

**THE USE OF TRANSLANGUAGING AND MULTIMODAL
MODES IN PUELLA YOUTUBE CHANNEL**

THESIS

By:
Hilwah Fatimatuz Zahro
NIM 18320167



DEPARTMENT OF ENGLISH LITERATURE
FACULTY OF HUMANITIES
UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG

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**THE USE OF TRANSLANGUAGING AND MULTIMODAL
MODES IN PUELLA YOUTUBE CHANNEL**

THESIS

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By:

Hilwah Fatimatuz Zahro

NIM 18320167

Advisor:

Dr. Yayuk Widyastuti Herawati, M.Pd.

197705032014112002



DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

2024

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I state that the thesis entitled **“The Use of Translanguaging and Multimodal Modes in PUELLA YouTube Channel”** is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

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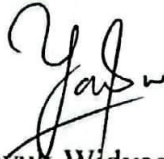
Hilwah Fatimatuz Zahro
NIM 18320167

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This to certify that Hilwah Fatimatuz Zahro's thesis entitled "The Use of Translanguaging and Multimodal Modes in PUELLA YouTube Channel" has been approved for thesis examination at Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of Sarjana Sastra (S.S.).

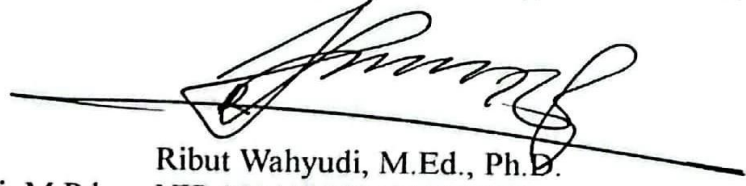
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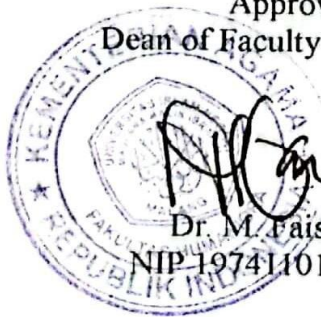
Dr. Yayuk Widyastuti Herawati, M.Pd.
NIP 197705032014112002

Head of Department of English Literature,



Ribut Wahyudi, M.Ed., Ph.D.
NIP 198112052011011007

Approved by
Dean of Faculty of Humanities,

Dr. M. Faisol, M.Ag.
NIP 197411012003121004

LEGITIMATION SHEET

This is to certify that Hilwah Fatimatuz Zahro's thesis entitled **"The Use of Translanguaging and Multimodal Modes in PUELLA YouTube Channel"** has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra (S.S.)* in Department of English Literature.

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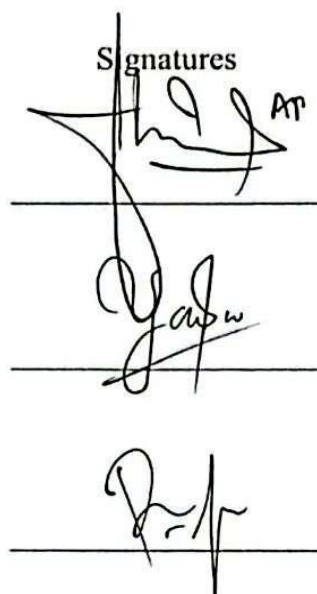
Board of Examiners

1. Dr. Syafiyah, M.A.
NIP 196609101991032002

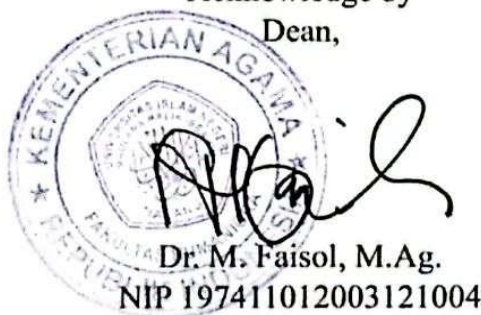
2. Dr. Yayuk Widyastuti Herawati, M.Pd.
NIP 197705032014112002

3. Dr. Rohmani Nur Indah, M.Pd.
NIP 197609102003122011

Signatures



Acknowledge by
Dean,



Dr. M. Faisol, M.Ag.
NIP 197411012003121004

MOTTO

"Because verily after hardship there is ease (5), and verily after hardship there is ease (6)"

(Q.S. Al-Insyirah: 5 and 6)

“You are stronger than you think you are.”

-AA. Milne

DEDICATION

I dedicate this thesis to my beloved parents Harum Wijayanti and Imam Muslim, who have tirelessly supported all my choices through hard work and their prayers at all times. I also dedicate it to my beloved sister, Syifa' Tsuroyya Fillah and my beloved brother A. Fawwaz 'Azmi Musyaffa'. They have provided me with love, endless prayers, motivation, as well as mental and financial support.

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I would also like to express my gratitude to my supportive friends. My old friends who are like family, Rif'atus Zakiyyah Abidin; and one of my dorm friends Septia Della.

I realize that my thesis is still far from perfect. However, I hope that this thesis can provide benefits and useful information for readers, especially for researchers in the same field.

Malang, 12 Desember 2024

The researcher,



Hilwah Fatimatuz Zahro

NIM 18320167

ABSTRACT

Zahro, Hilwah Fatimatuz (2024) *The Use of Translanguaging and Multimodal Modes in PUELLA YouTube Channel*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Dr. Yayuk Widyastuti Herawati, M.Pd.

Key words: translanguaging, sociolinguistics, multilingual, multimodality

This study examines the phenomenon of translanguaging in a digital platform, namely YouTube. The researcher uses a podcast video on Cinta Laura's channel entitled "Ternyata sengaja disebarkan untuk pengalihan isu" by inviting Nessie Judge as the guest. As multilinguals, of course they do not only use Indonesian in their discussions. Therefore, the researcher examined what the patterns of translanguaging are in each utterance they say, and the influence of multimodality implied in their conversations. This study used qualitative study and content analysis, using corpuses techniques to collect data. From the analysis carried out, it can be found that there are 7 patterns of translanguaging that they do in the podcast; Adaptation to the Audience (AA), Mixed Language Use (MLU), Context Shifting (CS), Explanatory Strategies (ES), Negotiation of Meaning (NM), Social Identity (SI), and finally, Conveying Emotion and Nuance (CEN). The use of modes -text, image, gesture- is very important in a communication to avoid misunderstanding, and increase the interest of people who communicate in order to gain knowledge or just to chit chat. From the way they use translanguaging in communicating, it has several impacts on their viewers or subscribers; whether it is positive, negative, or various opinions and suggestions that can be a discussion on the topic discussed in the podcast. This study has limitation where only two of the multimodality modes that cannot be found, namely Spatial and Aural. Therefore, it is suggested for further researcher to do deep research on other circumstances such as home décor video which can have the spatial mode, and do deep research in order to fulfil the aural mode in the written context. By doing this, spatial and aural as the multimodality modes could be found.

ABSTRAK

Zahro, Hilwah Fatimatuz (2024) *Penggunaan Translanguaging dan Elemen Multimodal dalam PUELLA YouTube Channel*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Dr. Yayuk Widyastuti Herawati, M.Pd.

Kata kunci: translanguaging, sociolinguistik, multilingual, multimodalitas

Penelitian ini mengkaji fenomena translanguaging dalam platform digital, yaitu YouTube. Peneliti menggunakan video podcast pada channel Cinta Laura yang berjudul "Ternyata sengaja Disebarkan untuk pengalihan isu" dengan mengundang Nessie Judge sebagai bintang tamu. Sebagai multilingual, tentu mereka tidak hanya menggunakan bahasa Indonesia dalam berdiskusi. Oleh karena itu, peneliti mengkaji apa saja pola translanguaging yang ada dalam setiap tuturan yang mereka sampaikan, dan pengaruh multimodalitas yang tersirat dalam percakapan mereka. Penelitian ini menggunakan studi kualitatif dan analisis isi, dengan menggunakan teknik korpus untuk mengumpulkan data. Dari analisis yang dilakukan, dapat diketahui bahwa ada 7 pola translanguaging yang mereka lakukan dalam podcast tersebut, yaitu Adaptation to the Audience (AA), Mixed Language Use (MLU), Context Shifting (CS), Explanatory Strategies (ES), Negotiation of Meaning (NM), Social Identity (SI), dan terakhir, Conveying Emotion and Nuance (CEN). Penggunaan moda -teks, gambar, gestur- sangat penting dalam sebuah komunikasi untuk menghindari kesalahpahaman, dan meningkatkan minat orang yang berkomunikasi untuk mendapatkan pengetahuan atau hanya untuk mengobrol. Dari cara mereka menggunakan translanguaging dalam berkomunikasi, hal itu memiliki beberapa dampak pada pemirsa atau pelanggan mereka; apakah itu positif, negatif, atau berbagai pendapat dan saran yang dapat menjadi diskusi tentang topik yang dibahas dalam podcast. Penelitian ini memiliki keterbatasan di mana hanya dua moda multimodalitas yang tidak dapat ditemukan, yaitu Spasial dan Aural. Oleh karena itu, disarankan bagi peneliti lebih lanjut untuk melakukan penelitian lebih dalam pada keadaan lain seperti video dekorasi rumah yang dapat memiliki moda spasial, dan melakukan penelitian lebih dalam untuk memenuhi moda aural dalam konteks tertulis. Dengan melakukan ini, spasial dan aural sebagai moda multimodalitas dapat ditemukan.

