikan atau mengungkapkan apa yang kita inginkan dan apa yang kita anggap penting itu yang akan kita dapatkan dalam hidup (13:10 – 13:25). |
|      |               | <b>Kill the messenger!</b> jadi berusaha untuk merusak reputasi, ngeluarkan fitnah atau doksint gitu, persekusi di media sosial atau internet gitu (21:15 - 21:26).                                                                                |
|      |               | <b>I learn that over the course of twenty years too.</b> Gue berada di balik atau depan lu yang kemudian dinilai kanan kiri (24:58 – 25:04).                                                                                                       |
|      |               | Maksudku, <b>I'm not gonna lie yeah!</b> dan menurutku itu bukan masalah atau tantangan yang aku hadapi (29:01 – 29:11).                                                                                                                           |
|      |               | <b>I don't think his treat a man for her yah, is not treat a mean for her.</b> Kalau misalkan lu kayak lu ngerem, lu harus apa Namanya ngimbangin (32:10 – 32:21).                                                                                 |
| 2    | Boy William   | <b>That's so true!</b> sekarang akhir-akhir ini semakin kesini gue malah merasa ada alasan untuk nggak sibuk (02:40 – 02:49).                                                                                                                      |
|      |               | Gue bikin konten baru. <b>Then I started for thing, like your program</b> (03:07 – 03:09).                                                                                                                                                         |
|      |               | Gue pindah ke Amerika umur 13 Put. <b>I think in the beginning of High school years I move to America US</b> (04:40 – 04:45).                                                                                                                      |
|      |               | <b>You know what I mean? like the Asians.</b> Kalau disanakan biasanya mereka orang-orang lah (06:38 – 06:40).                                                                                                                                     |
|      |               | <b>You know like brotherhood.</b> Itu yang gue suka (06:50 – 06:53).                                                                                                                                                                               |
|      |               | <b>I was'nt like this, I never choice like this.</b> Dulu gue baju-bajunya kayak mereka-mereka juga (07:02 – 07:08).                                                                                                                               |
| 3    | Gaery Undarsa | <b>So what gonna do?</b> Karena kita baru dua jam kayak main apa gajelas gitukan (04:09 - 04:13).                                                                                                                                                  |
| 4    | Raditya Dika  | <b>But I think It's a right close choice to do.</b> Pada saat itu, jadi gue belajar gimana caranya menjadi profesional pada saat itu (11:00 – 11:07).                                                                                              |

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|----|----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <b>and Deddy Corbuzier</b> | <b>Go switch, still I love magic, still I do magic.</b> Begitu udah ada hitam putih, di acara hitam putih, gue ngelihat di luar. Podcast jalan dari 5 tahun yang lalu (12:15 – 12:28). |
|    |                            | <b>I want to learn magic!</b> padahal dia tuh nggak suka sulap (10:50).                                                                                                                |
|    |                            | <b>Why want to learn magic?</b> Terus gue ajarin, belajar-belajar (10:53).                                                                                                             |
|    |                            | <b>I love you, I try my best to stay alive until you get a kids and I just gonna be annoying for the rest of your life.</b> Gue becandain gitu kan (15:04 – 15:19).                    |
| 5  | <b>Noah</b>                | -                                                                                                                                                                                      |
| 6  | <b>Nagita Slavina</b>      | -                                                                                                                                                                                      |
| 7  | <b>Isyana Sarasvati</b>    | Yaa fakta! <b>Oh My God!</b> (04:51).                                                                                                                                                  |
| 8  | <b>Zara Adhity</b>         | -                                                                                                                                                                                      |
| 9  | <b>Rizky Febian</b>        | -                                                                                                                                                                                      |
| 10 | <b>Yura Yunita</b>         | <b>Get along with you.</b> Aku tulis waktu itu Bersama salah seorang sahabatku sekarang.                                                                                               |

