

Code Switching on “Catch Me Up!”: A New Style of News Writing?

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ABSTRACT

News writing is generally formulated using a standard, formal language style. However, Catch Me Up!, an online daily newspaper, broke those strict rules by offering casual, loose, non-standard language which predominantly used code-switching as one of the ways to alter formal to informal language styles. Hence, this study aimed to describe the various types of code-switching that occurred on Catch Me Up! and explain why the news frequently employed code-switching. Three theories underlie the present research; types of code-switching by Poplack and a combination of reasons for code-switching by Hoffmann, Gumperz, and San. The study applied the descriptive-qualitative method since the data were in the form of words, phrases, clauses, and sentences. The data sources were taken from 17 international news published in July 2023. The results revealed that, out of 235 found data, intra-sentential switching became the most occurred data regarding code switching types. In line with the reasons for code-switching, addressee specification and expressing group identity appeared dominantly in this study, followed by talking about a particular topic, interjection, indicating emotions, intention for clarifying the speech substance for interlocutors, and quoting somebody else.

Keywords: *code-switching, news-writing style, digital media, Catch Me Up!*

1. Introduction

Newspapers are generally written using standard, formal language as their function is to provide information about various events that occur in society. Even though almost all print media have migrated to online news portals, the characteristics of using written language following standard language rules are still maintained. Interestingly, Catch Me Up! emerges as a new online news portal that becomes a differentiator from other earlier competitors, such as detikcom, liputan6.com, and tempo. co, and kompas.com. One of the characteristics that caught the most attention is that the news on Catch Me Up! applies a loose, slang, informal language style.

Catch Me Up! is a new media offering news channels different from other digital media. The main concept is to offer consumers daily news subscriptions through an email newsletter sent every six in the morning. As stated by its official news portal, the media's target market is young and adult millennials who are interested in keeping up with national and international news developments but prefer simple explanations and avoid rigid language styles. Therefore, Catch Me Up! plans to deliver political, economic, health, and legal news in simple, conversational language. Catch Me Up! believes that the problem in consuming news is not at the level of reading interest but that many readers desire

uncomplicated explanation and delivery. Here are some examples of the news writing differences between Catch Me Up! and other media.

“Bagian dari peningkatan upaya militer Ukraina dapat dikaitkan dengan perubahan taktik, dengan penekanan lebih besar pada penggunaan artileri dan rudal jarak jauh untuk melemahkan pasukan Rusia daripada terlibat dalam serangan langsung melalui ladang ranjau dan tembakan musuh.” [Part of Ukraine's increased military effort can be attributed to a change in tactics, emphasizing using long-range artillery and missiles to weaken Russian troops rather than engaging in direct strikes through minefields and enemy fire] (Rosdalina, 2023)

“Serangan drone di Crimea telah meningkat dalam beberapa minggu terakhir ketika Ukraina melancarkan serangan balasan terhadap pasukan Rusia. Rusia mencaplok Crimea dari Ukraina pada 2014, sebuah langkah yang tidak diakui oleh komunitas internasional.” [Drone attacks in Crimea have recently increased as Ukraine launched a counteroffensive against Russian troops. Russia annexed Crimea from Ukraine in 2014, a move not recognized by the international community] (Adhi, 2023).

“Gini deh, kalau dengar kata, “Pengkhiatanan,” apa sih yang terlintas di kepala kamu? Lagu-lagunya Olivia Rodrigo di album “SOUR?” Atau film-film kayak Suicide Squad atau Fate of the Furious? Well, emang sakit bagnet yah dikhianati tuh, guys. Pengkhiatanan inilah yang dari kemaren disebut terjadi di Rusia. Bahkan, gara-gara hal ini, salah satu wilayah di Rusia, Rostov Namanya, jadi pecah bentrok amburadul. So now, everybody, meet the actor of this all: Wagner Group. [Alright, when you hear the word “betrayal,” what comes to your mind? Olivia Rodrigo’s songs on the album “SOUR?” Or movies like Suicide Squad or Fate of the Furious? Well, it really hurts to be betrayed, guys. This betrayal has been said to have occurred in Russia since yesterday. In fact, because of this, one of the regions in Russia, Rostov, broke into chaotic clashes. So now, everybody, meet the actor of this all: the Wagner Group] (Admin, 2023)

The writing styles of these three news elicited from different sources show at least two robust contrasts. News from tempo.com and kompas.com have similar delivery fashions, utilizing standard and formal Indonesian language. Rather, the news on Catch Me Up! is written more casually and characterized by two distinct characteristics: the use of non-standard Indonesian and the phenomenon of code-switching. Code-switching is a linguistic phenomenon that often occurs in bilingual or multilingual communities. Since someone can use more than one language, code-switching is the alternating use from one linguistic code (language) to another that commonly happens in verbal communication.

