

CODE SWITCHING ON FACEBOOK WALL

A Case Study in Facebook Among English Department Student's Wall

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Abstract

This paper investigates the types, the reasons, and the differences of code switching between male and female respondents. The study involved English Department students who already have signed up as Facebook users. This study covered three major inquiries, namely the types of occurrences of code switching, reasons why they code switch, and the differences of code switching between male and female respondents. The study shows that there are three types of code switching occurring on Facebook walls, tag switching, intersentential switching, and intrasentential switching, with the last mentioned as the most frequent type. The most frequent code switch occurs on facebook wall is English. In terms of gender, women have used tag questions more frequent than men, while women seem to be more polite than men, as indicated by their use of compliment, apologizing, and thanking words. In terms of topic and emotion words, women seem to be more sensitive to code more words implying feeling and tend to talk more about the people and relationship, while men tend to talk more about music and technology. The finding also shows that the endearment words are more frequently used by women than men. Finally, the result shows that women tend to use more intensifier words than men.

Keywords: *computer mediated communication (CMC), facebook, code, language switching, gender*

The term of code switching is broadly discussed and used in linguistics and a variety of related fields. Code switching has also been discussed in the literature of bilingualism since the early nineteenth century when Espinosa (1917 in Huerta – Macias, 1992) came up with a writing of a “speech mixture” in the speech of New Mexicans. Since that, lots of studies regarding code switching have been conducted. Holmes (1992, p.41-50) describes that code switching occurs when the speakers shift from one language or code to another language or code. In other words, code switching can be defined as the use of two or more languages in a same context or speech event, and it is comprehensible to all speakers who share the same language.

Code switching occurs not only in speech but also common in the printed media, especially in advertisement, books, novels, newspapers, magazine articles, labels, posters. In advertising, the code switching is used as bilingual information processing and also persuasion. The use of code switched messages is in fact a marketing strategy thought to influence bilingual consumers (Luna & Peracchio, 2005). Moreover, beside in written media, the phenomenon of code switching also occurs in electronic mediated communication, such as Internet. According to Davis and Brewer (1997, as quoted by Lapadat, 2002), “electronic communication written on keyboards and read on computer screens has many characteristics of both speech and writing, including the switching of language”.

This study particularly focuses on code switching on Facebook wall because Facebook becomes a phenomenon among site communities in this world. The way they deliver the message on walls has many variations, referring to its uniqueness in regards to their feelings. They use different language patterns, which are then replied by others using the same pattern of language. Facebook users tend to use code switching in their message on wall post.

It is important to state clearly here that the spread of code switching in Facebook is not mainly caused by people’s consciousness toward this phenomenon of code switching. However, code switching is a norm among bilinguals and often occurs even though the speaker or the writer does not intend to do so (Gumperz, 1982, p. 198). Studies report that code-switching often happens subconsciously; ‘people may not be aware that they have switched, or be able to report, following a conversation, which code they used for a particular topic’ (Wardhaugh, 1998).

Nowadays, it is widely accepted that man and women talk differently in any community. Holmes (1992) claims that women and men have different way in speaking in a community. According to Holmes (1992), women speak more polite than man and Herring (2000), as mentioned by Huffaker-Calvert (2005) also finds that women are more likely to thank, appreciate and apologize. Males are also more likely than females to convey their opinions (Murachver and Hannah, 2007), and use judgmental phrases, action verbs, grammatical errors, contradictions, and rhetorical questions (Mulac et al, 1990). They claim that gender preferential language has also been found in written communication. The evidence of gender differences in language becomes an interesting issue to observe, so in this research the writers will look upon the differences of code switching both of female and male on the Facebook wall.

As this study focuses on the code switching, it is necessary to understand the concept of “code switching”. According to Holmes (1992), code switching occurs when a speaker switches from one code to another code. Holmes observes that a speaker may similarly switch to another language as a signal of a group membership and shared ethnicity with an addressee while switching motivated by the identity and relationship between participants often express a move along the solidarity or social dimension, such as the status relation between people or the formality of their interaction. Additionally, Poplack (2000) defines code switching as the mixing by bilinguals (or multilinguals) of two or more languages in discourse.

Several researchers have observed the types of code switching, such as Romaine (1989), and Holmes (2001) underpinned by the theory suggested by Poplack (1980) differentiate three types of code switching into *tag-switching*, *intersentential code switching* and *intrasentential code switching* (Poplack, 1980). Tag switching according to Poplack (1980) is an insertion of a tag in one language into an utterance which is entirely in another language. The second type suggested by Poplack (1980) is the intersentential switching, which is defined as a switch either at a clause or sentence boundary. The last type is intrasentential switching. Poplack (1980) cites that this switching could be used in the middle of sentences or clauses, or even words.