**Table 2.** The Classification of The Data in Intra-sentential Code Switching Used by Guest Stars in NSS Episode 1-10

| <b>Eps.</b> | <b>Guest Star</b>   | <b>Sentences<br/>(Intra-Sentential Code Switching)</b>                                                                                                             |
|-------------|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.          | <b>Najwa Shihab</b> | Jadi dia tuh yang <b>He would do anything</b> gitu untuk anaknya merasa <b>feel special</b> , merasa percaya diri gitu (11:59 – 12:05).                            |
|             |                     | <b>We learn by our mistakes</b> kan dan yang walaupun misalnya dan itu kesempatan yang termasuk peluang untuk Latihan sih (14:33 – 14:43).                         |
|             |                     | Yang intinya, <b>you have to take the chance, you have to take the opportunity</b> (14:58).                                                                        |
|             |                     | <b>Be brave but don't be stupid!</b> Jadi kalau mau berani ngomong ya lu <b>make sure</b> , nggak bodoh apa yang lo omongin (15:04).                               |
|             |                     | <b>Do you research, your word, your compare,</b> lu Latihan, lu mau bandingkan dan sebagainya (15:17).                                                             |
|             |                     | Karnanya penting juga untuk <b>surround yourself be the ride tribe</b> , maksudnya <b>less form on own</b> barisan gitu (16:29 – 16:35).                           |
|             |                     | <b>So it's important surround yourself</b> dengan orang-orang yang memang juga <b>will help you and guide you</b> gitu ke apa namanya (17:04 – 17:14).             |
|             |                     | Punya harapan dan tujuan yang sama <b>and I think</b> kita bisa lakuin itu sesuai dengan porsi masing-masing (19:39 – 19:40).                                      |
|             |                     | Kata Rumi, <b>The art of knowing is knowing what to ignore</b> (21:26).                                                                                            |
|             |                     | Maksudnya, <b>people judge to conclusion base on what they see once a week over the twenty years</b> atau cuma kayak selintas gitu dan sebagainya (25:20 – 25:23). |

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|   |               | <p>Kita tuh kemudian tahu gitu apa yang terjadi di dunia <b>maya is has nothing to do</b> dengan apa yang terjadi di kehidupan sehari-hari kok, <b>we learn have separate that</b> gitu (25:24 – 25:36).</p> <p><b>So, I don't think that's a really good match</b> gitu and <b>She really should</b> be apa namanya melihat gitu apa yang lebih penting dari hidup dan apakah pasangan itu yang bukan hanya menjadi pasangan dia menurut dia (32:43 – 32:57).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2 | Boy William   | <p>Kita yang kerja di <b>digital work, we have access</b> untuk pemasukan (01:48 – 01:50).</p> <p>Jadi <b>for the first, two weeks</b> gue benar-benar like yaudahlah stop kerja (02:04 – 02:10).</p> <p>Untuk menyibukkan diri dan <b>cari something to do</b> (02:50 – 02:52).</p> <p>Sekarang ada di balik pintu and <b>just figuring out and I'm going to invest my money next</b> (03:30 – 03:35).</p> <p>Waktu pandemic ada tidur bareng boy, <b>inside a little tend, something like that</b> (03:37 – 03:40).</p> <p>Saya nonton semua <b>how to talk Korean, Thailand one on one</b> semuanya and <b>I'm gotta show on your television</b> (03:40 – 03:54).</p> <p>gue umur 3 keluarga gue pindah ke <b>New Zealand</b> (04:12 – 04:19).</p> <p>Gue belum pernah <b>never grow up in Indo</b> (05:04 – 05:07).</p> <p>Gue demen, <b>not a gangster</b> (06:00 – 06:05).</p> <p>Loh ada masalah, <b>I got your back</b> (06:48).</p> <p><b>Maybe I'm, I guest</b> gua juga orang <b>chill aja kayak don't care about who you are, what you do, Let's a be friend</b> (07:21 – 07:30).</p> <p>Terus keluarga ada yang bilang <b>be a doctor</b>, terus lihat orang lain sukses <b>as a business man</b>, gue juga mau (10:05 – 10:17).</p> <p>I don't know the casting life, terus ada melalui agency apalah, terus tiba-tiba <b>you have to</b> ngantri-ngantri panjang (10:30 – 10:37).</p> <p><b>Oh</b> lagi sexy banget! It's so hot right now! the platform is in iya kan dan sekarang orang-orang yang mau <b>making it into entertainment industry</b> udah nggak sesusah-susah ngantri panjang kayak jaman dulu (11:25 – 11:39).</p> <p>Kita selalu kalau bikin sesuatu <b>my emm is always</b> number selalu ada di otak kita (12:52 – 12:57).</p> |
|   |               | <p><b>Mix with your idealistic them</b> itu penting tapi harus ngikutin pasar.</p> <p><b>One thing</b> gua mau banget belajar dari orang-orang dan <b>secondly</b> gue berterima kasih banget <b>for them</b>.</p> <p><b>Sambil nyetir</b>, sometimes just like that.</p> <p><b>I don't know!</b> gue kayaknya dari lahir, kayak udah hilang kayak pendengaran disini.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 3 | Gaery Undarsa | <p><b>By the way</b>, gue penasaran deh, kenap sih lo bikin ini program, terus lucu banget lagi ngobrol sore semauanya, <b>I mean like It's very random</b> gitu (01:46 – 01:53).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

