THE DYNAMICS OF POLITENESS IN ONLINE INTERACTION: A STUDY OF CODE-SWTICHING AND CODE-MIXING ON THE YOUTUBE PLATFORM

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Abstrak: *Penelitian ini bertujuan untuk mengkaji fenomena alih kode dan campur kode dalam interaksi online pada platform Youtube, dengan sumber data berupa tuturan yang diambil dari channel video Youtube "Nihongo Mantappu Waseda Boys Trip to Indonesia edition". Metode penelitian yang digunakan adalah deskriptif kualitatif. Hasil penelitian menunjukkan adanya alih kode internal antarbahasa yaitu dari bahasa Indonesia ke bahasa Jawa. Selain itu juga ditemukan alih kode eksternal antar bahasa yaitu dari Indonesia ke Jepang, dari Jepang ke Inggris, dan dari Indonesia ke Inggris. Campur kode yang ditemukan dalam penelitian ini meliputi penambahan partikel, kata, frasa, dan kalimat. Penelitian ini juga memberikan kontribusi penting dalam memahami dinamika kesantunan dalam interaksi online, khususnya di platform Youtube.*

Abstract: *This study aims to examine the phenomenon of code switching and code mixing in online interactions on the Youtube platform, with data sources in the form of speech taken from the Youtube video channel "Nihongo Mantappu Waseda Boys Trip to Indonesia edition". The research method used is descriptive qualitative. The results showed the existence of internal code switching between languages, namely from Indonesian to Javanese. In addition, external code switching between languages was also found, namely from Indonesian to Japanese, from Japanese to English, and from Indonesian to English. The code-mixing found in this study includes the addition of particles, words, phrases, and sentences. This research also makes an important contribution in understanding the dynamics of politeness in online interaction, especially in the Youtube platform.*

INTRODUCTION

One of the important skills in the field of language education is communication (Bailey, Almusharraf, & Hatcher, 2021; Bashori, van Hout, Strik, & Cucchiarini, 2022; Knight, Baldwin, Reidlinger, & Whelan, 2020; Yunus, Umiera, & Hashim, 2019). Communication consists of two types, namely verbal

and non-verbal (Abakumova, Mironenkova, & Pronenko, 2021; Kubota, 2019; Santangelo, et al., 2020). In human relationships, verbal communication is often used (Jack, Ridley, & Turner, 2024; Vercic & Spoljaric, 2020) to express emotions and feelings (Boutet, LeBlanc, Chamberland, & Collin, 2021; Richards, 2022), express ideas and thoughts (Ganguli, 2020; Thomhill-Miller, et al., 2023), argue (Braithwaite, Schrodt, & Phillips 2021; El Majidi, de Graaff, & Janssen, 2021), and exchange thoughts and feelings (Croes & Antheunis, 2021; Dimbleby & Burton, 2020). In verbal communication, language plays an important role (Septiana, 2021). Everyone tries to express a variety of feelings; happy, sad, disappointed, upset, and afraid of others with the aim of fulfilling needs in communication using language (Alzaanin, 2024; Richards, 2022). In addition, language also plays three roles in relation to creating effective communication, including: 1) the role of learning the world around; 2) building good relationships between people; and 3) creating bonds in everyday life (Ataguba & Ataguba, 2020).

One of the linguistic sciences that focuses on communication, language and language users in society is sociolinguistics. Sociolinguistics also examines how language in society occurs, remains, and the relationship between speakers and interlocutors (Aisah, Triyadi, & Pratiwi, 2022). Rahman (2018) revealed that everyone has different socio-cultural backgrounds and therefore everyone speaks different languages. Therefore, in today's social society, it is not uncommon to find people who have the ability to speak more than one language or called bilingualism (AI, Armin, & Iswary, 2022). With so much bilingualism and a multicultural society, the potential for code-switching and code-mixing is very likely (Putra, Rahman, & Iswari, 2023). Furthermore, Putra, Rahman, and Iswari (2023) state that code switching and code mixing or a combination of both often occur in certain conversational situations with certain topics, and certain languages are preferred over other languages because of the adjustments made when the conversational situation occurs. For communication purposes, speakers or interlocutors use foreign languages or local languages due to the limited vocabulary available in the main language.

