

CODE-SWITCHING MADE BY INDONESIAN INFLUENCERS ON YOUTUBE

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INFO ARTIKEL	ABSTRAK
<p>Diterima: 02 Februari 2026 Direvisi: 21 Februari 2026 Disetujui: 14 Maret 2026 Tersedia Daring: 30 April 2026</p> <hr/> <p>Kata Kunci: <i>Alih kode bahasa; Influencer Indonesia; YouTube</i></p>	<p>Penelitian ini bertujuan untuk menganalisis jenis-jenis alih kode dan alasan penggunaan alih kode yang ditemukan di saluran YouTube para influencer Indonesia, yaitu Fathia Izzati Saripudin dan Najwa Shihab. Penelitian ini menggunakan metode penelitian deskriptif kualitatif. Data diambil dari transkrip dua video YouTube yang menampilkan FIS dan NS. Analisis difokuskan pada jenis dan alasan alih kode berdasarkan teori Hoffman (1991), yang mengklasifikasikan alih kode menjadi tiga jenis: alih kode antar-kalimat, alih kode intra-kalimat, dan alih kode tag, serta tujuh alasan penggunaannya, yaitu membicarakan topik tertentu, mengutip orang lain, menekankan sesuatu, interjeksi, pengulangan yang digunakan untuk klarifikasi, mengekspresikan identitas kelompok, dan maksud untuk mengklarifikasi isi ucapan bagi lawan bicara. Hasil penelitian menunjukkan bahwa dalam ujaran FIS, peralihan kode intra-kalimat merupakan tipe yang paling dominan dengan 117 data (77,48%), diikuti oleh peralihan kode antar-kalimat dengan 33 data (21,85%), dan peralihan tag dengan 1 data (0,66%). Demikian pula, dalam ujaran NS, peralihan kode intra-kalimat juga merupakan tipe yang paling dominan dengan 28 data (84,85%), diikuti oleh peralihan tag dengan 3 data (9,09%), dan peralihan kode antar-kalimat dengan 2 data (6,06%). Selanjutnya, dalam ujaran FIS, alasan yang paling dominan adalah membicarakan topik tertentu dengan 76 data (50,33%), diikuti oleh penekanan sesuatu dengan 56 data (37,08%), niat untuk mengklarifikasi isi ucapan bagi lawan bicara dengan 6 data (3,97%), mengutip orang lain dengan 5 data (3,31%), pengulangan yang digunakan untuk klarifikasi, dan mengekspresikan identitas kelompok masing-masing memiliki 3 data (1,99%), dan yang terakhir adalah interjeksi dengan 2 data (1,32%). Dalam ujaran NS, alasan yang paling dominan adalah menekankan sesuatu dengan 19 data (57,58%), diikuti oleh membicarakan topik tertentu dengan 6 data (18,18%). Mengutip orang lain, niat untuk mengklarifikasi isi ucapan bagi lawan bicara, dan interjeksi masing-masing terjadi 2 kali (6,06%), sedangkan mengekspresikan identitas kelompok dan pengulangan yang digunakan untuk klarifikasi masing-masing terjadi sekali (3,03%). Penelitian ini menyimpulkan bahwa peralihan kode (code-switching) bukan hanya sekadar gaya berbicara, tetapi juga berfungsi sebagai strategi komunikasi penting dalam media digital, yang mencerminkan bagaimana para influencer mengelola interaksi dan menyesuaikan bahasa mereka dengan kebutuhan audiens, sehingga meningkatkan efektivitas komunikasi.</p>

ABSTRACT	
Keywords:	<i>This research aims to analyze the types of code-switching and the reasons for using code-switching found on YouTube channels by Indonesian</i>