Apart from the types of code switching, there are also reasons for code switching which will be discussed in this lesson. According to Hoffman (1991), there are seven reasons for bilinguals to switch their languages; (1) talking about a particular topic, (2) quoting somebody else, (3) being emphatic about something, (4) interjection, (5) repetition used for clarification, (6) intention of clarifying the speech content for the interlocutor, and (7) expressing group identity. To extend Hoffman's theories, this study includes another classification proposed by Saville-Troike (1986), namely; to soften or strengthen request or command and because of real lexical need.

Gender based differences in language use have been discussed and researched in a lot of studies. The stereotypes of males and women's speech have been argued both and against the general belief. Numerous observers have described women's speech as being different from that of men, for example; females are more likely to ask questions (Tannen, 1990) and use tag questions for a different purpose than males (McMillan et al., 1977). Other researchers also report the differences in using tag question between male and female. Lakoff (1975) observes that in certain contexts, women use question tags more frequently than men do.

According to Brown et al. (1978) as cited in Mills (2003), women in the common sense use more polite language than men; They suggest that women among women tend to use polite language more than men do among men. Herring (2000) also finds that women are "more likely to thank, appreciate and apologize, and to be upset by violations of politeness. Women's communication also tends to be expressive and supportive. In connection with friends, women tend to share their personal feelings, experiences, fears, and problems in order to know and be known by each other. By sharing details of lives, women feel intimately and continuously connected to one another (Rubin, 1985). In the other words, communication between women tends to be personal and inclusive. In addition, Vainik (2006, as mentioned by Mei-Rong, 2007) claims that one of the most obvious gender differences is the men's lower salience of the words 'sadness' and 'happiness' than women's, while men tend to express their emotion along with actual action in their experience.

Moreover, Jespersen (1922) as discussed in Labotka (2009) says that women tend to use certain adjectives such as pretty and nice with a higher frequency than men do. Similarly to Jespersen, Lakoff (1975) also observes that in women's speech, there is also a more frequent expression of endearment like dear, honey, lovely, cute, sweet, etc. which are typically used by women, but only very rarely by men.

METHODOLOGY

For the purpose of this study the wall posts of the 24 facebook users were analyzed (12 female and 12 male), from 1st July 2009 to 31st December 2009. All of the participants in the project were English Department students who already had signed up as Facebook users. All the wall posts were transcribed into written forms. Only wall posts where there were actual code-switchings were considered. There were 688 wall posts containing several forms of language switching found in the form of words, phrases, or sentences. When the data were ready, the next steps were: 1) selecting the respondents randomly from the Facebook users

who actively signed in as Facebook users, and asking them to fill in the questionnaire to reveal and explore the reasons of code switching on their Facebook walls; 2) analyzing the questionnaires based on the framework proposed by Hoffman (1991), and Saviile-Troike (1986); and 3) analyzing the differences in the use of code code-switching between male and females from the transcribed data. A transcript consisting of 688 facebook users' wall postings was examined.

FINDINGS

The data show three types of code switching occurring in the 24 Facebook users' wall. The total code switching wall posts from July to December, 2009 are 688 walls posts. The discussion of each type is presented in the following table:

Table 1
Types of Code Switching

No	Types of Code switching	Frequency	Percentage (%)
1	Tag Switching	162	17.04%
2	Intersentential switching	381	40.06%
3	Intrasentential switching	408	42.90%
Total		951	100%

The study reveals that *tag switching* is rarely used by the facebook users on their walls. There are only 162 tag switching or 17.04%, but 40,06% for intersentential switching and 42,9% for intrasentential code switching (N=951). In general, the present study reveals that discourse markers are multifunctional with more than one meaning. The followings are a few examples of tag switching from the data:

1. Use of *because*

Because connects a request (to complete a task) and the justification for the request:

- (1a) *let's shopping coz ini awal bulan mamen!!*
(*Let's go shopping coz this is the beginning of the month*)

Because connects two units of idea or representation of events:

- (1b) *Happy sangat coz group rumpi kembali berkumpul..hahahha*
(*Very happy coz the chatting group is back ... ha ha ha*)

According to Schiffrin (1982 as cited in Hussein, 2002) *because* is used by the speaker to indicate a relation of 'cause and result'. From the data, *because* indicates a relation of *cause*. In (1c) *because* indicates that 'the event has been canceled' a result of the event 'she is sick'.

- (1c) *'Sorry babe jd gatot acaranya coz kondisi badan gak memungkinkan'*
(*Sorry babe, the plan has been canceled coz I am sick*)

2. Use of 'but'

But acts as a guide for the reader to eliminate an existing assumption.