To avoid conflict between speakers and speech partners due to differences in cultural backgrounds, the language used is transferred to another language. In sociolinguistics, this event is called code switching. Muysken (2020) stated that code switching does not only occur between languages, but also occurs between varieties or styles contained in a language. Meanwhile, code-mixing is a bilingual who applies communication methods by utilizing the use of two languages when dialoguing or called a combination of two languages in a conversation (Ahmad, Johora, & Alif, 2024). Putra, Rahman, and Iswari (2023) stated that the current habit of people interacting through open conversations opens up opportunities for code

switching and code mixing, both foreign languages and local languages. Furthermore, Karyati (2022) revealed that code switching and code mixing is a process of replacing the words used. Chaer (2010) states that code switching and code mixing are caused by five things, namely: 1) speakers or speakers; 2) listeners or interlocutors; 3) changes in the situation with the presence of a third person; 4) changes from formal to informal or vice versa; 5) changes in the topic of conversation. Rahadi (2020) divided code switching into two forms, namely internal code switching and external code switching.

The number of language variations that appear in society is in line with the rapid development of information technology and has a major influence on the communication process (Rahmah & Wicaksono, 2023). Furthermore, Rahmah and Wicaksono (2023) mentioned that diverse language variations do not only occur due to speakers who have different backgrounds, but also due to diverse social interactions, including interactions on digital platforms, such as YouTube. According to Pramesti et al (2021), code-switching and code-mixing events can also occur orally and in writing such as in everyday environments, comics, novels, movies, dramas, television, and social media. However, according to Rahman, Wijaya, and Iswary (2023), this event can also occur in a video blog on a social media platform, one of which is through YouTube. Besides being visited by many people, this website and video sharing is also popular for presenting educational, entertainment, and information sources from all over the world that can be accessed for free. YouTube also uses various languages, so you can easily find YouTube channels that present videos with a combination of two or more languages (language variations). "Nihongo Mantappu" is one example of a YouTube channel that contains videos about learning Japanese, culture and life between Japan and Indonesia, and daily life. This channel also applies language variations in the videos it uploads. The channel owner is Jerome Polin, an Indonesian student who is studying in Japan. The content presented often involves his friends who are native Japanese (Waseda Boys), so that indirectly the content displayed applies a form of code switching and code mixing (language variation).

Previous research on language variation found that code-switching and code-mixing occur due to a person's habits, needs, and speaking style, as well as to fill in gaps, create familiarity, and to reinforce something (Ahmad, Mahmood, & Shahid, 2023; Putra, Rahman, & Iswary, 2023). Furthermore, the results of the study also revealed that code switching and code mixing in certain conditions and situations can be a transfer of language use not only the two languages used by speakers, but can be more than that. Another study conducted by Rostini, Putri, and Agung (2022) stated that the factors that cause code switching are: 1) speaker; 2) subject matter; 3) mere prestige. The use of code-mixing found in the video studied was 14 forms,

and was caused by urgent needs and prestige motives. Similarly, Susanti (2017) in her research on code-switching and code-mixing in song lyrics of the band Vamps found that there are two reasons for code-switching in Vamps song lyrics, namely the speaker and singer factors, as well as the factor of affirming the meaning of the lyrics.

Although many studies have examined code switching and code mixing, and analyzed them from various contexts, research on language variation in the digital context and examining the politeness of the language variations used is still rarely found, so it is necessary to investigate further to see the politeness and language variations used. In addition, the role of the mother tongue which affects the acquisition of a second or foreign language makes this research necessary. This research focuses on code-switching and code-mixing on the "Nihongo Mantappu" YouTube channel in the "Waseda Boys Trip to Indonesia" edition.

Similarly, the rise of technological development also brings negative impacts, especially the use of abusive and unethical language on digital platforms. In the theory of Social Pragmatics by Brown and Levinson (1987), it is explained that there are four main strategies in maintaining politeness, namely positive strategies, negative strategies, offensive strategies, and defensive strategies. Based on this explanation, it is also necessary to examine the dynamics of politeness in the context of digital platforms.

METHODS

This research used descriptive qualitative research method, with the data source being the utterances taken from ten Youtube videos of the channel "Nihongo Mantappu Waseda Boys Trip to Indonesia edition". The sample of this research was selected based on several indicators, including: 1) contains a lot of code-switching and code-mixing; 2) the variety of code-switching and code-mixing utterances that appear is quite diverse and fulfills the types of sub-strategies from the theory referred to, namely the theory of code-switching and internal and external code-mixing; 3) It is a recommendation for a YouTube channel that is widely watched. The total number of subscribers to the "Nihongo Mantappu" channel is around 10.5 million subscribers. The data collection technique in this study used video content analysis and transcription. The data analysis technique used interactive analysis, by identifying code-switching and code-mixing patterns, and analyzing their implications for the creation of politeness.

