

**CODE SWITCHING IN SANDIAGA SALAHUDIN
UNO SPEECH: A SOCIOLINGUISTIC APPROACH**

THESIS



**By:
Hestin Nurrahlita Binti Rahmat
151210025**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCE AND HUMANITIES
PUTERA BATAM UNIVERSITY
2019**

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**Submitted in Partial Fulfillment of the Requirements for the Degree of
Sarjana Sastra**



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Hestin Nurrahlita Binti Rahmat
151210025**

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2019**

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Yang bertanda tangan di bawah ini saya:

Nama : Hestin Nurrahlita Binti Rahmat

NPM : 151210025

Fakultas : Ilmu Sosial dan Humaniora

Program Studi : Sastra Inggris

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Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, 14th March 2019

Hestin Nurrahlita Binti Rahmat

151210025

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151210025

The thesis has been approve to be examined on the that as indicated below

Batam, 14th March 2019

Alpino Susanto,S.Pd., M.M., Ph.D.
NIDN: 1011017101

ABSTRAK

Di dalam penelitian ini membahas peralihan kode dari pidato Sandiga Salahudin Uno. Sandiga Salahudin Uno atau sering disapa dengan Sandiaga Uno atau Bang sandi adalah calon wakil presiden periode 2019-2023. Sebelum mencalonkan diri dia adalah wakil gubernur provinsi Jakarta dan menjadi salah satu orang terkaya di Indonesia dengan lima perusahaan yang dia miliki. Sandiaga Uno sering melakukan bakti sosial, salah satu yang di lakukannya yaitu berpidato. Sandiga Uno menyampaikan aspirasi serta semangat kepada masyarakat Indonesia, dari berpidato dia sering memberikan atau menyampaikannya dalam dua bahasa di karnakan dia mampu berbicara dua bahasa yaitu Bahasa Indonesia dan Bahasa Inggris atau di sebut bilingual. Di dalam Penelitian ini fokus pada ujaran-ujaran dari percakapn Sandiaga Uno tentang peralihan kode, dan termasuk dalam pendekatan sociolinguistik yang mana sociolinguistik itu adalah tentang bahasa dan masyarakat. Dalam menganalisanya peneliti menggunakan teori dari Hofmann. Yaitu tentang tipe dan fungsi dari peralihan kode. Tipe yang di miliki yaitu berjumlah empat tipe dan fungsi yang di miliki yaitu berjumlah sepuluh fungsi. Di dalam penelitian ini menggunakan metode deskriptif kualitatif. Metode pengumpulan data, peneliti menerapkan metode observasi, yang dilaksanakan dengan teknik mencatat oleh Sudaryanto. Metode analisis data yang digunakan dalam penelitian ini adalah Padan Pragmatik, yang merupakan bagian dari metode identitas dan untuk menghitung presentasi dari tipe dan fungsi peneliti menggunakan teori dari Hatch. Untuk menyajikan hasil data, peneliti menggunakan metode formal and informal. Hasil dari penelitian yang paling sering di gunakan iyalah inter sentential yaitu berjumlah 58% selanjutnya fungsi yang paling sering di temukan adalah in order to clarify yaitu berjumlah 22%.

Kata Kunci : Peralihan Kode, Pidato, Sociolinguistik

ABSTRACT

This research discuss about code switching from Sandiaga Salahudin Uno. Sandiga Salahudin Uno or often greeted with Sandiaga Uno or Bang Sandi is vice presidential candidate in periode 2019 until 2023. He is as a Deputy Governor of the Province of Jakarta before as a candidate of vice presidential. He also became one of the richest man in Indonesia with five company that he had. Sandiaga Uno often do a social working, for example like speech with community. He delivered with aspiration and passion and deliver in two language, because he was able to speak in Bahasa Indonesia and English. In this research focused on utterances from Sandiga Uno about code switching. Code switching is a part sociolinguistic approach where is about language and society. The researcher use Hofmann theory to analyze code switching. It is about types and function from code switching. According to Hofmann theories there are has four types and ten functions. In conducting the researcher uses a descriptive qualitative method. In order to collect the data, the researcher applied method of observation, with the implementation of non-participatory. Data analysis method which used in this research is pragmatic identity methods, which as the part of the identity method. For calculating the data the researcher use theory by Hatch. The researcher applied formal and informal method for presenting the result of data. The result from this research that the mostly used found for the type inter sentential is about 58 % and for function to repeat in order to clarify is about 22%.

Keywords : *Code switching, Sociolinguistic, Speech.*

MOTTO AND DEDICATION

MOTTO

*And whoever holds firmly to Allah has indeed been guided to a straight path
(Q.S. Ali'Imran : 101)*

*When the victory of Allah has come and the conquest, and you see the people
entering into the religion of Allah in multitudes, then exalt him with praise of your
lord and ask forgiveness of him. Indeed, he is ever accepting of repentance
(Q.S. An-Nasr, 110)*

DEDICATION

*This thesis is proudly dedicated to
My beloved parents
My little sister
All of my friend*

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Batam, 14th March 2019

Hestin Nurrahlita Binti Rahmat
151210025

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

Languages switching sometimes happen when someone is communicating or conveying information. Language switching in communication can occur when someone knows another language besides the mother tongue itself. Someone who can speak another language other than their mother language is called bilingualism or multilingualism. Bilingualism occurs when someone can speaks more than one language while multilingualism occurs when someone can speaks more than two language even can three, four or five language. Because of that, the language switching itself is called code switching.