مستخلص البحث

زهرو، حلوة فاطماتوز (2024) تحليل نقل اللغات باستخدام متعدد الوسائط في ملفات بودكاست على اليوتيوب. أطروحة. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف د. يايوك ويدياستوتي هير اواتي، (دكتور في الطب)

الوسائط التعدد اللغوي؛ التعدد الاجتماعي؛ اللغة علم اللغوية؛ الترجمة: المفاتيحية الكلمات

تدرس هذه الدراسة ظاهرة الترجمة عبر اللغات في منصة رقمية، وهي اليوتيوب. يستخدم الباحث مقطع فيديو بودكاست على قناة سينتا لورا بعنوان "Ternyata sengaja disembarkan untuk pengalihan isu" من خلال دعوة Nessie Judge كضيف. بصفتهم متعددي اللغات، بالطبع لا يستخدمون اللغة الإندونيسية فقط في مناقشاتهم. لذلك، فحص الباحث أنماط الترجمة عبر اللغات في كل لفظ يقولونه، وتأثير التعددية اللغوية الضمنية في محادثاتهم. استخدمت هذه الدراسة الدراسة النوعية وتحليل المحتوى، باستخدام تقنيات النصوص لجمع البيانات. من التحليل الذي تم إجراؤه، يمكن العثور على أن هناك 7 أنماط من الترجمة عبر اللغات يقومون بها في البودكاست؛ التكيف مع الجمهور (AA)، واستخدام اللغة المختلطة (MLU)، وتحويل السياق (CS)، والاستراتيجيات التفسيرية (ES)، والتفاوض على المعنى (NM)، والهوية الاجتماعية (SI)، وأخيرًا، نقل المشاعر والفروق الدقيقة (CEN). يعد استخدام الأنماط - النص والصورة والإيماءة - مهمًا جدًا في التواصل لتجنب سوء الفهم وزيادة اهتمام الأشخاص الذين يتواصلون من أجل اكتساب المعرفة أو لمجرد الدردشة. من الطريقة التي يستخدمون بها الترجمة اللغوية في التواصل، فإن لها تأثيرات عديدة على المشاهدين أو المشتركين؛ سواء كانت إيجابية أو سلبية أو آراء واقتراحات مختلفة يمكن أن تكون مناقشة حول الموضوع الذي تمت مناقشته في البودكاست. هذه الدراسة لها قيود حيث لا يمكن العثور على اثنين فقط من أنماط تعدد الوسائط، وهما المكاني والسمعي. لذلك، يُقترح على الباحثين الآخرين إجراء بحث متعمق حول ظروف أخرى مثل فيديو ديكور المنزل الذي يمكن أن يكون له الوضع المكاني، وإجراء بحث متعمق من أجل استيفاء الوضع السمعي في السياق المكتوب. ومن خلال القيام بذلك، أصبح من الممكن العثور على الوسائط المتعددة المكانية والسمعية.

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CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In the era of increasing globalization, the phenomenon of multilingualism has been becoming a fundamental part of life, especially in cultural and linguistically diverse societies. The practices of translanguaging have emerged as common communication strategies used by individuals who master more than one language. Translanguaging is a practice in which bilingual and multilingual speakers use all their language resources flexibly in a conversation. Understanding the factors that encourage the use of this practice, as well as the impact on communication, is important for exploring the dynamics of social interaction in superdiverse societies.

In this digital era, people often communicate via the internet. Chatting through applications, learning through applications, and even seeking entertainment through applications. YouTube, an application that is widely loved by the teenagers, especially, that provides a place to seek knowledge, show works, earn money, and also entertainment. Podcast is one of the programs on YouTube that is in great demand because it can provide knowledge as well as entertainment. This is one of the interests of the researcher in using YouTube podcast as research object. Another factor is that with YouTube, podcast can last without a time limit, unlike Instagram or TikTok which have a minimum time in one video. In terms of

monetization, podcasts on YouTube are more promising than in text form in print media. YouTube is also a form of multimodal communication forum because it includes three modes in the form of images, text, and audio.

Translanguaging has the interesting sides, because people in this era has been gaining more confidence in speaking other than their first language. It makes them look cool and make new cool friends too. Translanguaging practices reflect the cultural and social identities of speakers as well as invite audiences with related language use. Translanguaging also allows speakers to use all their language resources, creating richer and more meaningful communication to create flexibility in language. Those are the reasons on why the researcher has the interest on discussing translanguaging in this study. The researcher analyze translanguaging and multimodal modes in a podcast video between 2 multilinguals discussing an issue that can later produce knowledge and entertainment for readers. García (2009) defines translanguaging as a practice in which bilingual speakers use all their language resources flexibly to create meaning. Meanwhile, Wei (2011) explains that translanguaging is a way for bilingual or multilingual speakers to use language dynamically and flexibly in social contexts. She emphasizes that this involves utilizing all the language abilities that an individual has to communicate effectively.

Translanguaging is also related to multimodal communication. It allows the researcher to explore how different modes contribute to richer and more complex meanings. Using multiple modes can increase the emotional engagement of the audience. This research can also explore how visual and audio elements can

influence the audience's feelings and responses to a message. Researching multimodal communication provides many opportunities to explore deeper communication dynamics that are relevant to today's society. That's why the researcher has the interest on discussing multimodal communication in a video podcast. The researcher presents what kinds of modes the speakers in the video has done along with the screenshots as supported.

In today's global era, translanguaging need to continue to exist and be studied, especially with research that carries the conversation between two multilinguals on a YouTube podcast. From the video, we can find out a word that cannot be interpreted literally and must pay attention to the context to be interpreted. Therefore, in conveying something, it is necessary to use modes in order to understand the context more easily, which in this case is called multimodal communication. If on YouTube, there is a term "views" which usually means perspectives, while in the world of YouTube, this refers to the number of times a video has been watched.

Multimodal communication encompasses the use of multiple modes of communication, such as text, images, audio, and video, reflecting the way people communicate in today's digital world, where multiple media are often used simultaneously. By studying multimodal communication, this research can explore how the combination of different modes enhances users' understanding and experience in a communication context. Research on multimodal communication can reveal how social context influences the way people

communicate, as well as how meaning is constructed through multimodal interactions.

So far, the researcher found that previous researchers discussed a lot regarding the translanguaging. It can be grouped in education (Antony et al., 2024; Ponzio & Deroo, 2023; Silvestri & Falk, 2023; Song et al., 2022), the role of translanguaging with multimodality (Canals, 2021; Jonsson & Blåsjö, 2020), and translanguaging in linguistic landscape (Alomoush & Al-Naimat, 2020; Cormier, 2020; Costley et al., 2023).

Translanguaging in education is the first category. Research that examines how teachers and students communicate in the classroom using mixed or switched languages is known as translanguaging in education. The language planning procedure at a school that serves DHH and Deaf-Blind pupils with a range of other disabilities is the subject of the first study. The current study set out to investigate how a school community views translanguaging following a three-year language planning cycle. The results demonstrated that by co-constructing information about the language usage of DDBDD individuals, the school community is creating a translingual framework. Although English and ASL are acknowledged as separate languages, it points out that flexibility and a variety of communication techniques are necessary (Silvestri & Falk, 2023). The second study examined case studies of two multilingual educators in the United States who used translanguaging techniques to enhance their students' social-emotional learning. The findings have implications for language teacher education and emphasize the importance of teachers supporting multilingual learners' use of their

whole linguistic repertoire for both academic success and personal development. The findings also demonstrated how important it was for these two teachers to establish a secure and nurturing environment for the innovative language practices and related multilingual identities of their multilingual students in order to successfully include SEL into their instruction (Song et al., 2022). This study analyses the texts teachers created in response to four multimodal tasks including semiotic meaning analysis through the multiple modes they integrated in the responses. This study also compared broader patterns in the translanguageing cumulative learning as a part of MEC. The findings show that the language teacher educators can harness multimodal resources to expand teacher's capacity to enact translanguageing as an equity-based pedagogy of hope (Ponzio & Deroo, 2023). From the viewpoint of foreign language learners, the following study explores the fundamentals of pedagogical translanguageing and its significance in a multilingual classroom setting. The qualitative method is being used in this investigation. The findings from the semi-structured interviews indicate that there are eight major themes and thirty-five subthemes. Similarities and variations in the use of translanguageing in language learning situations were found when these findings were compared to the functions of translanguageing (Antony et al., 2024).

Multimodal translanguageing is the second group. It refers to a study that examines the multimodality of communication through the use of switched or mixed languages. Many scholars have examined the role of translanguageing with multimodality. The study looks at how multimodality and translanguageing help to structure oral interactions during meaning-negotiation-related language-related

episodes (LREs). Both qualitative and quantitative methods were employed in the data collection process. The results showed that translanguaging generally took place during meaning negotiation and involved not just English and Spanish but also other common languages. The usage of various digital and physical technologies (computers, mobile devices, props, notes), as well as gestures, postures, and gaze, was also investigated. Analysis of qualitative data demonstrated how multimodality and learners' multilingual repertoires interact, reinforcing and complementing meaning making during these episodes (Canals, 2021). Jonsson and Blåsjö (2020) explores using the linguistic ethnography approach to write professionally in many languages. The study's findings indicate that professionals must be able to switch between translanguaging and more monolingual modes of communication in daily interactions, that using multimodal resources involves placing texts in physical locations, and that traditional materials like paper and pen are still necessary.

Translanguaging in the linguistic landscape is the final group. The study of translanguaging in linguistic landscape refers to the flexible use of several languages by people or communities in public settings, including on signs, ads, or graffiti. Alomoush and Al-Naimat (2020) examine the linguistic landscape of Jordanian retail malls and how English is formed and contested there. The sociolinguistic functions of English and other linguistic resources in those shopping centers are also examined. This study employed both quantitative and qualitative methodologies. According to the findings, using English as a useful tool for community translanguaging within shopping malls in western Amman has

become commonplace. The expanding corpus of linguistic landscape research that uses a translanguaging viewpoint to comprehend how language is employed as a resource for meaning production in the social world was covered by Tracey et al. in 2022. In order to comprehend language use in post-colonial contexts like Zambia, the researcher talks about the evolving status and usage of regional African languages. The findings demonstrate how African languages are becoming increasingly valued and how their usage has grown. The aspirational middle class, which is also associated with nuclear families, includes the African language. African languages have gained significant traction in modern discourse as a result of these factors. According to Cormier (2019), the linguistic landscapes of bilingual and multilingual schools can be examined using the translanguaging theory. This study used qualitative data from three distinct secondary school contexts in Manitoba, Canada: French language schools, French immersion dual track, and French immersion single track. The linguistic landscape of a school, or "school scape," can therefore be seen as a representation of the language repertoire of its students.

