CODE SWITCHING IN *DIOR AND I* FILM

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ABSTRACT

Language is a term we know very well in our lives and has an important role in society to convey a message or meaning to audience between community members exchange opinions and interact with each other with variations of language and dialect. Language and society are two terms we can find in sociolinguistics. Sociolinguistics conclusions consist of three things, language, society and the relationship between language and society. In addition, the level of education, social status or profession is very important also to the use code. Often the language code that covers these things becomes the main cause of someone choosing the appropriate words in establishing the communication. In addition to the issues of code switching, code mixing, and bilingualism. This research used code switching as the theory from Hoffman (1991). The purpose of this study was to investigate the types and the reasons of code switching uttered in *Dior and I* film . The study used descriptive qualitative design. The subject used in this study was *Dior and I* film, the scene of *Dior and I* film and the object is the main character in *Dior and I* film of the collected data related. Based on the result of this research, it is found that there are three types of code switching in *Dior and I* film by Hoffman (1991), such as inter-sentential switching, intra-sentential switching and emblematic/tag switching. It was clear that inter-sentential switching was more frequently types found in *Dior and I* film. In addition, the researcher also finds that the reasons code switching in *Dior and I* film by theory Hoffman (1991) are such as talking about a particular topic, quoting somebody else, being empathic about something, interjection, repetition used for clarification, intention of clarifying the speech content for the interlocutor and expressing group identity. It was clear that talking particular a topic was more frequently reasons found in *Dior and I* film.

Keywords: sociolinguistics, code, code switching, *Dior and I* film, documentary film

ABSTRAK

Bahasa adalah istilah yang kita kenal sangat baik dalam kehidupan kita dan memiliki peran penting dalam masyarakat untuk menyampaikan pesan atau makna kepada audiens antara anggota komunitas bertukar pendapat dan berinteraksi satu sama lain dengan variasi bahasa dan dialek. Bahasa dan masyarakat adalah dua istilah yang dapat kita temukan dalam sosiolinguistik. Kesimpulan sosiolinguistik terdiri dari tiga hal, bahasa, masyarakat dan hubungan antara bahasa dan masyarakat. Selain itu, tingkat pendidikan, status sosial atau profesi sangat penting juga untuk menggunakan kode. Seringkali kode bahasa yang mencakup hal-hal ini menjadi penyebab utama seseorang memilih kata-kata yang tepat dalam membangun komunikasi. Selain masalah alih kode, pencampuran kode, dan bilingualisme. Penelitian ini menggunakan alih kode sebagai teori dari Hoffman (1991). Tujuan dari penelitian ini adalah untuk

menyelidiki jenis dan alasan pengalihan kode yang diucapkan dalam film Dior dan saya. Penelitian ini menggunakan desain deskriptif kualitatif. Subyek yang digunakan dalam penelitian ini adalah Dior and I film, ujaran pada Dior and I dan objeknya adalah karakter utama yang terkait pada Dior and I film. Berdasarkan hasil penelitian ini, ditemukan bahwa ada tiga jenis kode switching di Dior and I difilmkan oleh Hoffman (1991), seperti inter-sentential switching, switching intra-sentential dan emblematic / tag switching. Sudah jelas bahwa peralihan antar-sentimen lebih sering ditemukan dalam film Dior and I. Selain itu, peneliti juga menemukan alasan dilakukannya pengalihan kode dalam Dior and I film menurut teori Hoffman (1991) adalah seperti berbicara tentang topik tertentu, mengutip orang lain, bersikap empatik tentang sesuatu, penolakan, pengulangan yang digunakan untuk klarifikasi, maksud mengklarifikasi konten pidato untuk teman bicara dan mengekspresikan identitas kelompok. Sudah jelas bahwa membicarakan topik tertentu lebih banyak alasan yang ditemukan di Dior and I film.