Studies on the shift from one language to another using code-switching in written forms, specifically in online newspapers, are the gaps left by previous studies on code-switching. Previous studies on the language alternation phenomenon focus on types of code-switching in verbal contexts within various modes, such as video, audio, or real-time communication. This can be seen from code-switching analysis on the film (Alaiyed, 2020; Rini et al., 2019), YouTube (Afryanti et al., 2021; Yuliana et al., 2015), podcast (Langit et al., 2022; Shendykhatama & Wardhono, 2022), community; universities (Wulandari & Susylowati, 2021; Gardiner & Deterding, 2017; Muflihah, 2017) and schools (Upa, 2014). Hence, the phenomenon of language alternation utilizing code-switching on online newspapers is the gap left by previous studies. In this case, code-switching becomes one of the ways to alter formal language styles into informal ones. One of the reasons is that normal newspapers maintain formal, standard language styles, while Catch Me Up! largely emphasizes simplicity and conversational style in news writing. Furthermore, previous studies borrowed the theories of Gumperz (Gumperz, 1982) and Hoffmann (Hoffmann, 1991) to discuss reasons for code-switching in verbal communication. Meanwhile, the current study adopts those two theories in written communication by adding San’s theory (Halim & Maros, 2014) of availability, the

principle of economy, and indicating emotions. Based on this issue, the study aims to answer the following questions:

1. What types of code-switching are found in “*Catch Me Up!*”?
2. What are the functions of code-switching in “*Catch Me Up!*”?

To answer the two questions above, the current research used the theories of code-switching by Poplack (Poplack, 1993) and the reasons for code-switching by Hoffmann (Hoffmann, 1991), Gumperz (Gumperz, 1982), and San (in Halim & Maros, 2014). The first theory was employed to investigate types of code-switching: intra-sentential, inter-sentential, and tag code-switching. The theory by Hoffmann was employed to investigate why *Catch Me Up!* utilized code-switching in formulating the news, comprising talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition for clarification, intention for clarifying the speech substance for interlocutors and expressing group identity. The researcher was aware that Hoffmann's theory might not be able to explain all found language switches in the present study. As such, this study also adopted theories by San and Gumperz to cover code-switching that may indicate the emotions, availability, principle of economy, and addressee specification.

Code-switching and code-mixing became among the most never-ending debates in the language alternation domain. Both terms share a similar condition where the interlocutor stops employing language A and continues utilizing language B to deliver the message. More importantly, the continuing debate between code-switching and code-mixing supporters is in the area where languages are alternated in communication (Appel & Muysken, 1987). Code mixing is characterized as the language alternation taking place below the clause level (Auer, 1998), but if it occurs at or above the clause level, it is considered code-switching. Similarly, Bokamba (in Yuliana et al., 2015) emphasizes that code mixing refers to intra-sentential code alternation, while code-switching refers to inter-sentential code alternation.

Fundamentally, two kinds of switches cause controversy among scholars: intra-sentential and inter-sentential codes. Muysken (Muysken, 2000) describes code mixing as intra-sentential and intra-clausal switches where lexical items between two distinct languages meet within a single sentence. Code mixing is typically categorized into alternation, insertion, and congruent lexicalization. As opposed, Poplack (Poplack, 1993) asserts that code-switching refers to all language switches that appear in many levels of linguistic structure, involving intra-sentential, inter-sentential, and tag. Based on the latter view, it is believed that code-mixing by Muysken is already represented by the category of Poplack's code-switching. For this reason, this study only focused on code-switching, and code-mixing was excluded.

In the Indonesian setting, intra-sentential code-switching occurs when the change from Indonesian to another language or vice versa occurs in a single sentence. For example, “*Aku selalu bilang dream, believe, and make it happen.*” [I always say dream, believe, and make it happen]. In contrast, inter-sentential code switching happens when people switch from Indonesian to another language or vice versa between sentences. For example, “*Ini dia Eva Celia. Eva, how are you?*” [Here is Eva Celia. Eva, how are you?] (Yuliana et al., 2015). Finally, tag switching involves using language tags in one language followed by an utterance in another. By saying the tag, includes exclamations, interjections, or filler words. For example, “*So, salah ya?*” [So, is it wrong?] (Kasim et al., 2019; Wijaya, 2020)

There are several reasons why bilingual or multilingual people do code-switching. Hoffmann (Hoffmann, 1991) suggests that code-switching is employed for several social reasons: talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition for clarification, intention for clarifying the speech substance for interlocutors, and expressing group identity. More comprehensively, talking about a particular topic occurs when someone switches language because he/she feels more comfortable discussing a certain topic using a particular language. Furthermore, code-switching functions as a quotation when someone quotes someone's else speech; it could be in the form of notable advice, proverb, or wise words. In addition, being emphatic about something happens when the

speaker suddenly desires to be emphatic about something and ends up using a language of not his own.

Hoffmann defines interjection as expressing feelings or emotions using fillers or sentence connectors; it eventually emphasizes the function rather than the meaning. Code-switching may also be used to repeat a statement in another language. Repetition is sometimes crucial to make clarification or emphasis on particular topics. In addition, the intention for clarifying the speech substance for interlocutors occurs when somebody talks using one language and provides an explanation in another. Last, expressing group identity is when the speaker switches codes to show that he/she belongs to a particular group. It is worth mentioning that the present study also borrowed Gumperz's addressee specification (Gumperz, 1982) and San's indicating emotions (in Halim & Maros, 2014) to cover what is left by Hoffmann's theory. Addressee specification plays a role in delivering a message to the specific listener, specifically for those not directly involved in the conversation. Finally, indicating emotions belongs to the condition when people switch language to better show their feelings, in the written form commonly intensified by unique symbols and emoticons.