While my research now, it is different from previous studies in terms of object. The researcher conduct research that focuses on the global community and followers on a channel that makes one of podcast video become the object of this research. Whereas in the previous researches, it has not focused on a research object in the form of a video podcast. The second is in terms of the discussion about translanguaging patterns by youtubers using multimodal elements. The researcher has searched from various sources, but no previous researchers have

specifically discussed those on multilingual conversation podcast. The researcher provides an overview of this for both multilingual and monolingual speakers. Therefore, the gaps the researcher is going to fill is regarding the object, and the discussion about translanguaging patterns by youtubers using multimodal elements.

The researcher conducted this research because there was something interesting. Nowadays, the researcher found on any digital platform, as well as in the researcher's own life that there are many people who mix or switch their languages in communicating. However, some force it in order to get cool friends, or look cool. So that it has an impact on misunderstanding which ultimately makes them shunned in a friendship. This is what make the researcher to research this, whether actually doing the translanguaging has a positive impact, or there can be a consideration that this could have a negative impact on the speaker and the respondent.

Researcher use Nessie Judge and Cinta Laura as YouTubers as the object of this study because both of them are multilinguals, which results in relevance to this research on translanguaging. Cinta Laura is a YouTuber with 344K subscribers who has podcast content with interesting and weighty topics. while Nessie Judge is a YouTuber with 10,9M subscribers who has horror and conspiracy themed content, which contains important content about crime and conspiracy news that is useful for society as well as horror content that functions as entertainment. So, by analyzing them, and with the differences in their styles in creating content, this study becomes significant, because it provides a broader

perspective on research, especially for their respective communities. Both YouTubers often actively interact with the audience by holding a Question and Answer (QnA) session at the end of the video regarding their opinions on the discussions they are doing. This video podcast also has a match with this research method, namely content analysis, where one video is enough to be analyzed in depth without having to add more videos. It can be concluded that the selection of these two YouTubers aims to understand how they influence the audience's perception of the topics they discuss, where what they do and discuss in the video is in accordance with the research conducted by this researcher.

1.2 Research Questions

1. What are the patterns of translanguaging practiced by Cinta Laura and Nessie Judge in the podcast?
2. How does the multimodal elements in every scene of the video influence the comprehension and understanding of the viewers?

1.3 Objective of the Study

1. To show what are the patterns of translanguaging practiced by Cinta Laura and Nessie Judge in the podcast
2. To explain how does the multimodal elements in every scene of the video influence the comprehension and understanding of the viewers

1.4 Significance of the Study

There are two significances that can be shown in this study, they are theoretical and practical significance. In terms of theoretical significance, this

study explores the relationship between translanguaging theories with multimodality theory to provide more comprehensive understanding of the language use in the context of modern communication, especially using YouTube as the media or multimodality aspect. With the increasing use of digital media and diverse communication platforms, a person not only switches between languages, but also uses multiple modes of communication (text, images, voice) simultaneously. This study provides an analysis of translanguaging in a Podcast video based on García (2009) and Kress theories. The researcher is trying to discuss the topic by adding further explanation using the theory. There are a lot of benefits by using this theory, because the information is so well provided, so the researcher can be easier in doing the research. Practical significance in this study can be obtained by analysing translanguaging in a podcast video by watching it, taking notes, taking screenshots, analysing theories, and writing it in the research. The justification of it can also be obtained by considering the reaction by the viewers regarding the podcast in the comment section. So that, the people who read it can understand the definition of translanguaging, how do multilingual speakers use translanguaging and multimodality modes on the YouTube platform, and the detail analysis of its use in a conversation. The data provide the continued study that has not yet been discussed in the previous studies.

1.5 Scope and Limitation

The sociolinguistic and multimodality analysis that is, the conversation concerning translanguaging and multimodal modes can be the scope of this work. The limitation in this study is placed on the urgency of translanguaging analysis using multimodal communication in a YouTube podcast, especially in this digital era. Translanguaging in a podcast video featuring Cinta Laura as the host and Nessie Judge as a guest on YouTube, one of the helpful platforms, is the study's focus.

1.6 Definition of Key Terms

In order to make the readers understand the main topic regarding the use of translanguaging using multimodal communication in YouTube podcast, there are several key terms that becomes the focus of the study.

1. Translanguaging

Translanguaging is a practice in which multilingual speakers such as Cinta Laura and Nessie Judge use all their language resources flexibly to create meaning. It is a process involving integration and interaction between the languages.

3. Sociolinguistics

Sociolinguistics comes from the word social and linguistics. Social means relating to society, and linguistics means the science of language. Sociolinguistic

focuses on the language used according to the conditions of society which in this study, there is a translanguaging act by YouTubers in a podcast as multilingual.

4. Podcast

Podcast from the YouTubers Cinta Laura and Nessie Judge is a digital audio document that is produced and distributed online through various platforms to be distributed to the public. In today's era, podcast comes in a form of video which can be find in the YouTube.

5. Multilingual

Multilingual is a term used to describe individuals or communities who are able to actively use and master more than one language, such as Cinta Laura and Nessie Judge that becomes the object of this study.

6. Multimodality

In general, "multimodal" term refers to the availability of multiple modes for conveying or receiving information. Multimodality is also considered as the way to improve flexibility, efficiency and user experience in a context of communication, which in this case is using YouTube podcast as the object of the study. In this research, multimodality of communication can be discussed by linking it to code switching and code mixing in a podcast.

CHAPTER II

LITERATURE REVIEWS

In this chapter, there is a theoretical framework that becomes the basis of this research. This theoretical framework includes key concepts and approaches that are relevant to the topic being studied, as well as how these theories can provide a deeper understanding of the phenomena that are the focus of the research. So that readers are expected to be able to see the relationship between theory and practice described in this research.

2. Theoretical Framework

The existence and search of literature is crucial while doing a qualitative investigation. The literature serves as a way for researcher to acquire a theoretical foundation for their work. Because they make it easier for researchers to identify research challenges and directions, theoretical framework is crucial in terms of research. The objective of chapter II's theoretical framework is to examine the various applications and purposes of translanguaging used by multilinguals in multimodal communication in YouTube video podcasts, as well as how the diversity of speaker and audience backgrounds influences this use, and how understanding and interaction between speakers and audiences in the setting of superdiversity are affected by translanguaging. A review of the literature is therefore required to assist in the application of this research. The literature review

includes: (a) Translanguaging Theory. (b) Multimodal Discourse Theory. (c) Relevant research studies.

2.1 Translanguaging Theory

Translanguaging is a practice in which speakers use all their language resources simultaneously and flexibly to communicate. Translanguaging, according to Wei, Li (2011), is a way for bilingual or multilingual speakers to use language dynamically and flexibly in social contexts. García identifies several types of translanguaging that describe the ways in which bilingual or multilingual speakers use their languages flexibly; Intrasentential translanguaging, intersentential translanguaging, metalinguistic translanguaging, translanguaging as identity, and translanguaging in education. There are several reasons on why people mix or switch their language according to Hoffmann (1991), (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.

Translanguaging theory used to answer the question about "What are the patterns of translanguaging practiced by YouTubers in the podcast?" is from Garcia (2009). Garcia explains that translanguaging patterns show how multilingual individuals use language flexibility to communicate effectively. There are several types of translanguaging patterns;

- Mixed Language Use (MLU) which means the use of a mixture of languages in one sentence or conversation segment. This is usually done to express more complex ideas or when there is no equivalent word in one language.

- Context Shifting (CS) which affects language use. Speakers may switch languages depending on the situation or audience at hand.
- Explanatory Strategies (ES), a strategy used to explain or clarify meaning when communicating in two or more languages. This can involve using one language to explain terms in another language.
- Negotiation of Meaning (NM) which means the process by which speakers attempt to reach a shared understanding in conversation, often through clarification and questioning. This can involve using multiple languages to ensure understanding.
- Social Identity (SI), the use of language to express social, cultural, or ethnic identity. Speakers may choose a particular language to indicate their affiliation with a particular group.
- Adaptation to Audience (AA), the adjustment of language used based on the audience. Speakers may choose different languages or speaking styles to adapt to the listener.
- Conveying Emotion and Nuance (CEN) means the use of multiple languages to convey emotion and nuance in communication. Speakers may feel better able to express their feelings in one language than another.

By understanding these patterns, we can better appreciate the complexity of interactions in multilingual contexts.

2.2 Multimodal Discourse Theory

This theory was proposed by Kress & van Leeuwen (2000) explaining that communication does not only depend on verbal text, but also involves various elements such as images, colours, layouts, and sounds.

- Linguistic, refers to the use of language, both spoken and written, as a means of conveying meaning.
- Visual, refers to visual elements such as images, graphics, colors, and layout. Visual elements serve to attract attention, provide context, and convey information directly or symbolically.
- Aural, relates to sound elements, including music, background sounds, and voice intonation.
- Gestural, refers to the use of body movement and facial expressions in communication. This includes body language, hand gestures, and expressions of emotion that can reinforce or replace verbal messages.
- Spatial, refers to the use of space and layout to convey meaning. This includes how elements in a text or presentation are arranged in physical space, such as the distance between objects, orientation, and proportion.

All of these elements work together to build meaning. This theory used to answer the second question about “How does the multimodality elements influence the comprehension and understanding of the viewers?”.

Multimodality elements, such as text, images, and sounds, play an important role in shaping audience understanding. According to this theory, meaning is built through the interaction between various modes of communication. For example, in advertising, an attractive image can attract attention, text explains the product, and background music builds the atmosphere. Similarly, in this study, where in a video podcast, there are subtitles on the screen as multimodal text, images that support what they are talking about are also multimodal images, and etcetera. By utilizing these elements, speakers can create a more holistic and effective experience, allowing the audience to understand the information better.

2.3 Relevant Theory

In this study, the researcher uses a relevant theory that becomes the research basis in discussing the topic, namely sociolinguistics. The relationship between language and society and how social variables affect language use are the main topics of sociolinguistic theory. Language variation arises in reaction to the social context (social class, ethnicity, and communication circumstances), according to Labov (1972). When it comes to translanguaging, people frequently switch between dialects or languages to fit the needs of an audience or circumstance. Translanguaging in sociolinguistics refers to the practice of using multiple languages simultaneously by an individual or group. The concept emphasizes that multilingual speakers do not simply switch between the languages they speak, but also integrate elements from each language to form richer meaning. According to the object of this research, the researcher found that

both of the host and the guest of the podcast are multilinguals. They mixed and switched their language to fit the circumstances, each other identities and also the audience. Thus, understanding the social context is essential to analysing this phenomenon.

