

Code-Switching in Agus Sanetyo's Business Motivational Talk Video: *The Hidden Cuan in Your Business*

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ABSTRACT

The writer conducted this study to analyze the types and functions of code-switching used by Agus Sanetyo in a business motivational talk video entitled *The Hidden Cuan in Your Business*. In conducting the study, the writer uses the theory of the types of code-switching by Poplack (1980) and the theory of the functions of code-switching by Appel and Muysken (2005). This research was done using a qualitative descriptive approach. The writer found out that in this study, Agus Sanetyo used all three types of code-switching types and three of six functions of code-switching, with the most used type was the intra-sentential and the most function used was the referential function. In conclusion, analyzing the types and functions of code-switching could bring us to understand the hidden motivations behind it.

Keywords: bilingual, code-switching, business-setting, intra-sentential, referential function

INTRODUCTION

Code-switching “is the alternation of two languages within a single discourse, sentence or constituent” (Poplack, 1980, p. 583). Bilinguals do code-switching “in order to communicate something beyond the superficial meaning of their words” (Gardner-Chloros, 2009, p. 4). “It involves the alternate use of two languages or linguistic varieties within the same utterance or during the same conversation” (Hoffmann, 2014, p. 110). Code-switching has also been used widely in conversation, including in business settings. Due to the infrequent research of codeswitching in business settings, the writer decided to study this topic.

In order to know the types and the functions of each code-switching, the writer decided not to limit the codes in all Agus Sanetyo's utterances containing code-switching in every language in *The Hidden Cuan in Your Business* video.

Agus Sanetyo is a business executive coach in ActionCOACH, the founder & the CEO of Profit Action Coach, the executive coach in Mie Mapan Group, the founder of PT Jagad Digital Indonesia, and the founder of PT Trinovasi Gourmeta Adidaya (Dare to Succeed Surabaya, 2020).

The writer did research on code-switching in *The Hidden Cuan in Your Business* video, especially on the types and the functions because; first, each type of code-switching, based on Poplack (1980), has different levels of intimacy. “Switches motivated by the identity and relationship between participants often express a move along the solidarity/social distance dimension introduced” (Holmes, 2012, p. 35). Second, each code-switch has a particular function that only the speaker knows. The writer attempts to find out which functions tend to be used more often in a business video. By learning the types and the functions, the writer can find out which types Agus Sanetyo tends to use and the function of each code-switching.

According to Poplack (1980), code-switching has three (3) different types. Firstly, inter-sentential code-switching. It is characterized by a switch from one language variety to another outside the sentence or the clause level. Second, tag switching. Tag switching is also known as emblematic switching. Third, intra-sentential code-switching. Intra-sentential switching is switching from one language variety to another at the clause, phrase, or word level within a single utterance.

The second theory that the writer used is the theory of six (6) functions of code-switching proposed by Appel and Muysken (2005). The theories are:

1. Referential Function
Appel and Muysken (2005) propose that “a lack of knowledge of one language or lack of facility in that language on a certain subject can be a trigger to do code-switching”, and “some certain topics might be appropriately discussed in one language rather than another”.
2. Directive Function
is to exclude a certain person present from a portion of the conversation or include a person more by using her or his language.
3. Expressive Function
“Speakers emphasize a mixed identity through the use of two languages in the same discourse” (Appel & Muysken, 2005, p. 119).
4. Phatic Function
This type is also called metaphorical switching. Phatic switching is often marked by a change in the tone of the conversation. The purpose is to enrich the communication (Appel & Muysken, 2005)
5. Metalinguistic Function
“One example of this function is when speakers switch between different codes to impress the other participants with a show of linguistic skills.” (p. 120, as cited in Myers-Scotton, 1979).
6. Poetic Function
Appel and Muysken (2005) propose that bilingual speakers sometimes involve puns, jokes, etc., which serve the poetic function of language.

In this research, the writer would seek to find out the code-switching in Agus Sanetyo’s business video. This study has two research questions. The first one is “what are the types of code-switching used by Agus Sanetyo in *The Hidden Cuan in Your Business* motivational talk video?” and the second one is “what are the functions of code-switching used by Agus Sanetyo in *The Hidden Cuan in Your Business* motivational talk video?”