- (2a) *jeng and d gank besok nampaknya jadi berkuliner buT kaLo hujan kita pending dulu saja, supaya lebih maknyus acara kulinernya, ajib dah,*
(*Guys and all, tomorrow we are going to have a party, but if it is rainy, we will postpone it so that party will be more exciting*)

But acts as an ‘indirect denial’. The respondent has used the word *but* to imply that it is not love but only a feeling of admiration. In [2b], the facebook user has written ‘*susah atuh kl bilang cinta*’ (*It’s not plausible to say it as “love”*), but it is denied by the *but*-clause ‘*kata kagum paling pas kayanya*’ (*but admiration is more suitable*)

(2b) *Kate siapa itu cinta? susah atuh kl bilang CINTA bUT kata kaGum paling pas kayanya, kok doski yg mikirin ini terus?? hehe gak tau wa juga bingung neeh*
(*Who said it was love; it’s difficult to say it is love, bUT the word admiration is more appropriate, why do you keep thinking about it? He he, I don’t know I also get confused*)

3. Use of ‘so’

‘So’ has been found at the beginning of a sentence to constitute a conclusion of the plan as can be observed below:

(3a) *Okay so qt bertemu dkampus tercinta sj, inget sesuai dng waktu WIB’.*
(*Okay so we will meet at our lovely campus, remember you should come on time according to West Indonesia Time (WIB)*)

‘So’ has also been found to clarify the statement

(3b) *dengan ini sayah tarik semua kata kata gua tentang post kmrn, ternyata god itu fair banget so gua bersyukur banget hy sesaat terlintas di pikiran gua.(hayahhh sok bijak amat sigw).*
(*With this I apologize for my words on yesterday’s posting. God is fair so I am very thankful. It was my thoughtless idea (Aha... I am looking wise now)*)

4. Use of ok

“Okay” at the beginning of a sentence is used to express an agreement.

(4a) **Okay** lah kl beGetohh, tunggu saja tanggal maennya brother.,
(*Okay, I agree. Let’s look forward to it, brother*)

Whereas at the end of a sentence, *okay* functions as a confirmation

(4b) *Just call me cezz . . ndo...kLo taon baru gw jd k’bdg,jd tour guide gw iaa...okay??’*
“OK” at the end of sentence above has a function as a confirmation.

(*Just call me, yes ... If next new year I visit Bandung, you should become my tour guide, okay??*)

5. Use of ‘and’

‘And’ can be used as a signal that the upcoming speech is adding the new information, for example:

(5a) *’kta bpnnya tgs dikumpulkan pas mid-test ntar and sekalian ma kumpulan jurnal harian, mari slamat berstrez kawandz.hohoho*
(*Our lecturer said that the assignment will due on mid term test and together with the submission of daily journal, have a stressing time, friends. Ha-ha-ha*)

‘And’ is also used as a marker of speaker’s continuation, for example:

(5b) *Iyah cint mestinya gw gali seluruhnya ;), yang baik and yang buruk, biar komplit informasi kita, hehe keburu pulsa habis ya sud cuma segitu*
(*Ah .. Cint I should actually explore all; something good and something bad, to make us have a complete information; oh ... I am running out my time*)

The second type of code switching occurring on Facebook wall is intersentential switching, as suggested by Poplack (1980), involving a switch at a clause or sentence level in

different languages. It is placed at the second position with 381 intersentential switching taking place on Facebook wall (40.06 %, N=951).

Table 2
Intersentential Switching

1	(BA) Amin amin ! Thank u so much iaa bu uci doa ama ucapannya ! Hehe (<i>Amien..amien. Thank you so much Mam for your pray and congratulation</i>)
2	(PL) pria aneh siapa?? ahahaha.. siplah.. can't wait to hear the news.. weheuu! (<i>who's the odd guy?haahaha okay, can't wait to hear the news</i>)
3	(AD) Sorry sorry 2 read that tenang dia bakal balik lg, tungguin aja ampe besok (<i>I'm sorry to read that, be patient, he will come back to you, wait it till tomorrow</i>)
4	(DZ) hallaaaah kau tau apa ci, c yam yg crita yak?gubrak!! we are just fren not more. Hayooo maneh (<i>What do you know Ci? did someone tell about it? we're just friend no more</i>)
5	(VV) wELcOME 2 tHe real word mr! , cie yang baru sidang,,traktirannya ditunggu ah plus nonton atau karaoooouuukeeee..wekekekeek (<i>Welcome to the real world Mr! Cieee you have graduated, we wait for the party, plus going to the movie, or karouke</i>)
6	(SA) Nggak papa, I love you too...!! (<i>It's okay, I love you too</i>)