RESULTS AND DISCUSSION

Pattern of Code Switching and Code Mixing

The results of the research conducted in the Youtube video Nihongo Mantappu Waseda Boys Trip to Indonesia edition, researchers found the use of internal code switching (Indonesian to Javanese) and external code switching (Indonesian to Japanese, Japanese to English, and Indonesian to English). Furthermore, the code mixing patterns found in this study are in the form of particle addition, insertion of elements in the form of words, phrases, and sentences. Particle addition is the addition of Japanese particles into Indonesian sentences. For instance: "*Asik **desu ne** jalan-jalan di sini*".

Forms of Internal Code Switching between Indonesian and Javanese Languages

Internal code switching between Indonesian and Javanese occurred in Jerome Poline's conversation with Yogyakarta residents who are native Javanese speakers. The code-switching between Indonesian and Javanese was done by Jerome and the Yogyakarta residents because they both mastered Indonesian and Javanese. Data 1 below shows the code switching that occurred in the conversation.

Sub judul dapat ditulis dengan huruf tebal dan huruf kapital pada bagian awal kata. Jika terdapat sub-sub judul lagi, maka tidak perlu ditulis dengan huruf tebal, tetapi cukup dimiringkan saja. Dalam artikel yang berupa eksperimen dapat mencantumkan gambar atau grafik. Sedapat mungkin grafik atau gambar didekatkan dengan teksnya dan menggunakan keterangan gambar atau tabel dengan nomor dan dituliskan dengan huruf Times New Roman, Size 10, Spasing: before 0 pt; after 0 pt, Line spasing 1.

(1) Jerome   : "Halo, *buk*"
    Batik lady   : "*sugeng siang*" (good afternoon)
    Jerome   : "*sugeng siang*" (good afternoon)

Data (1) above took place in Yogyakarta, which is famous for strong culture, when Jerome brought his friends from Japan to visit one of the *batik* places in Yogyakarta. In the data, at the beginning of the conversation Jerome used Indonesian. Then the *batik* lady answered with Javanese, namely "*sugeng siang*" which means "good afternoon". The meaning of the utterance is that the *batik* lady is welcoming Jerome and his friends. From data (1), code switching is function as welcomingness. This is in line with the research conducted by Saringat and Ismail (2024) who said that code switching plays a crucial role in creating an informal and welcoming environment. In addition, De Castro, Parajito, Realco, and Dacara

(2021) also stated that code switching is used as a welcoming address to someone new to communicative event.

Forms of External Code Switching between Indonesian and Japanese Languages

External code switching between Indonesian and Japanese language occurs in Jerome Poline's conversation with Tomo, his Japanese friend who is a native Japanese speaker. The code-switching between Indonesian and Japanese is done by Jerome and Tomo because both of them can speak Indonesian and Japanese. Data 2 below shows the code-switching that occurred in the conversation.

(2) Jerome : *"Hari ini aku kepikiran konten yang menarik"*
 (Today I thought of interesting content)

Tomo : "wohooo"
Jerome : *Sore wa korekara watashitachi wa [warteg] to iu mise ni ikimasu (that is, we will go to a stall called "warteg")*
Tomo : "Is that its name?*"*
Jerome : *shuurui mitai desu. Warteg tte wa "war" wa "warung", "teg" wa "tegal", chihou no namae*
 (That's the type of shop. "The word of warteg comes from war is "warung, tag is Tegal, the name of the city in Indonesia)

The context of data (2) is when Jerome wanted to go out, he took his friend to a warteg (Tegal stall). He explained to Tomo that warteg is a traditional stall that is very famous in Indonesia. In the middle of the speech Jerome switched the conversation into Japanese "Sore wa korekara watashitachi wa [warteg] to iu mise ni ikimasu" meaning "that is, we will go to a stall called 'warteg'". Code switching occurs when the speaker switches from one language to another in the same conversation. It is in line as what Auer (2020) said that code switching also occured when a speaker changes language to a different language than the previous speaker did. In data (2), code-switching is used to explain a term that is unfamiliar to foreigners. As Purnama (2020) that code switching is used in order to explaining a not familiar word. In addition, Jiang (2021) also stated that code switching is used for interpreting unfamiliar words or original language knowledge and translating difficult sentences.