2.4 Relevant Research Studies

The aim of the study is to elucidate what strategies of shared meaning construction university students use in a multilingual oral task and what task motivation they experience. The results show that/ students were able to draw on a range of strategies for meaning negotiation. However, negotiation of interactional terms was limited. Students also experienced overall high levels of task motivation, though the results also showed the continuing impact of more traditional views of language (Muliyah, et al 2020).

The purpose of this study is to examine the attitudes and translanguaging practices of English department students enrolled in Universitas Bunda Mulia's Language Assessment course in Jakarta. A thematic analysis was used to interpret the data, and the sociocultural theory of mind was used to critically assess it. According to this study, students engage in translanguaging for both creative and critical language practices in addition to cognitive purposes (Santoso, 2020).

This article examines on Latinx bilingual adolescents in the United States who took part in a podcast project as part of a high school course on Chicanx/Latinx Studies that used their bilingualism to teach literacy. The results show how students used podcasts to relate personal experiences to more general,

urgent discourses concerning immigration, language, racialization processes, and resistance, as well as to foster creativity and self-expression (de los Ríos, 2022).

From the standpoint of multilingualism, this article examines the recent advancements in translanguaging. By questioning the monolingual English-only language policy and acknowledging students' first language as a linguistic resource to support language learning in both English and content learning, this review emphasizes the significance of re-examining the role of translanguaging in ELT practices. The article's conclusion offers some useful pedagogical advice for language practitioners and policymakers alike (Liu & Fang, 2022).

In their content, "The Summer Talk," the multilingual members of the K-Pop group WayV explore the subject of translanguaging. Investigating it using descriptive qualitative research showed that 35% of the WayV video content is translanguaging. Referential speech accounts for 49% of its usage, which is the most prevalent in the film, and 50% of its use is devoted to explaining certain issues (Alifa & Degaf, 2024).

This study aims to investigate the translanguaging practices of Malaysian university graduates in digital media regarding on how they utilize their linguistic repertoires such as language choice in different online dialogic exchanges, and explore on how the young adults construct their identity through the translanguaging practices within digital media. The findings show that there are four factors influencing identity construction through translanguaging,

translanguaging practices also enable the multilinguals to maintain their sense of identity through their linguistic expressions (Ng & Lee, 2019).

This study aims to investigate the use of translanguaging by Indonesian students who are continuing their education in the US regarding code switching, code mixing, multimodal communication, and the functions of that in shaping audience engagement using qualitative descriptive analysis. The findings show that code switching is the most prominent component appearing in 82% of "Grad School Decision Reaction," 80% of "Welcome Orientation at Harvard," and 70% of "Last Week of the Semester at Harvard." Translation and interpretation (TI) are more prevalent in academic videos, particularly in "Last Week of the Semester at Harvard" (30%) and "Welcome Orientation at Harvard" (18%), while less frequent (18%) in "Grad School Decision Reaction." Speech functions such as referential (RF) and metalinguistic (MF) are the most prominent, with MF accounting for 64% of speech functions across all videos, emphasizing Zhafira's reflection on language use (20846, n.d.).

This study explores the occurrence of translanguaging in the context of social media and vlogging on the case study of Puri Viera, an Indonesian YouTuber living in the US. The study specifically investigates components such as code switching, translation, and language brokering, also examines and evaluates the translanguaging techniques utilized by Puri Viera, providing insight into the underlying reasons for the methods. The study shows the need of translanguaging as an effective means of expressing messages, emotions, and

cultural identity in the ever-changing and varied field of digital communication (Shalihah, 2024).

This study focuses on how the online teachers draw on different registers, styles of speaking, and strategically orchestrating a range of multimodal resources to teach English vocabulary by means of role plays. The researcher employed multimodal analysis and qualitative content analysis to unpack how two different yet interrelated translanguaging spaces are constructed in the online video classrooms. The study also offers some pedagogical implications to inform the future directions of developing teaching and learning materials in digital platforms. The researchers identified two interconnected translanguaging ‘sub spaces’ – ‘interactional translanguaging space’ and ‘performative translanguaging space’. Translanguaging space affords learners to engage in self-positioning and self-presentation. Conceptualising ‘translanguaging space’ as two sub-spaces can help researchers identify the nuances in the overarching construct of ‘translanguaging space’, thereby assisting them to focus on different aspects of translanguaging practices as they collect and engage with the data (Ho & Tai, 2024).

This study explores digital compositions (i.e., digital collages) as spaces for identity representation through the *proyectos finales* produced by 22 students in a Spanish composition class for heritage or native speakers in a US university using qualitative content analysis. The curricularization of digital composition must not be guided by the same principles of appropriateness and rigidity that

have naturalized the educational opportunities of middle and upper-class individuals from privileged backgrounds (Prada, 2022).

CHAPTER III

RESEARCH METHOD

In this chapter, there is an explanation of the research methods used to achieve the objectives of this study. The explanation includes the research design, data and data source, instrumentation, procedure of data collection, and procedure of data analysis applied. Through a clear understanding of the methods used, it is hoped that readers can follow the steps taken in this study and understand how data was collected and analysed to answer the research questions.

3.1 Research Design

The problem or issue of translanguaging by multilinguals in a YouTube video podcast is explored in this qualitative study. The researcher examines the various forms of translanguaging used by the multilingual host and guest according to the types, and the multimodal used in the communication. This research aims to understand and describe social or cultural phenomena in a profound way. Through the qualitative method, the researcher can explore the experiences, views, or meanings of multilinguals as the main focus of the research. It is very suitable, because this research has the focus to find out how the use of translanguaging by Cinta Laura and Nessie Judge as multilinguals with the addition of multimodal elements can increase understanding and become an interesting experience in the form of a podcast.

Bogdan and Biklen (1982, P.27) define qualitative data as descriptive data that is gathered as words, phrases, sentences, or images as opposed to numerical values. As a result, the researcher thoroughly examines and assess the data in an effort to provide a comprehensive explanation for a phenomenon. The Sociolinguistic paradigm, which emphasizes practical methods, is being used in this study.

3.2 Data and Data Source

The podcast video that is the object of this study and related web sources provide the data for this research. Online resources are dynamic in that they constantly document linguistic advancements that take place in Indonesia to give a current picture. As the main source of information, the video research object's data offers a thorough picture of the circumstances of multilingual speakers who use translanguaging to convey their ideas on current events. The terms "translanguaging in multimodal communication" and "translanguaging in YouTube video conversations" were used to select a variety of data for the secondary data via Google and Google Scholar. For justification, data can also be gathered from social media and comment areas, particularly from viewers who identify as superdiverse. Similarly, research objects can be accessible using the YouTube videos "Kuliah ke luar negeri itu perlu gak sih?" and "Glitch in The Matrix". The relevance of each piece of information to the topic of "Translanguaging, multimodality, superdiversity" is used to filter and restrict it.

3.3 Research Instrument

This research obtained by human research instruments. The researcher is the research instrument, because she plays a key role in collecting, analysing, and interpreting data. The researcher is responsible for collecting data directly through methods such as observation and documentation. The researcher not only collect data, but also analyse and interpret the meaning of the data that can affect the results of the study. Thus, the role of researcher as research instruments emphasizes the importance of skills, sensitivity, and reflection in the research process, especially in a qualitative context. In analysing translanguaging from YouTube video, the researcher watch, analyze every scene, take a note, and write the results according to the theories used. Table is used as a technique in analysing translanguaging patterns. These steps become much easier for the researcher in obtaining the data needed.

Table 3.1 Patterns of Translanguaging

UTTERANCES	
PATTERNS OF TRANSLANGUAGING	
MULTIMODALITY MODE USED	

3.4 Procedure of Data Collection

Data collection involves observing, recording, or transcribing source content. It is accessed via Google search by mapping patterns of translanguaging. In order to collect the data, the first step the researcher do is watching the video, transcribing it, highlighting the sentence related to translanguaging, coding to classify it according to the patterns of translanguaging to identified it, and analyze. This data is confirmed through files and videos from various previous researchers who studied translanguaging and multimodal modes, as well as the screenshots of the comment section and social media from the superdiverse viewers.

There are some common patterns in translanguaging practices include; Mixed Language Use (MLU) which means the use of a mixture of languages in one sentence or conversation segment, Context Shifting (CS) which affects language

use. Speakers may switch languages depending on the situation or audience at hand, Explanatory Strategies (ES) means a strategy used to explain or clarify meaning when communicating in two or more languages, Negotiation of Meaning (NM) which means the process by which speakers attempt to reach a shared understanding in conversation, often through clarification and questioning, Social Identity (SI) means the use of language to express social, cultural, or ethnic identity, Adaptation to Audience (AA) which means the adjustment of language used based on the audience, and Conveying Emotion and Nuance (CEN) means the use of multiple languages to convey emotion and nuance in communication, that can be the form of analysis.

Table 3.2 Procedure of Data Collection

UTTERANCES	<i>Exposure</i> kamu terhadap berbagai budaya itu berdampak ngga sih terhadap pandangan dunia kamu dan kepribadian kamu? <i>If you had to say what's your personality?</i>
PATTERNS OF TRANSLANGUAGING	MLU : CS : ES : NM : SI : AA : CEN :
MULTIMODALITY MODE USED	

3.5 Procedure of Data Analysis

Data in the form of the content of a video podcast and various translanguaging analysis from previous researchers were analysed using content analysis. This method can be carried out sequentially starting from a systematic approach in collecting data, developing categories, and interpreting the results, so that the analysis can be objective and repeatable. The content analysis comes from various media, but the researcher use multimedia, namely video. The analysis process begins with developing themes, namely translanguaging. The steps for analysing

it is started by examining the written data which was obtained from data collection, describing its patterns, stating what kind of translanguaging used by multilingual in the video, the role of modes used in the communication, and verifying the related theories which are applied. The researcher also used DIE (Display, Interpretation, and Evaluation) methods according to Miles and Huberman theory in analysing. Display is a method to present the data in an easy-to-understand format. This can be in the form of tables, graphs, or narrative descriptions. Interpretation means to examining and giving meaning to the data presented. This involves in-depth analysis of the information obtained. Evaluation means to evaluate the quality and reliability of the data and the interpretations that have been made. This also includes comparing the results with previous theories or research.

