

CODE SWITCHING IN COSMETIC PRODUCT REVIEWS ON THE SOCIAL MEDIA PLATFORM X

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Abstract

In Indonesia, code switching is studied in the foreign language context as the process whereby people shift from Indonesian language to English or vice versa in communication depending on the conversational setting or context. The purpose of this study is to explore types of Indonesian-English code switching in cosmetic product reviews. The occurrence of intra-sentential switching, inter-sentential switching, and tag switching was identified from the hashtag *#racuninmakeup* on X social media between 1st and 14th January 2024 and was descriptively interpreted. There were 50 tweets in total representing as the research data. The findings revealed that out of three types of code switching, intra-sentential switching was mostly used in reviewing face makeup products since it occurred within a clause or sentence. In addition, the speakers adjusted grammatical structures such as parts of speech and phrases during the process of code switching. This study highlights positive attitudes in establishing communication by employing code switching.

Keywords: *Code switching, Context, Cosmetic product reviews, Social media*

Introduction

The code switching phenomenon is very common among bilingual or multilingual speakers, occurring in various situations such as daily interactions, academic settings, and professional environments. According to Myers-Scotton, code-switching occurs when there is a shift from one language to another as a result of situational variables, the speaker's intention, the participants involved, or the introduction of new information that is pertinent to the listener or the participants (who share the same mother tongue or are from the same ethnic group) (Davies, 1996). Poplack (1980), as noted in (Horasan, 2014), defines code-switching as the seemingly arbitrary switching between two languages, which can take place both within sentences and at sentence boundaries. In addition, as articulated by Gardner-Chloros, code-switching refers to the practice of alternating between languages where individuals communicate it to create dramatic emphasis, navigate job interviews, or participate in buying and selling interactions (Gardner-Chloros, 2009). Code switching is believed to reflect a speaker's bilingual proficiency, as it requires a high level of linguistic ability to effectively shift between languages.

Extensive studies regarding code switching have been carried out in the context of teaching and learning process. In educational settings, classroom code switching encompasses the use of both the native language and the target language by educators and students, and it is often linked to the practice for enhancing student learning experiences. For example, code switching can be applied as an effective strategy by subject teachers to assist students with limited English language proficiency in comprehending the lessons (Al-Adnani & Elyas, 2016; Bravo-Sotelo, 2020; Horasan, 2014; Istifci, 2019; Probyn, 2015; Sert, 2001). The other studies concern on bilingual children's use of code switching that marks their linguistic competence (Dabašinskienė & Kamandulytė-Merfeldienė, 2023; Erin Smolak, Stephanie de Anda, Bianka Enriquez, Diane Poulin-Dubois, 2020; Gross et al., 2022; Khan, 2022; Schächinger Tenés et al., 2023; Yow et al., 2018). Code switching not only plays a vital role in enhancing communication within educational settings, but also assists bilingual speakers in maintaining and advancing their language skills.

In the digital age, code switching has transitioned to online media as the latest form of communication. The topic of studying the expanding world of technology-based

communication is intriguing, especially regarding the efforts made by scholars in this field. Technological advancements enable individuals with diverse linguistic backgrounds to engage in communication without being hindered by geographical barriers. According to Heinrichs, Lim and Lim (2011), social networking websites have developed into indispensable communication tools, facilitating individual users to produce contents, share resources, convey ideas, express viewpoints, and access information and knowledge. Social media manifests in multiple formats, including forums, blogs, microblogs, wikis, podcasts, images, videos, ratings, and social bookmarking (Baruah, 2012). Among these, popular platforms like *Facebook*, *Instagram*, and *Twitter* are frequently utilized by people for the purpose of social interaction. Previous researchers have also explored the code switching issue on social media platform. Habtoor and Almutlagah (2018) investigated a total of 1260 tweets gathered from 12 bilingual Saudi females. Out of these, only 266 tweets exhibited code switching, while the remaining 994 were entirely in either English or Arabic. Their most frequent usage of intra-sentential code switching was seen in their tweets on several topics, including fashion, makeup, drama, movie, internet, and gossip. The other study conducted by Muliana and Mubarak (2022) specifically analyzed podcast content. The findings revealed that inter-sentential was the predominant form of code switching observed in the data. The code switching between the presenter and the guest might be presumed to demonstrate intelligence, as it involves the use of many languages during communication.