2. Methodology

The data of this qualitative study consisted of textual data of news released over the July period of 2023. By saying textual data, comprises any words, phrases, clauses, or sentences applying code-switching (Cresswell, 2014). The study applied documentation to elicit the data from 17 international news taken from the official website of Cath Me Up!. The researcher selected international news to investigate how such world information or terminology is brought to fit young Indonesian readers; whether it is fully translated into Indonesian or loosely applied code-switching in the delivery. The data sources are as follows:

Table 1: Data sources

News Title	Published
<i>Konser Taylor Swift Menyebabkan Gempa Bumi</i>	31/07/2023
<i>Yunani Jadi Negara Paling Parah Terlalap Api</i>	26/07/2023
<i>Gelombang Panas di Eropa Capai 40 Derajat Celsius</i>	24/07/2023
<i>Singapura Dinobatkan Sebagai Paspur Paling Powerful Sedunia</i>	20/07/2023
<i>Hujan Badai di Korea Selatan</i>	20/07/2023
<i>Carlos Alcaraz Jadi Juara Baru Wimbledon</i>	18/07/2023
<i>Menteri Perhubungan Singapura Terjerat Kasus Korupsi</i>	18/07/2023
<i>Kebijakan Paris Untuk Subsidi Perbaikan Pakaian</i>	17/07/2023
<i>Burger King Thailand Rilis 'Real Cheeseburger'</i>	13/07/2023
<i>Pindah Kewarganegaraan Singapura Jadi Pilihan Warga Indonesia</i>	13/07/2023
<i>Beberapa Negara Bagian India Diterjang Banjir</i>	12/07/2023
<i>Aturan Anti Mubazir Makanan di China</i>	11/07/2023
<i>Rencana Jepang Buang Limbah Nuklir ke Lautan</i>	11/07/2023
<i>Perang Dua Perusahaan Sosial Media Twitter & Meta</i>	10/07/2023
<i>Peraturan Afghanistan Salon Kecantikan Harus Ditutup</i>	06/07/2023
<i>ANOC World Beach Games Batal Digelar di Bali</i>	06/07/2023
<i>Film Barbie Tidak Akan Tayang di Vietnam</i>	05/07/2023

The study employed Spradley's analysis technique (Spradley, 2016) consisting of four steps: domain, taxonomy, componential, and cultural theme. In the first step, the domain was used to classify which was data and which was not. As such, the theory of code-switching by Poplack (Poplack, 1993) was employed

to categorize the data into tag, intra-sentential, and inter-sentential code-switching. In the second step, taxonomy, three reasons for code-switching by Hoffmann (Hoffmann, 1991), San (Halim & Maros, 2014), and Gumperz (Gumperz, 1982) were applied to examine purposes of code-switching in Catch Me Up! comprising talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying the speech content for the interlocutor, expressing group identity, code-switching for availability, principle of economy, indicating emotions, and addressee specification. In the third step, componential analysis was applied to connect all classified variable aspects, and thus, dominant and less dominant data could be constructed. In the last step, a cultural theme was used to explain the phenomena based on the findings in the componential step.

3. Result and Discussion

3.1. Result

The findings are divided into two sub-sections. The first section aims to answer the proposed research question number one regarding types of code-switching and the second one reveals their functions. The findings show that all collected data could be classified into tag, intra-sentential, and inter-sentential code-switching. Further, among those eleven reasons for switching, the study shows that being emphatic about something, repetition used for clarification, code-switching for availability, and principle of economy were not found in the findings.

3.2. Types of code-switching

The study investigated types of code-switching found in the Catch Me Up! online news platform over July 2023. The study found 235 data and thus were broken down into three types: intra-sentential, inter-sentential, and tag switching. The distribution of code-switching is shown in the following table.

Table 2: The percentage of code-switching types

Types of Code Switching	Frequency	Percentage
Intra-sentential	116	49%
Inter-sentential	58	25%
Tag	61	26%
Total	235	100%

The table above shows the distribution of three code-switching types, intra-sentential, inter-sentential, and tag. The findings show that intra-sentential switching became the most dominant type in the study with 166 data, followed by tag and inter-sentential switching, responsible for 61 and 58 data consecutively.

3.2.1. Intra-sentential code-switching

In the context of the writing style in Catch Me Up!, intra-sentential code-switching happens when the shift from Bahasa Indonesia to English or vice versa occurs in one sentence. Such alternation can be in the form of words, phrases, or between clauses. The results show that out of the total 235 data, 116 (49%) data were categorized as intra-sentential and thus became the most occurred type of code-switching in the current study. The following are several examples of intra-sentential code-switching that occurred on Catch Me Up!

- 1) **Sounds a little bit weird, but honestly** *tujuannya bagus lho* (17/7/2023).
- 2) *Yang baru aja punya juara baru, at 20 years old* (18/7/2023).
- 3) *Keduanya kemudian dibebaskan beberapa hari kemudian on bail, aka dengan jaminan* (18/7/2023).

- 4) *Nah tapi hal ini **most likely** ngga dialami oleh para penduduk Singapura yang tahun ini paspornya dinobatkan sebagai paspor paling **powerful** sedunia (20/7/2023).*
- 5) ***At least** ada sembilan orang tewas dan delapan lainnya yang masih dinyatakan hilang (20/7/2023).*

The examples of intra-sentential code-switching above were taken from five different news on Catch Me Up! As the readers of Catch Me Up! are mainly young Indonesians, the news is written in Indonesian but often is alternated to English using particular expressions. The study revealed that the alternation was formulated in various forms; for example, ‘powerful’ represents intra-sentential code-switching in the form of a word, ‘most likely, at least, and at 20 years old’ are in the form of phrases, and ‘sounds a little bit weird, but honestly...’ signifies the form of clauses.

