

# EXPLORING GROUP IDENTITY THROUGH CODE SWITCHING AND CODE MIXING PHENOMENA IN CHERRYBELLE'S SONGS

*(Pencarian Identitas Kelompok melalui Fenomena Alih Kode dan Campur Kode pada Lagu-Lagu Cherrybelle)*

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## Abstrak

Fenomena alih dan campur kode bahasa banyak ditemukan pada komunitas multilingual dan bilingual. Fenomena tersebut tidak hanya terjadi pada kehidupan sehari-hari tetapi juga digunakan di program penyiaran dan menjadi tren pada lagu-lagu Indonesia, terutama pada lagu-lagu Cherrybelle. Penelitian ini merujuk pada alih dan campur kode bahasa yang terdapat pada lagu-lagu Cherrybelle. Tujuan dari penelitian ini adalah untuk menemukan tipe-tipe alih dan campur kode, mencari tipe alih dan campur kode yang dominan, mengetahui alasan mengapa mereka beralih dan mencampur kode pada lirik lagu mereka, dan yang terakhir untuk mencari identitas kelompok melalui fenomena alih dan campur kode. Objek dari penelitian ini adalah teks lirik lagu dan wawancara. Sumber data yang digunakan pada penelitian ini adalah sembilan lagu Cherrybelle dan wawancara semistruktur online dari manager dan lima anggota Cherrybelle. Hasil dari penelitian ini menunjukkan bahwa fenomena alih dan campur kode pada lagu-lagu Cherrybelle mengindikasikan dua macam identitas kelompok. Identitas kelompok Cherrybelle yang pertama adalah kelompok perempuan yang bersemangat dan identitas kelompok yang kedua adalah kelompok peniru.

**Kata kunci:** alih kode, campur kode, identitas kelompok

## Abstract

In multilingual and bilingual society there are phenomena of code mixing and code switching. Those phenomena are not only found in everyday life but also in broadcasting program and they become popular in Indonesian songs, especially in Cherrybelle's songs. This research concerns with the code switching and code mixing that occur in the Cherrybelle's songs. The aims of this research are to find out the types of code switching and code mixing, to reveal the most dominant types of code mixing and code switching, to find out the reason why they switch and mix codes in their lyrics, and to explore their group identity through code switching and code mixing phenomena. The objects of this research are text or lyrics of songs and interviews. Source of the data are nine songs of the lyrics from Cherrybelle and online semi-structured interview from manager and five members of Cherrybelle. The result of this research shows that the phenomena of code switching and code mixing in Cherrybelle's songs indicate two identities. Cherrybelle's first identity is that that they are girly and enthusiastic group, and the second shows that they are epigone group.

**Keywords:** code switching, code mixing, group identity

## INTRODUCTION

Nowadays, in our multilingual society, people may communicate one another by using more than one language in their communication. According to Spolsky (1998:44) the ability to speak two languages is called bilingualism. Further he states that bilingualism "may be acquired early by children in regions where most adults speak two languages. This ability may vary from one bilingual to another (1998:44)". In short, bilingual is a person who can speak

two languages.

Code switching and code mixing are potentially the most creative aspects of bilingual speech (Hoffman, 1991:109). The phenomena of code switching do not only occur in daily life situations but it is also used by some broadcasters of radio and/or television. Leung states "Although studies of code-mixing and code switching have generally focused on oral language, cross-lingual mixing can also be seen in written languages (2010:420)".

Recently, some Indonesian songs contain English

phrases and/or sentences in their lyrics. There is one of phenomena that becomes popular in Indonesian songs, especially in Cheerybelle's songs. This fact becomes one of the reasons that makes the phenomena of code switching are interesting to discuss in this article. This article will focus on the analysis of code-switching and code-mixing in Cheerybelle's songs. Besides, the aim of this article is to try to explore the group identity of Cherrybelle through code-switching and code mixing phenomena, as Grosjean (1982:309) states that the reason why bilinguals do code-switching is not only for naming but also for raising status, marking and emphasizing group identity or solidarity.

In order to explore group identity through code switching and code mixing phenomena in Cherrybelle's songs questions are formulated. The research questions are as follows:

1. What are the types of code-switching and code-mixing that occur in the selected Cherrybelle's songs?
2. What is the dominant type of code switching and code-mixing in the songs?
3. Why do Cherrybelle switch the code?
4. What group identity can be given to Cherrybelle through the code-switching and code mixing phenomena in their songs?