Additional studies are significantly important to explore the intricacies of code switching in individuals of all ages, including adults and children due to the rapid development of technology. This current study focuses on collecting the data taken from *Twitter*. Users of *X* social media (formerly known as *Twitter*) frequently switch Indonesian to English when sharing thoughts, comments, and other information in real-time news feeds via tweets. These tweets are restricted to 140 (now extended to 280) characters and often contain links to external content such as websites, blogs, photos, and videos. In addition, *X* has a means to personalize user interests by monitoring activities such as following, posting tweets, conducting searches, interacting with tweets or *X* accounts. *X* is able to suggest topics like accounts, hashtags, or brands that are in line with users' interests through these actions (Maclean, F., Jones, D., Carinlevy, G., & Hunter, 2013).

Based on the abovementioned background, this paper aims to corroborate prior research findings regarding the various forms of code switching observed on the social media platform *X*. Poplack (2004) proposed three types of code switching: 1) switching between different languages or language varieties at the level of sentences and clauses (inter-sentential switching); 2) switching languages within a sentence, specifically at the level of single words or phrases (intra-sentential switching); and 3) incorporating tag, exclamation, and/or parenthetical elements from one language into another (tag switching). The researchers narrowed their focus to certain areas of interest namely cosmetic product reviews. Social media has become a hub of interest for cosmetic products, with beauty businesses relying heavily on these platforms for promotion and engagement with their target audience. The popularity of social media is paramount for the success and growth of beauty businesses in today's digital age.

Method

Code switching is recognized as a significant area of inquiry within the field of sociolinguistics. Sociolinguistics examines the interplay between social dynamics and linguistic elements, particularly in the context of societal issues related to language and its application (Hymes, 2020). Qualitative method in sociolinguistics entails careful analysis of a linguistic group (Johnstone, 2000) and focuses on gaining a deeper understanding of social phenomena (Mackey & Gass, 2005). In relation to the code switching, phenomenological qualitative

research was appropriate to “uncover meanings contained within conversation or text” (Ritchie & Lewis, 2003, p.12).

Due to a huge database on X, which consists of a large number of users and a substantial amount of data, the researchers employed purposive sampling to select information-rich samples that are associated with phenomenon being studied i.e. code switching. Purposive sampling typically establishes specific categories to constrain the selection of data (Fraenkel et al., 2022). The researchers defined the criteria for choosing tweets that exhibit Indonesian and English code-switching in diverse linguistic units, as well as tweets specifically centered on reviewing makeup products. A total of 50 tweets on social media X with the hashtag *#racuninmakeup* were gathered as the research data from the 1st until 14th of January 2024.

In analyzing and interpreting the data, several steps were carried out including making connection to research question, reducing data, finding data pattern, and interpreting data (Brause, 2000). The first step of data analysis was understanding the initial research objective. This research focused on finding the types of code switching namely inter-sentential code switching, intra-sentential code switching, and tag switching. Second, data reduction concerned with establishing categories that characterize the data. Here, the features of each type were identified through the analysis of tweets discussing reviews of cosmetic products. Third, in finding data patterns, qualitative data may form repeated patterns, repetitions, and commonalities. In this phase, the goal was to observe common patterns of code switching types that arise frequently in the dataset. Last, data interpretation involved the process of drawing inferences and making generalizations, while also critically reconsidering existing theories in order to offer valuable information. The relevant theoretical frameworks of different types of code switching were extensively deliberated upon alongside the findings of the analysis and interpretation.

Findings And Discussion

This section presents the analysis and collaborative discussion on the types of code switching from the selected tweets of cosmetic product reviews. There are three types of code switching: inter-sentential switching, intra-sentential switching, and tag switching (Poplack, 2004). The information presented in this section originates from X and covers the period from January 1st to January 14th, 2024. The data are categorized according to various makeup product types, including face-makeup products, complexion products, lip products, and eye-makeup products. The presentation of data is categorized into two distinct styles of writing: italicized text and bolded text. Italicized text is employed for words, phrases, clauses, and sentences in the Indonesian language, as well as for brand names of makeup products and their variants (for instance, shade 04 Rosewood Radiance). In contrast, bolded text is reserved for words, phrases, clauses, and sentences articulated in English. The analysis of the representative tweets will be presented in the following sub-sections.