METHOD

This study used the descriptive qualitative method. The source of the data in this study was taken from part of Agus Sanetyo’s speech expressed in 34-minute from Agus Sanetyo’s speech from a business motivational talk video entitled *The Hidden Cuan in Your Business*. The data of the study were the utterances given by coach Agus Sanetyo in the video which contain code-switching.

To gather the data, the writer watched the recorded video of the talk. Then, a 34-minute passage which happen from 19:31 to 53:12 containing 4 of 9 elements of Business Model Canvas was chosen in consideration that this passage was enough to show several examples of code-switching happening in the talk. Next, the writer rewatched the video and transcribe the speech using the full verbatim transcription method. In the process, many pauses were taken while watching and transcribing.

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In order to analyze the data, the writer developed a table that was organized into seven (7) columns: number of order, Agus Sanetyo's utterances that contain code-switching, time occurrence, codes, types of code-switching, functions of code-switching, and analysis. In the column of the types, the writer divided it into 3 based on Poplack's (1980) theory. The column of function was divided into 6 based on Appel and Muysken's (2005) theory. Then, the writer gave ticks (✓) in the appropriate column of types and functions. Then, the yellow color would be used to highlight the English code and the blue color would be used to highlight the non-Indonesian and non-English codes: Javanese, Hokkien, Betawinese.

FINDINGS AND DISCUSSION

This chapter shows the findings and analysis that are aimed to find out the types and the functions of code-switching that are being used by Agus Sanetyo. There are also additional findings of the intrinsic meaning of Agus Sanetyo's word choices. There are several examples in this Chapter 4. The words that are highlighted are the code-switches.

Findings of the Types of the Code-Switching

From the video transcription, the writer had found all 3 types of code-switching by Agus Sanetyo: inter-sentential code-switching, tag-switching, and intra-sentential code-switching.

1. Intersentential code-switching

Example 1

Selain itu apa? Customer relation.

The word 'itu' was problematic if we only listen to the audio or read the transcription. In the talk, Agus Sanetyo pointed his cursor in the 'customer relationship' element for visual guidance when he said "customer relation". Therefore, Agus Sanetyo did not need to explain the word 'itu' because it was not necessary.

Example 2

Online. Semua dilakukan secara online.

Before uttering this sentence, Agus Sanetyo said, "*Kemudian perubahan berikutnya adalah virtual. Yang dulunya harus ketemu secara fisik, harus melihat sesuatu langsung, sekarang mulai digantikan dengan virtual, ya*" (DTS Semarang, 2020, 31:37). Agus Sanetyo mentioned the first 'online' word to highlight the shifting trend from the physical world into the virtual world.

Example 3

Potongan yang di tengah ini gambarnya kado. Value Proposition.

Before mentioning Example 3, Agus Sanetyo said. "*Apa yang kita mau sajikan sebagai keunikan kita?*" Which refers to the word 'ini' in Example 3. After that, Agus Sanetyo mentioned the word 'Value Proposition'. Agus Sanetyo firstly gave the definition and then visual illustration. He prepared the audience to be ready to hear the element of 'Value Proposition' because not all of the audience was familiar with the English term.

2. Tag switching

Example 4

“Buk, Pak, mbok ya nanti... nantik di labelnya ini dikasik QR code, QR codenya ini kalok di scan nantik langsung masuk ke YouTube, YouTubanya nantik langsung bisa menunjukkan cara mem... memasak ini yang bener seperti apa”.

This sentence was actually written by Agus Santeyo’s customer. Agus Santeyo mentioned this example when explaining the “Customer Relationship” element. Agus Santeyo’s customer used emblematic switching in delivering a request. Based on Poplack (1980), this tag switching is also low on the translatability scale. The word ‘mbok’ is a Javanese word and has no translation in Indonesian. The closest translation of the word ‘mbok’ in English is ‘please’. The word ‘mbok’ in Javanese is used to emphasize politeness in an imperative request (Poedjosoedarmo et al., 2015), making the request less direct.

3. Intrasentential code-switching

Example 5

Kemudian jugak di client-client yang saya dampingi dalam sesi-sesi coaching, yak.

