The Form of Language Choice on Deddy Corbuzier's Youtube Podcast

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Abstract

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One of the most interesting youtube contents in Indonesia goes to Deddy Corbuzier's youtube podcast. It is caused by the various guests who are invited and the use of several languages in the podcast when they are doing interaction each other. As a youtuber who masters more than two languages, Deddy Corbuzier must take an action of language choice in order to the interaction in the podcast flows smoothly. The aim of this research is to describe the form of language choice on Deddy Corbuzier's youtube podcast. The data collection is done using observation method with observe-involve-free-statement and taking notes techniques. After the data is collected then they are analyzed using determining elements choice technique. Hereinafter, the data is presented using informal method or using words. The results of this research are 1) the form of singular variety language in using formal and informal Indonesian language, 2) the form of code-switching from Indonesian language to foreign language and vice versa, 3) the form of code mixing in words, phrases, idioms, and clauses insertion from foreign language to Indonesian language.

INTRODUCTION

Language and society are two inseparable things. It is caused by language is the part of society or social group to communicate. Along with the times and technology are developed, the use of language are extremely various. Besides, the language choice are also numerous based on the social group or society involved inside it. Furthermore, there are many certain social groups use interesting media to catch their surroundings' attention while doing interaction such as Youtube. Youtube is a digital platform which is widely used to do interaction and show creativity from various channels. Those channels are podcast, talk show, vlog, education, entertainment, and many more.

Moreover, the people who are active or who own the youtube channel are called youtuber. Indonesian youtuber who has high income and becomes the center of attention is Deddy Corbuzier. Based on the survey done by Tribun Mataram on their site, https://mataram.tribunnews.com/amp/2020/06/22/daftar-10-youtuber-indonesia-dengan-penghasilan-tertinggi-ranking-1-capai-rp-13-miliar-per-bulan?page=3, Deddy Corbuzier is one of Indonesian youtuber who earns monthly income as much US$ 34.600 up to US$ 553.500 or equals to 484,40 million rupiahs up to 7,75 billion rupiahs. That is why Deddy Corbuzier becomes the center of attention. Besides of being the center of attention because of his high income, his video contents are also well-known for everyone. It caused by Deddy Corbuzier often invites various guests such as high officials, politician, comedian, experts and many more. Deddy Corbuzier began to join youtube in December 8th, 2009.

The subject in Deddy Corbuzier's content is discussing about hot issues, inspirational stories, and revealing the truth of an issue. In making video content, Deddy Corbuzier cannot be separated from language as the tool for interacting both with informant of viewer.

The languages which are mostly used by Deddy Corbuzier in making contents are Indonesian language, foreign language, and casual language. The various languages used which are dominating in his every youtube video content make his podcast different with other Indonesian youtubers based on the review from some of Deddy Corbuzier's youtube podcast. The underlying reasons of using various languages are the youtube content theme, the informants, and Deddy Corbuzier's background as a public figure.

The various languages used in his content can cause the big possibility of using various languages too in interaction process. Kind of language in sociolinguistic study is also called various languages. Nababan (1986) explains that kind of language is various languages, both various in form or meaning. Various languages can be caused by certain factors (Soeparno, 2013). Utorodewo (2010) explains that various languages happen because the use of the language. It makes the speaker can choose the language that will be used, no exception for Deddy Corbuzier. In making youtube video content, as a youtuber he can choose what language that will be used. It aims so the interaction process can run smoothly and thoughtful.

Language choice in sociolinguistic study is divided into three possibilities. First is variation within the same language or intra language variation. Second is code switching. Third is code-mixing. As it is implied by Sumarsono (2017) singular code happens when a speaker uses one same code in at the time. However, code switching happens when a speaker switch into other code at the time. The next one, code-mixing happens when a speaker attaches another code at the time.

As a researcher, in doing research cannot be separated from library review. The followings are some library review used by the researcher.

Mardikantoro's research (2016) is entitled "Language Shift of Javanese and Ist Impacts on The Transformation of Samin Community". The researcher discusses about the displacement issue of Javanese language from casual Javanese language to formal Javanese language in Samin society (Samin Javanese).

Widianto and Zulaeha's research (2016) is entitled "Pilihan Bahasa dalam Interaksi Pembelajaran Bahasa Indonesia Bagi Penutur Asing". The researchers discuss about form of language choice in Indonesian language study for foreign speaker and the influencing factors.