Findings

1) *Inter-Sentential Code Switching*

Intra-sentential code switching involves switching at the boundaries of sentences, where one clause is delivered in one language while the subsequent clause is expressed in a different language (Poplack, 2004). The analysis reveals that inter-sentential switching occurs in the context of reviewing cosmetic products such as complexion product and lip product via tweets on X.

a) Complexion Product

“Not to prime is a crime. Cobain yuk primer Oriflame yg baru launching. Klaimnya bisa melembabkan kulit, menyamarkan warna kemerahan dan kerutan. Kamu bakal terlihat perfect di kamera dan irl. Hasilnya tahan hingga 12 jam. #racuninmakeup”

(Tweet posted on January 2, 2024 at 7:58 p.m.)

The initial part of the tweet showcased an X user who employs the expression "Not to prime is a crime", a clause that exemplifies the inter-sentential switching. Here she conveyed her perspective on the necessity of using primer as a fundamental step in her makeup preparation process. The subsequent clauses in her tweet were mostly written in Indonesian that recommend a certain complexion brand while emphasizing its excellence. These clauses also demonstrated a specific form of intra-sentential switching, wherein words or phrases (e.g. launching, perfect, irl) are embedded within the structure of Indonesian sentences.

b) Lip Product

"GLOSSY LIPS AWET DIPAKE MAKAN?! Banyak **wear test** produk ini dipake makan. Dan yaaa **I proved it myself**. **MAKAN SHIHLIN** masih awet #racuninmakeup"

(Tweet posted on January 12, 2024 at 04:54 p.m.)

The above tweet comprised two code-switching types: inter-sentential and intra-sentential. "I proved it myself" indicated an inter-sentential switching written in the English clause. This makeup enthusiast guaranteed that a certain lip product can maintain its longevity even during meals.

2) Intra-Sentential Code Switching

The majority tweets are found to be intra-sentential code switching. In intra-sentential code switching, a word, phrase, or clause from a foreign language is embedded within a sentence predominantly written in a base language (Poplack, 2004). Such type can be found when reviewing cosmetic products like face makeup, complexion, eye makeup, and lip products on X. The following findings highlight the occurrence of intra-sentential code switching.

a) Face Makeup Product

"Aku selalu pake dua blush on ini! **Jd sebelum pake bedak pake yg cream blush, setelah bedak baru pake yg Implora. Warnanya natural tp tetep terlihat fresh** #racuninmakeup"

(Tweet posted on January 1, 2024 at 12:06 p.m.)

An X user wrote a face makeup product review, specifically a blush on. The analysis indicated that applying blush produced a rejuvenated look, regardless of the blush color being deemed natural. The terms blush on and cream blush here functioned to refer to a specific makeup product, which helped the audience to know the context, specific objects, and/or experiences explained by the user. Similarly, the other data also show that the X user addressed a facial cosmetic called blush, incorporating a transition between Indonesian and English in one sentence.

"Kalian tau ga sih kalau yang bikin muka keliatan lebih fresh itu karena pakai pink pink diwajah alias blush on!! Blush on yang aku pakai cuma 30rb an aja loh?! **Secakep ini padahal ...** #racuninmakeup"

(Tweet posted on January 12, 2024 at 12:15 p.m.)

The data outlined above fell under the category of intra-sentential switching, wherein the term "fresh" serves to convey the experience of using blush. Moreover, the terms "blush on" and "pink" are specifically associated with a designated makeup product.

b) Complexion Product

“MAU KELUAR BENTAR BUTUH MAKEUP SAT SET TAPI HASILNYA CAKEP?

Compact powder solusinya. Tinggal tmbhin liptint udh perfect!





Muka kliatan fresh, coverage oke, smooth, waterproof & ada blurring effect. BEST BUY AWAL TAHUN POKOKNYA #racuninmakeup #reviewbydelylaaamv”

(Tweet posted on January 8, 2024 at 2:44 p.m.)