Code-switching; Indonesian
Influencers; YouTube

influencers, namely Fathia Izzati Saripudin and Najwa Shihab. This research uses qualitative descriptive research. Data were taken from the transcripts of two YouTube videos featuring FIS and NS. The analysis focused on the types and reasons of code-switching based on Hoffman's theory (1991), which classifies code-switching into three types: inter-sentential code-switching, intra-sentential code-switching, and tag-switching, as well as seven reasons for its use, namely talking about a particular topic, quoting somebody else, being emphatic about something, interjection, repetition used for clarification, expressing group identity, and intention of clarifying speech content for the interlocutor. The results showed that in FIS's utterances, intra-sentential code-switching was the most dominant type with 117 data (77.48%), followed by inter-sentential code-switching with 33 data (21.85%), and tag-switching with 1 data (0.66%). Similarly, in NS's utterances, intra-sentential code-switching was also the most dominant type with 28 data (84.85%), followed by tag-switching with 3 data (9.09%), and inter-sentential code-switching with 2 data (6.06%). Furthermore, in FIS's utterances, the most dominant reason was talking about a particular topic with 76 data (50.33%), followed by being emphatic about something with 56 data (37.08%), intention of clarifying speech content for the interlocutor with 6 data (3.97%), quoting somebody else with 5 data (3.31%), repetition used for clarification, and expressing group identity each has 3 data (1.99%) and the last is interjection with 2 data (1.32%). In NS's utterances, the most dominant reason was being emphatic about something with 19 data (57.58%), followed by talking about a particular topic with 6 data (18.18%). Quoting somebody else, intention of clarifying speech content for the interlocutor, and interjection each occurred 2 times (6.06%), while expressing group identity and repetition used for clarification each occurred once (3.03%). This research concludes that code-switching is not merely a speaking style but also serves as an important communicative strategy in digital media, reflecting how influencers manage interaction and adapt their language to audience needs, thereby enhancing communication effectiveness.

Key words: Code-switching, Indonesian Influencers, YouTube

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1. Introduction

Code-switching has become an increasingly popular linguistic phenomenon in modern society. This phenomenon occurs because of the growing contact between languages as a result of globalization, wide social interaction, and the rapid development of communication technology. In a sociolinguistic context, code-switching is often used as a communication strategy to align with the situation, the interlocutor, and the purpose of the communication (Fauzi, 2023). In general, it is employed for various reasons, including talking about a particular topic, quote somebody else, Being emphatic about something, insert interjections (such as sentence fillers or connectors), and repeat utterances for clarification so that they are easier for the interlocutor to understand, as well as to help speakers express their group identity and Intention of clarifying speech content for the interlocutor, thereby making communication more effective and easier to comprehend (Hoffman, 1991).

Code-switching generally occurs in bilingual or multilingual communities. Siandiko (2018) as cited in Masvianti and Kustina (2023) explained that bilingualism refers to a person's ability to use two languages in communication, while multilingualism refers to the ability to use more than two languages. In bilingual and multilingual societies, speakers often use code-switching in their speech to adjust their language to the interlocutor, clarify messages, and make communication more effective.

The use of code-switching has grown more prevalent in line with the rapid advancement of digital media. This happens because social media offers many advantages, including allowing people to communicate anytime and anywhere without limitations of time and place. Besides serving as a communication tool, social media also acts as a platform for entertainment, information exchange, education, self-expression, and the formation of public opinion in society. In the social media context, language functions as the primary medium of communication among users. Users of social media do not always share the same linguistic background, so the use of multiple languages within a single conversation frequently occurs. This situation further promotes code-switching as a strategy to adapt language to the interlocutor or audience, clarify messages, and enhance communication effectiveness.

Among these social media platforms, YouTube has attracted significant attention in Indonesia (Datambar, 2026). According to Ginting and Nada (2023), YouTube has become part of daily life in global society and is used as a medium for information, education, and entertainment. In Indonesia, many individuals especially produce video content on YouTube as a way to share information, interact with audiences, provide educational content, and deliver entertainment. These videos frequently use code-switching to convey their content.

This condition has made code-switching increasingly common in the daily lives of Indonesian people, especially among young people and well known public figures, such as influencers. An influencer is someone who has a large number of followers and is able to influence how others think or feel through their activities on social media (Wirapraja et al., 2023). Influencers often use code-switching when delivering their speech or messages. They do this not only to convey information, but also to attract the audience's attention, because what an influencer says is not merely words. The utterances they produce can influence how their followers think, feel, and act. Therefore, influencers need to carefully consider the strategies and ways in which their messages are packaged and delivered so that they are easy to understand, engaging, and appropriate for their target audience.

Therefore, the researcher aims to observe and identify the use of code-switching by Indonesian influencers on YouTube. This research is conducted because Indonesian influencers frequently use code-switching in their speech. This occurs because code-switching has several benefits, such as functioning as a unique strategy to build, trigger, and change interpersonal relationships, as well as to strengthen connections in communication. For instance, when an Indonesian influencer wants to convey a message, they choose to use code-switching in order to make the message more impactful and easier for the audience to understand the intended meaning.