3.2.2. Inter-Sentential Code Switching

As language alternation of the intra-sentential counterpart takes place in a single sentence, however, inter-sentential code-switching occurs between sentences. In Catch Me Up!, the writer produced a sentence in Indonesian followed by expressions written in English as in the following sentences. The study found that 58 out of 235 data (25%) were classified into inter-sentential code-switching, and the following are several examples of it.

- 1) **We know, we know.** *Di case World Cup U-20 kemaren juga ribut banget masalah keikutsertaan Israel di mana mengundang berbagai penolakan tokoh kan (6/7/2023).*
- 2) **Ring some bell?** *Yep, 100 buat kamu yang masih inget soal kejadian Fukushima (11/7/2023).*
- 3) **Literally real cheeseburger, guys.** *Isinya beneran keju and keju only. (13/7/2023).*
- 4) *Singapura semenangkan itu kah? **Maybe yes** (13/7/2023).*
- 5) **Got it.** *Emang sebenarnya mereka korupsi apa sih? (18/7/2023).*

Interestingly, although the news is dominantly written in Indonesian, the writer mixed it up with English in the sentence or vice versa to formulate inter-sentential code-switching, as seen in the examples above. The English written news consisted of a sentence as in ‘we know, we know,’ and casual spoken expressions as in ‘ring some bell? Got it, literally real cheeseburger, guys, and maybe yes.’

3.2.3. Tag Code Switching

A tag is commonly used in verbal communication to express feelings or emotions, comprising exclamations, interjections, or filler words. For formal writing in general, and news writing in particular, the use of tags will be avoided as the characteristics of journalistic language are concise, straightforward, clear, prioritizing active sentences, and complying with standard language rules and ethics. Sumadiria (Sumadiria, 2011) asserts that news writing must follow standard grammatical rules so the public can easily understand it. However, the study showed interesting findings as Catch Me Up! frequently employs the tag in English, followed by the sentence written in Indonesian. Tag code-switching in this research accounts for 61 data, responsible for 26% of the overall 235 data. Examples of tag code-switching typically appeared in Catch Me Up! are what follows.

- 1) **Well,** *dalam keterangannya kemarin, pihak ANOC tuh bilangnye panitia lokal kita mundur dari status tuan rumah (6/7/2023)*
- 2) **Yha well,** *yang perlu kamu tahu ya guys, kita emang impor ikan dari Jepang dengan nilai mencapai 6.578 ton di tahun 2022 aja (11/7/2023)*
- 3) *Jadi emang Singapura ini jadi salah satu negara dengan biaya hidup paling mahal di dunia, **guys** (13/7/2023)*
- 4) *Bener nggak? **In that sense,** kita mau ngomongin soal inovasi produk yang sekarang lagi heboh banget diomongin sama masyarakat Raikantopeni. (13/7/2023)*
- 5) **Anyway,** *ada update baru soal The Eras tour ni, **guys.** (31/7/2023)*

The examples above were classified into tag code-switching because the writer employed filler words in English, followed or preceded by a sentence in Indonesian. Such filler words or phrases are ‘in

that sense, anyway, well, and guys’; the last three are the most frequently found in the study. There are several reasons why tag code-switching accounts for about a quarter of the total data, which will be discussed in the next subsection.

3.3. Reasons of Code Switching

The recent study employed the theory by Hoffmann (Hoffmann, 1991), San (Halim & Maros, 2014), and Gumperz (Gumperz, 1982) to investigate why Catch Me Up! applied code-switching in their news writing. Hoffmann asserts that bilingual or multilingual people switch their languages for multiple purposes, such as talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition for clarification, intention for clarifying the speech substance for interlocutors and expressing group identity. In addition, the study also adopted San’s views about code-switching for availability, the principle of economy, and indicating emotions to cover areas left by Hoffmann’s theory. Finally, Gumperz’s addressee specification was also applied to connect it to the current research. What follows is the distribution table of reasons for code-switching found in this research.

Table 3: Reasons for Code Switching

Reasons of Code Switching	Frequency	Percentage
Talking about a particular topic	51	21,8%
Quoting somebody else	5	2,1%
Being emphatic about something	-	-
Interjection	48	20,4%
Repetition for clarification	-	-
Intention for clarifying the speech substance for interlocutors	9	3,9%
Addressee specification	56	23,8%
Expressing group identity	56	23,8%
Code-switching for availability	-	-
Principle of economy	-	-
Indicating emotions	10	4,2%
Total	235	100%

The findings show that both addressee specification and expression group identity share a similar number by 56 data and act as the most dominant reason for code-switching responsible for 23,8% of both. Additionally, talking about a particular topic became the second most occurred data, followed by interjection which accounts for 51 data (21,8%) and 48 data (20,4%) respectively. Finally, Catch Me Up! employed the rest of the code-switching reasons less often, namely indication of emotions by 10 data (4,2%), intention for clarifying the speech substance for interlocutors by 9 data (3,9%), and quoting somebody else became the least appeared data in the study by 5 data (2,1%).