The aforementioned data featured a makeup enthusiast who discussed a complexion product, specifically a compact powder, in her tweet. She employed two languages in her review, which exemplifies intra-sentential switching, as the language transition occurred within a single sentence. The terminology employed to describe the context of the review included makeup, compact powder, and lip tint. The user noted that the combination of compact powder and lip tint can create an ideal, fresh appearance. Additionally, she highlighted that the complexion product offers excellent coverage, a smooth finish, waterproof properties, and a blurring effect, while also expressing her appreciation for the purchase of the aforementioned product.

c) Eye Makeup Product

“Aku telat bgt coba maskara lokal ini kayanya yaaa. Tp mau tetep review

karna suka wkw.  fiber instant lash filler,  long-lasting,  nonclumpy,  waterproof #racuninmakeup”

(Tweet posted on January 12, 2024 at 7:21 p.m.)

The analysis presented a review of a mascara from a local brand, highlighting its effectiveness as an eye makeup product. The reviewer, an avid makeup enthusiast, noted that the mascara is waterproof, long-lasting, non-clumpy, and provides an instant fiber lash filler effect. The review predominantly focused on the product's physical characteristics, which were articulated in English phrases, thereby exemplifying instances of intra-sentential switching.

d) Lip Product

“Lg struggle nyari lippie untuk bibirku yg two-toned lips, eh dipertemukan sama lip tint lokal yg high coverage bgttt. Auto jatuh hati sama produknya krn dibawa makan pecel lele masih secakep ini?! Spill gaksih? #racuninmakeup”

(Tweet posted on January 5, 2024 at 9:56 a.m.)

In the preceding review, the user noted that the local lip tint offers a high level of coverage capable of concealing two-toned lips. The analysis identified a single occurrence of code-switching, categorized as the intra-sentential type. This was demonstrated by the occurrence of English terms within sentences that are primarily in Indonesian, featuring terms such as lippie (a shorthand for lip product), two-toned lips, lip tint, high coverage, auto, and spill. The use of these English terms is significant, as they denote specific lip products (lip tint), characterize the product's attributes (high coverage), and convey the user's experiences and conditions related to the product (two-toned lips, spill, auto). Two-toned lips are characterized by two contrasting colors, where the outer edges of the lips are noticeably darker than the inner portions. The verb “spill” means informally to disclose something to someone. “Auto” represents the meaning of spontaneous action.

3) Tag Switching

Tag switching is characterized by inserting tags or exclamations from a different language into the primary language (Poplack, 2004). There is a limited amount of data

indicating tag switching derived from tweets that review cosmetic products. The researchers identify instances of tag switching within the reviews of lip product.

“Yeaay, finally nyobain checkmatte yang lagi viral ini! Apalagi kalo bukan Checkmatte-nya Somethinc. Plis kata aku mah ya kalian minimal wajib punya 1, soalnya ini gak bakalan nyesel #racuninmakeup”
(Tweet posted on January 11, 2024 at 12:38 p.m.)

The exclamation **“Yeaay”** was a tag switching showing the excitement when giving review about a lip product. The user expressed excitement about presenting a checkmatte transferproof lipstick from the local brand **Somethinc**.

Consistent with the preceding analysis of three types of code switching (i.e. inter-sentential, intra-sentential, and tag switching), overall, the occurrences were distributed as follows: intra-sentential switching accounted for 94%, inter-sentential switching represented 4%, and tag switching comprised 2%, respectively. The intra-sentential switching was the most prevalent type when reviewing cosmetic products.