From the table above, it can be seen that some intersentential variations take place when someone switches the language from one sentence to another. BA in example 1 has written 'Amin amin ! Thank u so much iaa....' then it is followed by Indonesian language. (It seems that BA wants to express his thanks to Miss Uci). In contrast, PL in example 2 has expressed her confusion in Indonesian words 'pria aneh siapa?? Ahahaha' (who's the odd guy?) then she has explained her curiosity as the continuity of her question by writing 'can't wait to hear the news'. Then AD (example 3) has written 'sorry I'm sorry 2 read that?' In this case, AD has given attention to her friend's message, by preferring to use code switching 'I'm sorry to read that'. DZ (example 4) has written 'we are just fren not more', trying to emphasize or clarify something to her friend. However, she has used 'not' instead of using 'no' in her comment which shows that she seems ignoring the rules of English grammar. Some Facebook users prefer writing phonetics than real written words. For example, 'fren' for 'friend' as has been written by DZ. VV (example 5) has said 'welcome 2 the real word mr...' This comment seems to show that VV wants to welcome or likely congratulate her friend who has passed her study in English which in Bahasa Indonesia means 'selamat datang di dunia nyata' (Welcome to the real world).

Similarly, in example 6, SA has written 'Nggak papa, I love you too...!' (Never mind, I love you too!). SA seems to be more comfortable to express her emotional feeling in English. Then she has switched some personal words into English, so that she does not sound so melancholic. In Bahasa Indonesia, the statement 'Aku cinta kamu' (I love you) can only be said by a person to his/her special friend. On the other hand, in most English speaking countries, saying *I love you* or *I miss you* to a father, mother, brother or sister, a close friend, or even to a teacher is very common. In other words, there are some expressions under a certain topic that are inexpressible in Bahasa Indonesia, but are expressible in English.

The most frequent type of switching occurring on facebook wall is intrasentential switching (42.90%, N=951). This type of code switching, as suggested by Poplack (1980), involves the switch that occurs at the level of words within sentences and it can be in the middle of sentences, clauses or even words. According to Holmes (1992) language repertoire

is the set of distinguishable varieties from which the speakers master and choose to use. Language repertoire used by facebook users in this study is English because the data are obtained from 24 English Department students' walls and the majority of the Facebook users who have written on their walls are English Department students too. So the facebook users are more comfortable to switch their language into English than to other languages. Therefore, it makes the site of this study is dominated by campus domain. The following examples are data of intrasentential switching.

Table 3
Intrasentential Switching

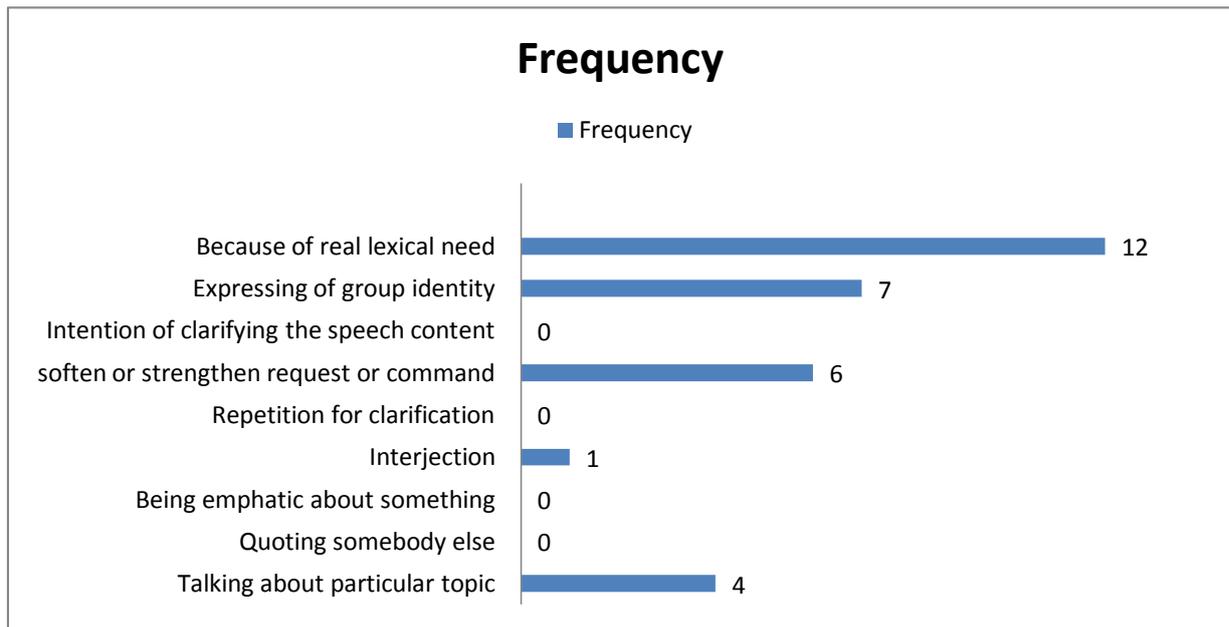
1	(JS- August 19, 2009 at 7:09pm) adeeeeh yg pake kalung dari kite2.... swiiit bangett.... <i>(wow the one using necklace from us.. it's so sweet)</i>
2	(KP- July 30, 2009 at 10:06am) Michael Jackson moth..ah lw mah s mas itu kan lg happening bgt..heu <i>(Michael Jackson moth., he's very trendy nowadays)</i>
3	(DS- August 25, 2009 at 1:32pm) Thanks ya dah app ..!lam knal y..^_^^.. <i>(Thank you for approving, nice to know you)</i>
4	(FF-July11, 2009 at 07:38am) Iya chiw, congratzz jg yah.. He3.. Ntar chiw,lum bs plg.. Kn msh byk yg hrz dkerjain.. He3..Qt slg dukung ya chiw.. Smangat <i>(Congratulation for you too, Ha..ha.. I can't go home yet, because I still have something to do) we support each other,,keep spirit)</i>