Darwati and Santoso's research (2017) is entitled "Pilihan Kode pada Wacana Konsultasi Siswa kepada Guru di SMK Ma'arif 4 Kebumen". The researchers discuss about the code choice form and underlying factors of code choice in student's consultation discourse to teacher in SMK Ma'arif 4 Kebumen.

Kholidah and Haryadi's research is entitled "Wujud Pilihan Kode Tutur Mahasiswa Aceh pada Ranah Pergaulan di Semarang". The researchers discuss about form of code choice speak that is used by student from Aceh in social realm in Semarang.

Eliya and Zulaeha's research (2018) is entitled "Pola Komunikasi Politik Ganjar Pranowo dalam Perspektif Sosiolinguistik di Media Sosial Instagram". The researchers discuss about Ganjar Pranowo's code choice speak pattern in politic communication on Instagram.

Coats' research (2019) is entitled "Language choice and gender in a Nordic social media corpus". The researcher discusses about the language choice used by male and female in Twitter in Nordic.

Zhang's research (2020) is entitled "The Role of Agency in The Language Choice of a Trilingual Two-Year-Old in Conversation with Monolingual Grandparents". The researcher discusses about the role of the nurse in child's language choice who masters three languages in doing interaction with family (grandparents) who are Mandarin.

Jumaida and Rokhman's research (2020) is entitled "Pilihan Bahasa Mahasiswa Pendidikan Bahasa dan Sastra Indonesia di Universitas Negeri Semarang". The researchers discusses about the issue of language choice of Indonesian Language Education students in Semarang State University.

Based on several library reviews, it can be concluded that the research done with the preceding research have similarity and difference. The similarity is they discuss the same thing; sociolinguistic study and the difference in the object that will be reviewed.

METHODS

This research uses two kinds of approach. They are theoretical approach and methodological approach. Theoretical approach that is used in this research is sociolinguistic approach. This is because sociolinguistic is the branch of linguistic study that discovers about the relation of language and society.

The data collection method used in this research is observation method. As it is implied by Sudaryanto (2015), observation method has some techniques in data sampling. They are tap, observe-involve-statement, free-involve-statement, record, and take note techniques. After those techniques are done, the data will be sorted and classified so it will be optimal.

As long with those things, the data collection methods in this research use observation method with basic tap techniques and observe-involve-free-statement and take note as the advanced technique. The basic tap technique is done to tap language on Deddy Corbuzier's youtube podcast, while the observe-involve-free-statement technique is done because the researcher does not involved in the conversation and play the role as an observer. The take note technique is done to write the conversation with language choice form.

The validation data test in this research uses triangulation technique. After the data collected then it is analyzed using determining elements choice technique which is the basic from match technique. For the advance technique is using comparison technique equalize and comparison technique. Furthermore, the presenting method is using informal method. The data is served in description form using words to explain the result of the finding in analyzed data.

RESULTS AND DISCUSSION

The form of language choice in Deddy Corbuzier's Youtube Podcast

The language choice is a condition when someone masters more than two languages (bilingual/multilingual). It is done so that the communication can run smoothly and the meaning can be well-delivered. In Deddy Corbuzier's Youtube Podcast, the language choice happens between the channel owner and the informant. It is done so that the communication can run smoothly and the meaning can be well-delivered. It is done so that the communication can run smoothly and the meaning and purpose can be well-delivered by Deddy Corbuzier as the host.

The forms of language choice in his podcast are singular language variation (the use of the same language), code switching (the use of one language to other language with other meaning and purpose) and code-mixing (the use of one language attached by other language). The followings are the explanation about language choice form in Deddy Corbuzier's podcast.

1. The Form of Singular Language Variation

One of language choice form in Deddy Corbuzier's youtube podcast is singular language variation. Singular language variation is the form of language used by the speaker in one same language scope. Language variation can be classified based on social diversity and activity function in social life. The intended classifications are variation from speaker's side, usage side, formality side and target side.

The singular language variation in Deddy Corbuzier's youtube podcast is the using of formal and informal Indonesian language. The singular language variation is done by Deddy Corbuzier as the host or the channel owner and also the informant. The followings are the clarification about singular language variation in Deddy Corbuzier's youtube podcast.

a. Formal Indonesian Language

The form of singular language variation in Deddy Corbuzier's youtube podcast is the using of formal Indonesian language. It is done by

Deddy Corbuzier while doing interaction with several informants. The followings are pieces of conversation completed with discussion about the form of singular language variation (formal Indonesian language).