Kata kunci: sosiolingustik, kode, alih kode, Dior and I *film, dokumentar film*

A.   INTRODUCTION

Language as tool of communication takes important role in human interaction. The study of language is widely known as linguistics. Sociolinguistics is a branch of linguistics that focuses on the study of language in society. Sociolinguistics covers many topics such as dialect, language variety, language repertoire, language community, bilingualism, and etc. Code switching as part of bilingualism is the use of more than one language by a bilingual or multilingual which speaks by choosing one of codes followed by the social situation of the speaker (Hudson, 1980).

As we know, basically every person in this world are able to speak two or more languages. They master the local language and the national language as well, even the foreign languages which are usually studied in educational institutions. Speakers often use two languages that are controlled directly, spontaneously, and unintentionally. This phenomenon can be explained as a code switching practice that is commonly found in verbal communication. Code switching has become an interesting study to be learned because this phenomenon is often encountered anywhere in the present time.

Code switching appears in many literary works, and one of them is in *Dior and I* film. *Dior and I* film tells about a female Russian teenager who dies giving birth leaves clues in a form of diary to a midwife that could tie her child in to a rape involving a violent Russian mob family. *Dior and I* film contains code switching of two different languages including English and French and there is also evidence in this film that code switching phenomenon exists in crime film. In criminal situation, the language user performs code switching for particular purposes.

Hence, the researcher intends to do an analysis of code switching types performed by the main character' utterance spoken in *Dior and I* film and also find the types of code switching triggering the main character in performing code switching by utterance. At last, the researcher hopes that this research is able to inspire others to be more aware about code switching phenomenon which in the present time is often occurred anytime and anywhere in our surroundings.

B.   REVIEW AND RELATED THEORIES

1.   Context

The term "context" means anything that help researcher to understand the meaning of literary work other than the actual words since every word yields different meaning in

different context. Hymes (1974) gives a concept for describing context of situation which he uses the word of *SPEAKING* as an acronym that represents significant unit simplify researcher discover the actual meaning of certain utterances,

2. Sociolinguistics

Sociolinguistics is the branch of linguistics that studies the relationship and interplay between language behavior and social behavior. The main study sociolinguistics is the diversity of languages in society. Sociolinguistics theory more focused on the activities of a group of people speaking in an environment. Sociolinguistic knowledge utilized in communicating or interacting. Sociolinguistic provides guidelines for communicating with the show languages, variety of language or style of what language should we use when talking to certain people.

According to Holmes (2001), sociolinguistics is a study of relationship between language and society, and how the language used in multilingual speech communities.

3. Code

According to Wardaugh (1986), code is a communication system between two or more speakers across language. The main instrument of the communication is language, both written and spoken, which could not be separated from human's daily life. An almost similar opinion was also stated by Stockwell (2002), who said that code is a system agreed which is used by at least two persons.

In our daily life, people usually use different code for different situation. It all depends on will and needs. One may choose whatever code to be used concerning it make easier to establish communication among group or community.

Based on what experts have pointed out above, code may refer to different accent, dialect, tone, grammatical change, word change, and etc. Code can be defined as a medium which is used to apply several means inside a single communication. However, code is usually considered as a variant of language that is used to build a clearer means in communication of human.

4. Code Switching

Hudson (1996) stated that "code switching represents one of the usage language forms of a bilingual that is usage more than one language by a bilingual which say by choose one of the language code adapted with situation". In a multilingual country, people consequently switch from one language to another. Therefore, code switching is the consequence of multilingualism. However, people do not only switch from one language to another, but also from one dialect to another. Hudson (1996) has observed that "the particular dialect or language that a person chooses to use on any occasion is a code, a system used for communication between two or more parties".

Nowadays, code switching is used in all aspect of human life. It may transcend all context of speech. For instances, code switching is used in many Television programs, printed and electronic media, and even inside a classroom for learning and teaching process. Thus in short, as what experts have highlighted, the researcher concluded that code switching is alternation of two or more languages in a single discourse, both oral form and written form. People who have tendency in doing such code switching usually master the two languages or almost as well.