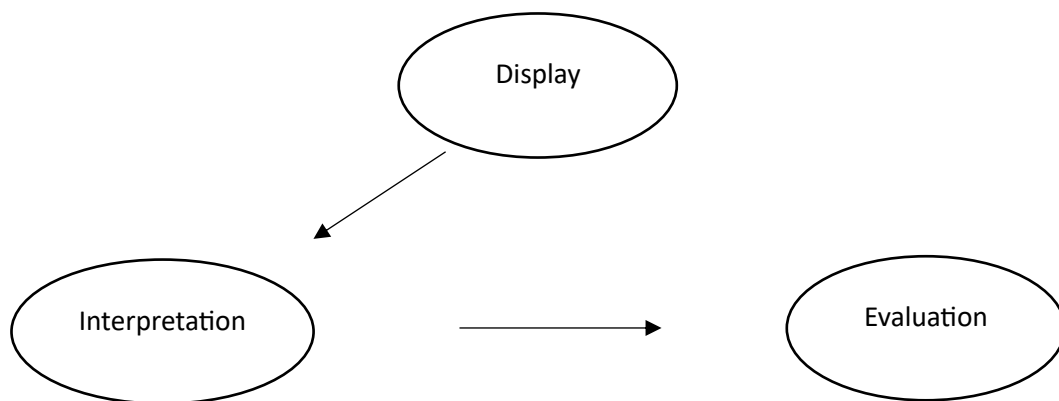


Figure 3.1 The Stage of Data Analysis

3.6 Triangulation

To prevent subjectivity in the study, the researcher employs many triangulation strategies. In the source aspect first. Since the presenter and guest in

the video are using translanguaging, which covers all key parts of the topic, the researcher decided to use video as a research object without informants, but there is the justification from comment section in their YouTube channel, and also their Instagram or X accounts. The researcher only needs to examine how it used, supporting data from earlier studies, data from the comment section, and data from superdiverse viewers' social network accounts.

The second technique is the method, where in this case the researcher combines observation with documentation. Data obtained from research sources can be observed by watching videos and taking notes, then taking screenshots, recording and type analysis, all of which are usually called documentation. The researcher also tries to rely on the results of previous research as support for appropriate analysis.

From these two techniques, it can be proven that the researcher does not necessarily conduct research only based on arguments or hypothesis, but are also fundamental, with a combination of sources and methods supported by data from research conducted by previous researchers, as well as data sources that do not need to be interviews, but just one video podcast is enough.

CHAPTER IV

RESULTS AND DISCUSSION

In this chapter, there are research results obtained from data collection, followed by analysis and discussion of the findings. The results presented are systematically described, and then connected to the theoretical framework and previous research to provide context and deeper understanding. Thus, readers are expected to be able to see the relevance and implications of the findings of this study in a broader context.

4.1 Results

The primary focus of this study is the occurrence of translanguaging as demonstrated by multilingual peoples within YouTube Podcast video. This research is based on theoretical frameworks proposed by García (2009) and Kress (2000). The following sections shows numerous noteworthy findings that emerged from this discussion:

4.1.1 Patterns of Translanguaging Practiced by YouTubers in the Podcast

In "Ternyata sengaja disembarkan sebagai pengalihan isu!" Video of PUELLA YouTube content, the researcher identified translanguaging components that align with García (2009) theory. Patterns of translanguaging refer to the ways in which multilingual speakers use different languages and modes of communication in their interactions. Some common patterns found in translanguaging practices include; Mixed Language Use (MLU), Context Shifting

(CS), Explanatory Strategies (ES), Negotiation of Meaning (NM), Social Identity (SI), Adaptation to Audience (AA), and Conveying Emotion and Nuance (CEN). This analysis revealed the sentences that exhibited the use of translanguaging using the code of CS (Code Switching), CM (Code Mixing). The detail of these components is in the table 4.1.

Table 4.1 Datum 1 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>Exposure</i> kamu terhadap berbagai budaya itu berdampak ngga sih terhadap pandangan dunia kamu dan kepribadian kamu? <i>If you had to say what's your personality?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is English word mixed with Indonesian in one sentence; <i>exposure</i>, and a switch language in this utterance; <i>If you had to say what's your personality?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is a question that Cinta asked to Nessie to clarify meaning which includes in explanatory strategy NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

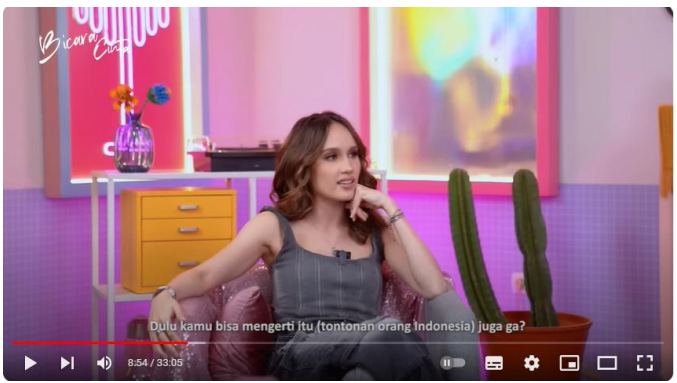
Datum 1 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is English word mixed with Indonesian in one sentence; *exposure*, and a switch language; *If you had to say what's your personality*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asked a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.2 Datum 2 in the Analysis of Patterns of Translanguaging

UTTERANCES	Tentu sih, pastinya ada efek ya dari terbiasa di tengah-tengah kultur gitu, kayak aku ngerasa bahwa dari kecil pun <i>cause I went to International Schools</i> dimana banyak banget anak dari berbagai negara. karena saya seumur hidup ngga diajarin satu hal salah, orang lain salah, gitu. <i>It's quiet easy for me to understand this different aspects of everyone's believe.</i>
PATTERNS OF TRANSLANGUAGING	MLU : There are switch languages in this utterance; <i>cause I went to International Schools, It's quiet easy for me to understand this different aspects of everyone's believe.</i> CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 2 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are switch languages in this utterance; *cause I went to International Schools, It's quiet easy for me to understand this different aspects of everyone's believe*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.3 Datum 3 in the Analysis of Patterns of Translanguaging

UTTERANCES	Kamu dulu waktu tumbuh besar bisa nggak sih <i>relate</i> sama <i>pop culture</i> nya Indonesia? Tontonan orang Indonesia, <i>entertainment</i> di TV, <i>like were you able to relate to that?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is English word mixed with Indonesian in one sentence; <i>pop culture</i>, <i>entertainment</i> and a switch language in this utterance; <i>like were you able to relate to that?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is a question to ask Nessie Judge in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

Datum 3 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is English word mixed with Indonesian in one sentence; *pop culture, entertainment* and a switch language in this utterance; *like were you able to relate to that?* therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asked a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.4 Datum 4 in the Analysis of Patterns of Translanguaging

UTTERANCES	Tapi tetep tau lah karena kita tinggal di Indonesia kan? <i>So I know like what was famous kayak for example when you're in sinetron, of course I've known Cinta Laura, and I know the trends and things like that.</i>
PATTERNS OF TRANSLANGUAGING	MLU : There are switch languages in this utterance; <i>So I know like what was famous, for example when you're in sinetron, of course I've known Cinta Laura, and I know the trends and things like that.</i> CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	  

Datum 4 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are switch languages in this utterance; *So I know like what was famous, for example when you're in sinetron, of course I've known Cinta Laura, and I know the trends and things like that.* Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.5 Datum 5 in the Analysis of Patterns of Translanguaging

UTTERANCES	Karena kan kalo aku nonton <i>YouTube channel</i> kamu tuh kayaknya semuanya cerita dari <i>audience</i> kamu. <i>But are you personally experience something scary?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There are English word mixed with Indonesian in one sentence; <i>YouTube channel</i>, <i>audience</i> and a switch language in this utterance; <i>But are you personally experience something scary?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is a question to ask Nessie Judge in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

Datum 5 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are English word mixed with Indonesian in one sentence; *YouTube channel, audience* and a switch language in this utterance; *But are you personally experience something scary?* therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asked a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.6 Datum 6 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>I wouldn't say, kek aku ngerti bahwa kadang-kadang kalo misalkan kita ada di situasi-situasi genting, atau kita lagi diem, atau membahas Nerror is like a horror content kan?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is a clause in English mixed with Indonesian in one sentence; <i>I wouldn't say</i>, and a switch language; <i>Nerror is like a horror content kan?</i> CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 6 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a clause in English mixed with Indonesian in one sentence; *I wouldn't say*, and a switch language; *Nerror is like a horror content kan?* therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.7 Datum 7 in the Analysis of Patterns of Translanguaging

UTTERANCES	Jadi kadang-kadang kita ngerasa lebih kayak <i>aware of everything around us</i> yang nanti kalo misalkan ada pintu tiba-tiba “jegrak” gitu ya, <i>we take it</i> kayak mungkin kita sadar hal itu karena kita lagi di situasi itu aja, <i>doesn't mean</i> kayak ada hantu yang menemani kita.
PATTERNS OF TRANSLANGUAGING	MLU : There are clauses in English mixed with Indonesian in one sentence; <i>aware of everything around us, we take it, doesn't mean</i>. CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 7 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are clauses in English mixed with Indonesian in one sentence; *aware of everything around us, we take it, doesn't mean*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.8 Datum 8 in the Analysis of Patterns of Translanguaging