The current study investigated types of code-switching and provided plausible reasons for its occurrence. Regarding the types, almost half of the total data is dominated by intra-sentential, with 116 data (49%) followed by inter-sentential and tag code-switching, which nearly share a similar number with 58 (25%) and 61 data (26%), respectively. As the reader market of Catch Me Up! is young Indonesian society, the news is predominantly written in Indonesian and uses a small number of English words, phrases, or sentences. For that reason, it seems logical why intra-sentential code-switching outnumbered the other two counterparts, inter-sentential and tag code-switching, in Catch Me Up!’s news writing.

After comprehending the distribution of three code-switching types, the reasons behind their occurrences become fascinating and worth examining. Treating reasons for code-switching by Hoffmann as the main theory and borrowing supplementary theories from San and Gumperz, the study found that code-switching in *Catch Me Up!* was used for several reasons. Those reasons included addressee specification, expressing group identity, talking about a particular topic, interjection, indicating emotions, intention to clarify the speech substance for interlocutors, and quoting somebody else. In contrast, being emphatic about something, repetition for clarification, code-switching for availability, and principle of economy were not found in this research.

3.3.1. Addressee Specification

Both addressee specification and expressing group identity became the two most significant data in the present study, responsible for 23,8% each. In the verbal conversation, the former invites a particular addressee so someone can be involved in the communication exchange or two-way communication (Gumperz, 1982). However, written communication, specifically the newspaper domain, only allows one-way communication, meaning all recipients can do is receive messages and cannot provide feedback. Interestingly, as the new digital newspaper is directed at the young Indonesian market, *Catch Me Up!* does not follow the mainstream journalistic styles and applies a particular approach. One of the approaches is employing addressee specification to create two-way communication by generating a hook in the form of a provocative question, provoking statement, or interactive expression. Examples of addressee specifications employing the hook to invite the recipient are provided below.

- 1) **Who's (not) singing: Imma barbie girl, in a barbie world?** (5/7/2023)
- 2) **Who's following the World Cup U-20's steps?** (6/7/2023)
- 3) **Who's making their neighbor unhappy?** (11/7/2023)
- 4) **What's happening once in a blue moon?** (18/7/2023)
- 5) **My crush likes me back?** (18/7/2023)

Catch Me Up! always starts the news with the hook, often categorized as inter-sentential code-switching. That is because the writer produces the hook in English, followed by the main paragraph in Indonesian. The examples above are the hook in the form of a question started by the Five Ws, such as who, what, or when. The approach of utilizing addressee specification will maintain two-way communication and engage the reader to be involved in the information sharing. For example, on *Catch Me Up!* entitled ANOC World Beach Games Batal Digelar di Bali, a journalist started the news with a hook saying, 'Who's following World Cup U-20's steps?' followed by the sentence 'ANOC World Beach Games. This might be a sad news buat kamu yang into olahraga dan been excited buat nonton kompetisi olahraga internasional di tanah air.' As a reminder, three months prior, in May, FIFA announced the cancellation of Indonesia as the host for the 2023 FIFA U-20 World Cup. When *Catch Me Up!* reported that the Association of National Olympics Committee, known as the ANOC World Beach Games, was also canceled in Indonesia, the journalist set the news with the interactive hook in a question above to invite readers to interact in exchanging information with the author. In addition, addressee specification is also employed in the form of a provoking statement to start the news as follows.

- 1) **When cheating is always forbidden...even on tech.** (10/7/2023)
- 2) **When your mom always tells you to finish your food...Chinese can relate.** (11/7/2023)
- 3) **When you can get a discount...To fix your clothes in France.** (17/7/2023)
- 4) **When you hate doing paperwork for your visa...Singaporeans can't relate.** (20/7/2023)
- 5) **When heat waves already burned down the forest...In Southeast Europe.** (24/7/2023)

Similarly, the study also found that *Catch Me Up!* frequently begins the news with a stimulant expression. For example, when the journalist reported the topic 'Aturan Anti Mubazir Makanan di China,' the news was started by this stimulating sentence 'When your mom always tells you to finish your food...Chinese can relate.' The sentences were categorized inter-sentential switching since the author

provided the hook in English continued by the following Indonesian sentence ‘Siapa di sini yang kalo pesen makanan sering kebanyakan dan berujung nggak dihabisin?.’ Specifically, the news tells that in China, the government has a law against food waste, and those who violate this regulation can be fined if found guilty of wasting food. Based on Gumperz’s theory, the interactive hook above was classified as addressee specification as the author drew the readers’ attention as if they were invited to discuss the existing regulation of food waste in China along with the writer.

- 1) **Anything else I should know?** (26/7/2023)
- 2) **But why???** (6/7/2023)
- 3) **ANOC... What?** (6/7/2023)
- 4) **So, can Threads replace Twitter?** (10/7/2023)
- 5) **Got it. Anything else I should know?** (12/7/2023)

Addressee specification is also used on Catch Me Up! to stick all ideas together and make relationships between paragraphs. Accordingly, this will ensure the reader can follow the news effortlessly due to clear, logical orders. For example, in the topic ‘Yunani Jadi Negara Paling Parah Terlalap Api,’ the journalist reported that the hot weather in Greece, which reached 45 degrees Celsius, resulted in bigger disasters, such as forest and land fires. The news added that neighboring countries like France, Croatia, Slovakia, and Turkey have sent aid to extinguish wildfires. Before completing the last paragraph, the author employed addressee specification in the sub-heading, ‘Anything else I should know?.’ The question was intentionally directed to the readers to ensure they got everything needed and were ready for the last piece of information.