Code-switching happens when someone changes the language used in communicating. They used a language in certain parts and return to using the language used in other parts. Some people who can use more than one language often to switch languages whenever they speak, this belongs to code-switching. On other hand, code-switching can be used whenever people speak in formal or informal depending on the context itself.

The phenomena of code switching can be found in our daily life. There are many languages that people can be used every day. In Indonesia uses Bahasa Indonesia as a national languages and local languages such as Batak language,

Minang language, Javanese language and many more. For foreign language such as English, Mandarin, French, Dutch and the other. According to Bokamba (as cited in Stapa and Khan, 2016) code switching emphasizes a bilingual or multilingual speaker's use of language and from one grammatical system to another. Sometime people use code switching in their languages from one language and switched in another language for several reason.

Code switching is part of sociolinguistics. Sociolinguistics is the study of society and language. This also has a linkage between language and society in communication. According to Holmes & Wilson (2017) sociolinguistic is a study about language and society and both of them has a relationship . Sociolinguistic they are interested in explains the different about how we speak in social circumstances and also concerned to identify. Social function from language and how to use to conveys social meaning. This is also supported by Trudgill in (Yuliana et al.,2015) sociolinguistic is a part of linguistic with concerns about language as a social and culture phenomena. This is to find out about language and society that have a close connection with the social science, mainly, in human geography, sociology, anthropology, and social psychology. So, sociolinguistic discussed about structure of language and focuses how a languages is used. It can be function well, the part of sociolinguistic is to manage a languages as a function in society or in the other word sociolinguistic deals with a languages society.

When we communicate, there are various ways to deliver them . We can deliver our thoughts, aspirations, and inspiration. In the case of delivery, it can also be direct or indirect. Through directly, when we speak in front of a public

audience or in front of the class, it looks like speeches and presentations. For indirect, through letters or e-mail, to our speech partner or who we will talk to. The researcher will discuss about speech. Speech is an activity to speaking in public. Speech is delivers to express an opinion, statement or give the idea about something to audience. Speech usually performed from people who give a speech about statement or thing that should be delivered. Speech is made by a leader or expert that has a ability about knowledge to their audience. On other hand, speech is important to communicate and for giving aspiration, inspiration or giving the idea that should be delivered by other people that needed.

The researcher taken the target person data from Sandiaga Salahudin Uno speech uploaded on Youtube. Sandiaga Salahudin Uno is an Indonesia Citizens, he was born in Rumbai, Pekanbaru on 28 June 1969. He is married to Nur Asia and has four children. He was graduated in the bachelor of business administration from Wichita State University in 1990 and master of business administration from George Washington University. He as a businessman and has a company with his partner, the name of his company is PT. Saratoga Investma Sedaya. Sandiaga Salahudin Uno also is a political person he has been vice governor of Jakarta on 16 October 2016 until 18 September 2018. Sandiaga Salahudin Uno resigns from his position in vice governor because he would be candidate vice president in 2019 with his partner Prabowo Subianto.

The researcher wants to analyze code-switching in Sandiaga Salahudin Uno speech that uploaded on Youtube. To analyze the problem the researcher found in frome utterance when he speaks. So, to know about the utterances the researcher

used code-switching to analyze about that. The purpose of this research is to identify about the types and functions of code switching by Sandiaga Salahudin Uno speech. It is a phenomenon when people used to happen in daily conversation because almost use code-switching to conversation and English is a foreign language in Indonesia, so when they did not know the sentence or word in English or Indonesia they use to switch into Indonesia and English to deliver information. While in Sandiaga Salahudin Uno speech, he is able to speak Indonesia and English, usually when he speaks he uses code switching in randomly.

The researcher found the problem based in the article from Sandiaga Salahudin Uno. He said always use mix or switch in his language and also have to be able to blend in with millennial people and follow the way they speak. He said that millennial generation are looking for hits that continue, looking for high relevance, looking for the authentic, looking for relevant ones, and looking for what is viral. Moreover, the researcher wants to find out the uses of code-switching that can express more meaning. Then, this topic is chosen because of two main reasons. First of all, the researcher is really interested in linguistics especially code-switching. Second, this is related to Sandiaga Salahudin Uno speech because he always switches his language.

The researcher uses the theory to reinforce this thesis. The theories from Charlotte Hoffmann's theory to analyze the types and Function of code switching. According to Hoffmann (2014:113), there are four types of code switching. Intra sentential code switching, inter sentential code-switching, emblematic or tag switching and establishing continuity toward previous speaker. For the function

the researcher also uses theory by Hoffmann (as cited in Stapa & Khan, 2016) there are ten functions of code-switching. To Talk about a particular topic, To Quote somebody else, To provide emphasis about something, To make interjection, To repeat in order to clarify, To Expressing group identity, To show Intention of clarifying the speech content for an interlocutor, To soften or strengthen a request or command, To meet a real lexical need or to compensate for lack of an equal translation, last is To exclude others when a comment is intended for an exclusive audience.