5. Types of Code Switching

The researcher in this research used categorization of code switching types based on Hoffman (1990) theory. Hoffman identified the following types such as inter-sentential code switching, tag switching, and intra-sentential code switching.

a. Inter-sentential Switching

According to Hoffman (1990), the first type of code switching is inter-sentential switching. It took place between clauses or sentences, e.g. the switch occurs at a clause or sentence boundary where each clause or sentence is in a different language (Romaine, 1995). Poplack (1980) in her book gave an example of inter-sentential switching as inserted in the following sentence, "*Sometimes I'll start a sentence in Spanish **y terminó en espanol** [and finish it in Spanish]*".

The speakers who choose this type of switching usually utter his or her speech in fully one-form of language earlier and later switch into another language between clauses or sentences. This type of switch is not limited by alternation of one or two words.

b. Intra-sentential Switching

The second type of code switching is tag switching, which requires only a little compounding of the two languages. Tag switching is the switching of either a tag phrase or a word, or even both from one language into another language, or insertion of a tag from one language into an utterance that is in another language. Several English examples of tags are, *"you know"* and *"you mean"*.

An example in Poplack's book is *"Se sininen talo [That blue house], **you know**."*

c. Emblematic/Tag Switching

The third type of code switching is intra-sentential code switching which requires a lot of integration and is usually associated with the most fluent bilinguals (Poplack 1980). Intra-sentential code switching refers to alternation in a single discourse between two languages or more, where the switch occurs within a clause or sentence. Poplack (1980) gave an example of intra-sentential switching between English and Spanish in her book as inserted in the following sentence, *"Why make Carol **sentarse atras pa'que** [sit in the back so] everybody has to move **pa'que se salga** [for her to get out]?"*

6. Reasons of doing Code Switching

Besides, those reasons there are also a number of reasons for the code switching from one language to another by Hoffman (1991). There are seven reasons for bilinguals to switch their languages. The seven reasons are as follows,

(a) Talking about a particular topic

People sometimes prefer to talk about a particular topic in one language rather than in another. Sometimes, a speaker feels free and more comfortable to express his/her emotional feeling in a language that is not his/her everyday language.

(b) Quoting somebody else

A speaker switches code to quote a famous expression, proverb, or saying of some well-known figures. The switch involves just the words that the speaker is claiming the quoted person said.

(c) Being emphatic about something (express solidarity)

As usual, when someone who is talking using a language that is not his native language suddenly wants to be emphatic about something, he either intentionally or unintentionally, will switch from his second language to his first language. Or, on the other hand, he switches from his second language to his first language because he feels more convenient to be emphatic in his second language rather that in his first language.

(d) Interjection

Interjection is words or expressions, which are inserted into a sentence to convey surprise, strong emotion, or to gain attention. Interjection is a short exclamation like: Darn!, Hey!, Well!, Look!, etc.

(e) Repetition used for clarification

When a bilingual or multilingual person wants to clarify his speech so that it will be understood better by listener, he can sometimes use both of the languages (codes) that he masters to say the same message. Frequently, a message in one code is a repeated in the other code literally. A repetition is not the only served to clarify what is said, but also to amplify or emphasize a message.

(f) Intention of clarifying the speech content for the interlocutor

When bilingual or multilingual person talks to another bilingual/ multilingual, there will be lots of code switching and code mixing occurs. It means to make the content of his speech runs smoothly and can be understand by the listeners. A message in one code is a repeated in the other code in somewhat modified form.

(g) Expressing group identity

Code switching and code mixing can also be use to express group identity. The way of communication of academic people in their disciplinary groupings, are obviously different from the other groups. In other words, the way of communication of one community is different from the people who are out of the community.