UTTERANCES	Kayaknya pernah ada seperti perjanjian sama iblis <i>or something itu</i> , kata dia <i>the kitchen set literally flew off the wall</i> .
PATTERNS OF TRANSLANGUAGING	MLU : There is word in English mixed with Indonesian in one sentence; <i>or something</i>, and a switch language; <i>the kitchen set literally flew off the wall</i>. CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 8 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is word in English mixed with Indonesian in one sentence; *or something*, and a switch language; *the kitchen set literally flew off the wall*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.9 Datum 9 in the Analysis of Patterns of Translanguaging

UTTERANCES	Kalo aku cerita pengalaman aku ke Nessie, <i>would you be able to analyze it?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is a switch language in this utterance; <i>would you be able to analyze it?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is a question to ask Nessie Judge in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

Datum 9 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a switch

language in this utterance; *would you be able to analyze it?* therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asked a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.10 Datum 10 in the Analysis of Patterns of Translanguaging

UTTERANCES	Waktu aku lagi ngobrol, tiba-tiba aku ngerasa ada yang lompat disebelah kanan aku, aku langsung gini. <i>Because I thought something jump next to me.</i> Trus pacar aku yang bisa liat, <i>my ex at that time</i> , dia ngomong, “Oh, itu. Tadi ada anak kecilnya loncat dari kursi itu ke kursi itu.”
PATTERNS OF TRANSLANGUAGING	MLU : There is a word in English mixed with Indonesian in one sentence; <i>my ex at that time</i> , and a switch language in this utterance; <i>Because I thought something jump next to me.</i>
	CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person.
	ES : There is an explanation to Nessie Judge regarding the story she is talking about earlier in order to clarify meaning which includes in explanatory strategy.
	NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it.
	SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual.
	AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one.
	CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	
	

Datum 10 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a word in English mixed with Indonesian in one sentence; *my ex at that time*, and a switch language in this utterance; *Because I thought something jump next to me*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta explain her story to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.11 Datum 11 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>I saw something jump, dan ya let's just say malam itu aku nggak bisa tidur karna aku ngerasa kayak ada anak-anak di ruang tidur aku, gitu. How do you explain that?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is a clause in English mixed with Indonesian in one sentence; <i>let's just say</i>, and a switch language in this utterance; <i>I saw something jump, How do you explain that?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is an explanation to Nessie Judge regarding the story she is talking about earlier in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

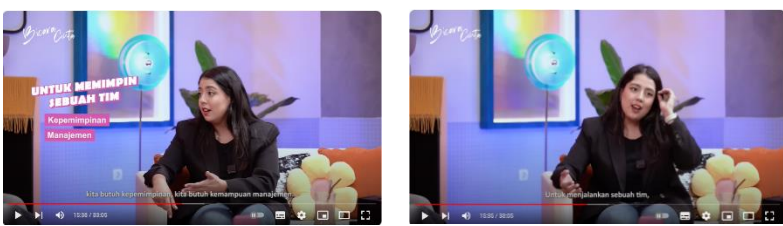
Datum 11 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a clause in English mixed with Indonesian in one sentence; *let's just say*, and a switch language in this utterance; *I saw something jump, how do you explain that?* Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta explain her story to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.12 Datum 12 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>You know what's really interesting?</i> Waktu aku nge <i>research</i> kamu, aku baca bahwa ternyata kamu dulu jurusan kuliahnya bisnis.
PATTERNS OF TRANSLANGUAGING	MLU : There is a word in English mixed with Indonesian in one sentence; <i>research</i>, and a switch language in this utterance; <i>You know what's really interesting?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is an explanation to Nessie Judge in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

Datum 12 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a word in English mixed with Indonesian in one sentence; *research*, and a switch language in this utterance; *You know what's really interesting?* Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta explain something to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.13 Datum 13 in the Analysis of Patterns of Translanguaging

UTTERANCES	Maksudnya kek yang aku kerjakan saat ini adalah sebuah bisnis. Untuk <i>running team</i> , <i>you need leadership</i> , <i>you need management qualities</i> , dan hal-hal itu ya yang aku pelajari selama aku kuliah, gitu.
PATTERNS OF TRANSLANGUAGING	MLU : There is a clause in English mixed with Indonesian in one sentence; <i>running team</i>, and switch language; <i>you need leadership</i>, <i>you need management qualities</i>. CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 13 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a clause in English mixed with Indonesian in one sentence; *running team*, and switch language; *you need leadership, you need management qualities*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.14 Datum 14 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>It's just super fun</i> untuk ngeliat <i>interaction</i> dan juga <i>build the community of people</i> yang sama-sama <i>curious</i> gitu, sama-sama penasaran, ingin tahu.
PATTERNS OF TRANSLANGUAGING	MLU : There are words and clause in English mixed with Indonesian in one sentence; <i>interaction</i>, <i>curious</i>, <i>build the community of people</i>, and switch language; <i>It's just super fun</i>. CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	
	

Datum 14 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are words and clause in English mixed with Indonesian in one sentence; *interaction*, *curious*, *build the community of people*, and switch language; *It's just super fun*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.15 Datum 15 in the Analysis of Patterns of Translanguaging

UTTERANCES	Misalnya, <i>the origin of COVID</i> . Banyak orang bilang pas banget nih momentumnya saat perang Israel dan Gaza, saat di Amerika mau pemilihan presiden, apakah ini cara untuk menggiring opini atau membuat orang-orang lupa akan perang yang sedang terjadi. <i>Isn't that freaking scary? What are your thoughts?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is a clause in English mixed with Indonesian in one sentence; <i>the origin of COVID</i> , and a switch language in this utterance; <i>Isn't that freaking scary? What are your thoughts?</i>
	CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person.
	ES : There is a question to Nessie Judge in order to clarify meaning which includes in explanatory strategy.
	NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it.
	SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual.
	AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one.
	CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	
	

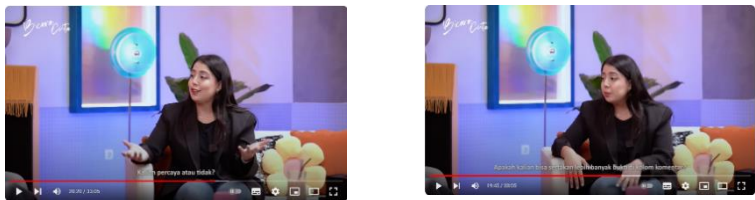
Datum 15 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a clause in English mixed with Indonesian in one sentence; *the origin of COVID*, and a switch language in this utterance; *Isn't that freaking scary? What are your thoughts?* Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asking a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.16 Datum 16 in the Analysis of Patterns of Translanguaging

UTTERANCES	Pada jaman itu, aku membahas tapi aku memberikan <i>notion</i> gitu, kayak <i>warning</i> juga bahwa <i>this is real thing that we're dealing with</i> dan <i>you have to take it seriously</i> , mau <i>conspiracy theories</i> nya bener atau tidak.
PATTERNS OF TRANSLANGUAGING	MLU : There are words and clause in English mixed with Indonesian in one sentence; <i>notion</i> , <i>warning</i> , <i>conspiracy theories</i> , and switch language; <i>this is real thing that we're dealing with</i> , <i>you have to take it seriously</i> .
	CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person.
	ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy.
	NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it.
	SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual.
	AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one.
	CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	
	
	

Datum 16 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are words and clause in English mixed with Indonesian in one sentence; *notion, warning, conspiracy theories*, and switch language; *this is real thing that we're dealing with, you have to take it seriously*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.17 Datum 17 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>Can you put more evidenced in the comment section? Biar kita bisa diskusi bareng, atau kalian sama sekali ngga percaya? Ini adalah teori konspirasinya, bahkan kita masukan juga orang-orang yang tidak percaya beserta alasannya. Do you believe it or not?</i>
PATTERNS OF TRANSLANGUAGING	MLU : There are switch language; <i>Can you put more evidenced in the comment section? Do you believe it or not?</i> in the utterance. CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 17 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a switch language; *Can you put more evidenced in the comment section? Do you believe it or not?* in the utterance. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.18 Datum 18 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>What's the most interesting mystery that you've come across? Conspiracy theory boleh, mumpung kita lagi di topik ini ya.</i>
PATTERNS OF TRANSLANGUAGING	MLU : There is a clause in English mixed with Indonesian in one sentence; <i>Conspiracy theory</i>, and a switch language in this utterance; <i>What's the most interesting mystery that you've come across?</i> CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is a question to Nessie Judge in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

Datum 18 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there is a clause in English mixed with Indonesian in one sentence; *Conspiracy theory*, and a switch language in this utterance; *What's the most interesting mistery that you've come across?* Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asking a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.19 Datum 19 in the Analysis of Patterns of Translanguaging

UTTERANCES	Maksudnya kayak salah satu yang terbesar dari teori konspirasi di dunia masih kayak 9-11 kan? Apakah <i>is an inside job</i> atau bukan? <i>It's really interesting to discuss</i> selama itu ngga punya efek yang jadi <i>boomerang</i> untuk orang-orang yang mempercayai.
PATTERNS OF TRANSLANGUAGING	MLU : There are English word and clause mixed with Indonesian in one sentence; <i>boomerang, is an inside job</i>, switch language; <i>It's really interesting to discuss</i> in the utterance. CS : This utterance shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. ES : There is an explanation to answer Cinta's question in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Nessie Judge strived to use two languages to adapt to the host which is a multilingual, a Germany and Indonesian one. CEN : Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question.
MULTIMODALITY MODE USED	

Datum 19 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are English word and clause mixed with Indonesian in one sentence; *boomerang, is an inside job*, switch language; *It's really interesting to discuss* in the utterance. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Nessie Judge switch her language depending on the host, which is a multilingual person. The way Nessie answering the question is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Nessie Judge also strived to use two languages to adapt to the host which is a multilingual, a Jermany and Indonesian one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Nessie Judge used a multiple language in her utterance to express her feeling toward the host regarding the topic by answering a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