For strengthen this research, some previous research is used to this research on code-switching. There are many studies that add contributions to the development of ideas in the research. First, from (Yusuf et al.,2018), *the title is "Types of Indonesian-English code-switching employed in a novel"*. First, the research describes about multilingual country. This researcher use theory of Hoffman for the type and function. This research use qualitative nature method with the identified, note, analyzed and categorized. The result from this research is 63.2 % for inter sentential switching, 20, 9 % for intra sentential switching, 12, 4% for tag switching and 4.4 % for establishing continuity with the previous speaker.

Second research from Stapa & Khan (2016) the title is *"Functions of Code-Switching: A Case Study of a Mixed Malay-Chinese Family in the Home Domain"*. First, the research describes social environment of Malaysia various language are used in daily communication. The phenomenon of code-switching is the norm in Malaysia; Malaysians code switching between Malaysia language

(national language) and English (second language) in their daily conversations. The theory uses in this research from Hoffman and the theory from Appel and Muysken. This research use qualitative method, the data for this research from the recordings of the conversations that the researcher collected to help understand the central phenomenon under study. This research fills the gap in research into code-switching and also contributes to new findings on code-switching in a mixed Malay-Chinese family in Malaysia.

Some of the previous research use the same theory of Hoffman for the function of code-switching and both of theme use qualitative method, the first research take the data class observation, recording and sample technique of sampling but from the second research the data taken from the recordings of the conversations that the researcher collected to help understand the central phenomenon under study. A few weeks before the data collection, were informed and verification was given about the context of this study.

The researcher interested to analyze code switching from the explanation above code switching always uses in daily conversation even not only in Indonesia all people in the world use code-switching in their utterance. In this research, the code-switching by Sandiaga Salahudin Uno speech is analyzed because the conversation in the talk show happens naturally. Hence, the researcher wants to find out about uses of code switching that can express more meaning in his speech. Then, chosen because of two main reasons there is type and function.

1.2 Identification of the Problem

The researcher identified some the results of the deepening and understanding the structuralist the principle of code-switching. Based on the background of the study above, the researcher would like to identify the problem as follow:

1. Types of Code Switching In Sandiaga Salahudin Uno Speech.
2. The functions of Code Switching In Sandiaga Salahudin Uno Speech.
3. The most of frequency Code Switching in Sandiaga Salahudin Uno Speech.
4. What is the comparison speaking between economic and politic in Sandiaga Salahudin Uno.

1.3 Limitation of the Problem

The researcher identification of the problem and the researcher limit the research in Sandiaga Salahudin Uno Speech just take the data from his speech that uses code-switching in speaking, the research limits the research into two categories:

1. Types of Code Switching In Sandiaga Salahudin Uno Speech.
2. Functions of Code Switching In Sandiaga Salahudin Uno Speech.

1.4 Formulation of the Problem

Based on the limitation of the problem, the researcher formulated the research question below:

1. What are the types of Code-Switching in Sandiaga Salahudin Uno Speech?
2. What are the functions of Code-Switching in Sandiaga Salahudin Uno Speech?

1.5 Objectives of the Research

In this research, the researcher found some objectives why the researcher does this research below:

1. To find out the types of Code-Switching in Sandiaga Salahudin Uno Speech?
2. To figure out the functions Code-Switching in Sandiaga Salahudin Uno Speech?

1.6 Significance of the Research

1. Theoretically

Theoretically, the researcher is expected to give further information about Code-Switching and also expected to enhance our knowledge, experience, especially regarding our knowledge of Code Switching. The researcher will become a comparison for future research.

2. Practically

Practically, the researcher enriches the student of English language and linguistic knowledge in the sociolinguistic field especially in Code Switching, the kind of Code-Switching in Sandiaga Salahudin Uno speech. The researcher is expected to give more practical contribution to the research in describing the phenomenon of Code-Switching in Sandiaga Salahudin Uno Speech.

1.7 Definition of the Key Terms

This research used three terms related to the title that is the definition of Sociolinguistic, Code Switching and Speech

Sociolinguistic Approach : In code switching there is has an approach for those who want to analyzes. It's a sociolinguistic approach, it concerns with the language and social. The function is to fulfil for individual speakers and for the large scale in social group.

Code Switching : In this linguistic situation the speakers would alternate they speaks in two language when they are in conversation with bilingual person .Trousdale (as cited in Chahayani, 2015).

Speech : Speech is the expression of or the ability to express thoughts and feeling by articulate sounds. Usually, speech is an activity of public speaking or giving a speech to express opinion, giving a picture of a person. Sopian (2016).

CHAPTER II
REVIEW OF RELATED LITERATURES & THEORETICAL
FRAMEWORK

This research, this chapter is divided into three parts, they are a theory of the research, previous research and theoretical framework. Consist of some theory needed to the researcher. The second consist of previous research, which are used as a reference of approach and method and the last is a theoretical framework.

2.1 Review of Related Literature

This review of related literature discuss about the relation theory based on the research. First is about Sociolinguistics, bilingualism and multilingualism, code switching, speech and last will explain about Sandiaga Uno's biography.