C. RESEARCH METHOD

The researcher uses descriptive qualitative method as the research method in this research, as the researcher generates words than number in analyzing the data. The researcher is descriptively described the types of code switching performed by the main character and reasons of doing code switching in *Dior and I* film.

The data used in this research is taken from the utterance in *Dior and I* film. This research only focuses to the main character that using code switching in the *Dior and I* film. The form of data of this study which would be an analyzed were words, phrase or sentence from the utterance of *Dior and I* film to find the types and the reasons of code switching.

As the key instrument in this research, the researcher collects the data through the data collection technique. The researcher is firstly downloading then watching *Dior and I* film. Then, the researcher pays attention only on code switching practices inside the film of character utterance. The researcher takes notes of the phrases, clauses, or even sentences that belongs to data of the research and then categorize them by making list of groups to distinguish the types of code switching which later known that those are done by only focuses to the main character in this film. After finding the types of the code switching, the researcher then investigates the reasons of doing code switching from the main character code switching.

The data that has been collected then analyzed using Miles and Huberman's (1994) analysis technique which is divided into three steps: data reduction, data display, and conclusion drawing. The first step in analysis technique is data reduction. The data found inside the film are sorted and organized into categories to determine the types of code

switching and reasons of doing code switching. After that the data are analyzed further using the current theories that have explained in the previous chapter. Then, the conclusions are being drawn based on the analysis and findings that are credible and able to withstand to alternative explanations in this research.

In addition, the researcher applied two basic types of triangulation proposed by Denzin in (1970) which are data triangulation and investigator triangulation in this research. The data triangulation applied is to validate the accurateness of data findings, which are the film subtitle that triangulated with utterance spoken by the main character inside *Dior and I* film. Moreover, the investigator triangulation applied is because while doing the research, the researcher has no background knowledge of French language. In case of that, the researcher is helped by a reputable respondent who is fluently speaking French. Thus, the translation of French language in the subtitle of the film is triangulated and evaluated with a reputable respondent who is fluently speaking French.

D. FINDINGS AND DISCUSSION

1. Findings

In this section, the researcher presents the data findings and the researcher's analysis of the data findings. To answer the research question, the researcher shows the data in groups considering to each type of code switching and also the analysis of code switching types. Furthermore, the analysis of the social factors is following next after the analysis of types.

a. Types of Code Switching

In this research, the researcher has found 62 code switching types in *Dior and I* film. According to Hoffman (1990), code switching types consist of inter-sentential code switching, tag switching, and intra-sentential code switching.

i. Inter-sentential Switching

There were 33 of data code switching from English to French and French to English. The reasons why the data below were the categorized as inter-sentential switching because the code changes in the data set below appeared in phrase or clause after sentence limit.
Time 04.31 – 05.00 Data 1
Raf Simon   : *Mon français n'est pas encore très bon, mais j'ai hâte de travailler avec vous les plus talentueux de l'industrie de la mode,* [My french is not very good yet. But I can't to work with you, the most talented people in the fashion industry.] I wanna say something in English. I'm extremely looking for to fill with the humble to stand here in front of you, can't wait to work with you.
Mr. Sidney   : il sera assisté par Pieter Mulier qui est également belge.

Based on the data above, this utterance belonged to inter-sentential code switching because according to Hoffman (1991) this type of code switching requires the least compounding as code switching happens between clauses or sentences, as it occurred between sentences from Fremch to English.