From those samples above, many variations of intrasentential switching appear on the facebook walls. For instance, JS (example 1) has chosen the word 'swiiittt' (sweet) meaning pleasing to the something or lovable. It is acceptable since Escamilla (2000) states that code switching is considered to include phonics or use of phonetic principles or rules from one language to another. In example 2, KP has used the English word 'happening' to express something that becomes a hot topic or a popular issue. Then, DS (example 3) has switched the word 'app' for 'approve' in expressing approval. While FF (example 4) has used the word 'congratzz' for 'congratulate' to express her compliment to her friend.

The reason of code switching

As it has been mentioned previously, there are seven reasons that influence people to mix or switch languages. Each of the data has been analyzed to find out which of the seven reasons that can be found in the language of the wall posts.

Figure 1
The Frequency of the Occurrence of the Reasons Why People Switch Their Languages.



As can be seen from the chart above, the numbers show that the most frequent reason of code switching used by Facebook users is because of *real lexical need* 40%. Then, to *express group identity* 23%, to *soften or strengthen request or command* 20%, to *talk about particular topic* 13.33%, and to express phatic communion like *interjection* 3.33%. Thus, it seems that the least frequent reason chosen by Facebook users is *interjection* 3.33%. Others are not included as the main reasons because the users took their concern deeply only to those five reasons on their status.

The differences of Male and Female Code Switching

The following is total number of the use of tag question by female and male Facebook users:

Table 4
Table of tag question

Function of tag	Woman	Man
Uncertainty	14	1
Facilitative	11	4
Softening	1	-
Confrontational	-	1
TOTAL	26	6

Holmes (2001) describes four different functions of tag questions; expressing uncertainty, facilitative, softening, and confrontational. The present study shows that there are some instances in the sample which are considered as tag questions, 26 by the women and 6 by men as can be seen in the following discussion. The most obvious tag questions are used to express uncertainty.

(6) In a relationship, **surely????**mksudny...dah....????

(In a relationship, surely? I mean....haven you....????)

Table 5
The number of emotion terms in different genders

Terms	Males	Females
Happy	1	17
Sad	1	18
Angry	12	4
Nervous	-	2
Depressed	-	1
Exciting	-	9
Tired	-	1
Disappointed	4	2
Frustrated	-	1
Fear	-	1
Sweet	-	4
Surprised	1	2
Exhausted	-	3
Worried	-	2
Love	-	21
Missing	-	31
Boring	1	-
Cry	-	-
Pain	-	3
Crazy	-	2
Hate	5	3
TOTAL	26	127

By sharing details of lives, women feel intimately and continuously connected to one another, whereas in male friendships the sharing of activities is more important (Rubin, 1985, Schaeffer, 1981; Wood, 1992 as discussed in Holmes, 2006). Moreover, according to Tannen (1990) men do not often discuss personal things or personal feelings but their conversations seem to involve sports and politics quite frequently. In the other words, communication between women tends to be personal and inclusive.