Example [1]

“Aku tahu kalian lagi berusaha keras setiap hari. I’m so proud of you.”

(I know you are trying hard every day. I’m so proud of you.)

In this utterance, the speaker begins in Indonesian, “Aku tahu kalian lagi berusaha keras setiap hari,” and then switches to English, “I’m so proud of you.” The switch occurs between two complete clauses, indicating that the speaker changes the language after expressing the initial idea. Therefore, this utterance is categorized as inter-S CS based on Hoffman’s theory (1991). Furthermore, this code-switching serves the reason of BES. The speaker uses English to emphasize appreciation and emotional support through the “I’m so proud of you,” which strengthens the expression and creates a sense of closeness with the audience. This switching helps convey encouragement more effectively and highlights the speaker’s supportive intention. However, despite its benefits in communication, there are many problems that arise when code-switching is used. In practice, the messages conveyed by influencers are sometimes not fully delivered or effectively understood by all viewers. Many viewers think that Indonesian influencers’ use of code-switching is simply a matter of style. However, every utterance that contains code-switching has a particular reason that the influencer intends to convey.

In addition, many viewers do not understand why Indonesian influencers frequently switch between Indonesian and English in their speech rather than consistently using only one language, namely Indonesian. This situation causes viewers to feel confused in understanding the message being conveyed by the influencer. As a result, viewers struggle to grasp the meaning and content of the messages delivered by the influencer. Due to the condition in which viewers do not fully understand about code-switching employed by Indonesian influencers on YouTube, and because not all viewers have sufficient knowledge of code-switching, a gap in understanding among viewers is created. This gap leads viewers to feel ambiguous, experience difficulty understanding the influencer’s intended message, and even misunderstandings.

Furthermore, this problem, where viewers are unaware of or even do not understand about code-switching, both its types and reasons, reduce the effectiveness of communication. Information that should provide answers or enhance viewers’ knowledge instead causes confusion. Rather than understanding the main message, viewers misinterpret the influencer’s utterances, so the intended communication goals are not fully achieved.

Moreover, this issue can result in communication breakdowns between influencers and viewers. Viewers may lack awareness or understanding of code-switching in influencers’ speech, which can cause them to lose focus. They find it difficult to follow the influencer’s main message, causing their attention to shift away from the content of the conversation and instead focus on translating and understanding the language being used. Furthermore, audiences feel excluded because the language being used seems “not meant for them,” which creates a gap in understanding between influencers and viewers. In the context of YouTube, this condition often forces viewers to rely on subtitles. However, not all influencer videos provide subtitles, and even when subtitles are available, the words provided are not always accurate. As a result, this leads to

misunderstandings in the influencer's utterances. This not only risks the influencer's message being misunderstood but also lead to negative perceptions of the content itself, such as perceptions of it as unclear, uninteresting, or of poor quality due to the message not being properly understood.

Referring to the background presented above, it is essential to conduct research that investigates the use of code-switching by Indonesian influencers on YouTube. Considering the large number of Indonesian influencers active on this platform, this research requires a limitation of subjects so that the analysis can be more focused and in depth. Therefore, this research selected two Indonesian influencers who are included in the Top 20 Influencers in Indonesia according to an article published by ICE (Indonesia Creative Economy) on September 30, 2024, namely Fathia Izzati Saripudin (FIS) and Najwa Shihab (NS). They are well known public figures in Indonesia and active influencers on YouTube. They are also known to frequently use both Indonesian and English in their speech. Thus, these two influencers are chosen as the research subjects because they are considered capable of providing relevant and authentic data for analyzing the phenomenon of it.

Although many studies have investigated code-switching, research focusing on the types and reasons for code-switching used by Indonesian influencers, particularly FIS and NS on YouTube, remains limited. Therefore, this study seeks to address this gap by analyzing code-switching found in the utterances of these two Indonesian influencers on YouTube. By concentrating on the types and reasons for code-switching employed by FIS and NS, this research is expected to contribute to readers' understanding of sociolinguistics, especially in relation to code-switching in digital media communication. Accordingly, this study is entitled "Code-switching Made by Indonesian Influencers on YouTube."