3.3.2. Expressing Group Identity

Another reason why people do code-switching is to express group identity. Expressing group identity became another most dominant data in the present study, having the same percentage with addressee specification at 23,8%. People in bilingual or multilingual communities switch from one language to another to show that they belong to a particular community or group. In Indonesia, a growing number of people identify themselves as young Jakarta citizens. They proudly introduced Bahasa Anak JakSel (The language of young South Jakarta citizens), which combines English and Indonesian for daily communication; usually in the slang language (Sarwono, 2014). Currently, the term Bahasa Anak JakSel is experiencing a new shift. More importantly, the language does not represent only those living in South Jakarta, but it belongs to anyone who identifies as young Indonesians. Hence, Bahasa Anak JakSel is not limited to a certain geographical area but has become a new identity representing young Indonesians. Further, As Catch Me Up! directs the market to young Indonesians, it seems rational why this newspaper uses language combinations to report the news.

The existence of news that comprises words, phrases, clauses, or sentences to express identity was also supported by Rusydah (Rusydah, 2020). In her study, she investigated categories of Bahasa Anak JakSel frequently used by Jakarta netizens in social media. The results showed that the English words that regularly appeared in Bahasa Anak JakSel were divided into subcategories: pronoun, adverb, adjective, verb, acronym, redundant words and phrases, and untranslatable words. The following are examples of common English words expressed to show group identity in Catch Me Up! Such expressions are classified using Rusydah’s subcategories as follows.

Adverbs

- 1) *Nah tapi hal ini **most likely** ngga dialami oleh para penduduk Singapura, yang...* (20/7/2023)
- 2) ***So far**, belum diketahui berapa banyak korban di area ini, akan tetapi tim penyelamat terus berupaya mencari korban lewat perahu karet dan pompa air.* (20/7/2023)
- 3) ***At least** ada sembilan orang tewas dan delapan lainnya yang masih dinyatakan hilang.* (20/7/2023)
- 4) ***Literally** real cheeseburger, guys. *Isinya beneran keju and keju* only* (13/7/2023)

- 5) **Anyway**, ini bukan kali pertama Meta diduga melakukan imitasi ke sosial media saingannya. (10/7/2023)

Adjective

- 1) Tapi ya balik lagi, berbagai fasilitas dan kenyamanan publik bikin banyak mahasiswa Indonesia ngeliat itu **worth it**. (13/7/2023)
- 2) ...yang tahun ini paspornya dinobatkan sebagai paspor paling **powerful** sedunia. (20/7/2023)
- 3) **but honestly** tujuannya bagus lho (17/7/2023)
- 4) ...kalau salah satu dampak *climate crisis* yang sekarang lagi **happening** itu adalah curah hujan yang semakin meningkat, even waktu summer (12/7/2023)

Verb

- 1) ada banyak banget faktor pemikat lain yang bikin mahasiswa kita **falling in love** sama Singapura (13/7/2023)
- 2) Makanya pemerintah Jepang **be like**, “Ga bisa lagi nih limbahnya kita tampung.” (11/7/2023)
- 3) Nah menyikapi hal ini, pemerintah Indonesia langsung **speak up** (6/7/2023)

Acronym

- 1) Keduanya kemudian dibebaskan beberapa hari kemudian on bail, **aka** dengan jaminan. (18/7/2023)
- 2) **FYI** India tuh emang jadi salah satu negara yang kena dampak *climate crisis* paling parah. (12/7/2023)
- 3) **LOL** bukan kata si abang TikTok yang lagi viral, (11/7/2023)
- 4) **TBH** gatau. (10/7/2023)
- 5) **OMG** tell me. (20/7/2023)

3.3.3. Talking about A Particular Topic

Talking about a particular topic also occurred many times, reaching 51 data and becoming the second most used reason for code-switching in the study. A bilingual or multilingual community sometimes is more comfortable and prefers to use a particular language -outside his/her daily language- when discussing a certain topic. This notion is supported by Girsang (Girsang, 2015), suggesting that people are more likely to employ particular words for certain topics. For example, when discussing leisure or tourism, some people prefer to use words like traveling than bepergian, booking than pemesanan, or airport than bandar udara. Here are examples of findings that belong to talking about a particular topic.

