

# CODE SWITCHING IN SOCIAL MEDIA: SELF LEARNING MEDIA OF ENGLISH AS FOREIGN LANGUAGE IN THE ASEAN ECONOMIC COMMUNITY

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## Abstract

English has been an international language for the world, which means English will be used in any occasions when people around the world gather. It becomes a language that should be used in International forum. This situation makes English becomes a language that everyone in the world should conquer. Not all countries utilize English as their mother language, some countries utilize English as foreign language. Thus, there are many methods so people are able to speak English. One of the methods is by self-learning. The phenomenon happens in the world of today's is people will have a self-learning process throughout social media by using code switching method. People unconsciously used code switching which makes them become bilinguals. This method could help people in learning English. It helps people a lot in mastering English which supposed to be one of a must language skills to face Asean Economic Community era. This paper uses descriptive qualitative approach which identified code switching method in learning English. The data for analysis were collected by library research. By this research, it shows one of methods in learning English so Asians could be well-prepared in taking part of Asean Economic Community.

**Keywords:** code switching, social media, self learning, foreign language, asean economic community

## Introduction

English has become a language that takes an important role in the world as known as a global language. It is because English is supposed to be an international language for people around the world. The agreement of English as an international gives effect in the way of people communicate one another; they have to use English when it comes to an international forum. Since every country has their own language, but when it comes to international occasion the only way for people having communication is by using English. "English 'has already grown to be independent of any form of social control.'" (David, 139)

The fact that English has become an international language makes everyone who wants to communicate internationally has to master English. Since English is not a first language for all countries in the world, countries who don't have English as the first language, consider that English as a foreign language or second language. In the other words, English is a language which comes second after the first language. After all, it shows that there is a commitment from first language speaker to the learning and teaching of second language. (Oliver and Nattiya, 1)

In the world like today's, English is more than whether it is first or second language. English has become a needs for everyone in facing today's challenges. They

who want to compete globally has to master English so they can keep communicating with people. Although English comes second after a country's first language, but the necessity to be able in English pushes everyone to learn it and has an English language ability in the end. (Brown, H.D)

English ability now has become one of global challenges that everyone should be conquered of. The real challenge faced by now is facing Asean Economic Community. Asean Economic Community is a broad space for people in Asean to have the same chance economically by having one single market of all Asean countries. Everyone from Asean could afford a job in Asean countries or even doing trade around Asean countries. (Nguyen and Ngo, 2)

By logic, people among Asean could only communicate each other by a language that has become an agreement for the world; it is English. Everyone who wants to compete in the era of Asean Economic Community could at least has a good understanding of English so he can use it as a media of communication. As the result, people should have prepared English as the basic skill in facing Asean Economic Community era.

In fact, there are many advantages in involving with Asean Economic Community era. (Oliver and Nattiya, 4) Thus, the more people realize what the advantage are the more people will have courage in learning English. Many people's courage here makes vary of methods in learning English. Each person has different strategy so they are able in English.

In language, the methods are divided into many. One of them is code switching. Code switching is a method that makes learner use two languages in the same time. (Heller, 3) In the other words it is called bilingual. A person who are bilingual usually uses their first and second language in the same time. When he does it, the code switching method happens in learner.

As the consideration of code switching becomes one of methods in learning language, it means code switching has a power to make learner be able in the language he wants. As the result, this method is basically helped the learner to master the language better than before compare to the moment when he doesn't uses any method. Code switching method that the writer tries to cope here is the code switching that happen social media.

Social media in the world like todays becomes thing that can not be separated by human life. It has been a life style for most people now since it has become their needs as well. The correlation between social media and code switching here is shown when a social media user writes something in his account. In a country where English considers as a foreign language, many of social media users write anything in their account by mixing two languages; their first language and English. It proves that the users are bilingual and having a code switching method.

The other term that the writer tries to explain here is that code switching happens in social media could be an English self-learning media. Code switching in social media shows that everyone could learn English everyday by their self. In the end, when they practices code switching everyday, it is equal with they learn English everyday. As the result they can master English by code switching itself.

In the correlation of Asean Economic Community, the strategy in facing it is by learning and mastering the language that will be used along the era of Asean Economic Community. So it gives advantages not only for individual but also for broader such as country, because people will envolve their self in Asean Economic Community and getting a profit from here that also could be a benefit for country.