Example 6

Jadi sederhananya ini adalah hadiah yang kita berikan ke customer segment.

Example 7

Kekuatan bisnis online itu ada di offline-nya.

Those three utterances contain intra-sentential code-switching because those sentences could not be mentioned wholly in Indonesian or English. The reason is that the word ‘client’, ‘coaching’, ‘customer’, ‘online’, and ‘offline’ have all been used widely in Indonesia, even more than their Indonesian-translated words: ‘klien’, ‘pembinaan’, ‘pelanggan’, ‘daring (dalam jaringan)’, and ‘luring (luar jaringan)’. Also, mentioning those words in English will make the speaker sound more prestigious, intellectual, and professional.

Findings of the Functions of the Code-Switching

In these findings, the writers only found three functions of code-switching: referential, expressive, and metalinguistic function. The other three functions—directive, phatic, and poetic function—did not appear.

1. Referential function

Example 8

Jadi kalok channel ini membawa product dan jasa ke customer kita, yang spesifik, dan customer relation ini adalah bagaimana membangun relasi, ya.

In this example, there are several words that were mentioned in English: channel, product, customer, and customer relation(ship)s. The word ‘channel’ and ‘customer relation(ship)s’ are two of the elements in Business Model Canvas. Therefore, Agus

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Sanetyo chose to code-switch since the words are the terms that were originally created by Alex Osterwalder, the creator of the Business Model Canvas theory.

One thing to notice is that Agus Sanetyo uttered 'customer relation' rather than the right term 'customer relationships'. Since the Indonesian translation of both 'relation' and 'relationship' are 'relasi', the writer presumed that Agus Sanetyo might think that dropping the suffix '-ship' did not have a big effect on the audience's comprehension.

The word '*produk*' is actually a loanword from the word 'product'. Their pronunciations are actually not that distinct. However, Agus Sanetyo chose to say /'prädəkt/ (in English) rather than /*pro-duk*/ (in Indonesian). The word 'customer' was also chosen rather than the Indonesian word, 'pelanggan'. The decision to code-switch using the English word rather than utter fully in Indonesian might be due to the tendency of Indonesian people to think that English is more prestigious than Indonesian.

Example 9

*Kemudian membuat skenario, habis skenario dibuat, skenario ini adalah skenario yang sudah mempertimbangkan kondisi **new normal**, ya.*

The phrase 'new normal' is an oxymoron that means a formerly unusual or unusual circumstance that has now become ordinary, common, or expected. This phrase came into popularity in this COVID-19 pandemic. This phrase was being introduced by international media and was a fairly new term for Indonesians. The phrase 'new normal' translates into '*kenormalan baru*' in the Indonesian language. However, Indonesian mass media never use the term '*kenormalan baru*'; therefore, that phrase is less-known to the public. Since using the Indonesian word would decrease the comprehension of the audience, Agus Sanetyo decided to code-switch instead.

Example 10

*Contoh ya kalok di perusahaan kami yang di grupnya Mie Mapan, bisnis kami restoran, segmen utama pasar kami siapa? **Family**, keluarga.*

This example is an exciting case of referential code-switching. Agus Sanetyo mentioned both 'family' and '*keluarga*' in the same sentence. In the writer's opinion, mentioning both English and Indonesian was an approach done by Agus Sanetyo in order to bridge the diverse socio-demographic of the audience.

2. Expressive function

Example 11

*Nah pelanggan yang **happy**, **customer segment** yang **happy** dengan hadiah kita, cocok dengan **customer relation** polanya kita, dan **channel**nya tepat, mereka akan bagi-bagi **duit**nya mereka.*

The word '*duit*' is a slang word and is highly used in Jabodetabek area. Hence, it is considered a Betawinese word. The tone of this word is informal and casual. Agus Sanetyo consistently used colloquial words to give the feeling of a friendly tone.

Example 12

*Jadi temen-temen kalok liat di **cost structure** inilah **cuan** tersembunyinya kita akan ada disini, ya.*

In Mandarin, the word ‘*cuan*’ is 賺 (*zhuàn*). It is a verb that means ‘to earn’ or ‘to make a profit’. However, in Indonesia, the word ‘*cuan*’ has passed a conversion process and turned into a noun. It simply means ‘profit’ in Indonesia. This is a change of word class. The word ‘*cuan*’ is now used in investment and business contexts.