This research refers to relevant previous research that has been conducted earlier. The sources or references taken include "The Analysis of Code-Switching in Eleanor Young in Crazy Rich Asians Film" by Sumantri et al. (2021), "An Analysis of the Use of Code Switching on Instagram by English Department Students at UNISMA" by Anjarani (2021), and "An Analysis of Code Switching Used in Video in 'The BenZi Project' on YouTube" by Venenciana (2020). The differences or novelties of this research compared to the three previous studies lie in the research subjects, the data sources, and the number of subjects analyzed.

2. Method

This research employs a descriptive qualitative research method. The data are considered qualitative because they are in the form of written and spoken language (words) rather than numbers (Sugiyono, 2010). According to Bogdan and Taylor (1975), as cited in Sista and Sodikin (2022), qualitative research is a research procedure that presents descriptive data in the form of written or spoken words from individuals and observed behaviors. The data in this research will be described in the form of words, sentences, or paragraphs. Based on the explanation above, the researcher concludes that qualitative research focuses on describing data in the form of written and spoken words rather than numerical data. Therefore, the researcher applies a descriptive qualitative

method because it is appropriate for analyzing data in the form of words, sentences, and paragraphs to present a clear description of the phenomenon under research, namely the types and reasons of code-switching found in the utterances used by FIS and RD. The data sources in this research are taken from two videos of Indonesian influencers, namely FIS and NS on youtube.

- a. The first video is from FIS entitled “Lunch #130 – Dari Mimpi Menjadi Kenyataan feat Fathia Izzati” (Lunch #130 – From Dreams to Reality feat Fathia Izzati) which was conducted on Tuesday, August 22, 2023, on Home of The Underdogs YouTube channel. The video and audio recording can be accessed at <https://youtu.be/KzPt9nUQX8?si=nzuCvBQEUzdEMNSl>. The interviewers are Fellexandro Ruby and Ario Pratomo, the guest is FIS, and this research focuses on FIS. The duration of this YouTube video is 55 minutes.
- b. The second video is from NS entitled “Najwa Shihab- Sarjana Hukum yang Mendobrak Peran Perempuan dalam Jurnalistik | TAYTB With Me #12” (Najwa Shihab - The Law Graduate Who Broke the Ground for Women in Journalism | TAYTB With Me #12), which was conducted on April 22, 2024, on OCBC Indonesian Show sYouTube channel. The video and audio recording can be accessed at https://youtu.be/DP8fthvFeS0?si=gkc_ucM2rCekZdg7. The guest is NS, and this research focuses on NS. The duration of this YouTube video is 41 minutes, and 39 seconds.

Instrument is a tool used by researcher to collect data to obtain accurate and reliable results. According to Creswell (2009), qualitative research gathers information by examining and transcribing documents. In this research, instruments are used to gain comprehensive insights into the observed phenomena. The instruments used in this research are transcripts of videos by FIS and NS on YouTube.

In qualitative research, there are three data collection methods that can be used namely observation, interviews, and documentation (Utami, Sa'diyah, & Munawwarah, 2025). This research will use observation and documentation, with documentation as the main data collection technique.

Creswell (2009) states that observation is a method in which the researcher conducts field observations to examine individuals' actions and behaviors at the research site. Observation refers to the activity of collecting data by carefully observing the research object. These steps are as follows:

- a. Watching the videos and observing the transcript to identify instances of code-switching. Notes will be taken to find the types and reasons of code-switching used by FIS and NS on YouTube.
- b. Categorizing the collected data based on the types and reasons of code-switching.
- c. Determining the contexts underlying the use of code-switching by FIS and NS on YouTube.
- d. Concluding the observation results regarding the types and reasons of code-switching used by FIS and NS on YouTube.

2) Documentation

Arikunto (1990) as cited in Kulsum (2022) states that documentation is the collection of data related to events or variables in the form of notes, transcripts, books, magazines, and other written sources. In order to obtain the data, this research made notes in the form of transcripts on the types and reasons of code-switching used by FIS and NS on YouTube

In this research, the data will be analyzed using the qualitative data analysis model proposed by Miles and Huberman (1994). According to Miles and Huberman, qualitative data analysis is an interactive and ongoing process consisting of data collection, data reduction, data display, and conclusion. This research will employ content analysis, as the data will be obtained from video transcripts of Indonesian influencers on YouTube. Content analysis will be used to examine and interpret linguistic phenomena, namely code-switching. Data collection is the stage in which the researcher gathers information through observation and documentation in order to obtain the data needed to complete the research. This research uses observation and documentation as the data collection techniques. According to Sugiyono (2013), documents can take the form of written texts, images, or other works. Documentation is chosen because the researcher analyzes the use of code-switching found in the utterances of FIS and NS through video recordings obtained from YouTube.