The writer uses descriptive qualitative approach which collected by library research. The research focus on English self-learning using code switching as reflected in social media, which points out the Asean especially Indonesian social media users in having code switching and its effect for the future of their English ability. The social media users that become some examples are mostly famous people who have influence in their followers. By expectation that the followers who are hugely teenagers in Indonesia could imitate the code switching method so they will also have an English self-learning for a good English skill in the future.

## **Finding and Discussion**

### ***Asean Economic Community and English***

Asean Economic Community starts by the end of 2015. As the word *Asean* stands for Association of Southeast Asian Nations, the Asean Economic Community (AEC) facilitates 10 countries in Southeast Asian to have community in term of economic which gives benefit within. The 10 Southeast Asian countries are Indonesia, Malaysia, Philippines, Singapore, Thailand, Brunei Darussalam, Vietnam, Lao PDR, Myanmar, Cambodia.

The above 10 countries which belong to Asean Economic Community create a single market which gives chances for everyone come from Southeast Asian countries to promote their own country by many aspect such as economy, trade and culture. In the other words, Asean Economic Community is the gate to broaden and improve individual economy by trade or any job he applies.

Moreover, the advantage of Asean Economic Community are also goes for government. By the establishing Asean Economic Community, it could increase the value of export and import in a country. Not to mention, the probability of foreign investment also becomes the advantage of Asean Economic Community. However, above things could be afforded if the people are ready to face Asean Economic Community by the skill they have.

One of skills that people should have to face Asean Economic Community is English skill. It is because English has become a de facto lingua franca of Asean countries since 2009 (Kirkpatrick, 2007). The importance of English to support the people's engagement in Asean Economic Community is shown when it comes to the needs of communication.

In term of trade for example. The communication between seller and buyer in Asean Economic Community will only occur when they use English language since this is the global language for people around the world.

“The mastery of a foreign language, especially English, is one of the requirements that the labor force of at least seven professional fields (engineering, nursing, architectural, surveying qualification, medical services, dental services, and accounting) has to meet in order for free mobility in the ASEAN countries.” (Nguyễn Đình Luận, 2015; Sinhaneti, 2012)

The quotation above explains that mastering English in the era of Asean Economic Community is vital to succeed the participation along Asean Economic Community.

### ***Code Switching and Self-Learning***

Code switching is one of methods in learning language by using two or more languages in the same time. It makes learner automatically become a bilingual or multilingual speaker. Code switching is not considered as a conversational tool but it also helps to maintain and establish a speaker in learning two languages in the same time.

Code switching also become an effort from the speaker to bridging the gap between one language with another. (Auer, 1995) In short, code switching which defines as a biligual or multilingual, could be defined also as a mixing strategy of a speaker. The speaker usually will mix the language inside his utterance.

Based on Auer (1998) code switching usually could be found in reported speech, parentheses or comments, request, clarification, activity type and so on. By those probability of code switching shows that code switching could happen everytime and in what ever utterance is. However, Clyne in her book says that:

*Psycholinguistically conditioned code-switching, or non-functional code switching, is non-intentional, it just “happens” in the conversation of bilinguals and is promoted by so-called trigger words, which are defined as “words at the intersection of two language systems, which, consequently, may cause speakers to lose their linguistic bearings and continue the sentence in the other language (Clyne, 1991:193)*

Above quotation explains that code switching is actually happened non-intentional. Speaker who usually use bilingual or multilingual basically doesn't recognize that they are using two languages. However it is inevitable that code switching helps the speaker to have a deep understanding about the languages he uses in his utterance, since he can use it without any difficulty. If it happens in repeat, it is possible that the speaker will be fluent enough to the second language that he usually uses in the process of code switching. Based on many theories of code switching explained above it comes to conclusion that code switching help a learner to learn second language.

As code switching also occur not only in conversation but also in singel utterance, it makes the speaker has a self-learning unconsciously. Self-learning process happens when a learner has an independent learning process and get the result because of that.