It is hoped that the results of this research will be beneficial for the readers and those who are interested in sociolinguistic study. Concerning with the problems to discuss, this research has four goals. They are:

1. To find out types of code switching and code mixing in the Cherrybelle's songs.
2. To find out the most dominant type of code switching and code mixing in Cherrybelle's songs.
3. To find out the reasons why they switch and mix codes in their lyrics.
4. To explore the group identity of Cherrybelle through code-switching and code mixing phenomena.

## RESEARCH METHOD

Basically, this research belongs to a qualitative research because this research uses interpretative analysis to explore group identity through code switching and code-mixing in the Cherrybelle's songs. It is in line with the definition that qualitative studies are generally not set up as experiment: the data cannot be easily quantified and the analysis is interpretive rather than statistical (Mackey&Grass, 2005:2).

Furthermore, the techniques of data collection in this research are documentary study and online semi-structured interview. This research applies a documentary study because it uses documentary technique for collecting data in terms of document or written lyrics. The nine lyrics are collected from [www.kapanlagi.com](http://www.kapanlagi.com). Blaxter, Hughes and Tight (2006:168) state that "documentary study involves collect the data from newspapers, magazines, television and radio or web sites that can provide interesting sources of

data and useful material for research analysis". Besides, this research also uses online interview as the method of collecting data because the researchers send semi-structure interview to manager and five members of Cherrybelle through an email in Cherrybelle official website. It is used to find out the reasons why they use code switching and code mixing.

In this research, the data analyzed are nine songs of the lyrics from Cherrybelle published in [www.kapanlagi.com](http://www.kapanlagi.com). While for the secondary data in this research are the results of online semi-structured interview from manager and five members of Cherrybelle.

## RESULTS

After the researcher analyzes all codes that occur in Cherrybelle's songs, it is found that there are 69 codes in English that belong to code mixing in the level of a partial and entire phrase. While the code that belongs to code mixing in the level of single word is only one code. From that finding it can be concluded that the most dominant type of code mixing that frequently occurs in Cherrybelle's songs is code mixing in the level of a partial or entire phrase. Besides, it is also found that there are 13 codes belong to inter-sentential code switching, 12 codes belong to intra-sentential code switching and none for tag code switching. From that finding it can be concluded that the most dominant type of code switching that mostly occurs in Cherrybelle's songs is inter-sentential code switching.

Furthermore, the researcher has also found a reason of using code switching and code mixing in Cherrybelle's songs. It is repetition. The repetition is used to emphasize meaning of the song, to create a close and intimate interaction and to gain variations in their lyrics. Besides, in this research the phenomena of code switching and code mixing in Cherrybelle's songs indicate two kinds of group identity. Cherrybelle's first identity is girly and enthusiastic group, and the second is epigone group.

## DISCUSSION

According to Grosjean (cited in Jendra, 2010:74) code switching can be identified by grammatical classification. The grammatical classification is based on where the sentence or utterance the switching appears. In term of grammatical classification code switching is divided into three types. They are tag code switching, inter-sentential code switching, and intra-sentential code switching (Jendra, 2010:74). The result shows that the most dominant type of code switching that mostly occurs in Cherrybelle's songs is inter-sentential code switching. The analysis of code switching can be seen in the following examples:

### 1. Song Title: "Birthday Kiss

*Satu dua tiga surprise*



mixing in the level of a partial or entire phrase because the words are found in a couplet and consist of more than one word.

Hoffman states that there are seven reasons why bilinguals use code switching and code mixing. They are repetition used for clarification, talking about particular topic, expressing group identity, quoting somebody else, interjection, intention of clarifying interlocutor speech, and being emphatic about something (1991:116). While other researchers also give some additional reasons for bilinguals and multilingual to switch or mix their language. Those are prestige, intimacy, lack of vocabulary, and social distance.

The answer from the first question in interview from all respondents about the reasons of using code switching and mixing in their lyrics is repetition. The repetition is used to emphasize meaning of the song, to create a close and intimate interaction, and to gain variations in their lyrics. This reason is also proved from the analysis by the researcher before. The embedded language that frequently occurs in each song is repeated more than twice. It indicates that those codes are used to emphasize especially the title of the song. It is suitable with what Hoffman (1991:116) said that bilingual speaker uses code switching in order to clarify his/her speech, he/she usually uses both of the languages that he/she masters in the same message. This is called repetition. Repetition is used to clarify or to emphasize the message.

