Can Code Switching Indicate Personal Branding?: A Case Study of Higher Education Students in Indonesia

Mila Afidah Rahmah
Brawijaya University, Indonesia
mila_afidah@student.ub.ac.id

Tantri Refa Indhiarti
Brawijaya University, Indonesia
tantri.refa@ub.ac.id

Abstract
The goal of this research is to have a better understanding of how students can grow into their own personal brands by switching their languages. The study takes a qualitative approach, and the data were gathered through interviews via Google Forms. The interviewees were all current Brawijaya University students from departments of English Education and English Literature. There are fifty students telling their experiences while comitting code switching and how they obtained the stereotype. According to the findings, the primary goal of developing a personal brand is to gain confidence, where a personal brand will help them stand out among their competitors. It is also discovered that code switching and personal branding are not yet being practiced to the extent that it could be due to the limited research in this area previously. However, we have discovered that people are interested in this phenomenon because it is more a matter of individuals' lack of knowledge about personal branding that is limiting them.
Keywords: code switching, personal branding, sociolinguistics

1. INTRODUCTION

In a multilingual country such as Indonesia, the phenomenon of bilingualism is a mother tongue (vernacular) and national language. In sociolinguistics, it is called code switching. Some researchers differ the term code switching from code mixing. However, the current research tends to pick that code mixing is a part of code switching. Code mixing

emphasizes on the changes of the affix, word or phrase class and the changed word or phrase which is still part of the language. So, if people commit code mixing, they also commit code switching but in the word or phrase level. Bokamba (1989) states that code mixing happens intrasentential (afixes and morphemes) while code switching tends to be intersentential including mixing words, phrases, and sentences or discourses in the different grammatical rules but in the same speech event. Moreover, Wardhaugh in his book entitled *Introduction to Sociolinguistics* (2006) argues, "Code-switching (also called code-mixing) can occur in a conversation between speakers' turns or within a single speaker's turn." Holmes (2013) in this case indicates the reasons for committing code switching or code mixing are matters of social situation and speech event. A social situation means that the speaker considers the participants, solidarity, status and relation between interlocutors. A speech event means talking about certain topic including terms, quotes and idioms for an affective purpose and referential function.

A code switching happens because of the ability of the speaker to master more than one language, such as what happens in Indonesia. After mastering both languages, Indonesian people are trying to learn other important languages, local or foreign languages. Some years ago, it was very awkward to speak foreign language in the middle of society invariably to college students community. By learning a foreign language, such as English, someone would be regarded as a smart, powerful, modern and sophisticated person in society (Suraratdecha, 2003). Besides, learning English is significant as it empowers the learners to communicate effectively with worldwide residents (Nishanthi, 2018). Unfortunately, years ago, Southeast Asian people were sensitive to something which had a relation to Western culture including English. This sensitivity forbids western thing-including language - to come in even less preserved. The use of English was regarded as linguistic imperialism that threatens Indonesian unity (Lauder, 2008). In Indonesia, speaking English is something weird and show off even symbolized as attention seeker and non-nationalist (Foster & Welsh, 2017). Moreover, Alam (2006) states that doing code switching implicated show off and was related to personal branding purpose. These would be ended up with mockeries and jeers both general society and college students.

Code-switching is not a new thing for Indonesian people as this country has many local languages which may force the people to acquire more than one language not only mother tongue but also national language-Bahasa Indonesia (Wibowo et al., 2017). Furthermore, the development of technology and the internet in the globalization era makes the world 'in human's hand' (we can keep doing conversation all over the world using social media). It does not only reach Indonesia's parts but also the entire world as well. Consequently, it makes people interested in learning other cultures from another country, especially language.