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|---|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                                         | <p><b>Let's see the positive in every situation dan appareantly is very usefull</b>, kayak ginikan semuanya parahlah (06:45 – 06:53).</p> <p><b>All lot of travel agents</b> tuh kasian banget, Jadi gue gak papa kita lihat satu itu (08:30 – 08:33).</p> <p>Tapi, <b>for you to get there, if will take like I don't know twenty years, fifteen years</b>, nah pada saat diperjalanan 15 20 tahun sih lu bakal capek di tengah-tengah (13:47 – 13:59).</p> <p><b>I know this so many people yang people</b> juga dan lain-lain (17:50 – 17:57).</p> <p><b>Actually after knowing you, I realizable</b>, nih orang benar-benar (18:00 – 18:05).</p> <p>Jadi gue pada saat balik ke Indonesia gue langsung kayak <b>disclaimer myself, I am not a take guy</b> (26:52 – 27:02).</p> <p>Tapi number two adalah menurut gue nih yang bakal berat banget <b>don't feel pressure</b>, karena her sincere gitu (29:05 – 29:20).</p> <p><b>So everything</b> termasuk mereka punya ekonomi juga gitu loh (32:36).</p> |
| 4 | <b>Raditya Dika and Deddy Corbuzier</b> | <p>Mukanya <b>still in my mind</b> itu satu yang pertama (09:16 – 09:18).</p> <p><b>I' am so stupid</b> kalau gue nggak show (10:50).</p> <p><b>And I embrace that.</b> Jadi menurut gue itu hal positif yang harus di embrace untuk keluar insight of gue marah-marah dengan kata-kata itu gue embrace (15:34 – 15:45).</p> <p>I need to accept this, I need to change my plan. Terus gue pikir oke <b>we need to change a plan bla bla bla..</b> yaudah terus gue pikirin hal-hal yang positif (05:09 – 05:18).</p> <p><b>To do something more what dad do</b>, yang bisa dilakuin bokap gua (06:19 – 06:24).</p> <p><b>Ya mostly that</b> kalau pertanyaan begini direkam gue nggak mungkin dong nyebut nama lain Put (09:14 – 09:17).</p> <p>Terus tanya lagi, <b>I want to make a podcast! Seriously?</b> gue bilang (11:09 – 11:11).</p> <p>Tapi every night dia selalu bilang <b>thank you, because need to be push</b> (13:55).</p> <p><b>If your not there</b>, gimana mereka (14:45).</p>             |
| 5 | <b>Noah</b>                             | <p>Ada oh ada, sing legend, abis sing legend ada <b>second chance</b> ya (04:00 – 04:04).</p> <p>Cuma terdengar apakah dia <b>modern up to date</b> itu terdengar dari sound-sound nya sama komposisinya sih (12:51 – 12:57).</p> <p>Jadi kadang-kadang suka <b>over do</b>, kalau melakukan sesuatu (24:34).</p> <p>Dari <b>recording company</b> menjadi music company (30:10).</p> <p>Gue punya lagunya, misalnya gue <b>self publish</b>, gue <b>self produce</b> (31:17).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 6 | <b>Nagita Slavina</b>                   | <p>Karena sekali baca, itu <b>lu never ending</b>, gak akan pernah, lo akan cari terus, karna gitu (23:07 – 23:11).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