At this stage, the researcher collects and stores video data from the YouTube channels of Indonesian influencers, namely FIS and NS. The selected videos are downloaded or saved to ensure repeated access during the analysis process. The researcher then identifies relevant videos that contain instances of code-switching and organizes them systematically based on the research needs. After documenting the videos, the next step is transcribing the utterances. At this stage, the researcher converts the spoken language in the videos into written text. All utterances produced by FIS and NS are carefully transcribed. This transcription process aims to make the data easier to analyze. The researcher also ensures the accuracy of the transcription by repeatedly listening to the videos so that the data truly reflect the original utterances.

Data reduction is one of the stages of analysis that serves to sharpen, categorize, direct, filter out irrelevant data, and organize the data so that conclusions can be drawn and implemented. Through the data reduction process, qualitative data can be transformed and interpreted in various ways through rigorous selection. This research focuses on data collected from the utterances of Indonesian influencers, namely FIS and NS, on YouTube. The data reduction process will be conducted by selecting and focusing the data on utterances containing code-switching. Data that are not related to the research objectives will be eliminated, while relevant data will be classified based on the types and reasons of code-switching according to Hoffman (1991).

After the data reduction stage is completed, the next step is data display. According to Miles, data display essentially refers to the organization and summarization of information arranged systematically so that conclusions can be drawn and actions can be taken. In this research, data display will be carried out by organizing information in a structured manner to enable conclusion drawing and decision making. After all data from the videos are analyzed using Hoffman's theory, the results of the analysis will be presented by organizing the selected data and displaying them in the form of descriptive explanations.

Data display aims to clearly show the types of code-switching, including the forms (inter-sentential code-switching, intra-sentential code-switching, and tag-switching) and the reasons found in the influencers' utterances.

At this stage, conclusions will be drawn based on the data that have undergone the processes of data reduction and data display. The conclusions will be continuously verified by reexamining the data, comparing the findings with relevant theories, and ensuring consistency across all analyzed data. The conclusions obtained will serve as answers to the research problems and research questions that have been formulated by the researcher from the beginning. According to Wiersma (1998) as cited in Fiantika et al. (2022), triangulation is a form of qualitative cross-validation. It is used to examine whether the data are sufficient by looking at the consistency of information collected from different sources and through different data collection procedures. In this sense, triangulation helps researchers test the credibility of the informations by comparing the informations from various sources, methods, researchers, and theoretical perspectives, thus minimizing potential bias.

Besides that, Stainback (1988) as cited in Citriadin (2020) explains that the purpose of triangulation is not to find the absolute truth of a phenomenon, but rather to improve the researcher's understanding of what has been found. According Sugiyono (2019) as cited in Fiantika et al. (2022), triangulation can be divided into four types: investigator triangulation, methodological triangulation, data (or source) triangulation, and theoretical triangulation.

To ensure data validity, this research applies investigator triangulation. According to Wiersma (1998) as cited in Fiantika et al. (2022), triangulation is a form of qualitative cross-validation used to increase the credibility of findings by comparing data from different sources and perspectives. In this study, the researcher analyzes the transcripts and categorizes utterances of FIS and NS, and the results are reviewed and verified by the research supervisor as an expert consultant to guarantee the validity and reliability of the findings.

3. Result and Discussion

To find out the results, this research conducts observations and collected data from the YouTube channels of Indonesian influencers, namely FIS and NS. The data are taken from two videos featuring these Indonesian influencers, which contain examples of code-switching in their utterances. The data in this research consist of utterances containing code-switching produced by the influencers during their communication. These utterances are transcribed and analyzed as the primary data of this research. This research identifies the types and reasons for code-switching used by Indonesian influencers, namely FIS and NS, which are analyzed using Hoffman's (1991) theory. The data are given a code to make it easier for researcher, namely Inter-S CS for the inter-sentential code-switching, Intra-S CS for the intra-sentential code-switching, and Tag-S for tag switching. Furthermore, the reasons for code-switching, which include seven categories namely, TPC for talking about a particular topic, QSE for quoting someone else, BES for being emphatic about something, INTERJ for interjection, RUC for repetition used

for clarification, ICS for intention of clarifying the speech content for the interlocutor, and EGI for expressing group identity. The results of this research are divided into two:

- a. The types of code-switching found on YouTube channels of FIS and NS. In FIS's utterances, a total of 151 data were identified. Intra-S CS was the most dominant type, with 117 data (77.48%), followed by inter-S CS with 33 data (21.85%), and tag-switching with 1 data (0.66%). In NS's utterances, a total of 33 data were identified. Intra-S CS was also the most dominant type with 28 data (84.85%), followed by tag-switching with 3 data (9.09%), and inter-S CS with 2 data (6.06%). These show that all three types of code-switching proposed by Hoffman (1991) were identified in FIS and NS's utterances on YouTube channels.
- b. The reasons for the use of code-switching on the YouTube channels of FIS and NS. In FIS's utterances, a total of 151 data were identified. The most dominant reason was TPC with 76 data (50.33%), followed by BES with 56 data (37.08%). The ICS occurred in 6 data (3.97%), QSE occurred in 5 data (3.31%), while RUC and EGI each occurred in 3 data (1.99%). The least frequent reason was INTERJ with 2 data (1.32%). In NS's utterances, a total of 33 data were identified. Among these, BES was the most dominant reason with 19 data (57.58%), followed by TPC with 6 data (18.18%). QSE, ICS, and INTERJ each occurred in 2 data (6.06%), while EGI and RUC each occurred in 1 data (3.03%). These findings show that all categories of reasons for code-switching proposed by Hoffman (1991) were identified in FIS and NS's utterances on YouTube channels.

In this section, this research elaborated on the findings that have been presented previously based on two main research questions, namely: (1) the types of code switching found in the YouTube channels by FIS and NS, and (2) the reasons for the use of code switching found in the YouTube channels of FIS and NS. Based on the research results, it was found that all types of code switching according to Hoffman (1991), namely intra-S CS, inter-S CS, and tag switching, appear in the utterances of FIS and NS, with the most dominant type of code switching being intra-S CS. In addition, all seven reasons for using code switching were also found in this research data. The dominant reasons for the use of code switching differ for each speaker, namely TPC in FIS and BES in NS.

This research found 151 code-switching utterances in the video "Lunch #130 – Dari Mimpi Menjadi Kenyataan feat. Fathia Izzati". Of this number, there are 117 data of intra-S CS, 33 data of inter-S CS, and 1 data of tag switching. The dominance of intra- CS shows that FIS tends to switch languages within the same sentence when communicating, with a contribution of 77.48%. This indicates a high level of bilingual fluency as well as the ability to integrate two languages spontaneously. In terms of reasons for use, it was found that TPC is the most dominant reason with 76 data, followed by BES with 56 data. Other reasons include ICS (6 data), QSE else (5 data), as well as RUC, and EGI, each of which amounts to 3 data and the last INTERJ with 2 data. These findings indicate that FIS uses code switching primarily to discuss certain topics that are considered more appropriate or easier to convey in a particular language.

Meanwhile, in the video “Najwa Shihab – Sarjana Hukum yang Mendobrak Peran Perempuan dalam Jurnalistik | TAYTB With Me #12”, 33 code-switching utterances were found. Types of code switching in the video, the researcher found 28 intra-S CS, 2 inter-S CS, and 3 tag switching. The research results show that the speaker prefers to use intra-sentential switching when communicating with others, with a contribution of 84.85%. The most dominant code switching occurs when the speaker switches languages within the same sentence. In terms of reasons, BES is the most dominant reason with 19 data, followed by TPC with 6 data. Other reasons include QSE and clarifying the speech content with 2 data each, INTERJ consisting of 2 utterances, expressing group identity consisting of 1 utterance, and RUC consisting of 1 utterance. This shows that NS tends to use code switching to emphasize meaning or strengthen the message conveyed to the interlocutor.

The speakers in both videos show a similar tendency in the use of types of code switching, namely the dominance of intra-sentential switching. However, there are differences in the reasons for its use. FIS tends to use code switching to discuss particular topics, while NS emphasizes expressive functions or the reinforcement of meaning.