(1) Context : Deddy Corbuzier (P1) and Muhammad Khodari (P2) are discussing about the issue of President Joko Widodo who will take hold in three periods.

P1   : Pak Jokowi mengatakan tidak ingin?
P2   : Iya.
P1   : Tidak mau?
P2   : Iya.

Based on data (1), it can be seen that Deddy Corbuzier (P1) and Muhammad Khodari (P2) when discussing about the issue of President Joko Widodo who will take hold in three periods are using formal Indonesian language. It is shown on Deddy Corbuzier's words when asking question 'Pak Jokowi mengatakan tidak ingin?' which then answered by Muhammad Khodari 'Iya'. Moreover, when Deddy Corbuzier is emphasizing the question 'Tidak Mau?', it is then answered by Muhammad Khodari 'Iya'. From the word choice used by Deddy Corbuzier (P1) and Muhammad Khodari (P2), it can be analyzed that every word used is the word appropriate on KBBI. As it is known that the word that is appropriate on KBBI is formal Indonesian language.

b. Informal Indonesian Language

The form of singular language variation in Deddy Corbuzier's youtube podcast is also about using informal Indonesian language. Informal Indonesian language is one of daily language which is often used by Indonesian people. The use of informal Indonesian language is also done by Deddy Corbuzier as the host and also the guest star or the informant. The followings are pieces of conversation completed with discussion about the using of similar language variation in the form of informal Indonesian language.

(2) Context : Deddy Corbuzier (P1) and Gus Miftah (P2) are discussing about Ustad's job opportunity in Ramadhan.

P1 : Waktunya ramadhan waktunya ustad-ustad dapat makan.

P2 : Gila *lo, enggak* ah.

P1 : Lah emang ustad *nggak* makan?

P2 : Emang romadon malah berhenti makan, gimana sih?

P1 : Iya iya.

P2 : Romadon malah berhenti makan *Bro.* Emang kita sadari kalo ramadhon itu ustad rezekinya berlebih.

P1 : Iya *bener dong.*

Based on data (2), it can be seen that there is the using of singular language variation in informal Indonesian language. The use of informal Indonesian language is done by Deddy Corbuzier as the host or youtube channel owner and also Gus Miftah (P2) as an informant or guest star. The using of informal Indonesian language on the data are the using of personal pronoun which is done by P2 (Gus Miftah) in calling P1 (Deddy Corbuzier) with the words 'Lo' and 'Bro'. The words 'Lo' and 'Bro' are greeting words in casual language where in formal Indonesian language they have the same meaning with 'Anda' or 'Kamu' (you).

2. The Form of Code Switching

One of language choice form in Deddy Corbuzier's youtube podcast is code switching. Code switching is the form of language choice which is done by a speaker from one language to other language which is caused by certain factors and conditions.

The form of code switching in Deddy Corbuzier's youtube podcast is the switching code from Indonesian language to foreign language and vice versa. The code switching process is done by Deddy Corbuzier as the host or youtube channel owner and the informant or guest star. The followings are the explanation about code switching in Deddy Corbuzier's youtube podcast.

a. The Form of Indonesian to Foreign Language Code Switching

One form of language choice on Deddy Corbuzier's Youtube podcast is the code switching from Indonesian to foreign language. Deddy Corbuzier carried out the form of code switching from Indonesian to foreign languages as the host or owner of the Youtube podcast channel and the informant. The followings are pieces of conversation containing a choice of language in the form of code-switching from Indonesian to a foreign language.

(03) Context : Deddy Corbuzier (P1) and Fiki Naki (P2) discussed the phenomenon of young children playing Instagram.

P1 : Lo tau enggak sekarang tu banyak *Instagram-instagram* cewek yang masih kecil. Bahasanya masih kecil tapi gue tahu usinya 15-16 tahun terus di isntagramnya ditulis gitu, apa dijalankan. Apa dijalankan bahasa Inggrisnya? Pokonya yang jalanin Isntagram ini orangtuanya.

P2 : Oh oke.

P1 : *Where are you saying English*?