2.1.1 Sociolinguistics

Sociolinguistic is a study about language that has a relation with the society. Holmes & Wilson (2017) state that sociolinguistic is a study about language and society and also both of them has a relationship. In sociolinguistic they are interested in explains the different about how we speak in social circumstances and also concerned to identify. Social function from language and how to use to conveys social meaning. In sociolinguistic they are interested in explains the different about the way we speak in social context and also concerned to identifying. The social function from language and how to deliver a social

meaning. This is also supported by Trudgill in (Yuliana et al.,2015) sociolinguistic is a part of linguistic with concerned about language as a social and culture phenomena. This is to find out about language and society that have a relation with the social science, mainly, in human geography, sociology, anthropology, and social psychology.

According to Mayerhoff (2018) sociolinguistic can be used to describes about study of language. Study about language it means study about linguistic in society. While Fishman (as cited in Kunjana, 2010) state that sociolinguistic has a characteristics study in language , there are language functions and language varieties. From that characteristics the speakers will change and change one another within a speech communities. So, sociolinguistic it cannot be separated between society and language in speech communities.

2.1.2 Bilingualism and Multilingualism

Bilingualism happens because there are influence by other language especially from foreign language. Haugen (as cited in Yuliana., et al 2015) state that when the person of one language and could produce the utterances with the meaningful in another languages and it's called bilingualism. While according to Chaer (as cited in Sumarsih., et al 2014) in Indonesia bilingualism it's called *kedwibahasan* means that bilinguals related with their daily activities. While according to Bloomfield (as cited in Sumarsih., et al 2014) state that bilingualism is the ability of a speaker to use two languages very well. On the other hand, they are be able to speak in three languages or more. Like Indonesia

language, Mother tongue and English. The researcher can concluded that bilingualism is the used of two languages by a speaker when they interaction with the speaker of other language.

Multilingualism is about the description of speakers from those who can speaks more than two language. It can be third language, fourth language even five languages. Multilingualism almost same with bilingualism about when and where the language should be used. For example Javanese people in addition to being able to speak Javanese (as their mother tongue), also able to speak Indonesian as the second language, and English as the foreign language, some even mandarin, french, and so on. According to Sumarsono and Paina (as cited in Kunjana, 2010) stated that multilingual society happened because it is formed from several ethnicity, so that the society is said to be a plural society (plural society). Meanwhile, According to Wardhaugh (2016) argues that multilingualism might happens due to immigration or mixed marriages, for example in the case of the multilingualism of society.

2.1.3 Code Switching

Code-switching is the uses of more than one languages in an utterance. In code divided into two there are code mixing and code switching. According to Nababan (as cited in Yuliana, 2015) Code mixing mostly found in informal situations but when formal situation the speakers tends to mix their language because there is no literal idiom in that languages. So, it is necessary to uses it from other language. Suwito (as cited in Kunjana, 2010) state that code switching

is occurs when switched from one code to another code and if someone used code A and then switched used code B , it is called code switching

According to Sumarsih et.,al (2014) code switching has a related between bilingual people in conversation. Hymes (as cited in Kunjana, 2010) state that code switching is a common term to refers to uses for alteration or transition in two or more language , several functions from one language even several style of a variety. He also said that code switching has two types there are internal code switching it means happens between vernacular in national languages, then external code switching happens between native language and foreign languages. While Poedjosoedarmo (as cited in Kunjana, 2010) state that people frequently switching language when they speak. This switching can be intentionally or unintentionally by the speakers. So, to more focused analyze about speech the researcher choose code switching.

2.1.4 Types of Code Switching

According to Hoffmann (2014) there are four type of code switching. There are intra sentential code switching, inter sentential code switching , emblematic or tag switching establishing continuity toward previous speakers . Each of types is discussed below:

2.1.4.1 Intra sentential Code Switching

Hoffmann (2014) state that Intra sentential Code Switching is occurs within in the middle of sentence and it happens between clauses or sentence. According

to Poplack (as cited in Stapa and Khan, 2016) intra-sentential switching probably is the most complex type and it happens between clause, sentence or even word level. Intra-sentential Code Switching happens when two different languages and two different sentences. For example when people speak in French and switch in Dutch. For example:

“Welcome to Batam, *kita menyediakan paket liburan paling markotop di sini* and also your accommodation during on your holidays

From this quotation it happens when within in the middle of sentence, first the quotation utterance in English and switched in Indonesian next to strengthen the sentence they switched again in English

2.1.4.2 Inter-sentential Code Switching

Inter-sentential switching happens between clause or sentence boundaries. All of clauses or sentences in one language and then the speaker switches to another language, indirectly this switching is concerned in the situation and conversation circumstances. Hoffmann (2014). According to Eldin (2014) inter-sentential happens in the same sentences or between the speakers switched their language. The speakers should be fluent in first language and second language and the position occurs in sentence or clause boundaries. For example:

“We travel around the world, *aku ingat sekali keluarga kami senang jalan jalan ke seluruh dunia*”.

The first utterance they speak in English sentence and continued in Indonesian. It happens in one sentence and occurs at sentence boundaries.

2.1.4.3 Emblematic or Tag switching

Hoffmann (2014) state that this switching also called tag switching, the switch is simply interjection, a tag or a sentence and certain set phrase in one language are insert in utterances. Emblematic switching or Tag switching is code switching with sentences tags that they precede or follow the sentence. According to Apple and Muysken (as cited in Yusuf et al.,2018) This involves the insertion of a tag in one language into an utterance that is otherwise entirely in another languages. For Example:

“Yeah, I know, so you see, *aku juga gak bisa menjelaskan keapa lina*”

From this utterance it is used when you hope someone else will understand what you are saying or asking.