The study about code-switching (CS) has captivated some researchers to explore deeper specifically in educational field. One of the examples is the study that has been conducted by Mukti and Muljani (2016) entitled "Code Switching in the Instructional of English Language Education Study Program Lectures". They studied about the reason why lectures employing code switching in English language education study program. Not only from the lectures' perspective, another example tends to look from students' perspective

which entitled "The Roles of Language Shift in English Language Teaching (A Case Study in the Class of Grammar III in the English Department in Universitas Galuh Ciamis)" (Febriani 2017). This research concerned the use and roles of language shift in EFL classrooms and how this language shift (code-switching) affects the learning process.

Different from those two previous studies, there were some CS analyses linked to certain objects. The example was the research conducted by Wibowo et al (2017). This research is aimed to describe the use of code switching and code mixing in Susilo Bambang Yudhoyono's speech at the national independence day. Moreover, the reason why the writers committed code switching can be found in the Jakarta Post article (Bria et al 2019). While Cahyany (2019) conducted a study about the types of Indonesian-English code switching in Gadis magazine. Not only in magazine, but code mixing also occurs in the conversation posted in Youtube vlog entitled *Nebeng Boy* (Astanti et al, 2020). This study found that code switching (English-Indonesian) affects interlocuteros' ability in speaking Indonesian.

Furthermore, in Indonesian context, there is a community which is famous by commiting code mixing technique. It was the South Jakarta community (Jimmi, 2019). This research found that the phenomenon triggered other people to apply the same communication style. In the domestic context, a research entitled "Code Switching in Bilingual Society: A Case of Bima Family" is conducted by Hidayaturrohman (2019). He focused to search the uses, types, and reasons doing CS Sasak and Mbojo language in his family in Bima.

Another research was conducted by Bili (2017) entitled "Social Factors Prompting Adult Bilingual Speaker to Code Switch". This research concerned on describing the social factors that encouraged adult bilingual commit code-switching without any method explanation. In fact, the code switching can affect to the personal branding such as political image - nationalist sentiment (Foster & Welsh, 2017). The researchers found that code switching was part of pragmatic competence to strengthen person's reliability and power then increased leader's political discourse. This is also related to the reason why people do code switching such as talking about certain topic, changing dimension, showing affective function and group membership (Astuti, 2020). A code switching phenomenon is also found at the Indonesia Lawyers Club on TV One (Silaban & Marpaung, 2020). This study emerges the most used kinds of code switching based on Suwito.

These previous studies had not discussed about how code switching Indonesian-English impacts to person's identity or personal branding of college students. Montoya (2002) defines personal branding as "a personal identity that stimulates precise, meaningful perceptions in its audience about the values and qualities that person stands for". The personal branding term is also found in several science scope such as economic, marketing, psychology, sociology etc. But in this code switching area, the personal branding term is closely linked to how other people appraise an individual and how that individual performs his/herself and also how they are recognised in society. So, personal branding ties in the characteristic terms e.g. "reputation", "impression", "uniqueness", "self promotion" and "image" (Gorbatov, et al. 2018). There are many ways to show the society such as fashion, communication style and particular body language. One of the researches about personal branding had been conducted by Parmentier and Fischer in 2012. They focused the research on sport area whose David Beckham and Ryan Giggs as the research subjects. The research

also talked how both athletes construct their personal brand or self-brand.

Code switching in Indonesian context possibly becomes a way for individuals build their reputation or image. This is plausible since Indonesian people who are speaking Indonesian or local language in daily life. From this, there is stereotype that people who are speaking English are considered as smart, modern, open minded and even wealthy.

At such, it is necesary to explore the correlation between code-switching Indonesian-English in academic context. This correlation can help the interlocutors to comprehend the meaning and intention of the speakers. Beside, it also helps the common readers to identify the motivation and reason of learning English. Since code-switching is not merely about communcation only, but also about the art and product of the brain. So, the researcher composes the research questions to find out how code-swithcing can be the effective way to indicate person's image/brand, namely: 1) how do college students commit the code-switching, 2) why do college students commit the code-switching, 3) what are the reasons of doing the code-switching by the college students, and 4) does it have a relation with personal branding such as being smarter, wealthier or more modern ?