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|    |                         | Nonton drama korea, terus browsing-browsing, gue <b>online shopping</b> anaknya (24:15).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 7  | <b>Isyana Sarasvati</b> | <p>Ternyata secara subconsciously itu larinya ke music, dan Ibu aku suatu hari menemukan bahwa kan dulu main electone Namanya, terus kita bisa nge-record record sendiri, terus ada siapa nih <b>recording one, recording two</b> (02:48 – 02:55).</p> <p>Dia kalau diakan orang Jawa, jadi kalau dia ngomong isilah titik-titik tuh dia kayak “isilah titik...titik..” nah disitu (04:27 – 04:36).</p> <p>Kurang <b>photogenic videogenic</b> ya saya ini (06:31).</p> <p>Aku ngambil <b>part time job</b> jadi guru music, guru vocal, piano (07:46).</p> <p>Terus juga, aku ngerasa sekarang musisi-musisi Indonesia sudah mulai berani untuk <b>judges be themselves</b> gituloh (08:57 – 09:05).</p> <p>Udah tahu lah. Kalau misalnya kita jadi <b>someone under spotlight</b> pasti aka nada plus dan minus (16:55 – 17:02).</p> <p>Oh <b>short term</b>, adanya <b>long term</b> (18:51).</p> <p><b>Music school</b> yang punya silabus sendiri. Itu sih mimpi aku (19:15).</p> <p><b>Keep being you!</b> Wah promo (25:49).</p>                                                                                                                                                                          |
| 8  | <b>Zara Adhitya</b>     | <b>Woman empowerment</b> itu sangat penting karena masih banyak orang di luar sana, jadi masih nganggep perempuan itu lebih rendah dari laki-laki (09:15 – 09:23).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 9  | <b>Rizky Febian</b>     | <p>Kalau misalkan ada botol ataupun sisir, aku berusaha untuk speech, karna aku dapatin word, aku bilang <b>thank you so much, bla, bla, bla...</b> atas penghargaan dan karya (12:40 – 12:45).</p> <p>Lagi pitching-pitching mungkin untuk <b>web series or short movie</b> mungkin ya (24:13 – 24:19).</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 10 | <b>Yura Yunita</b>      | <p>Inituh aku ciptain untuk <b>Increase our imperfection</b> (03:00 – 03:04).</p> <p>Kadang-kadang kita insecure dengan diri sendiri, kadang <b>about what happening in the future</b>, insecure cukup bahaya sih buat kita sendiri (05:06 – 05:08).</p> <p>Makanya di ulala ini gue punya pesan bahwa <b>you wanna be bold, you wanna be strong, you wanna be thought, and grew it out</b> untuk mengeluarkan semuanya dan gak ada yang sempurna di hidup ini (05:11 – 05:20).</p> <p>Semuanya pasti sampai ke dan lain-lain terus sampai ke <b>detail card, detail arransment, detail visual</b> (11:55 – 12:00).</p> <p>Gue tuh suka banget <b>part editing video</b> (12:28).</p> <p><b>How to survive</b>, kalau kita konsisten bikin karya sih, kayaknya kitab isa terus survive yah (15:56 – 15:58).</p> <p>Yaudah! <b>googling how to make the a way vocal booths gitu</b>, akhirnya gue bikinlah dari lemari gue di kamar (18:45 – 18:55).</p> <p>Ada <b>zoom call</b>, gini <b>neng</b> colok sini, colok sana, klik ini klik ini, wah itu cukup seminggu sih buat belajar (19:15 – 19:24).</p> <p>Menyelidiki diri gue ke psikolog untuk membaca <b>human design</b> gue sendiri (24:09 – 24:14).</p> |

|  |  |                                                                                                                                         |
|--|--|-----------------------------------------------------------------------------------------------------------------------------------------|
|  |  | Misalnya kalau gue tuh <b>over the ears, struggling with hormonal imbalance problems</b> (29:10 – 29:15).                               |
|  |  | Kayak sleep level itu ngaruh juga dengan makanan. Kemudian, <b>mood level, craving</b> nya kita hari-hari kayak gimana (29:43 – 29:51). |