Forms of External Code Switching between Indonesian to English

External code switching between Indonesian and English takes place in Jerome's conversation with Tomo, his Japanese friend who is a native Japanese speaker. The code-switching between Indonesian and Japanese is done by Jerome and Tomo because both of them can speak Indonesian and Japanese. Data 3 below shows the code-switching that occurred in the conversation.

(3) Jerome : "*Akhirnya sampai juga*" (Finallya arrived.)
    Tomo   : "***I have the big news for you***"
    Jerome : "*Apa?*" (what)
    Tomo   : "*Jadi **credit card** yang kita pakai waktu pesan hotel ini, ternyata gak valid*" (So the credit card we used when booking this hotel turned out to be invalid)
    Jerome : "Hah? Hah? Hah?"
    Tomo   : "*Dan aku baru check in disini... **ettoo nan ka**... 3 hari yang lalu udah cancel. Dan hari ini **fully booked.** Tapi tapi, **good news ne..** langsung aku cari hotel yang lain, dari sini kira-kira 30 menit naik kereta.*" (So the left credit card I just checked in here... *etto nan ka*... 3 days ago it was cancelled. And today is fully booked. But, good news ne... I immediately looked for another hotel, from here it's about 30 minutes by train. When I booked this hotel, it turned out it wasn't valid)

In the data above, Jerome started the conversation using Indonesian. Then, Tomo answered using English "I have the big news for you". The purpose of the utterance is that Tomo wants to surprise Jerome with unexpected news and making a joke. This is in line with the previous research which said that code switching can establish humor (Ningsih & Setiawan (2021) and plays a role in the process of co-contruction of humor among participants (Ladilova & Schroder, 2022).

Code Mixing

Particle Addition

This type of particle addition code mixing in the Youtube video Nihongo Mantappu Waseda Boys Trip to Indonesia Edition can be seen in data 4.

(4) Tomo   : "*Tunggu saja, kembaliannya.*" (Just wait, get your money back)
    Yusuke   : "*Kembalian ne, aa bukan kembalian? Disini, ah ini semacam token.*" (Just wait, change *ne*, isn't it change? Here, ah it is kind of token. The return.)
    Tomo   : "*Perlu ditukar dua kali ya?*" (It needs to be exchanged twice, right?)

Data 4 shows the conversation between Tomo and Yusuke in front of the ticket gate of the station. In the speech, Tomo uses Indonesian, then Yusuke responds with Indonesian by inserting the particle ne after the word 'change'. The particle *ne* indicates certainty or affirmation of a topic that has been previously stated. It is also stated by Bundschuh (2021) in his research that particle *ne* indexes a reaffirmation of the certainty of the utterances.

Inserting of Word Elements

The code mix of insertion of word elements in the Youtube video Nihongo Mantappu Waseda Boys Trip to Indonesia Edition can be seen in data 5.

(5) Yusuke : "Zenbu konde iru." (All the places are full of traffic jams)
    Tomo   : "*Macet* sugiru." (very congested)

In data 5 there is a code mix insertion of elements in the form of words from Japanese to Indonesian, namely in the addition of the word "*macet*". It did this to express how congested the streets are now. As the previous research said that element involved in code mixing can be divided into inserting elements in the form of words (Auer, 2020; Muysken, 2020; Siregar & Sosrohadi, 2021).

Inserting of Phrases Elements

The code mix of insertion of elements in the form of phrases in the Youtube video Nihongo Mantappu Waseda Boys Trip to Indonesia Edition can be seen in data 6.

(6) Yusuke : "*Dingin banget, dingin banget*." (Very cold, very cold)
    Jerome : "Let's go... *akhirnya sampai hotel*." (let's go, finally arrived in the hotel)

Data 6 shows the conversation between Yusuke and Jerome which uses code mixing type insertion of elements in the form of phrases, namely in the speech delivered by Jerome in the form of "let's go". It is in line with the current study clearly stated that code mixing can be occured by inserting the element of phrases in the utterances (Muysken, 2020; Nahak & Bram, 2022; Siregar & Sosrohadi, 2021).

Inserting of Sentence Elements

The code mixing of insertion of sentence elements in the Youtube video Nihongo Mantappu Indonesian Trips Edition can be seen in data 7.