“Well! *Kamu masih di kantin ya*”

“Well” is used to present additional or supplementary ideas, while it is used to indicate that one is waiting for an answer or explanation from someone.

2.1.4.4 Establishing continuity toward previous speaker

According to Hoffmann (2014) establishing continuity toward previous speaker is a kind of code switching occurs a repetition when the first speakers speaks in foreign language and second speakers will repeated by the previous speakers. It is probably to make the audience or interlocutor understand about the speakers said. For Example:

“Bayu is not a foolish person that we know then? Oh, he is still the foolish that we know then”

From this utterance they switched to continue the utterance of the previous speaker, as when one character speaks in English, and then the other speaker also tries to respond in English, too. The purpose of doing so is to create a sense of intimacy, similar understanding, or even being appreciative with the other speakers.

2.1.5 Functions of Code Switching

According to Hoffmann (as cited in Stapa and Khan, 2016) there are ten functions of code switching. To talk about a particular topic, to provide emphasis about something, to make interjection, to repeat in order to clarify, to expressing group identity, to show intention of clarifying the speech content for interlocutor, to soften or strengthen a request of command, to meet a real lexical need orto compensate for lack of an equal translation, last is to exclude others when a comment is intended for an exclusive audience. The explanation following below:

2.1.5.1 To talk about a Particular Topic

According to Hoffmann (as cited in Stapa and Khan, 2016) Talking about a particular topic it can be cause a switch, even because of lack facility in the relevant register or because certain items trigger off various connotations which are linked to experiences in a particular language. According to Chahayani (2015) in Indonesia sometime people prefer to talk about particular topic in foreign language rather than in first language, and then when they speaks they feeling

more comfortable to expressed their feelings in languages rather than their everyday languages. For Example:

“I’m so happy to get this special gift from you honey, *seneng banget*”

From this utterance the speakers used foreign languages rather than first language because they want to expressed their feeling in using foreign language and more comfortable with that language.

2.1.5.2 To Quote Somebody Else

According to Hoffmann (as cited in Stapa and Khan, 2016) To Quote Somebody Else when the speaker switched one language in order to quote a few word or sentence from the famous expression from some famous figures. They switched language that the speaker is claiming the quoted by person said. For Example:

“Bill Gates said ”*lakukan apa yang kamu suka dan jadikan itu bisnis*”

In this utterance the speaker switched one language in order to quote a few word from the famous expression is Bill Gates and switched in Indonesia.

2.1.5.3 To Provide emphasis about something

According to Hoffmann (as cited in Stapa and Khan, 2016) To Provide emphasis about something when the speakers talking uses a language that does not they native language, and suddenly they emphatic about something. Whether intentionally or not. They switched one language to the second language because

they feel more comfortable to be emphatic in their second language than in their first languages. For Example:

“Itula. Mama kan udah bilang. Kamu tu demam. Pity you. Your voice also different already”

The mother unintentionally switched from Indonesia to English when she expressed empathy for her daughter, who was down with fever. She was saying that her daughter was having a fever and suddenly switched to English, her first language, when she started showing sympathy for her daughter’s condition as she was more comfortable expressing sympathy for her daughter in her first language, English.

2.1.5.4 To make an Interjection

Hoffmann (as cited in Stapa and Khan, 2016) to make an interjection where identified interjection as “words or expressions, which are entire into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Darn!, Hey!, Well!, etc. They have no grammatical value, but the speakers use them quite often, usually more in speaking than in writing. For Example”

“Kamu ini ngomong apa sih? Excuse me? Mau ikut hari ini juga?”

This utterance is English expression, “Excuse me!” to express her anger towards this sentence Indonesia She code-switched to English when she interjected her objection. The interjection expressed her sudden and strong feelings of surprise, anger and annoyance in response to her husband’s statement.

2.1.5.5 To Repeat in order to clarify

Hoffmann (as cited in Stapa and Khan, 2016) To Repeat in order to clarify. It is used when bilingual person or multilingual person wants to clarify, to emphasize and to make the audience or the hearer understood. The form is one language is repeated in the other language by literally. It can be said that the message contains a repetition of the same meaning but in a different language. For Example:

“My favorite food is Fried Rice with Pete. *Nasi Goreng dengan pete*”

This utterance switches the language into Indonesia. He says fried rice in English and switched in Indonesia “*Nasi Goreng dengan pete*” purpose of changing the language is to repeat what they says earlier and to give information about the food.

2.1.5.6 To Express group identity

Hoffmann (as cited in Stapa and Khan, 2016) To Expressing group identity where the code switching and code mixing can be used to express group identity . When they communicate with other group it different or the language that they use may indicate their group. For example like calling, name of group and others to show Intention of clarifying the speech content for interlocutor. For Example:

“I always listen the suggestion from *Pak Budi* about how to be the clever person and get the higher ranking”

This utterance showing to express group identity form first sentence said in English and for calling the name of person they said in Indonesia.