The result of code switching in emotion terms presented in Table 5 shows five basic emotion terms ‘happy’, ‘sad’, ‘angry’, ‘love’, and ‘missing’. In this study, women list more emotion words than men (127 emotional sentences), meaning that women are more sensitive to the use of emotion terms than men (26 emotional sentences). Based on the data, it is revealed that women prefer to express their emotion with more peaceful ways, such as crying. When a woman feels angry, she will expresses her anger by saying ‘*I just want to scream, really sad nough, gila say gak nyangka ada juga manusia keji yg bisa setega ini (I just want to scream, really sad though, crazy honey. I didn’t think there was a man who was despicable and brought oneself to it)*. She has used the adjective ‘sad’ and the verb ‘cry’ to represent her anger. Another example is ‘*Sayonara lah, don’t make me angry!seriusan kalo jd moal ruwet siga kieu!*’ (Good bye, don’t make me angry! I am serious, if it happens, it will no be complicated like this). She has expressed her anger with more peaceful ways, such as saying ‘*don’t make me angry!*’

Differences in Politeness

Politeness is to respect the speech of the person you are talking to and avoid to hurt his feelings or upset him (Mills, 2003). Brown et al. (1978, as cited in Mills, 2003), claim that

women in the common sense use more polite language than men; They suggest that women among women tend to use polite language more than men do among men. From the data, it can be seen that men seem to be most often in writing sarcastic expressions in wall message. For example,

(7) Pngen nya seh bung...Tp wat ap cpek2 kul4thn kalo ilmu literturnya kaga kpake...he5.**GDB SUCKS ASS!!**
(Hey, I want do it men, but you know, I am tired of studying for 4 years, but if the literature is not usable,,GDB SUCK ASS!!)

The findings show that male speaker use offensive or ‘tabooed words’, and slang in their message more than women do. Taboo words are the words that are often considered offensive, shocking or rude, e.g. because they refer to sex, (death), the body or race” (Oxford Dictionary, 2000). Hughes (1991), for example, states that *ass* is included to anatomical term of taboo word and *shit* is included to excretory of taboo word and it is a insulting. Another form of taboo word includes name calling and put downs. In the above example, RF has written *sucks ass* to reflect the superiors’ feeling of anger.

Herring (2000) finds that women are “more likely to thank, appreciate and apologize, and to be upset by violations of politeness. According to Holmes (1990) apology is another form of politeness strategy. The data show that apologies are used more frequently by women to other women, and least frequently in the message of men to other men. Apologies are sets of relatively fixed expressions, consisting of verbs such as *apologize*, *excuse*, *pardon*, adjectives, such as *sorry*, *afraid* and nouns such *pardon*. The total apologies used by women to other women are 18 wall posts, women to man are 11 wall posts; then apologies used by men to women are 7 wall posts and interestingly, men to men is only one wall post. A vast majority of the apology-expressions, 37%, are made up of *sorry* or *I’m sorry* as an expression of regret. Complimenting is another speech act that implies the use of politeness strategies. From the data, it is found that women give more compliments than man. Then the data show that women give compliments especially concerning physical appearance by saying ‘good’, ‘beautiful’ with the total compliment of 19, while men is only 6.

Differences in Topic

One of the reasons of code switching is “talking about particular topic. McCarthy (1991) defines topic as the domination of utterances marked as relevant to one another by the participants in a talk. In connection with gender, evidence suggests that men and women tend to discuss different topics (Coates, 1998). Holmes (1991) also emphasizes that women tend to talk about their feelings and their relationship, while men tend to compare their knowledge and experiences.

Table 6
Topic Category and Topics in the Facebook Wall

Topic Category	Topics/Sub-Topics
Person	Personal matters, friends, families, relatives, teachers, strangers, celebrities, gossip, etc
Object/Belonging	cigarettes, foods, drinks, nail polish, VCD, hand phones, jeans, pictures, places, notes, job etc
Activity	Hobby, plans on weekend, shopping, hang out, promises, report on past experiences.

Table 7
Number of Topic in Relation to Gender

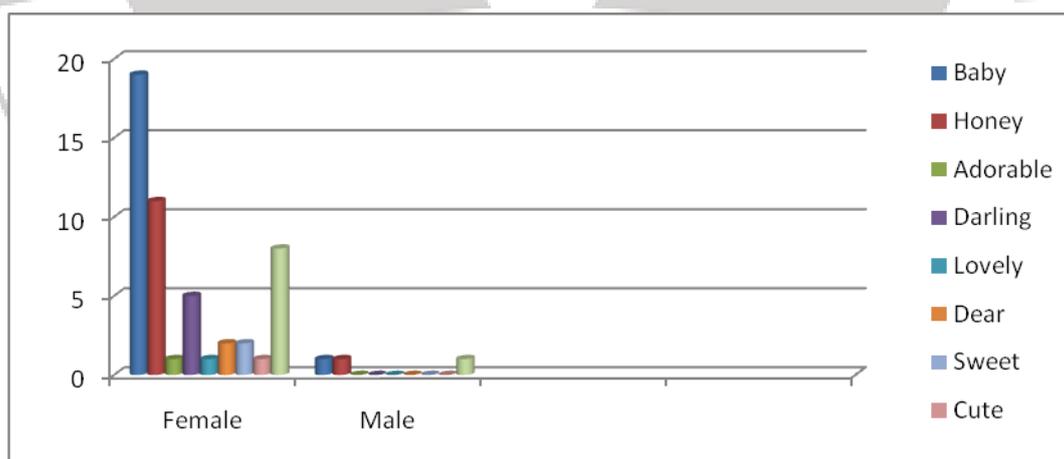
Topic/ Category	Female	Male
Person	284	54
Object	63	92
Activity	127	68
Total	474	214