2. RESEARCH METHODS

This study is categorized in qualitative research since it uses descriptive-qualitative method. Qualititative method is chosen because the type of the study is case study which examines in a limited time and researcher focused based (Cresswell, 2009). In collecting the data, the researchers spread the semi-structured inteview protocal questionnaire adapted from Martinez (2013) through Google Form. This questionnaire can help the researchers get the participants' perception since the questions are designed as open-ended (the participants can explain their opinion regarding to the code switching and personal branding issue). The qualitative research is not merely concerning about collecting data but also how the researcher learn, analysis, and interpret the data. This questionnaire has not comprised the detail elements that the researchers need about personal branding. Consequently, to get an intact data, the researchers added some questions that correspond to answering research questions. To support the participants' understanding, the questionnaire was written in Indonesian.

The researchers invited the participants from two study programs, both English Literature and English Education of Faculty of Cultural Studies from all grades in 2021 which means from year 2017-2020. These grades of students are chosen since they have got conceptual framework about code-switching and many others so they are regarded as adept English students.

The data analysis steps are as follows: first, the researchers identified the entire data from respondents' answers. Since the type of the research is qualitative, the researchers have to stay close to the answers and perspectives of the participants. The answers must be long and detail, so the researchers needed to focus on drawing the point of each answer. Second, the data were analyzed using qualitative method from Cresswell (2009) based on the Holmes code switching theory and Montoya & Vandehey personal branding theory.

3. FINDINGS

From the data collected through e-form, there are 50 students participating this research from English Literature and English Education study programs. Moreover to get intact data, the researchers also invite the participants from first grade until last grade which are from the generation year 2020-2017. Most of them have already known about code switching from light until the complex of concept. Some of them had been well-informed about the code switching concept by Holmes (2013). The table will show the participants' knowledge about the definition of term "code switching".

Table: The participants' knowledge about the definition of code switching

No.	Indonesian	English
1.	*Code Switching terjadi ketika bahasa yang digunakan, berubah sesuai dengan situasi di mana pengguna menemukan dirinya.*	Code switching happens when the language used is shifted according to the situation where the speaker finds himself/herself.
2.	*Penggunaan bahasa lain atau ragam bahasa lain pada satu percakapan untuk menyesuaikan diri dengan peran atau situasi lain atau karena adanya partisipan lain.*	The use of another language or language style in a conversation to adjust to the speaker's role to another situation or participants.
3.	*Code switching adalah Penggunaan bahasa lain selain bahasa utama demi menyesuaikan diri dengan sistuasi atau lawan bicara*	Code switching is the use of language except the first language to adjust speaker with the context or interlocutors.
4.	*Code switching adalah penggunaan bahasa lain pada satu percakapan untuk menyesuaikan diri dengan peran atau situasi lain.*	Code switching is the use of other language in a conversation to adjust to the speaker's role or another situation.
5.	*Pemilihan bahasa yang digunakan untuk berkomunikasi dengan orang lain yang disesuaikan dengan situasi, konteks serta lawan bicara.*	The language selection that is used to communicate with people that has been adjusted to the situation, context and interlocutors.
6.	*Code switching terjadi ketika seseorang ingin menyesuaikan diri terhadap suatu situasi tertentu, oleh karena itu dia mengubah bahasa, aksen, dialek dsb. yang digunakan.*	Code switching occurs when speaker wants to adjust himself/herself to the ceertain condition, therefore (s)he changes the language, accent, dialect and others.
7.	*Peralihan penggunaan bahasa ke bahasa lain dalam kondisi tertentu.*	The language switching from one language to another in specific situation.
8.	*Pergantian dalam penggunaan 2 bahasa untuk menyesuaikan diri dgn lingkungan/situasi.*	The shifting of two languages to adjust to the circumstance/situation.

However, there are still few students have not fully understood the meaning of code switching. They tend to give the explanation about changing or shifting from one language to another language without giving the information about the code switching exertion in a conversation. Aside from the code switching concept mentioned, there are participants who have not known ideas about code switching at all. So, the researcher gives a brief

explanation about code switching in the begining of questionnaire to help participants occupy the questions followed.