2.1.5.7 To show Intention of clarifying the speech content for interlocutor

Hoffmann (as cited in Stapa and Khan, 2016) To show Intention of clarifying the speech content for interlocutor when a person is bilingual to the another person in bilingual and the speakers will mentioned that there are will be a lots of code switching and code mixing that happens. It means to make the content of their speech will be easy by the audience. For Example:

“In this presentation I will switch my languages because some of the audience is foreigners. “

The speakers mentioned that there is will be a lot of code switching and code mixing that happens. It means to make the content of their speech will be easy by the audience

2.1.5.8 To soften or strengthen a request of command

Hoffmann (as cited in Stapa and Khan, 2016) To soften or strengthen a request of command when a speaker use a requested or command in their everyday language because it's more effective than use a foreign languages. For Example:

“ Don't put the boxes outside, *letakkan aja di ruangan saya*”

From this utterance the speaker used command using their everyday language because it's more effective rather than foreign languages.

2.1.5.9 To meet a real lexical need or to compensate for lack of an equal translation

Hoffmann (as cited in Stapa and Khan, 2016) To meet a real lexical need or to compensate for lack of an equal translation it's means lack of equivalent lexical in the languages, when the speaker speaks in English- Indonesia and has a lacking word in English they might will speaks in Indonesia and when the speakers in Indonesia - English and has a lacking word in Indonesia they might easy to used English in their speaks. For Example:

“Why do you taking so long? *Palak aku nunggu mu*”

The expression “Palak” was the best word to express angry of something, in this context, he was referring to waiting. They used code-switched as there was no equal translation for this colloquial term that is often used in informal conversations.

2.1.5.10 To exclude others when a comment is intended for an exclusive audience

Hoffmann (as cited in Stapa and Khan, 2016) To exclude others when a comment is intended for an exclusive audience this function is for to communicate with certain community. In order to avoid others communities or other people to bother when they speaks. They might tries to exclude people by used they language that does not people knows or people understand. For Example:

“ Rini doesn't wear this dress you look like cabe cabean”

This utterance “cabe cabean is a slang words and probably the foreigner doesn’t understand what “cabe cabean” it means.

2.1.6 Speech

Speech is a verbal ability that is the ability to communicate with the aim of conveying a thought or in the form of knowledge or that can be absorbed by the audience. According to Sopian (2016) Speech is the expression of or the ability to express about thoughts and feeling by articulate sounds. Usually, speech is an activity of public speaking or giving a speech to express the opinion, or giving a picture of a person to audience. Based on the purpose of speech is to communicate ideas or information through effective and efficient presentations. Speech is one way to express ideas to the public besides presentations

There are several purposes for speech. The purpose of the first speech is to entertain, which can be done at a birthday party or an event that is relaxed, cheerful and pleasant and gives a speech in matters related only. The second thing is to tell that is to solve a problem with as clear as possible so that it can be easily understood by the audience such as conveying dissent, information in other ways. The last thing is invites is to convince or influence the audience to do something from what is conveyed usually occurs in campaign speech or motivation.

2.1.7 Sandiaga Salahudin Uno

Sandiaga Salahudin Uno is an Indonesia Citizens, he was born in Rumbai, Pekanbaru on 28 June 1969. He is married with Nur Asia and had four children.

He was graduated in the bachelor of business administration from Wichita State University in 1990 and master of business administration from George Washington University. He is a businessman and has a company with his partner, the name of his company is PT. Saratoga Investma Sedaya. He listed as 29 richest man in Indonesia based on Forbes Magazine in 2009 and in 2013 he was listed as 47th richest man in Indonesia based on Forbes Magazine. Sandiaga Salahudin Uno also is a political person he has been vice governor of Jakarta on 16 October 2016 until 18 September 2018. Sandiaga Salahudin Uno resigns from his position in vice governor because he would be candidate vice president in 2019 with his partner Prabowo Subianto.(Wikipedia, 2019).

2.2 Previous Research

There are many studies that add contributions in the development of ideas in the research. First from Chahayani (2015) *the title is “The Analysis of Lecturers” Code Switching in Teaching Learning Process (A Case Study in the English Department Teaching Learning Process Faculty of Cultural Sciences Sebelas Maret University)”*. First the research describe of phenomena code switching in the life of Indonesia, this researcher use theory from Poplack for the type and Hofman for the function. This research use qualitative research is to examine the condition of the object, the data take form of the transcript of the conversation between English Department lectures and student in activities of giving subject or material. The result of this research is 160 data for Type of code switching,

Classification of code switching based on sociolinguistic point of view and Function of code switching.

Second research from Stapa and Khan (2016) the title is "*Functions of Code-Switching: A Case Study of a Mixed Malay-Chinese Family in the Home Domain*". First the research describe social environment of Malaysia various language are used in daily communication. The phenomenon of code-switching is the norm in Malaysia; Malaysians code-switch between Bahasa Malaysia (national language) and English (second language) in their daily conversations. The theory uses in this research from Hoffman and the theory from Appel and Muysken. The research use qualitative method, the data for this study came from the recordings of the conversations that the researcher collected to help understand the central phenomenon under study. The result of this research fills the gap in research into code-switching and also contributes to new findings on code-switching in a mixed Malay-Chinese family in Malaysia.