This research has similarities with the research conducted by Rachma (2021), which also used YouTube video data to analyze the types of code switching and the reasons for using code switching. The results of that research found that intra-S CS is the most dominant type, which means tend to switch languages within sentence boundaries. However, on the other hand, this research on code switching used by FIS and NS also has differences from previous research. This can be seen from the data source and the number of speakers. Rachma (2021) analyzed one video with three speakers, while this research used two videos with two different speakers. Differences can also be seen in the results regarding the reasons for using code switching. This research found two most dominant reasons, namely TPC in FIS utterances and BES in NS utterances. Meanwhile, the previous research by Rachma (2021) found only one dominant reason, namely TPC.

This study shares certain similarities with Venenciana (2020), who investigated code-switching in YouTube videos from “The BenZi Project,” also using video content as the data source to examine the types and reasons for code-switching. However, the present study, which focuses on the utterances of FIS and NS, shows notable differences from the previous research. These differences are reflected in the findings related to both the types and the underlying reasons for code-switching. Based on Hoffman’s (1991) framework, this study identified all seven reasons for code-switching in the utterances of FIS and NS. The most dominant reasons were TPC in FIS’s utterances and BES in NS’s utterances. In contrast, Venenciana (2020) identified only five reasons, with TPC topic as the most frequent one.

Furthermore, in research conducted by Anjarani (2021), an analysis of code switching on Instagram used by English students in Unisma, there are similarities with this research. This research has similarities with previous research in analyzing the types and reasons for code switching on social media. However, on the other hand, this research also has differences from previous research, namely the data source in this research is from YouTube, while the previous research used Instagram. Then, it can be seen from the results regarding the types and reasons for using code switching in their

utterances. This research found intra- CS as the most dominant type, whereas the previous research identified tag switching as the most dominant. This means that Instagram users tend to use shorter utterances compared to YouTube. In addition, in this research, in the utterances of FIS and NS, there are two most dominant reasons, namely TPC in FIS utterances and BES in NS utterances. Meanwhile, the previous research by Anjarani (2021) found only TPC as the most dominant reason.

Research by Rini, M. Natsir, and Setyowati (2019), an analysis of code switching in the film *Dior and I*, also shows similarities with this research in analyzing the types and reasons for code switching in digital media. However, on the other hand, this research also differs from previous research in that the data source in this research is from YouTube, while the previous research used a film. Then, it can be seen from the results regarding the types and reasons for using code switching in their utterances. This research found intra-S CS as the most dominant type, while the previous research identified inter-S CS as the most dominant. This difference implies that communication in films is more structured, while YouTube is more spontaneous. This research found all seven reasons for code switching according to Hoffman's (1991) theory in the utterances of FIS and NS, with two most dominant reasons, namely TPC in FIS utterances and BES in NS utterances. Meanwhile, the previous research by Rini, M. Natsir, and Setyowati (2019) found only six reasons, with TPC as the most dominant reason.

This study supports earlier findings and offers valuable insights for readers regarding the significance of investigating code-switching. The use of two languages provides several benefits for language learners, including facilitating comprehension, making communication in another language more engaging, preventing potentially misleading information, and minimizing ambiguity in meaning.

This study applies Hoffman's theory to analyze the types and reasons for code-switching found in the videos. The speakers alternate between English and Indonesian when interacting with their interlocutors. A descriptive qualitative approach is employed, as the data consist of the speakers' utterances. During the data collection process, a specific challenge was identified, particularly concerning the data source. Since the data were obtained from YouTube videos, the researcher was required to transcribe the content manually.

This research also provides implications regarding differences in target audiences and each speaker's communication style. The higher frequency of code-switching in FIS's videos indicates that the content tends to be aimed at a younger, bilingual audience, such as teenagers and young adults who are alternating between Indonesian and English in everyday communication. In this context, code-switching functions as a natural and engaging communication strategy and reflects language use that is common in informal situations, particularly on digital platforms such as YouTube. In contrast, the lower frequency of code-switching in NS's videos indicates a more formal and controlled communication style, which is likely intended for a broader and more diverse audience, including professionals and the general public. As a public figure in journalism, NS tends to use code-switching more strategically, mainly to emphasize certain meanings rather than as a dominant communication style. In addition, the dominance of intra-S CS in both

speakers shows a high level of bilingual competence and reflects the increasingly flexible language use trends in digital discourse in Indonesia. However, differences in the frequency and reasons for code-switching between FIS and NS indicate that social background, profession, and audience design also influence language choice. Therefore, code-switching is not only a linguistic phenomenon but also a social strategy influenced by context, purpose, and audience.