The researchers had adapted the questionnaire by Martinez (2013). Based on the responses, most of the participants use Indonesian as their first language. It is because the Indonesian is national language and becomes lingua france for many local languages in multilingual country, Indonesia. It is also used in every formal situation for example in academic field like class meeting For the detailed data is as follows;
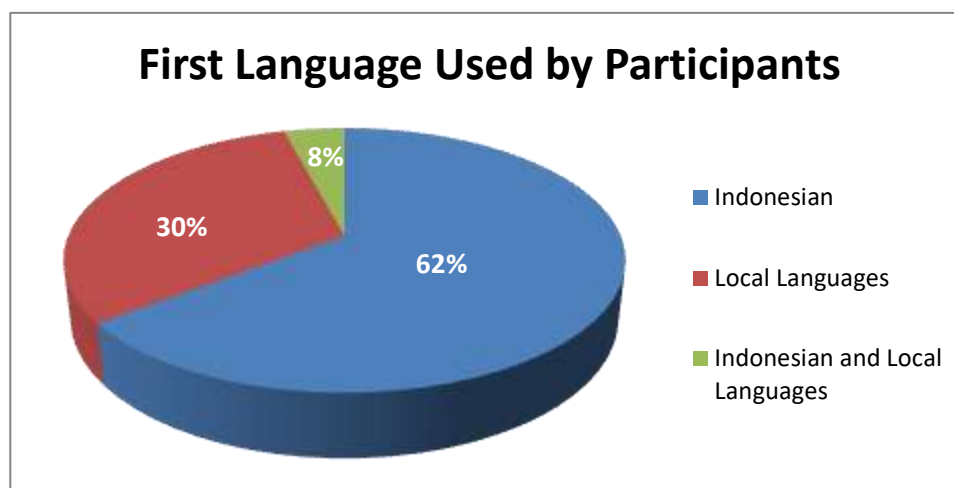

Figure 1. First Language Used by Participants

The participants used Indonesian and local language in some communities such as family, friends and college. This is plausible since participants have already mastered both languages since they were child and used both of them as their communication media. Although, they consider the intimacy by screening to whom they talked to. To close friend from the same region, they tend to keep using local language. It can not be denied that the students of Brawijaya University came from all regions of Indonesia, so using Indonesian is the best way to elude the mispronounciation and keeps the conversation smoothly flowed. Nonetheles, the local language is used in the village community. The parents need a language as media for communication with their children before going to the school or any formal education like kindergarten. The local language becomes first language for children since the community push the parents to do so.

Aside from local languages (Javanese) and Indonesian, English is also used and mastered in academic field such as class meeting or consultation session with the lecturers. The most contributing factor is that all the participants are in English scope both literature and education. This will be a good initial for Indonesia to become more open up to foreign language. However, the inisiators are still from English students. While in casual communication, the participants prefer to use Indonesian to their friend. For the close and specific interlocutors such friends from same region they are not loath to use local language e.g. Javanese. This is reasonable since interlocutors (friends) also use the same rule.

4. DISCUSSION

The study discovered that establishing a personal brand strategy can sometimes be regarded as unintentional efforts made for a different reason than developing a student's personal brand. We believe this is due to the fact that this is a relatively new field for students, and they have not yet begun to put their own personal brand into effect, as well as the fact that personal branding may be required more or less depending on where they are in life.

Most of the participants have committed code switching from Indonesian to English and only two of them never commit code switching. However, in the awareness aspect there are only fifteen participants admit that they commit code switching. While some others explain that they did not aware since they have not known the term of "code switching" or because it happens spontaneously. Some factors that cause students commit code switching are:

1. Language barrier such as translating idiom or proverb or lacking of vocabularies.
2. Examine the interlocutors and the situation or context. According to the Holmes (2013), the code switching occurs when the speaker considering the condition where the conversation held.
3. It is more comfortable to use English due to the laconic or eficiency.
4. There are some languages are processed in the brain.