In Cherrybelle's songs, the title of the song represents the meaning of the song indirectly. Here is the example of the quotation of lyrics containing repetition:

**You are beautiful, beautiful, beautiful**  
*Kamu cantik cantik dari hatimu*  
**You are beautiful, beautiful, beautiful**  
*Kamu cantik cantik dari hatimu* (Beautiful lyrics)

The code above not only occurs twice in the whole of the lyrics but it is repeated eight times. It indicates that Cherrybelle use code switching and code mixing in form of repetition in their songs because they want to emphasize the title of the song which represents the meaning of the songs.

While for the second question most respondents answered that they used code switching and code mixing in their songs because it varies the lyrics. By using English in the lyrics, like the sentence **Love is you** and **It's brand new day**, they try to gain variations. Actually according to researcher they can use Indonesian, like *cinta itu kamu* and *ini adalah hari yang baru*, but they do not use it because it seems that they feel pleasant by using English words.

The last question asks about their opinion about how the identity or image is shown through the phenomena of code switching and code mixing in their lyrics. Almost all respondents think that their songs reflect "girly", "fun" and "full of teen spirit as their image". According to the researcher their answers are in the line with the codes that they use in their songs. As Holmes said when speakers choose the code in their speech, it means that they want to be viewed by others (1992:42). In fact the embedded language that Cherrybelle choose in their lyrics indicates that those codes are used as signal to show their images.

From some lyrics of Cherrybelle songs, it is found that

there are some codes such as **beautiful, Cinderella, beauty, pretty, and princess**. Those codes indicate "girl" because the words are related to female terms. Besides, they also show that they are female group. While the codes **don't cry, don't be shy, you're beautiful, I'll be there for you, you are brighter than the star, just be strong, just be brave, yes you can, you're the lovely one, and you are so special** show their spirit as teenagers to cheer up the fans or the audience. From the explanation above the researcher categorizes Cherrybelle as girly and enthusiastic group.

Furthermore, the sign of epigone from Cherrybelle is also found in their work especially in their lyric of the songs. According to Nugraha (2011) in his article entitled "*Menyoal Sastra Epigon*", the word epigone comes from Grace Language (*epigonos*) which means descent. He also states that epigone is imitating someone's work. It is different from plagiarism because it is not copying the original work but using the same idea. The styles of code switching and code mixing in Cherrybelle's songs are similar with SNSD's song. The phenomena of code switching and code mixing occur in the SNSD's songs, and then Cherrybelle make their song. Most of SNSD's songs contain English words or sentences. Such as in the songs "Mr. Taxi" and "Beautiful", they use the codes **Mr. Taxi, Taxi, Taxi** and **You're beautiful, beautiful, beautiful**. So it means that the embedded language is used to emphasize the title of the song. Similarly the style of SNSD's song lyrics also occurs on the Cherrybelle's songs.

Besides, SNSD's songs and Cherrybelle's songs have similar topics. The topics talk about friendship and love. Cherrybelle use the same idea and style on their songs with SNSD's songs. Those facts indicate that Cherrybelle seem to be similar with SNSD. However, because SNSD's songs are released before Cherrybelle's songs, and because Cherrybelle are sounded like SNSD, it can be concluded that Cherrybelle's songs imitate SNSD's songs. This fact shows that they have sign of epigone as their group identity.

## CONCLUSION AND SUGGESTION

Based on the analysis and the results, it can be concluded that most dominant type of code mixing that frequently occurs in Cherrybelle's songs is code mixing in the level of a partial or entire phrase and the most dominant type of code switching that mostly occurs in Cherrybelle's songs is inter-sentential code switching.

Besides, the researcher has also found several reasons of using code switching and code mixing in Cherrybelle's songs. It is repetition. The repetition is used to emphasize meaning of the song, to create a close and intimate interaction and to gain variations in their lyrics. Besides, the phenomena of code switching and code mixing in Cherrybelle's songs indicate two kinds of group identity. Cherrybelle's first identity is girly and enthusiastic group, and the second is epigone group.

Finally, the researcher hopes that this research will give a contribution to the readers a better understanding of code switching and code mixing, and can be an additional reference for those who are interested in learning more about code switching and code mixing and also in making further

study on similar topic. The researcher also realizes that lots of motivations of code switching have not been studied in this research. The researcher hopes that other researchers will be able to continue this study in order to enrich sociolinguistic researches.

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