Code switching in the sentence above started in French Mon francaisn'est pas encore tres bon, maisj'ai hate de travailler avec vous, les gens les plus talenteux de I'industrie de la mode and the switch in English sentence was to give easier understanding to the audiences. Mr. Sidney Toledano introduced the white hand to the people spoken in French language. But, the main character was more comfortable to use English language in delivering his intention of purpose about working together as a team.

ii. Intra-sentential Switching

There were about 28 data of code switching from English to French. The reasons why the data below were the categorized into code switching occurred in sentences (Intra-sentential Switching) because the code switching data appeared in the form of phrases or

clauses within the boundary of the sentence. The code changes occurred in sentences (Intra-sentential Switching) from English into French:
Time 49.49 Data 6
Raf Simon   : I would to see if we can also develop things look like that. It's kind of like, *futur, alien, fleuri.* [future, alien, flowers]
        Based on the data above, this utterance belonged to intra-sentential code switching because according to Hoffman (1991) intra-sentential code switching refers to alternation in a single discourse between two languages or more, where the switch occurs within a clause or sentence, as in this utterance, the switch occurred at a phrase boundary, which was from English sentence to French phrase. The utterance started in English language and ended with French language: *Futur, alien,* and *fleuri* which referred to future, alien and flowery in English language.

iii. Tag/Emblematic Switching

        Those were including in the transfer of symbolic code with the amount of 21 code switching. The reasons of the data below were the categorized as the symbolic override (Emblematic Switching) because, the code switching data set below appeared in the form of a particular quote, tag, and phrase in the English language, which were inserted into English or French. The transfer of symbolic code (Emblematic Switching) in French to English.
Time 09.46-10.09 Data 11
Woman   : Je viens ici tous les jours, pendant la collecte.
Raf Simon   : *Oui! Ou non[okay! Oh not]*
Woman   : Nous sommes l'une des deux dernières maisons.
Raf Simon   : *Bonjour!..Bonjour!* [hallo! Hallo!] Hallo everybody!
        Based on the data above, this utterance belonged to tag switching because the presence of "*Oui*!" tag as result of an agreement by Raf Simon and *"Bonjour! Bonjour*!" tag performed such repetition of tag from both French and English to avoid errors in receiving the message and also to emphasize the previous statement.
        In this sentence, Woman 2 gave the explanation about the Dior's dresses collection room to the main character. He replied to the Woman 2 in French language, *Oui!* that meant yes. The main character also greeted other employees in French language, *Bonjour! Bonjour!* and repet again with English language "Hello everybody.

b.   Reasons of doing Code Switching
        After analyzing and classifying the type of code switching, the researcher identifies the reasons of code switching used in *Dior and I* film from the utterance. This aimed to answer the second question about reasons the main character in *Dior and I* film used two languages. The researcher used the theory by Hoffman (1991) to find the reasons of code switching used.
i.   Talking paricular about a topic
        In this conversation, the main character begins to introduce himself in French and then diverts his utterance from English into French to greet and inform him of his intention of coming to Dior's company to his new colleague at Dior. He feels more comfortable and easier to express himself to be assertive by switching from one language to another.
Time 04.31 Data 15
Raf Simon : *Mon français n'est pas encore très bon, mais j'ai hâte de travailler avec vous les plus talentueux de l'industrie de la mode (French),*[My french is not very good yet. But I can't to work with you, the most talented people in the fashion industry.],I wanna say something in English. I'm

extremely looking for to fill with the humble to stand here in front of you, can't wait to work with you.

Mr. Sidney : il sera assisté par Pieter Mulier qui est également belge
Pieter:Oui!

ii. Quoting some people words

In this point, a speaker switches code to quote the famous expression, proverb, or saying from some of well-known figures. The switch involves just the words that the speaker is claiming the quoted person said.

iii. Being empathic about something (to express solidarity)

In this utterance showed that it would be easier to understand when using both languages to give the empathic feeling within it. The main character introduced himself and explained that he could not wait to work with the employees in Dior. He made clear of his purpose in Dior, started with the first language. Then, the main character used French language to give more explanation about himself to his new team.

iv. Interjection

In this utterance, the main character was surprised about the Woman's statement that she had worked in Dior for 42 years. The utterance used the injection words in order to show the expressions when the main character felt surprised, stressed and to greet his friends used French Language.

v. Repetition used for clarification

In this utterance used two languages English and French to clarify his intention and to make it easier to be understood. The utterance showed when he introduced himself to the co-workers using French language and ended it in English.

vi. Intention of clarifying the speech contecnt for the interlocutor

In this utterance to make the content of the speech utterance runs smoothly and is easier to understand by the listener. As the example, when the utterance below used two languages to make a clarification about something.

vii. Expressing group identity

The utterance spoken within fashion world must be different from the utterance of other communities. For *Dior and I* film, the utterance below showed about the main character identity when he made debut in French for the new Christian Dior's collection to the people.