Related to the context where the participants commit code switching Indonesian-English, the reasons are as follows:

1. Having overseas friends.
2. Comfortable using English when communicating.
3. It is a common thing in communication.
4. When they have been in the English club.
5. Forgetting the Indonesian word or term.
6. When in formal situation e.g. class meeting.
7. More excited using English.
8. To train English proficiency especially speaking skill.
9. To avoid misunderstanding.
10. To engage in the context and discussion with interlocutors.
11. Natural reflex.
12. Self talk.

Besides the grammar, to achieve English fluency, the learners need to sustainably practice basic skills such as listening, reading, writing and speaking. In the country that does not use English as the first or second language, practicing speaking skill frequently becomes a problematic movement. Too few practicing will retard achieving English fluency, but too much practing speaking can be considered as ostentatious. In line with Wibowo et al. (2017), the data said when the participants do code switching from Indonesian to English, they have worried about the stereotype evolve such as unnationalistic, quasi-cool or quasi smart. This stereotype again will slow down learners even country to get massive fluency in English. English so far is still believed as the influential lingua franca that connect the languages from

countries in the world. However, another fact that speaking English make the speaker feels more comfortable and confident. Moreover, globalisation and internet make a huge circle among people since the connection can accross beyond countries and languages. So, learning even mastering English becomes new emergence to build larger community and relationship. It validates that Indonesia as country still posits English as foreign language in this globalisation era aside from the numbers of local languages in Indonesia.

In the comfort aspect, some participants feel comfortable and even happy since they are able to speak both Indonesian and English. This occurrence is found as well in Astanti et al., (2020) and Jimmi (2019) stating that by doing code switching, the participants can improve both language and give the chance to practice even though the circumstances did not support this action. Besides, this can be a boomerang for a speaker, since (s)he can be regarded as unfluent in one of the language. Some other take code switching as a natural and normal thing in the multilingual country as stated in Bili (2017) and (Foster & Welsh, 2017). Then, there are also few participants who are not pleasant because they live in conservative community or the just prefer to speak one language. So, as a speaker, considering the context and interlocutors can minimize misperception between speaker and interlocutors.

In the confidency case, the participants explain that they feel positive like being proud of themselves, practical, or even look smarter. Moreover, they admit that they cannot use one language only. Code switching becomes a solution for those who want to practice speaking skill. However, the streotype "quasi" keeps a speaker calculates every movement.

In line with Gorbatov, et al. (2018), the participants agreed that code switching governs their personal branding or image. The example is when a speaker regarded as a smart, open-minded, educated,different, modern and impressive in common community. Though in academic field especially English scope, committing code switching does not affect and mean much since speaking English is a common thing that everyone does, in conservative community, committing code switching will give a speaker a label thet (s)he is arrogant and quasi-smart. A few participants do not care and aware about personal branding they got from community they involved in. So, personal brand and image are abstract and dyniamic meaning that different people different perception.

The community gives a positive and negative response when a speaker does code switching. Those responses are related to "quasi" thing, arrogant, show off, unnationalistic etc. These mockeries continously affect the speaker's language performance. The participants probably think the community need to be more open-minded specifically in globalisation era. The support from the community will bring conducive learning atmostphere. In addition, the acceptance of people surrounding will influence learner to constantly improve and practice English skill. Committing code switching does not mean that a speaker does not love the national language, in this case is Indonesian.

5. CONCLUSION

Code switching is inseparable from college students activity. The study has found that code switching can affect personal image and branding such as pride, intelligence, and arrogance. Despite of the effects mentioned, code switching also triggers positive and negative response from community around. These responses can influence speaker's

confidency to practice English more. The result of the study cannot be generalized into larger community but it can help the next researchers to conduct and fulfill the void of current research.