Table 4.20 Datum 20 in the Analysis of Patterns of Translanguaging

UTTERANCES	<i>We live in a scary world</i> , dan semuanya semakin ter <i>mignify</i> karna adanya <i>social media</i> . Jadi mungkin kalo dari aku dan Nessie terakhir, gunakanlah <i>platform</i> dan suara kalian dengan bijak.
PATTERNS OF TRANSLANGUAGING	MLU : There are word and clauses in English mixed with Indonesian in one sentence; <i>platform</i>, <i>mignify</i>, <i>social media</i>, and a switch language in this utterance; <i>We live in a scary world</i>. CS : This utterance shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. ES : There is a question to Nessie Judge in order to clarify meaning which includes in explanatory strategy. NM : The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. SI : The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual. AA : Cinta Laura strived to use two languages to adapt to the guest which is a multilingual, a Pakistani and Netherland one. CEN : Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question.
MULTIMODALITY MODE USED	

Datum 20 consist of utterance that shows the patterns of translanguaging; MLU, CS, ES, NM, SI, AA, and CEN. In the utterance above, there are word and clauses in English mixed with Indonesian in one sentence; *platform, mignify, social media*, and a switch language in this utterance; *We live in a scary world*. Therefore, it is concluded in MLU pattern. This utterance also shows a context shifting where Cinta Laura switch her language depending on the guest, which is a multilingual person. The way Cinta asking a question to Nessie is included as ES to clarify meaning. The communication including this utterance is an attempt to reach a shared understanding, therefore, they use multiple language to ensure it. So, it is included as NM pattern. The use of multiple language in the communication shows their social, cultural, and ethnic identity as a multilingual shows the SI pattern. Cinta Laura also strived to use two languages to adapt to her guest which is a multilingual, a Pakistani and Netherland one. By doing that, it can be included as a pattern of translanguaging named AA. In order to get a rich communication, Cinta Laura used a multiple language in her utterance to express her feeling toward the guest regarding the topic by asking a question. It is included as CEN pattern. The use of translanguaging can make the speaker and listeners may feel confused if they do not understand one of the languages used, but it can also gain more knowledge to people learning mix or switch language in a communication, or it can also get a rich and meaningful communication.

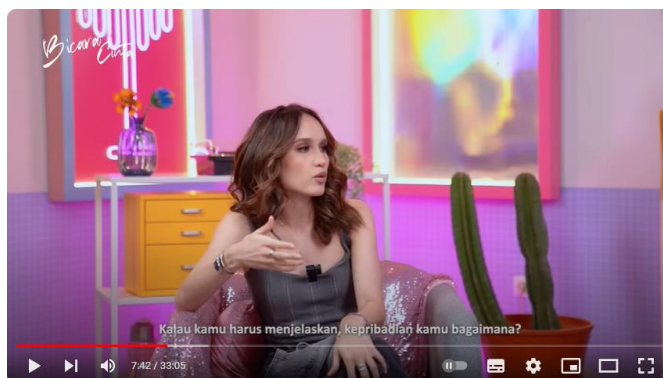
4.1.2 Multimodality Element Influencing the Comprehension and Understanding of the Viewers

In general, "multimodal" term refers to the availability of multiple modes for conveying or receiving information. According to Kress (2000), the use or availability of numerous channels or ways for information transmission or reception is referred to as "multimodal" communication. There are Linguistic (written and spoken words), Visual (images (moving or still)), Aural (sound, music), Gestural (movement, expression, body language), and Spatial (position, physical arrangement, proximity).

In this research, the researcher found three of these modes according to the podcast video which influence the comprehension and understanding of the viewers.

1. Linguistic (TEXT)

This mode includes written and spoken words, word choice, vocabulary, grammar, structure, and organization of sentences and paragraphs. In the video, there are some modes in the form of subtitles, introductory caption, fun fact caption, and explanation caption to make the audience understand the meaning of the interaction.



Picture 4.1 Subtitle Mode

Picture 4.1 describes that the multimodality mode used in the utterance of “*Exposure* kamu terhadap berbagai budaya itu berdampak ngga sih terhadap pandangan dunia kamu dan kepribadian kamu? *If you had to say what’s your personality?*” by Cinta Laura comes in a form of Linguistic (Text). in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. At the bottom of the picture, there is text that reads, “*Kalau kamu harus menjelaskan, kepribadian kamu bagaimana?*”. The picture shows Cinta Laura wearing casual clothing, with a fairly serious facial expression. The text uses regular font and white to attract attention and make it clearer. The text describes that there is a subtitle as a linguistic (text) multimodality. The subtitle existed to make the viewers know exactly what are they speaking. The audience can understand it, because even though Nessie uses English in her speech, however, with subtitles that explain what she is talking about, the audience can understand what she means. Therefore, multimodality becomes such a helpful method in a communication, especially using translanguaging. It is very effective to do,

because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.2 Introductory Caption

Picture 4.2 describes that in the screenshot analyzed, there are YouTubers speaking in a podcast studio. At the bottom of the picture, there is text that shows the name of the youtubers speaking as the introduction. The picture shows Nessie Judge wearing semi-formal clothing, and Cinta Laura with her casual fit. Their expression shows the excitement on meeting each other in the podcast. The text uses regular font and white to attract attention and make it clearer. The text describes that there is a subtitle as a linguistic (text) multimodality. there is an introductory caption as a text multimodality. The caption existed to make the viewers know exactly who are they. Because, not all people know them, and it can make people understand more until the end of video. That's why, multimodality can be such a helpful method in a communication, especially in translanguaging use. It is very effective to do, because it makes the content more inclusive and

interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.3 Fun Fact Caption

Picture 4.3 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. At the bottom of the picture, there is text that shows a fun fact that match with every statement in the table that she is a Pakistani one. The picture shows Nessie Judge wearing semi-formal clothing, with a semi-serious facial expression. The text uses regular font and white to attract attention and make it clearer. The text describes that there is a caption as a linguistic (text) multimodality. The fun fact caption as a text multimodality. The caption existed to make the viewers know exactly what are they speaking. Because, not all people know more than their first language. The fun fact included can also increase the viewers knowledge toward the video. That's why, multimodality is such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.4 Explanation Caption

Picture 4.4 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. At the bottom of the picture, there is text that shows the explanation of the term she used in a conversation. It is match with the utterance she said on the table 4.16. The picture shows Nessie Judge wearing semi-formal clothing, with a semi-serious facial expression. The text uses regular font and white to attract attention and make it clearer. The text describes that there is a caption as a linguistic (text) multimodality. That is an explanation caption as a text multimodality. The caption existed to make the viewers know exactly what are they speaking. Because, not all people know more than their first language. It can also make the viewers know better the term that feels new to them. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.

2. Visual (IMAGES)

Visual mode includes images, video, colour, visual layout, design, font, size, formatting, symbols, visual data (charts, graphs), animation (like gifs). The visual mode helps to communicate meaning in a way that can be seen by the audience. Sometimes people must see to believe, and visuals can be helpful and even persuasive. In the video, there are some pictures that was included to make the audience easy to understand their interaction, also as evidence to what they want to discuss.



Picture 4.5

Picture 4.5 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. At the side of the picture, there is a picture according to Nessie's means in her conversation regarding an utterance on table 4.19. The picture shows Nessie Judge wearing semi-formal clothing, with a smiley expression. The images there to attract attention and make it clearer. The picture describes that there is a picture as a visual (image) multimodality. The image existed as a depiction of what they are talking about to make the viewers know

exactly what are they speaking. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.6

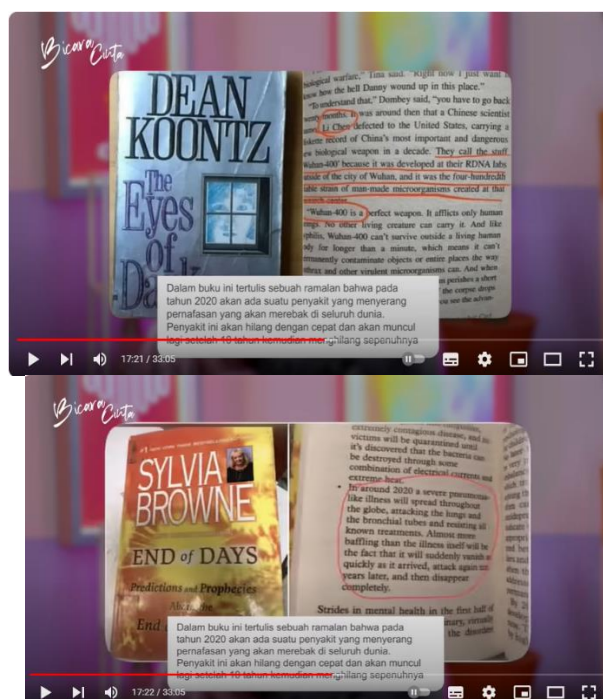
Picture 4.6 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. At the side of the picture, there is a picture according to Nessie's means in her conversation regarding an utterance on table 4.4. The picture shows Nessie Judge wearing semi-formal clothing, with a smiley expression. The images there to attract attention and make it clearer. The picture describes that there is a picture as a visual (image) multimodality. The image existed as a depiction of what they are talking about to make the viewers know exactly what are they speaking. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially

using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.7

Picture 4.7 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. At the side of the picture, there is a picture according to Nessie's means in her conversation regarding an utterance on table 4.12. The picture shows Cinta Laura wearing casual clothing, with a different expression. The images there to attract attention and make it clearer. The picture describes that there is a picture as a visual (image) multimodality. The image existed as a depiction of what they are talking about to make the viewers know exactly what are they speaking. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.8

Picture 4.8 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. In the picture, there is a picture according to Cinta's means in her conversation regarding an utterance on table 4.15. The picture there to attract attention and make it clearer. The picture describes that there is a picture as a visual (image) multimodality. The image existed as a depiction of what they are talking about to make the viewers know exactly what are they speaking. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.

3. Gestural

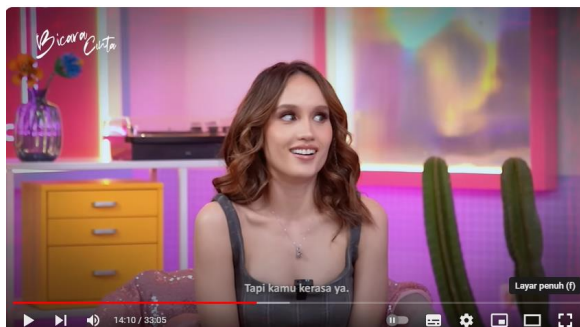
The gestural mode of communication includes movement, speed, expression, body language, facial expression, physical proximity, and interactions between people allows speakers to communicate meaning through movement.