Third research from Adriana and Ratmo (2015) the title is "*Code mixing and code switching in "Hitam Putih" Television Program*". First the research describe about Human communication is an intentional act performed by a human agent for the purpose of causing some effect in an attentive human recipient. The research also analyze type and function factors that cause, in functions which are analyzed with different theories. Theories from Stockwell are chosen to analyze the types of code mixing and code switching and theories of William O'Grady and Michael Dobrovolsky are employed to analyze factors that cause. This

research Used descriptive qualitative method. The results of this research in 25 for code mixing and 15 for code switching.

Fourth research from Hamad and Ammar (2016) the title is *“Types and Function of Code Switching in the English Language used by Iraqi Doctors in formal setting”*. First this research describes about linguistic phenomena, this research analyze Type and Function used Poplack for Type of code switching and Hoffman for function of code switching. The research use qualitative research, the result indicate that Iraqi doctors use English for communicative purposes, the research find the data 181 type of code switching and 100 for the function of code switching .

Last, from (Yusuf et al.,2018), *the title is “Types of Indonesian-English code-switching employed in a novel”*. First, the research describes about multilingual country. This researcher use theory of Hoffman for the type and function. This research use qualitative nature method with the identified, note, analyzed and categorized. The result from this research is 63.2 % for inter-sentential switching, 20, 9 % for intra-sentential switching, 12, 4% for tag switching and 4.4 % for establishing continuity with the previous speaker.

The researcher use the theory of Hoffman for function of code switching, Poplack for the type of code switching. All the research use qualitative method, the first and last research take the data class observation, recording and sample technique of sampling but from the second, third and fourth research the data take from the recordings of the conversations that the researcher collected to help understand the central phenomenon under study.

2.3 Theoretical Framework

The theoretical framework should contain variables, key factors and presumed relationship in this research. Theoretical framework as guides to determine and found the result for the research. To reinforce this researcher, first is code switching , Suwito (as cited in Kunjana, 2010) state that code switching is occurs when switched from one code to another code and if someone used code A and then switched used code B , it is called code switching . Types of code switching (Hoffmann, 2014.p.113) state that “there are four type of code switching” and function of code switching According to Hoffman (as cited in Stapa & Khan 2016) there are ten functions of code switching. The last is According to Sopian (2016) Speech is the expression of or the ability to express thoughts and feeling by articulate sounds. Below is the theoretical framework of the research.