From the data it can be seen that female facebook users tend to talk about their friends. Probably, because it is a message among friends, they then talk about a friend that the others know. They might think that it was inappropriate to talk too much or share about their family or relatives on Facebook wall because the others would not know them. Probably, the reason is because the relationship is not close enough for them to talk about their family or relatives and Facebook is not a safe place to share information because everybody can see wall and will reveal their private topic or problem to public. The findings indicate that male Facebook users have shown their knowledge about the latest technology, price and features of hand phones, and music. By talking about new things or the latest technology, men, according to Coates (1986), can show that they are up to date and prove themselves to be better informed about current affairs.

Differences in Vocabulary

In examining the transcribed data, a significant number of endearment (49) was used by women, but only 3 endearment words used by men.

Figure 2
Total of endearment male and female



The data above illustrate that women are accustomed to saying “baby”, "dear," "honey, or “sayang" or (love) and other terms of endearment not only towards their boyfriend but also towards female friends. This indicates that women are supposed to enjoy this endearment. Moreover, as stated by Holmes (1991), women tend to talk about their relationship, and the finding also shows that women often use endearment words to call their boyfriend. The result also indicates that women dare to express their feelings and closeness through words while

men do not. Relevant to this, Brouwer (1987) states that in conversation, women tend to express a relationship, mostly a supporting and intimate relationship.

The findings also reveal that women often use intensifiers such as *so*, *very*, *such too*, *banget* (*quite*), and *sangat* (*very*). As Lakoff (1990) states, women use hedging to express uncertainty, but using intensifiers to persuade their addressee to take them seriously and also to strengthen the meaning. In the other words, female facebook users use intensifiers to emphasize the quality of what they are describing rather than to assert their opinions or viewpoints. For instance:

(8) (uuuuuuuuuuuuuu i'm **soooooooo** happy today!!!! ga tau deh rasanya kayak di kelilingin malaikat wiii seneng **banget**.....
(uuuuuuuu I'm so happy today, It is like being surrounded by angels, so happy)

The respondent has written "I'm *sooooooo* happy" (using *so* with lots of little o), which indicates not only the word *so* but also the word *very*. It means that she wants to express that she is happier than just happy. From the transcribed data, It can also be found that female Facebook users use more intensifier "*so*" to strengthen their feeling. The word '*sangat*' (*very*), '*banget*' (*quite*) and '*amat*' (*so*) are used to give a deeper meaning in the messages. It shows whether or not the matter was really important. If '*sangat*' '*banget*' '*amat*' ('*so*') are eliminated, surely the message has a different meaning. Moreover, the words '*sangat*' and '*amat*' also occur in formal Indonesian preceding the word they qualify where both can occur together as emphasis. In addition, the word '*banget*' is also becoming increasingly popular. The word '*banget*' does not occur in formal Indonesian but it is by far the most common word in colloquial Indonesian, and should be considered as an essential part of colloquial Indonesian that almost Indonesian teenager should be familiar with.

DISCUSSION

It is noticed from the data that the respondents have switched to English more than to another language and they switch languages at both intrasentential and intersentential levels. However, the majority of code switching occurs at intrasentential level, especially from Indonesian to English. The reason might be because the data have been taken from 24 English Department students' walls and the majority of the Facebook users who have written on their wall are English Department students too. Therefore, the language repertoire which is most often used on Facebook walls is English. The familiarity with English is a necessary prerequisite for English Department students to explore how English is used in their daily life so they are far more comfortable and confident in using English than any other languages.