REFERENCES

Alam, S. (2006). Code mixing in Bangladesh: A case study of non-government white-collar service holders and professionals. *Asian Affairs, 28(4)*, 52-70.

Astanti, W. Et al (2020). The Impact of Code Switching in Conversation of "Nebeng Boy" Youtube Vlogs Towards Communication in English Among The Participants. *English Education Journal, 10(2),* 1820189.

Astuti, C. W. (2020). Language awareness: language use and reasons for code-switching. *LLT Journal, 23(1),* 116-130.

Bili, Y. R. B. (2017). Social factors prompting adults' bilingual speakers to code switch. *Englisia, 4(2)*, 90-98.

Bokamba, E. G. (1989). Are there syntactic constraints on code-mixing? *World Englishes, 8(3)*, 277-292.

Bria, M. G., Kasmiran, M. S., Bram, B. (2019). Code switiching in articles in the Jakarta Post. *Anglo-Saxon, 10(2)*, 253-263.

Cahyany, I. D. (2019). English code switching in Indonesian magazine article. *Journal of English Language Teaching and Cultural Studies, 2(1)*, 73-85.

Cresswell, J. W. (2009). *Research design: Qualitative, quantitative, and mixed method approaches*. California. Sage Publications.

Febriani, R. B. (2017). The roles of language shift in English language teaching (a case study in the class of grammar III in the English Department in Universitas Galuh Ciamis). *Vision, 6(1)*, 29-36.

Foster, M., Welsh, A. (2017). The controversial code-switching of an Indonesian president. *South East Asia Research, 25(4)*, 395-411.

Gorbatov, S. et al. (2018). Personal Branding: Interdisciplinary Systematic Review and Research Agenda. *Frontiers, 9(2238)*, 1-17.

Hidayaturrohman. (2019). Code switching in bilingual society: A case study of Bima family. *International Journal of Multilcultural and Multireligious Understanding, 6(2)*, 810-816.

Holmes, J. (2013). *An introduction to sociolinguistics (4. ed)*. New York. Routledge.

Jimmi. (2019). Code mixing in language style of South Jakarta community Indonesia, 8(2), 193-213.

Lauder, A. (2008). The status and function of English in Indonesia: A review of key factors. *Makara, Sosial Humaniora, 12(1),* 9-20.

Martinez, R. A. (2013). Reading the world in Spanglish: Hybrid language practices and ideological contestation in a sixth-grade English language arts classroom. *Elsevier: Linguistics and Education, 24*(2013) 276-288.

Montoya, P. (2002). *The personal branding phenomenon (1st ed.)*. United States of America. Personal Branding Press Publishing.

Mukti, T. W. P., Muljani, R. (2016). Code switching in the instructions of english language education. *LLT Journal, 19(1),* 46-60.

Nishanthi, R. (2018). The Importance of Learning English in Today World. *International Journal of Trend in Scientific Research and Development, 3(1)*, 871–874. https://doi.org/10.31142/ijtsrd19061

Parmentier, M. A., Fischer, E. (2012). How athletes build their brands. *International Journal Sport Management and Marketing, 11 (1/2),* 106-124.

Silaban, S & Marpaung, T. I. (2020). An Analysis of Code-Mixing and Code-Switching Used by Indonesia Lawyers Club on TV One. *Journal of English Teaching as a Foreign Language, 6(3),* 1-17.

Suraratdecha, S. (2003). Social and psychological factors in Thai Student's code-switching. *Journal of Humanities, 6(1),* 67-83.

Wardhaugh, R. (2006). *Introduction of sociolinguistics (5th ed.).* United Kingdom. Blackwell Publishing.

Wibowo, A. I., Yuniasih, I., & Nelfianti, F. (2017). Analysis of types code switching and code mixing by the sixth president of republic indonesia's speech at the national of Independence Day. *Progressive, 7(2),* 13-22.

Wulandari, S. (2016). Indonesian-English code mixing in Raditya Dika's Manusia Setengah Salmon. *Journal on English as a Foreign Language, 6(1),* 71-82.