(7) Tomo   : "ini kursi kita bisa pindahin.. but, in Waseda, it stick to the table." (We can move these chairs, but, in Waseda, it stick to the table)
    Jerome   : oh this one is a small one? It looks like school.

In data 7 Tomo's speech which initially speaks in Indonesian, then mixed with English in the form of the sentence "..but, in Waseda, it sticks to the table". This sentence fulfills the elements of a complete sentence, namely Subject, predicate, and additional adverbs of place. As previous research stated that inserting sentence relates to code mixing. It event based on a first or second language with all of its variants (Silaban & Marpaung, 2020).

The Dynamics of Politeness in Code Switching and Code Mixing

Code switching and code mixing are linguistic phenomena that are often used to create the impression of politeness or impoliteness in communication. Adam and Hafsah (2023) say that the use of different languages in one conversation can show the level of politeness or impoliteness depending on the context and the way it is used. For example, switching from local language to national language in formal situations is considered more polite because it shows respect for the prevailing social norms. Code switching is also often used to create a polite impression in communication. As also stated by Rahayu, Felayati, Sholikhati, and Pujiastuti (2024) that many factors make a person create politeness in communication, one of which is using code switching. For example, a speaker who switches from informal language to formal language when talking to a superior or an older person shows respect and politeness. The use of formal language in certain situations can increase the impression of professionalism and respect for existing social hierarchies.

In addition to code-switching, code-mixing is also used to convey an impression of politeness, especially when speakers insert words or phrases from foreign languages that are considered more polite or more appropriate in certain contexts. For example, the use of English terms in business conversations can show a professional impression and respect for international standards. This also strengthens the results of research conducted by Sugianto and Salehuddin (2019) which states that social context affects a person to convey information by changing the code used in conversation. On the other hand, code switching can also create an impression of impoliteness if used inappropriately (Hendar, Astarina, Heryono, Zuraida, & Sujatna, 2022). For example, switching from formal to informal language in an official situation can be considered impolite and demeaning the conversation. This is also in line with the results of research by Higgins (2022) which also states that the use of language that is not appropriate to the social context can give the impression of a lack of respect for the person you are talking to.

As with code switching, inappropriate code mixing can also create the impression of being impolite. For example, inserting slang words or slang in formal conversations can be considered impolite and does not respect applicable communication norms. Using language that is inappropriate to the situation can damage the impression of professionalism and respect. Darwis (2024) states that the choice of code used in code switching and code mixing is greatly influenced by the social and cultural context. For example, in societies that highly value social hierarchy, the use of formal language in official situations is essential to show respect. On the other hand, in a more egalitarian society, the use of informal language is more acceptable and considered polite.

Apart from that, cultural context also plays an important role in determining code choice (Haristiani, Septiana, Nor, & Ryota, 2023). For example, in cultures

that value politeness and honor, the use of polite and formal language is essential. On the other hand, in more relaxed and informal cultures, the use of more casual language is more acceptable and considered polite. Furthermore, non-verbal factors such as intonation and expression also play an important role in creating politeness in code switching and code mixing. For example, soft intonation and friendly facial expressions can increase the impression of being polite even when using informal language. On the other hand, harsh intonation and unfriendly facial expressions can create the impression of impoliteness even when using formal language (Vergis & Pell, 2020). Likewise, the intonation used in code switching and code mixing can influence the impression of politeness (Natha, 2024; Takeuchi, 2023). For example, a soft, calm intonation can convey respect and politeness, while a loud, sharp intonation can convey impoliteness. Using appropriate intonation is necessary to create a polite impression in communication.

CONCLUSION

Code switching and code mixing in the Nihongo Mantappu video is a complex phenomenon and is influenced by various factors. A deeper understanding of this phenomenon can contribute to the field of sociolinguistics, especially in the context of cross-cultural communication and language use on social media. This research shows that code switching and code mixing are important tools in creating an impression of politeness in online interactions, especially on the YouTube platform. The use of code switching and code mixing can reflect various aspects of politeness, both verbal and non-verbal, and is influenced by social and cultural context. Code-switching is often used to show respect and politeness, while code-mixing can reflect the speaker's level of education and language ability.

Understanding the dynamics of politeness in code switching and code mixing can help speakers create more effective communication and politeness in online interactions. This research provides insight into how language is used as a tool to achieve certain communication goals and reflects the social and cultural identity of speakers. Future research could examine comparisons with other videos, analysis of audience perceptions, or quantitative analysis of the frequency of code switching and code mixing.

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