The topics raising in this study is dominated by campus matters where the topic is about campus topic and social life. Moreover, the facebook users like to create new words because they want to create their own unique codes. *Slang* and nonstandard forms are sometimes used in facebook. The data show that the facebook users tend to switch and also delete one or more syllable from multisyllabic words, e.g. *app* instead of *approve* and *thx* instead of *thank you*, and *pls* instead of *please*. The words *app* and *thx* are a little bit shorter than the words '*approve*' and '*thank you*'. Then, it has also been found some blend words created from non-morphemic of two already existing items such as *brunch* for *breakfast* and *lunch*. The original acronyms they use are *cya* (*see you*) and *BT* (*bad tempered*), which is originally "*bad tempered*" and then undergoes the process of acronymization to become *bt*. They also switch the form by choosing a certain type of writing style, for example: replacing "*home*" with "*humzz*", and replacing *bud* with *but*.

Their preference for English may be due to any one (or a combination) of these factors: First because of the lexical choice. There are some unusual words in their wall posts which is

used in informal situation. They tend to play or make variations on words. For example, the word *sweet* or *happening* are two words commonly used among facebook users. However, there is no word in Indonesian that can satisfactorily substitute those words. As Saville Troike (1982) says, switching may occur because of real lexical need, either if the speaker knows the desired expression only in one language or if formulaic expressions in one language cannot be satisfactorily translated into the second. The second reason is to express group identity; as Holmes (1992) states, the speaker may switch to another language as a signal of group membership, the switch is often very short and made primarily for social reason namely to signal speaker's identity and solidarity with the addressee. Proficiency in English is not acquired from the classroom alone but more from switching with friends who could speak English, so the facebook users tend to switch to English when they write a wall post. They use English naturally as their language of choice in virtually all domains: academic and social matters.

Issues regarding gender and code switching in computer-mediated communication do exist. Lakoff (1975) on women's language suggests that women more often use tag switching, to be more polite. He claims that women tend to use tag questions at end of declarative sentences an indication of lacking self confidence. Similarly, Vainik (2006) states that for males, anger is slightly more salient. However, the present study finds that the emotion of 'anger' which is thought to be more salient to men became more salient to women because, in our opinion, with the rise of feminism, women have become more independent in expressing their feeling voluntarily. When they feel injustice or anger they may show their anger more directly than before without expressing her anger on Facebook wall because the wall is a public place. Female facebook users tend to be more polite than male facebook users. From the transcribed data, it is indicated that men often use rude or taboo words. There is also another case where female facebook users do not use taboo words to secure social "prestige" because as we know all messages on Facebook will soon be visible to the world.

Another reason of code switching is "talking about particular topic. Female subjects have enjoyed talking about persons. In their wall posts, the female subjects tend to include her feeling like annoyance or happiness about one of her friends. When talking about other people, it is interesting to note that female Facebook users are likely to express their feelings and emotions as a way to keep the closeness of relationship among themselves. By exchanging personal thoughts, they are not only expressing closeness but also mutual commitment. Maltz and Borker (1982) say that women talk in order to create and maintain relationship, because friendship is seen by women as something involving intimacy, equality, mutual commitment, trust and loyalty. Similar to previous study, Apriana (2000) investigates language mixing and switching in the language of the messages. The result shows some influential factors and reasons accounting for language mixing and switching when people are writing a message through SMS. The factors are: the conversation content, the nature of relationship between participants, message effectiveness, and space limitation; and the reasons are: talking about a particular topic, being emphatic about something, doing repetition for clarification, clarifying the speech content for the interlocutor, expressing group identity, real lexical need, and communication efficiency. The present study also displays similar reasons of using code switching on Facebook wall; talking about particular topic, lexical need, and expressing group identity.

Moreover, Huffaker (2004) in Huffaker and Calvert (2005) examines issues of online identity and language use among teenagers (ages 13 – 17) who create and maintain weblogs or blogsthe, indicating that there are more gender similarities than differences in blog use. However, some gender differences are noted, regarding emotive features, sexual identity, language use, and some components of personal information. Males on the average use more emoticons in their posts than females. Males also reveal their homosexuality more often than

females, expressing their sexual identity or coming out. Males reveal their location more often than females, while females present a link to a personal web site more often than males. Finally, males use a more active and resolute language than females. The present study reveals that the female facebook users tend to use tag questions, emotional words, endearment words, intensifiers, and talk different topics than man do.

CONCLUSION

The main limitation of this study is in its inability to control the age or other factors, which could potentially influence issues of gender. Future studies need to be conducted with an increased sample size using subjects of varying age in order to contextualize age and code switching as factors for creating and presenting code switching in networking site, as well as language development. Furthermore, a deeper linguistic study might reveal stronger patterns of language differences between males and females, as well as more intricacies into the topics adult's messages. There should be further researches that discuss another code switching phenomenon in different settings. It is not only in the networking setting but also in daily conversation setting or other written literary works e.g. novels, poetry or drama scripts. It should be pointed out that the way is still endless for researchers to disclose more and more detailed difference between male and female as well as their specific causes.

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