- 1) **Underpass** di sana tiba-tiba aja dipenuhi banjir bandang saat kendaraan sedang melintas. (20/7/2023)
- 2) Mulai dari situ, tiba momen di mana akhirnya pukulan **forehand** Djokovic gagal menyeberang net dan akhirnya Alcaraz berhasil menang (18/7/2023)
- 3) Tapi kalau kamu into **marketing** nih, kamu pastinya tahu dong kalau sebuah produk diluncurkan tuh ya ngikutin apa yang disukai sama target market mereka. (17/7/2023)
- 4) Kalo berhasil, nanti yang menang bakal dapet hadiah berupa **merchandise** dan makanan gratis. (11/7/2023)
- 5) Warga yang khawatir juga jadi **panic buying** dan numpuk berbagai makanan sumber daya laut... (11/7/2023)

The highlighted words above are examples of reasons for code-switching that represent talking about a particular topic. In example (1), the word ‘underpass’ was chosen instead of another when

discussing a particular flood-filled road. This is because Indonesians are more comfortable saying 'underpass' to mean a road or tunnel passing under another road. In example (2), the journalist used the word 'forehand' to talk about a certain movement in tennis. Forehand terminology has no equivalent word in Indonesia to mean a shot in which the position of the palm holding the racket faces forward. The word 'marketing' in example (3) was selected as the news talked about business. Sometimes it is preferable to say marketing instead of pemasaran to denote the activity of promoting products or services. Moreover, the writer preferred to use the word 'merchandise' in example (4) when the news discusses presents and gifts. Basically, it is very prevalent and simpler for Indonesians to say 'merchandise' rather than *pernak-pernik untuk kegiatan promosi*. Finally, in example (5), the word 'panic buying' indicates purchasing certain commodities in large quantities due to fear of a sudden shortage or increase in price. When referring to the real phenomenon in the news, the reader will understand better the universal term of 'panic buying' than if it is translated as *pembelian panik*.

3.3.4. Interjection

The next third most significant reason for switching belongs to interjection. There were 48 interjections found in *Catch Me Up!* and were responsible for 20,4%. Interjections are parts of speech that emphasize function rather than meaning to express surprise, emotions, or feelings. They are occasionally interchangeable with sentence fillers which have similar functions as tag-switching to attract attention from interlocutors. Based on the explanation, interjections are mostly used in speaking or conversation rather than writing. Several examples that belong to interjection are provided below.

- 1) **Well**, *jadi initially, film "Barbie" harusnya tayang di bioskop pada pertengahan Bulan Juli ini kan.* (5/7/2023)
- 2) **Uhm**. *Still not convinced. Bukan kamu doang kok yang ngga convinced, tapi negara-negara tetangganya Jepang juga.* (11/7/2023)
- 3) **Well**, *ternyata tiket nonton Bunda Taylor Swift di Singapore bukan satu-satunya yang paling dicari sama generasi muda Indonesia.* (17/7/2023)
- 4) *Kalo sampe kamu melakukan hal ini di China, bisa jadi kamu berurusan sama polisi, guys.* (11/7/2023)
- 5) *Jepang bukan yang pertama kali kepikiran membuang limbah nuklir ke laut, guys.* (11/7/2023)

Generally, the news is organized using a formal, systematic writing style to educate people and report updated world events. Setyaningsih (Setyaningsih & Larassati, 2021) suggests that formal English writing avoids several styles, including hesitation fillers, or interjections. The question then emerges as to why *Catch Me Up!* frequently employs such fillers or interjections as highlighted in the examples above. Hesitation fillers above, such as 'well and uhm,' are meaningless and expressed to show feelings regarding the discussed topic. Furthermore, the study found that the word 'guys' became the most occurred data belonging to interjection. The latter was often utilized to imitate dialogues in the speaking context aiming to involve the reader in exchanging information and thus applying two-way communication.

3.3.5. Indicating Emotions

Language switch that belongs to indicating emotion was found ten times, representing 4,2% of the overall data. People sometimes prefer to switch the language to express better their thoughts and feelings, commonly enhanced by various symbols or emoticons in the writing or computer-mediated communication (CMC) domain (Halim & Maros, 2014). As seen in the first example (1), 'xi xi xi' is often used in social media interaction. The expression is similar to 'wkwk, hehe, or LOL, which similarly means laughing. The expression 'xixixi' enhances the joke when the writer teased the readers about whether or not they were tempted to move to Singapore. In example (2), the journalist expressed sad feelings about the number of suicide attempts and even added the emoticon ':(((((' to show that he/she was very upset. As shown in example (3), the news mentioned various discriminations

experienced by women in Afghanistan. The writer added the emoticon ‘☹️’ to indicate sadness before he/she continued reporting other forms of discrimination.

- 1) *Jadi makin pengen pindah warga negara ke Singapur ga, guys? Xixixi* (20/7/2023)
- 2) *Tercatat bahwa ada 8% anak perempuan di Afghanistan yang mengalami depresi bahkan sampai melakukan suicide attempts :((((.* (6/7/2023)
- 3) *☒ Anything else? FYI di tengah berbagai aturan yang mengekang perempuan di Afghanistan,...* (6/7/2023)

3.3.6. Intention for Clarifying the Speech Substance for Interlocutors

Intention to clarify the speech substance for interlocutors happened nine times, accounting for 3,9%. It occurred when the journalist delivered the message using one language and was specified or explained in another language. The following are examples of language switching intended to add clarification or explanation.

- 1) *Yang baru aja punya juara baru, at 20 years old.* (18/7/2023)
- 2) **But little did they know...***gempa dan tsunami kali ini kenceng banget, sampe menyebabkan kerusakan pembangkit listrik tenaga nuklir aka PLTN di Fukushima.* (11/7/2023)
- 3) *Tapi kalo kamu ngira hutannya emang sengaja dibakar, that’s definitely not the case.* (24/7/2023)

The first example (1) reported that Wimbledon has a new winner, Carlos Alcaraz. The phrase ‘at 20 years old’ was added to emphasize additional information that he had just won the competition at a young age. Moreover, in example (2), the writer switched the news from English to Indonesian to highlight that the earthquake and tsunami in Fukushima were extraordinary, causing damage to the nuclear power plant. The last example (3) showed that the journalist employed ‘that’s not the case’ to clarify that humans did not intentionally cause forest fires but by extreme heat waves that occurred in Southern Europe.