Discussion

Incorporating code switching in communication can be carried out both during face-to-face interaction and through writing. This paper is directed at exploring the types of code switching as proposed by Poplack (2004) namely inter-sentential, intra-sentential, and tag switching appeared in tweets of cosmetic product reviews from January 1st to January 14th, 2024. The X users employed most intra-sentential switching by alternating between English and Indonesian. This alternation within a single discourse was often carried out smoothly and without any pauses, interruptions, or signs of hesitation as the participants drew upon their personal experiences in their reviews. The users of makeup products expressed their enthusiasm for reviewing certain makeup products and posted their tweets on social media X

Concerning intra-sentential switching, which is the most prominent form of switching observed in the present study, previous research has yielded comparable findings. A study conducted by Jamali *et al.* (2022) indicated that intra-sentential code-switching occurs with greater frequency than inter-sentential code-switching in the shift between Urdu and English. Based on this study, Pakistanis using the social media on *Twitter* applied code switching as a linguistic strategy. The switching of language occurred most frequently in the level of clause. In another study, it was also found that intra-sentential switching was commonly employed by *Twitter* users when alternating between Arabic and English (Habtoor & Almutlagah, 2018). They conveyed their perspectives primarily using nouns related to a variety of themes, encompassing fashion, makeup, theatrical performances, films, internet trends, and gossip. Sultana *et al.* (2020) observed the code switching phenomenon on Facebook wall among university students. The intra-sentential switching was frequently used by female students. In light of their insufficient knowledge of the relevant vocabulary in their present language, the students made the decision to shift to a different language, incorporating elements of that language into their posts. Added by Poplack (2004), fluent bilinguals exhibit a preference for intra-sentential code-switching, while less fluent bilinguals are more likely to engage in inter-sentential code-switching.

In addition to identifying the observable types of code-switching through tweets, it is evident that the reviews exhibited three distinct tones: positive, neutral, and negative. Positive reviews are represented by a 5-star rating or are distinguished by the use of laudatory language and particular commendations (Meijer, 2021). The use of complimentary language involves favorable adjectives, expressions of enthusiasm, and robust positive verbs. In some reviews, the makeup enthusiasts often used the adjective ‘fresh’ to indicate a more youthful look. They

also strongly recommended certain makeup products by tweeting phrase ‘BEST BUY’ or clause ‘I proved it myself, that showed their personal experience after applying these products. Neutral reviews are represented by a 3-star rating and typically feature balanced commentary, addressing both strengths and weaknesses without favoring one side significantly over the other (Klerks, 2021). The reviews do not explicitly reference specific makeup brands; rather, they fervently promote products based on the needs of different skin types. Negative reviews are typically indicated by a 1-star rating and are marked by critical language, which encompasses negative adjectives, complaints, and emphatic negative verbs (Nguyen, 2021). Furthermore, these reviews frequently provide detailed criticisms that identify flaws, shortcomings, or issues related to the product. The research demonstrated that within cosmetic product reviews, positive were the most frequently encountered, while neutral reviews also existed. It was identified that intra-sentential switching types manifested in both the positive and neutral review classifications.

It is apparent in today's advertising landscape that the use of two languages is a common strategy, particularly in the marketing of makeup brands. Such advertisements significantly shape the behavior of consumers, especially women who use makeup products, leading them to incorporate the specific terms and phrases presented in these ads into their own language. This trend has given rise to code-switching in the contexts of promotion, re-advertising, and product reviews, as seen in makeup product review on platform X. In a comparable manner, the utilization of Arabic-English code switching emerged as a tactic for advertisers aiming to increase the appeal of their products to users on social media *Snapchat* (Almoaily, 2023). Code-switching serves as a practical tool in everyday interactions to enhance proficiency in the English language, particularly during conversations or while posting updates on social media. This study, however, is confined to a single platform, which may limit the identification of additional instances of code-switching and its various functions. Given the significant occurrence of code-switching within social media contexts, it can be inferred that such behavior is a purposeful act motivated by the individual's language preferences or proficiency.

Conclusion

Alternating between two languages, English and Indonesian, demonstrates individuals' knowledge and expertise in particular topic. In the context of written communication, code switching serves as a valuable tool for social media users, enabling them to effectively share information among themselves. By posting tweets on X to review makeup products, individuals can effectively reflect linguistic patterns, which in turn encourages the productive and spontaneous application of different language varieties. The intra-sentential switching is most frequently observed among X users, who articulate their thoughts in a fluid manner, often bypassing the need for complete sentence formulation. It is advisable that future research incorporates an examination of the functions and attitudes associated with code-switching on social media, particularly in relation to gender differences.

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