**Table 3.** The Classification of The Data in Emblematic Code Switching Used by Guest Stars in NSS Episode 1-10

| Eps. | Guest Star                     | Sentences<br>(Intra-Sentential Code Switching)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Najwa Shihab                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 2    | Boy William                    | <p><b>You know what?</b> Awal-awal pandemic stop selama dua minggu (01:45 – 01:47).</p> <p><b>No Way!</b> Me Gengster? Are you crazy? Gak ada gengster nya (05:58 – 06:01).</p> <p><b>You know?</b> mungkin kalau di Amerika (06:14).</p> <p><b>Kenapa?</b> one I like the music (06:15).</p> <p>Gue kayak gengster <b>wanna be</b>, tapi <b>yah</b> (07:11).</p> <p>You know <b>why?</b> aku tuh suka lagu reff Put (08:58).</p> <p><b>You know what?</b> To be honest, of course, ada dream kayak gitu (09:55).</p> <p><b>Ah...No!</b> It's the...I like the word feel (10:50).</p> <p>Maksudnya orang yang I was on nobody, <b>ya kan?</b> (11:00).</p> <p>We have to be adapted and always creative, <b>ya kan?</b> (13:35).</p> <p>Cuman kan I have my friends on around me, <b>gitu kan?</b> Sometimes suka blunder sendiri ya Put (15:04).</p> <p>You know <b>what?</b> I am beating exited, most of the time, ada there is a couple yang okelah, ya gue jujur-jujur aja Put (16:54 – 16:57).</p> <p>Garing banget! Gue lebih garung dari kerupuk anjirrr...<b>Sumpah like Crazy</b> (19:07 – 19:10).</p> <p><b>Ya kan?</b> You are tergantung who you are, no with, what you do. <b>Benar nggak?</b> (22:48 – 22:50).</p> |
| 3    | Gaery Undarsa                  | <p>Karna menurut, I mean like I think Se busy-busynya kita lah ya mungkin one of my motto adalah try your best to spent some time with <b>them lah</b>.</p> <p>Through this pandemic season <b>yah</b>, itu ada.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 4    | Raditya Dika & Deddy Corbuzier | Let's share me that we gonna be happy <b>gitu</b> . Besok gue nikah (08:23).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 5    | Noah                           | <b>It's okay lah!</b> ada yang masih di control kok on everything gitu (25:14).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 6    | Nagita Slavina                 | Ya maksudnya yang paling inilah, yang kaya top of mind gitu, <b>ya kan?</b> (04:00).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|    |                  |                                                                                                                                           |
|----|------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| 7  | Isyana Sarasvati | Tapi lagi-lagi karena aku merasa this is me <b>gitu yah</b> , aku jadi gak ada pressure atau tekanan yang lebih gitu loh (08:57 – 09:05). |
|    |                  | Tapi gimana kita cope with it aja <b>gak sih?</b> (17:12).                                                                                |
| 8  | Zara Adhisty     | -                                                                                                                                         |
| 9  | Rizky Febian     | -                                                                                                                                         |
| 10 | Yura Yunita      | Prosesnya, learning by doing <b>yah!</b> (11:21).                                                                                         |
|    |                  | The value <b>apa yah?</b> Kalau aku sih ngerasanya apapun yang harus kita kerjakan harus dengan sepenuh hati (24:09 – 24:14).             |

## CONCLUSION

The analysis results showed that 195 utterances of code switching in NSS Videos Episode 1-10 of CXO Media Youtube Channel. Types of code switching in these videos, the researcher founded 19 utterances of inter-sentential code switching, 78 intra-sentential Code Switching, and 23 Emblamatic Switching (tag switching). All of these types classified into 118 eksternal and 2 internal code switching. The guest stars in "NSS Episode 1-10" Which are Najwa Shihab, Boy William, Gaery Undarsa, Raditya Dika and Deddy Corbuzier, Noah, Nagita Slavina, Isyana Sarasvati, Zara Adhisty, Rizky Febian, and Yura Yunita use different types of code-switching during conversations. The data of negative and positive comments of viewers after watch the guest stars using code switching in videos showed that positive comments is the dominant reactions of viewers after watched the guest stars of using code switching in NSS Episode 1-10 on CXO Media Youtube Channel. The theory of this research was applied to a published video based on episode that uploaded two years ago on CXO Media Youtube Channel.

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