The word ‘*cuan*’ is a casual word and is used as a slang word. As mentioned by Swann et al. (2004), slang serves several functions; one of them is “to be used to redefine a context or relationship (e.g., as less serious).” Agus Sanetyo purposely used the word ‘*cuan*’ so that he could grasp the targeted market’s attention and be excited to listen to the talk whilst telling them that the talk would be less serious.

3. Metalinguistic Function

Example 13

Nah WFH disini bukan ‘Work From Home’, tapi saya menyebutnya adalah ‘Whatever From Home’.

In the COVID-19 pandemic era, the phrase WFH (Work From Home) is becoming more popular since more and more people are encouraged to work from home. Agus Sanetyo is using the abbreviation term of ‘WFH’ for ‘Whatever From Home’. Using a well-known abbreviation to make another term is one sign of language skill ability.

As the overall findings, the writer found that Agus Sanetyo likes to use intra-sentential code-switching, which means the code-switching usually occurs in the middle of the sentence. Meanwhile, the function of the use of code-switching is mostly the referential function caused by the lack of knowledge in the language, such as: ‘*luring (luar jaringan)*’ which is not as often used as ‘offline’.

Another reason is that Agus Sanetyo might code-switch caused by the more appropriate usage of the words. These words are more often referred to in English, due to the lack of exposure of those words in the Indonesian translation. If those words are told in Indonesian, the probability of the audience not understanding the meaning is higher.

Intra-sentential code-switching is the type of code-switching where the words in a different language are being put in the middle of the sentences. The referential function is the function of code-switching where the motivation to use code-switching is to use the words of a language where it is more fit for talking about a given subject since the first language is lacking in the facility.

CONCLUSION

For bilingual people, code-switching is usual behavior. People talk in two or more languages in one sentence. Several studies about code-switching have been conducted by researchers both outside and inside Indonesia. However, there are not so many studies about code-switching in a business setting by a Chinese-Indonesian business motivational speaker.

In this study, the writer analyzed a recorded business motivational talk entitled “The Hidden Cuan in Your Business” which talks about finding hidden profit by analyzing businesses using 9 elements of a business model canvas conducted by Agus Sanetyo.

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In this talk, the writer found several languages—Indonesian, English, Javanese, Hokkien, and Betawinese—in the form of code-switches. The purpose of the study is to find out the types and the functions of code-switching uttered by Agus Sanetyo in the motivational talk. The writer uses Poplack's (1980) theory of the types of code-switching and Appel & Muysken's (2005) theory of the functions of code-switching in analyzing 34-minute passages of a 2-hour Business Motivational Talk by Agus Sanetyo entitled 'The Hidden Cuan in Your Business'. In this talk, Agus Sanetyo mentioned 9 elements of Business Model Canvas. In that talk, Agus Sanetyo changed the order to suit the conditions of the business to survive in the COVID-19 pandemic.

This study is very interesting because we can see how a Chinese-Indonesian entrepreneur and business motivational speaker, Agus Sanetyo, used his unique code-switched language to speak to his audiences. Although sometimes he did not use the correct English grammar, instead he uses Indonesian grammar on English code-switches, he was still a successful business speaker—he could still motivate his audiences to start looking for the hidden profit in each of their business areas that might not be thought of before, especially in this COVID-19 pandemic where business owners should think hard to shift their business in order to survive.

This research ended with the finding that Agus Sanetyo mostly code-switches using intra-sentential type and referential function. Intra-sentential code-switching is the most intimate type of code-switching (Poplack, 1980). From here, we can know that Agus Sanetyo was trying to make the audience feel closer to him, making it easier for them to accept his advice. He also used referential code-switching in order to make him sound more educated, professional, and prestigious, which could make the audience believe more in his talk.

Since the code-switching phenomenon in Indonesia is very common, the writer hopes that the other researchers can study deeper about the code-switching phenomenon in Indonesian society even more, both in business settings and in general settings.

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