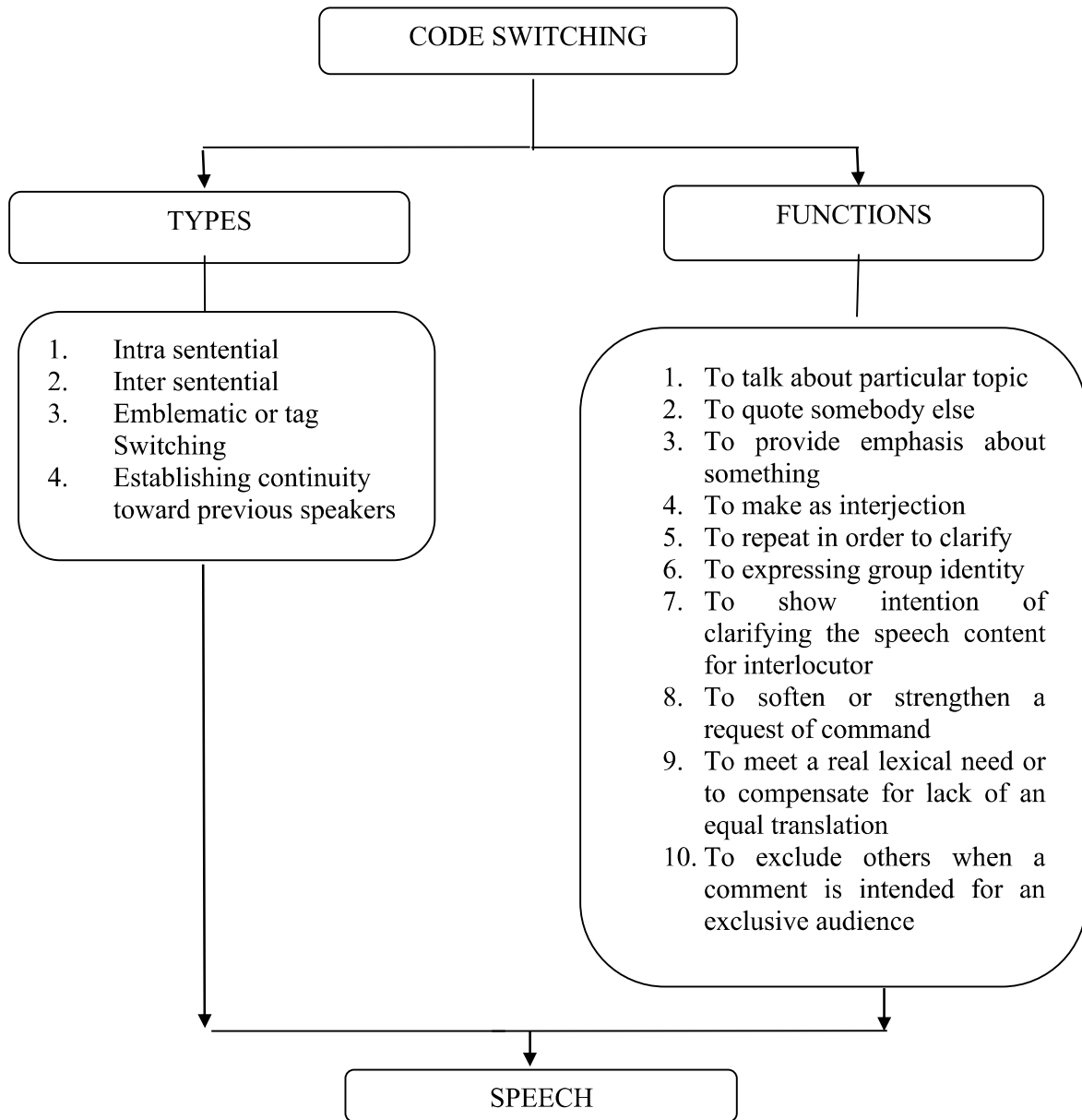


Figure 2.1 Theoretical Framework

Based on the explanation in this chapter, the researcher uses some theories to strengthen this thesis in order to guides the researcher to analyze next chapter.

CHAPTER III

METHOD OF THE RESEARCH

This Chapter would explain about the method that used in this research. This researcher method is arranged based on the problem of analysis. In this chapter, divide into five parts of research design, object of the research, method of collecting data, method of analyzing data, last is method of presenting the result analysis.

3.1 Research Design

The researcher begins from the phenomena of code switching found in Sanidaga Salahudin Uno's speech. The researcher analyzes in three videos of Sandiga Uno's speech uploaded in Youtube in order to make the data or excerpt is accurate and valid. The researcher also uses theory to analyze code switching, the theory that researcher used is from Hoffman's theory. Hoffman's theory is about types and functions. Based on the problem in this researcher, the researcher use qualitative methods. According to Chahayani (2015) the purpose of qualitative research is to examine the object condition which is the main instrument in the research from analyzes the data or excerpt. While Sudaryanto (2015) state that qualitative method it about word and not about numbers.

3.2 Object of the Research

Object of the research is important in this research , object of the research in this research is code switching in Sandiaga Salahudin Uno speech. In order to to get the result, the data or excerpt source by Sandiaga Salahudin Uno speech. the data is about excerpt that the researcher get form three videos. based on the topic the researcher choose the video to analysed code switching.

1. The title is: Mr. Sandiaga S. Uno - Lecture - Indonesian Embassy, Washington DC, Uploaded in 26th August 2014
2. The title is : Sandiaga Uno : Leading in social network era , Uploaded in 22nd June 2012
3. The title is : Sandiaga Uno : Inspirasi Bisnis Bersama Sandiaga Uno, Uploaded in 06th January 2014

3.3 Method of Collecting Data

According to Sudaryanto (2015) he state that there are two method in data collection first is observation method and competent method. In this research the researcher uses *Simak Bebas Libat Cakap* technique. In this technique, the researcher do not by Sandiaga Uno speech. The researcher uses note-taking technique based on the theory of Sudaryanto (2015). The researcher tries to take a note the statement or utterances from Sandiaga Uno's speech. The step of collecting data follows:

1. The researcher watched the speech in Sandiaga Salahudin Uno in Youtube

2. The researcher sorting the utterance in Sandiaga Salahudin Uno speech in Youtube.
3. The research taking some note and transcription them.
4. Identifying the features of code-switching by Sandiaga Salahudin Uno speech whether it is clause or sentences.
5. Classifying the data based on the types and function of code-switching Describe the type and function of code-switching found in Sandiaga Salahudin Uno speech.

3.4 Method of Analyzing Data

In analyzing the data, the researcher uses qualitative research , qualitative research is analyze the research about word and without numbers to find the result after collecting the data. The researcher applies method of analyzing data by Sudaryanto (2015) state that there are two kinds of technique in analyzing data. They are Identity Method and Distributional Method. The researcher used Identity Method to analyze data since the referent is outside and not part of language. Based on Sudaryanto (2015) identity method has five part there are referential Identity Method, Articulatory Identity Method, Translational Identity Method, Orthographical Identity Method, and Pragmatic Identity Method. For this method the researcher used the Pragmatic Identity method. According to Sudaryanto (2015) the technique in the method divided into two there are basic and continue technique. In this research, the researcher use basic technique pragmatics competence in diving. The steps are following in analyzing the data:

1. Identifying the features of code-switching by Sandiaga Salahudin Uno speech whether it is clause or sentences
2. Classifying the data based on the types and functions of code-switching
3. Describe the types and functions of code-switching found in Sandiaga Salahudin Uno speech
4. Concluding the result of analysis

For calculating the data the researcher use theory by Hatch (as cited in Sukma, 2013) said that function can using a rate and to compare about the different and frequency about type and functions . Based on Hatch's Theory to calculate the frequency, the researcher applies the following formula:

$$P = \frac{n}{\sum N} \times 100$$

Figure 3.1 Formulation of Percentage

P = Percentage

n = number of data type or functions

N = Total number of data type or functions

After used this calculating the researcher determine about the higher and the lowest of the types and Function of code switching.

3.5 Method of Presenting the Result Analysis

According to Sudaryanto (2015) there are two methods of presentation, formal and informal. The researcher uses formal and informal method. The researcher chooses them because the researcher in presenting the data analysis

result uses the sentence to explain clearly and table to make easier the reader understand about the data analysis result.