P2 : *Run? I don't know.*

P1 : *Yeah, run by Parent.*

Based on data (3), it can be seen that there is a choice of language in the form of code-switching from Indonesian to a foreign language (English). The form of code-switching in the piece of conversation was carried out by the two speakers, Deddy Corbuzier (P1) as the host and Fiki Naiki (P2) as the guest star. The code-switching in the piece of conversation was first carried out by P1, who previously asked about the term for parents who run their Instagram, then asked about the time by saying 'where are you saying' and then answered by P2 in English 'Ron? I don't know. The code-switching in the speech fragment was carried out by P1 because he realized that P2 had more control over terms in foreign languages. That's because P2 is an Ome Tv Youtuber wherein every youtube P2 uses English in interacting.

b. The Form of Foreign Language to Indonesian Language Code Switching

One form of language choice on Deddy Corbuzier's Youtube podcast is code switching from a foreign language to Indonesian. Deddy Corbuzier carried out the form of code-switching from foreign languages to Indonesian as the host on his Youtube podcast and the speakers. Code-switching is carried out in several contexts of speech or topics on the Youtube podcast of Deddy Corbuzier.The following is data from speech fragments containing code switching from Indonesian to foreign languages in Deddy Corbuzier's Youtube podcast

(04) Context : Deddy Corbuzier (P1) and Fiki Naiki (P2) discussed the ability of Fiki Naiki (P2) in English.

P2 : *So what was question?*
P1 : *No, I just i think impossible someone to learning languageon the youtube.*
P2 : *No, I don't think so it. It hour but it is possible.*
P1 : *This posibbile?*
P2 : *This is possible.*
P1 : *So, they want it is possible, they can do it.*
P2 : *Yes, officly.*
P1 : Enggak ini kan…
P2 : Niat, konsinten, udaah itu. Dua itu aja?
P1 : Gimana ceritanya, caranya lo itu?
P2 : *My be English is* a mungkin lebih gampang ya karena kita lihat nonton film pake Bahasa Inggris. *There is book* ya juga pake Bahasa inggris. Gue juga jujur aja ya ketika belajar bahasa Inggris dulu juga gak di sekolahan.

Based on data (4), it can be seen that there is a language choice process in the form of code-switching from a foreign language to Indonesian. The code-switching from a foreign language to Indonesian in the data was carried out by both speakers, namely Deddy Corbuzier (P1) as the host and Fiki Naiki (P2) as the resource person. In this speech, the two speakers previously used a foreign language (English) in their interaction, but then both of them switched from English to Indonesian. That's where the process of language choice occurs in the form of code-switching from English to Indonesian.

3. Code Mixing Form

Code-mixing is one form of language choice available on Deddy Corbuzier's Youtube podcast. Code mixing uses two or more languages by inserting elements of other languages in it. According to Suwito (1996), the form of code-mixing is divided into several states, including; words, phrases, baster, repetition of words, expressions or idioms and clauses. The following explains the form of code-mixing on Deddy Corbuzier's Youtube podcast.

a. Code Mixing in Attachment Word Form

Words are the smallest unit of elements forming sentences. On Deddy Corbuzier's Youtube podcast, there is a choice of language in code-mixing in the form of word insertion. The word is a language unit that stands alone, consisting of a single morpheme and a combined morpheme (Chaer, 2007). The following is code-mixed data in word insertion and its discussion

(5) Context : Deddy Corbuzier (P1), Tretan Muslim (P2) and Habib (P3) discuss about the haters (heaters) on social media.

P3 : Saya mulai berkenalan dengan *haeters* itu setelah mulai ketemu dengan Om Deddy.
P2 : Karena *subscriber* nambah *haeters* juga nambah juga.
P1 : Kenapa Habib nuduh Saya? Bisa jadi *subscriber, heaters* Anda *heaters* pemuda tersesat dong.

Based on data (5), it can be seen that there is a choice of language in the form of code-mixing between Indonesian and a foreign language (English) in the form of inserting words from a foreign language (English). Code mixing in the form of inserting words in a foreign language (English) on Deddy Corbuzier's youtube podcast was carried out by Deddy Corbuzier (P1) as the host or owner of the

youtube channel and Tritan Muslim (P2) and Habib (P3) as resource persons who were present. The code-mixing in the form of inserting words from a foreign language (English) in the data is in the form of the words 'Heaters' and 'Subscribers' where in Indonesian, the words have the meanings of 'haters' and 'customers'.

b. Code Mixing in Phrase Attchment Form

Phrases are combinations of two or more words that are non-predictive or can stand alone in a sentence. On Deddy Corbuzier's Youtube podcast, there is code-mixing in the form of inserting phrases in foreign languages. The following is data from speech fragments regarding language choice in code-mixing in the form of phrase insertion.