2. DISCUSSION

As what described in findings, there are total of 62 data of code switching practices that has been found by the researcher in this research. As the researcher in this research used categorization of code switching types based on Hoffman (1991) theory, then, Hoffman identified the following types such as inter-sentential code switching, tag switching, and intra-sentential code switching. Among 62 data of code switching, the majority type that appears in *Dior and I* film is inter-sentential code switching (33), followed by intra-sentential code switching (28), and the remaining amount belongs to tag switching (21).

As what the researcher has explained in scope and limitation that the datain this research would be in the form of utterances (phrases, clauses, and sentences) of ten character which performing code switching. Later on, it is known that the main character performed code switching appeared in *Dior and I* film.

In this film, it is told that Raf (abbreviation of his full name, Raf Simon) is the main male-character in this film. He is a Belgia citizen who worked as a designer in Dior company (a brand from Paris).Raf Simon existence in French was very difficult, as he had difficulty communicating wellwhen he cameto French. In order to understoodby listeners, Simon used two languages, English and French languages as to communicating with his friends. This makes his friend also affected to use two languages in turn with aim that communication to

easly understood. They influenced to use two languages French and English, only when they talk with Raf Simon, just to make Simon understand.

It is explained that the purpose Raf came to french and then joined to a Dior company to be the only one couture from Belgia. Based on the findings, it is found that Raf is the most frequent character which performed code switching in this film. It is calculated that Raf performed code switching 62 times. Still, Raf is mostly performed the code switching when he was in a conversation with all friendsin Dior Company.

The analysis of code switching in *Dior and I* film does not stop in categorizing the types of code switching, however, the researcher is also doing an analysis the reasons of doing codeswitching from the main character performing code switching. According to Hoffman (1991) the reasons of doing code switching consisted of talking particular topic, quoting somebody else, being empatic about something, interjection, repetition used for clarification, intention of clarifying the speech content for the interlocutor, and expressing group identity.

As what described in findings, the amount the reasons of do following the code switching itself. Meanwhile, for reasons affecting the code in the film, the researcher analyzed 62 different. The researcher find 12 valid code that is used for reasons to speak about a particular topic, not find quoting somebody else from utterance. 18 data of code switching occur for interjection (including filter or sentence buffer), 5 data of code switching occurred for repetition used for clarification, 2 data of code switching were done to intention of clarifying the speech content for the interlocutor, 2 data of code switching were done to expressing group identity, which in this data is found by the researcher to occur in *Dior and I* film.

E.   CONCLUSION

After conducting the analysis of the first research question to the second research question, the researcher gained some point about this research. Based on, the analysis first research question in chapter four, the types of code switching from the main character of Raf Simon.

Raf Simon is a citizen of Belgia who came to French to work as as fashion designer. His presence in French with a little knowledge of French language makes he was in trouble. It can be seen when the main character Raf Simon using two languages alternately when starting a conversation with the other person. The occurrence of the transfer of language occurred repeatedly during Raf Simon working in French. Then, based on the analysis of the second research question, the causes of Raf Simon is influenced the reasons of doing code switching is the right hand and the co-work in Dior company. Evidence obtained are the fact that indicates when

Raf Simon switch his language to the second language, when Raf star to conversation with his friends to purpose about working. Raf feel more comfortable to using two language as to communicate with co-work in Dior company, because that easy to understood by the listener and himself. It all causes are motivates his using two language as to communicate.

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