Self-learning results a greater awareness of learner's responsibility in making learning meaningful and monitoring themselves (Garrison, 1997). Self learning makes the learner curious and willing to try something new (Lyman, 1997). Self learning not only makes the learner enjoy the learning process but also make them have a self-confident and a clear goal in learning. (Taylor, 1995). In conclusion, if it applies throughout code switching, the process of learning English will be more fun and affective.

### ***Code switching in social media***

Code switching which is considered as one of methods in learning English and is supposed to be a non-intentional activity. In the other words, code switching could be found everyday by everyone who applies bilinguals or multilinguals. The examples here are coming from various figures in Indonesia. The writer tries to cope the code switching activity from social media instagram which become the largest social media used by todays to share photo or video.

Example 1&2:

♥ 70,011 likes  
**aniyudhoyono** "Berjemur matahari biar sehat".  
 —  
 "Sunbathing to make us healthy". Photo by Ani Yudhoyono  
 #SIBYfamily #theyudhoyono  
 #pancasaktimaharajasayudhoyono

♥ 46,005 likes  
**aniyudhoyono** Selamat pagi... Sakti pinjam kursi kakak Aira sambil nunggu keluarnya sinar matahari.  
 —  
 Good morning... Sakti borrowed sister Aira's chair while waiting for sunshine.  
 Photo by Ani Yudhoyono  
 #pancasaktimaharajasayudhoyono #grandson  
 #cucu

By example 1 and 2, it shows how Any Yudhoyono does a code switching. Ani Yudhoyono is the wife of Indonesia 6<sup>th</sup> president. The examples show that Any Yudhoyono uses 2 languages in writing her caption.

Example 3&4:

♥ 27,674 likes  
**dewisandra** Childhood friends are the best of friends! Gandhi days flew by too fast 😞 Sorry for the super late post guys!!! LOL! But if anything, you guys get me like no other! One of the bestest moments this year. Visiting these 2 girls who are now maganda MOMMIES!  
 @leahlynhaynes Brent is so yummy and just too adorable, your hubby Charles baik banget!  
 @imrmsmarilyn Morse you have not changed one bit! Next time i want to ketemu ur hubby and baby juga dong!!!! ❤️ Mahal kita ! Happy holiday guys. Salam for the rest of the gang!  
 #foreverfriends 🧑🧑🧑🧑 Next time ill bring siamay 🙌

♥ 10,493 likes  
**dewisandra** What are YOU doing to make a change?  
 What are YOU doing to be better?  
 What are YOU doing with YOUR life? .  
 .  
 Banyak hal selalu membuat saya introspeksi dan bertanya (hubby and manager calls me a deep thinker! LOL. Hah! No idea what that means!) but hal tersebut membuat saya berada ditempat dan posisi dimana saya berada sekarang. Tidak semua yang saya lakukan benar (bahkan banyak hal yang saya lakukan terhitung bodoh 🙄 duh! hubby and manager are first hand witnesses to my sometimes "dumb and dumber" moments 😞 tepok jidat dulu ah! Sometimes my closest circle get to join in and experience this too... ) Daaaan yaaaa ada juga karena sok tau, karena pengen kekinian dan ikut2an although i still like to think that im quite anti-mainstream , ada juga karena saya benar2 tidak tahu? Yaaaa.... Intinya bodohlah. Tapi saya tidak takut untuk mengakui

Examples 3 & 4 show how Dewi Sandra, Indonesian singer and actresses uses Bahasa Indonesia and English in the same time which also called code switching.

Example 5:

♥ 179,555 likes  
**raisab690** Finally! Terjebak Nostalgia akan tayang di bioskop mulai BESOK! ❤️❤️❤️❤️  
 #TerjebakNostalgiaTheMovie

Example 5 shows a caption by Raisa, Indonesian singer. She uses English to begin the caption then Bahasa Indonesia in the end. What Raisa has done show how code switching is.

## Conclusion

In facing the today's challenge such as Asean Economic Community, there are many things that should be prepared. First in first is English skill. As English has been considered as an international language, to engage with other from other countries, mastering English is something we can not be separated from.

In order to develop the English skill, there are many learning methods. One of them is code switching. Code switching helps the learner to speak bilingual or multilingual at the same time. So that, it believes that learner could master the foreign language better and faster by apply it social media. Since social media has become a life style for people now. When code switching becomes a habit it means the language becomes a habit as well.

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