(05) Context : Deddy Corbuzier (P1) and Uus (P2) discuss about friends who share the same frequency.

P1 : Gue nggak minum alkohol, lo nggak sefrekuensi sama gue dong?

P2 : Frekuensi nggak soal apa yang lo lakukan dengan hobi lo dan dengan apa lo menjalankan kehidupan lo secara *life style* tapi lebih ke personal. Ada tukang selingkuh yang baik sama temenya, ada juga tukang alkohol yang suka berbagi dengan pengemis dan anak yatim.

Based on the speech fragment in data (6), it can be seen that there is a choice of language on Deddy Corbuzier's youtube podcast in the form of inserting phrases from a foreign language (English). P2 does the insertion of phrases from English. The phrase contained in the speech fragment made by P2 is 'lifestyle'. This phrase when interpreted in Indonesia, has the meaning of 'lifestyle'. According to Kridalaksana (2008), if a phrase is a combination of two or more words that are not predicated, the combination of the two words can be tenuous or close.

c. Code Mixing in Idiom Attachment Form

The idiom is an expression that cannot be explained logically or grammatically. Idioms are usually used by someone to express a feeling: disappointment, anger, sadness, or happiness. The form of mixed code insertion of idioms on Deddy Corbuzier's Youtube podcast can be seen in the following speech fragment data.

(7) Context : Deddy Corbuzier (P1) asks Fiki Naiki's foreign language mastery (P2).

P1 : Belajar dimana?

P2 : Rumah, *youtube*.

P1 : Enggak mungkinlah, *bullshit*.

P2 : Serius.

P1 : *No.*

P2 : *No*, enggak ada kursus nggak ada apa-apa.

Based on data (7), it can be seen that there is a choice of discussion on the Youtube podcast of Deddy Corbuzier in the form of mixed idiom insertion. Code mixing in the form of idiom insertion in the speech fragment was carried out by P1 when expressing distrust of P1 if he mastered English without any exceptional learning. The idiom is found in P1 speech which reads 'Enggak mungkinlah, bullshit.' 'bullshit' is an idiom from a foreign language (English) that is in that context used by P1 as a form of expressing distrust of P2's answer, where P2 who is good at English said that he only learned the language self-taught from home and Youtube.

d. Code Mixing in the Form of Clause Attachment

A clause is a grammatical unit in the form of a group of words and at least consists of a subject (S) and a predicate (P) and has the potential as a sentence. The following is a snippet of speech data on Deddy Corbuzier's Youtube podcast which contains a choice of language in a mixed code insertion clause.

(8) Context : Deddy Corbuzier (P1) and Mr. Luhut Binsar Panjaitan (P2) discussed the development of Covid 19 in Indonesia.

P2 : Jadi Deddy bilang ini steril, *yes*.

P1 : Tapi *We never now*?

P2 : Baru Saya mau bilang. Kalo Anda yang salah atau Saya yang salah akibat Saya

yang kena *its oke*. Tapi akibatnya kalo sekarang Dedy jadi kena, yang lain juga kena itu kan tanggung jawab moral kita. Ini kan masalah kemanusiaan jadi yang sebenarnya di situ. Jadi kalo orang-orang bilang. Presiden kenapa bilangnya ranah ekonomi, presiden bukan bicara ekonominya. Tapi rakyatnya itu loh, ini kalo lama-lama terjadi yang menderita rakyat kecil.

Based on the speech fragment in data (8), it can be seen that in Deddy Corbuzier's youtube podcast, there is a choice of language in the form of mixed code insertion clauses. Code mixing in the form of clause insertion was performed by Deddy Corbuzier (P1) when he said 'But, we never know?' to Mr. Luhut Binsar Panjaitan (P2) 'we never know' is a clause from a foreign language (English) or if interpreted in Indonesian it means 'We never know'.

CONCLUSION

The language choice(s) in Deddy Corbuzier's youtube podcast are about the using of singular language variation, code switching and code mixing. The language variations used in Deddy Corbuzier's youtube podcast are formal and informal Indonesian language. The code switching in Deddy Corbuzier's youtube podcast is the switch from Indonesian language to foreign language (English) and vice versa. Furthermore, the code mixing used in Deddy Corbuzier's youtube podcast are about mixig code between Indonesian language, foreign language (English) in the form of word, phrase, idiom and clause attachment.

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