3.3.7. Quoting Somebody Else

Quoting somebody else occurred only 5 times (2,1%) and became the least appeared data in the study. People usually switch the language to make quotes from famous figures about well-known expressions, proverbs, or sayings. Here are examples of quoting somebody else found in the study.

- 1) In her words: **“We’re often imitated — but the Twitter community can never be duplicated.”** (10/7/2023)
- 2) *Namun otoritas perfilman Vietnam be like “I spy with my little eye...”* (5/7/2023)
- 3) Even Burger King *udah ngeluarin statement, “This is no joke. This is for real.”* (13/7/2023)

In reporting the news about business competition between Twitter and Meta in example (1), the writer quoted Linda Yacarinno, CEO of Twitter, saying that there have been challenges from the competitors. However, she added that the authenticity of the community on Twitter cannot be replaced. The news in example (2) talked about the Barbie Film, which cannot be shown in Vietnam because the scene showed a map of the South China Sea using the “nine-dash line” image. As known, Vietnam rejects China’s self-claim of the nine-dash line claiming almost the entire area in the South China Sea as its territory. The writer reported this issue using the famous quote, ‘I spy with my little eye...’ to indicate that Vietnamese film authorities found the controversial scene and thus banned the film in Vietnam. In example (3), the journalist quoted, ‘This is no joke. This is for real’ from Burger King’s social media to convince the reader and customer that the new variant ‘Real Cheeseburger’ is made of 20 cheese slices with no meat.

4. Conclusion

Catch Me Up! is a brand-new news company offering loose, slang, and informal language. As it targets young and adult millennial readers, the news redaction frequently uses code-switching as one of the

ways to alter formal language styles into informal ones. Three types of code-switching are found in 17 selected news from the official website of Catch Me Up!, containing intra-sentential, inter-sentential, and tag switching (Poplack, 1980). Intra-sentential switching occurs when a bilingual or multilingual community switches from one language to another within a sentence. Conversely, another phenomenon is called inter-sentential switching, when language alternation occurs between sentences. In addition, people often use exclamations, interjections, or filler words in language A and continue the talk using language B; the latter is categorized as tag switching. Based on the findings, the study found 235 data belonging to three code-switching types. Intra-sentential became the most found switching type with 116 data, followed by inter-sentential and tag switching with 58 and 61 data, respectively. There are two plausible reasons why intra-sentential code-switching is highly dominant here. First, as the market of Catch Me Up! is young Indonesian readers, it seems reasonable that the news predominantly uses the Indonesian language rather than formulating both Indonesian and English equally. Second, most English-used news is in the form of phrases comprising tags, quotes, interjections, and certain terminologies; thus the language switching greatly occurred in one sentence and not between sentences.

People use code-switching without any reason. The current study also aimed to explain why Catch Me Up! frequently employs code-switching by applying three main theories from Hoffmann (Hoffmann, 1991), San (in Halim & Maros, 2014), and Gumperz (Gumperz, 1982). The three scholars suggest that people switch the language for several reasons, namely talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying the speech content for the interlocutor, expressing group identity, code-switching for availability, principle of economy, indicating emotions, and addressee specification. Based on the results, the present study found that both addressee specification and expressing group identity served as the most dominant reasons for code-switching with 56 data, followed by talking about a particular topic with 51 data, interjection with 48 data, indicating emotions, intention for clarifying the speech substance for interlocutors, and quoting somebody else for 10, 9, and 5 data respectively.

In this study, addressee specification was used as interactive questions and provoking statements to involve the reader in the information sharing, draw the reader's attention, and ensure that the reader follows the news flow effortlessly. In addition, Catch Me Up! inserted some English adverbs, adjectives, verbs, and acronyms in Indonesian-written news to express group identity. Catch Me Up! intentionally used code-switching to show that this newspaper belongs to the Indonesian young community. Furthermore, talking about a particular topic occurred when the journalist employed English to write some particular terminologies; those terminologies sometimes are better understood in their original language. Moreover, Catch Me Up! often used interjections and fillers to bring verbal conversation into writing context and, thus, engage the reader in two-way communication. In terms of indicating emotions, the study found that phrases, symbols, and emoticons were employed to express or intensify thoughts and feelings regarding the news being discussed. Further, Catch Me Up! expressed the intention of clarifying the speech substance for interlocutors to clarify or explain the discussed topics. Last but not least, Catch Me Up! is formulated mostly in direct quotations- from famous figures or entities to support and emphasize the statement made by the journalist.

Through this research, code-switching, which often appeared on Catch Me Up!, demonstrates a new way of writing news in the journalism industry, emphasizing non-standard, loose, uncomplicated use of language style. For future studies, researchers can further examine the connection between identity and code-switching in other particular written platforms such as social media comments, captions, or stories. In addition, various code-switching adopts symbols, emoticons, or interjections to express feelings and thoughts. Hence, future scholars may investigate the words 'xixixi, wkwk, huft, or hiks' and distinguish whether they are categorized as onomatopoeias or interjections.

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