4. Conclusion

This study is intended to examine the types and underlying reasons for code-switching found in YouTube videos of Indonesian influencers. The analysis specifically focuses on the utterances produced by FIS and NS in the selected videos. Guided by Hoffman's (1991) framework, this research investigates how code-switching occurs and why it is used in each utterance. Based on the analysis of both the types and motivations of code-switching in the videos "Lunch #130 – Dari Mimpi Menjadi Kenyataan feat Fathia Izzati" and "Najwa Shihab – Sarjana Hukum yang Mendobrak Peran Perempuan dalam Jurnalistik | TAYTB With Me #12," the findings can be summarized as follows:

First, in FIS's utterances, there are 151 code-switching utterances in "Lunch #130 – Dari Mimpi Menjadi Kenyataan feat Fathia Izzati" (Lunch #130 – From Dreams to Reality feat Fathia Izzati). From this total, intra-S CS is the most frequently found type in her utterances, with 117 data representing 77.48%, followed by inter-S CS with 33 data representing 21.85%, and finally tag-switching with 1 data representing 0.66%. Then, in NS's utterances, there are 33 code-switching utterances in "Najwa Shihab – Sarjana Hukum yang Mendobrak Peran Perempuan dalam Jurnalistik | TAYTB With Me #12" (Najwa Shihab – The Law Graduate Who Broke the Ground for Women in Journalism | TAYTB With Me #12). From this total, intra-S CS is the most frequently found type in her utterances, with 28 data representing 84.48%, followed by tag-switching with 1 data representing 9.09%, and inter-S CS with 2 data representing 6.06%.

Second, in this research, in FIS's utterances there are 151 code-switching utterances in "Lunch #130 – Dari Mimpi Menjadi Kenyataan feat Fathia Izzati" (Lunch #130 From Dreams to Reality feat Fathia Izzati). From this total, TPC is the most frequently found reason in her utterances, with 76 data representing 50.33%, followed by BES with 56 data representing 37.08%, ICS with 6 data representing 3.97%, QSE with 5 data representing 3.31%, then INTERJ with 2 data representing 1.32%, RUC representing 1.99%, and finally EGI, each found to have 3 data representing 1.99%. Then, in NS's utterances, there are 33 code-switching utterances in "Najwa Shihab – Sarjana Hukum yang Mendobrak Peran Perempuan dalam Jurnalistik | TAYTB With Me #12" (Najwa Shihab – The Law Graduate Who Broke the Ground for Women in Journalism | TAYTB With Me #12). From this total, BES is the most frequently found reason in her utterances, with 19 data representing 57.58%, followed by TPC with 6 data representing 18.18%, ICS for the interlocutor with 2 data representing 6.06%, INTERJ consists of 2 utterances representing 6.06%, EGI consists of 1 utterance representing 3.03%, and finally RUC consists of 1 data representing 3.03%.

This study indicates that the use of utterances in bilingual communities is strongly influenced by the contexts and interactions in which they occur. Therefore, a thorough understanding of code-switching is essential, not only to grasp its theoretical implications but also to apply appropriate language use in both educational settings and everyday communication. Code-switching should be recognized not merely as a linguistic phenomenon, but also as an effective communication strategy. Based on these findings, several suggestions can be offered. For readers who wish to deepen their understanding of code-switching, especially its types and underlying reasons, this study can serve as a valuable reference. Additionally, YouTube content from FIS and NS may be utilized according to learners' needs: FIS's videos are suitable for younger audiences as they reflect the natural use of code-switching in informal contexts and daily interactions, particularly when discussing specific topics and enriching vocabulary, while NS's content provides insight into more formal language use, where code-switching is often employed to emphasize or reinforce meaning in delivering messages. For future researchers, this study is expected to serve as a helpful reference for conducting further research on code-switching, not only in traditional media such as television, books, and novels, but also in everyday communication and digital platforms like YouTube. For English teachers, it is suggested that, in addition to books and journals, YouTube channels can be used as alternative teaching resources, as they offer various benefits such as creating a more engaging learning environment, enhancing vocabulary development, and fostering a more dynamic and less monotonous classroom atmosphere.

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