Picture 4.9

Picture 4.9 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. In the picture, there is a text according to Nessie's saying. The picture shows Nessie Judge wearing semi-formal clothing, with a nervous expression. The gesture she shows is there to attract attention and make it clearer. The picture describes that there is a gesture that comes with the match utterance on table 4.8 as a gestural multimodality. The gesture shows the feeling of the speaker. It existed as a tool that helps someone to communicate so that the audience can more easily understand what the speaker is saying. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a

multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.10

Picture 4.10 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. In the picture, there is a text according to Cinta's saying. It is match with her saying on the table 4.10. The picture shows Cinta Laura wearing casual clothing, with a confused expression. The gesture she shows is there to attract attention and make it clearer. The picture describes that there is a gesture of scared as a gestural multimodality. The gesture shows the feeling of the speaker, that is "Scared". It existed as a tool that helps someone to communicate so that the audience can more easily understand what the speaker is saying. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.



Picture 4.11

Picture 4.11 describes that in the screenshot analyzed, there is a YouTuber speaking in a podcast studio. In the picture, there is a text according to Nessie's saying. The picture shows Nessie Judge wearing semi-formal clothing, with a nervous expression. The gesture she shows is there to attract attention and make it clearer. The picture describes that there is a gesture that comes with the match utterance on table 4.14 as a gestural multimodality. The gesture shows the feeling of the speaker, namely "Excited". It existed as a tool that helps someone to communicate so that the audience can more easily understand what the speaker is saying. Because, not all people know more than their first language, and not everyone can easily understand someone's speaking. That's why, multimodality can be such a helpful method in a communication, especially using translanguaging. It is very effective to do, because it makes the content more inclusive and interesting for a multilingual audience and as the adaptation to those who understand more than one language.

The three modes used in the video shows that there are various multimodal elements to support each other in constructing meaning. The first mode is in form

of text. The host and guest in the podcast use translanguaging in communicating, but there is a subtitle in the screen that shows the translation of it. That's why, people who watch it can gain knowledge because they understand what were they talking about. There are also some fun facts to push the interest of the audience, and the explanation on some difficult terms to increase the audience's knowledge. The second mode is in a form of images. People are usually believe what they see if there is an image as the example. In this video, there are some terms they said that supported by its image to increase their interest to avoid boredom. The last is gestural mode. Majority of people always use gesture as they speak. Gesture makes the recipient understand what are we saying at the moment easily. Gesture can also in the form of expression. A lot of expression can be delivered using gesture. Those images can be the examples. The use of those modes is very important in a communication. It can avoid misunderstanding, and increase the interest of people who communicate in order to gain knowledge or just to chit chat.

4.2 Discussion

The researcher meticulously analyzed sentences, words, phrases, and clauses in the text using the theoretical frameworks provided by García (2009) and Kress (2000). The translanguaging patterns identified in "Ternyata sengaja disembarkan sebagai pengalihan isu! " Video of PUELLA YouTube content align with García (2009) theory. These patterns include Mixed Language Use (MLU), Context Shifting (CS), Explanatory Strategies (ES), Negotiation of Meaning (NM), Social Identity (SI), Adaptation to Audience (AA), and Conveying Emotion

and Nuance (CEN). The analysis revealed that all of these patterns are the most common component in the podcast video, making up 100% of the total percentage. Translanguaging is a communication technique that improves the precision and diversity of expression. This result lends credibility to the theory that language isn't divided up into discrete parts but can be purposefully combined to provide meaning and nuance in a single statement.

Multimodal term refers to the availability of multiple modes for conveying or receiving information. According to Kress, there are several modes in multimodal communication, Linguistic (written and spoken words), Visual (images (moving or still)), Aural (sound, music), Gestural (movement, expression, body language), and Spatial (position, physical arrangement, proximity). These modes can make people understand more easily regarding on what the speakers in the podcast video were talking about. As in the results, there are three of these modes that can be found in the video, linguistic, visual, and gestural. The form of multimodality is presented in a form of screenshots.

In order to cross check with theories, the researcher discuss the research findings and compare them with the theories of Labov, Goffman, and Kress to understand the dynamics of communication in the context of sociolinguistics, interaction, and multimodality. Labov in his sociolinguistics theory emphasizes the importance of language variation in social contexts and how factors such as social class and geographic location influence language use. Goffman in interaction theory describes how individuals manage social interactions and identities in communication situations, focusing on the concepts of facework and

presentation of self. Kress in multimodality theory emphasizes that communication involves more than just verbal text; visual elements, audio, and social context also play a role in constructing meaning. García's theory explains that the use of translanguaging can improve audience understanding. The findings show that participants use different language variations depending on the social context, as well as integrating visual elements into their presentations. The finding that language variation depends on the social context supports Labov's theory. For example, the use of certain languages among certain social groups, in this case Nessie Judge as a YouTuber has terms that can only be understood by her community, such as “NCC”, “Nerror”, and “Nerrorist”. The findings on identity management in interaction support Goffman. Where in this study it is shown in the interaction of speakers in table. The integration of visual elements in communication supports Kress's view that multimodality contributes to understanding meaning. For example, the use of subtitles, captions, and images helps clarify the message being conveyed. Through cross-checking with the theories of Labov, Goffman, and Kress, this study provides deeper insight into how language, interaction, and multimodality are interrelated in the context of communication.

In order to cross check with previous studies, the researcher discuss the research findings and compare them with previous studies to identify significant similarities and differences. Study A (Alifa & Degaf, 2024) found that the use of language variation in social contexts affects group identity, where in their study, the researcher used research objects where all speakers came from different

countries, so the languages they used were different but still understood what was meant. Study B (de los Ríos, 2022) showed that visual elements in communication can improve audience understanding. The findings of this study indicate that participants use different language variations depending on the social context and also integrate visual elements in their presentations. The results of this study are in line with Studies A and B. In this study, the integration of visual elements was shown to improve understanding. The agreement between the findings of this study and previous studies suggests that social context greatly influences language use. Through cross-checking with previous studies, this study provides new insights and enriches understanding of the relationship between language variation, identity, and multimodal communication.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Overall, this study successfully identified all of translanguage patterns, including the use of mixed and switched languages and adaptation to the audience. This study also found several multimodalities used in communicating using translanguage. In accordance with the purpose of the study, which is to understand the translanguage patterns used by YouTubers in podcasts, the researcher has analyzed it using the theories of translanguage, multimodality, sociolinguistics, and interaction. So that several main findings can be produced as follows.

The translanguage pattern become the first research question that can be concluded first in this chapter. According to Garcia (2009), there are some patterns in translanguage practice; Mixed Language Use (MLU), Context Shifting (CS), Explanatory Strategies (ES), Negotiation of Meaning (NM), Social Identity (SI), Adaptation to Audience (AA), and Conveying Emotion and Nuance (CEN). From the data, it shows that all of the patterns are the most common pattern in the podcast video, making up 100% of the total percentage. These findings provide a detailed understanding of the patterns of translanguage components within PUELLA's YouTube content, highlighting the multilingual communication between Cinta Laura and Nessie Judge.

Secondly, the analysis of multimodality elements influencing audience comprehension and understanding used in a podcast video involving two multilinguals using translanguaging to communicate. According to Kress (2000), the use or availability of numerous channels or ways for information transmission or reception is referred to as "multimodal" communication. There are several modes in multimodality; linguistic (written and spoken words), visual (images (moving or still)), aural (sound, music), gestural (movement, expression, body language), and spatial (position, physical arrangement, proximity). There are three modes used in the video that shows various multimodal elements to support each other in constructing meaning. The first mode is in form of text. There is a subtitle in the screen that shows the translation of the speaker utterances. There are also some fun facts to push the interest of the audience, and the explanation on some difficult terms to increase the audience's knowledge. The second mode is in a form of images. In this video, there are some terms they said that supported by its image to increase their interest to avoid boredom. The last is gestural mode. A lot of expression can be delivered using gesture. Those images can be the examples. The use of those modes is very important in a communication. It can avoid misunderstanding, and increase the interest of people who communicate in order to gain knowledge or just to chit chat.

Based on the findings above, it can be concluded that this study shows limitation in terms of multimodality, where two of the modes, namely aural and spatial is cannot be produced from this study. The theoretical and practical significance of the study is also achieved by analysing the research questions

according to the theories, and practice it in watching the podcast, transcribe it, highlight the sentence related to translanguaging, coding it, and analysing it in the end. The justification of this study is also obtained by showing the comment sections below the podcast video as the impact produced by the YouTubers in the video.

5.2 Suggestion

There are some things that should be noted first based on the limitations of the findings. In terms of multimodality, where two of the modes, namely aural and spatial is cannot be produced from this study. The aural which can be called as the audio modes can't be written in this research. It can just be listened directly to the podcast, but not to write. The spatial mode can't be found because spatial is a mode that refers to the use of space and layout to convey meaning, which in this podcast, not the space and layout that is being highlighted. Therefore, there are several suggestions that can be made:

1. Education

In terms of Integration in Curriculum, educators are advised to integrate translanguaging strategies into language learning curricula. This can increase student engagement and help them feel more comfortable using multiple languages.

2. Further Research

According to the limitation of the study, further researcher suggested to discuss about multimodality, especially in aural and spatial mode in other digital circumstances where there can be fulfil, such as a home décor video which can have the spatial mode, and etcetera. It provides deeper insight into the dynamics of interaction in the digital environment.

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CURRICULUM VITAE



Hilwah Fatimatuz Zahro was born in Banyuwangi on May 26, 2000. She graduated from SMA Muhammadiyah 2 Genteng in 2018. During her study at the Senior High School, she actively participated in MTQ and consecutively went to competition and got several achievements. She started her higher education in 2018 at the Department of English Literature UIN Maulana Malik Ibrahim Malang and finished in 2024. During her study at the University, she joined Advanced Debate Community as the participant. In her semester break, she attended several online seminars and various training.

Appendix 1 Object of the research



Ternyata sengaja disebarkan untuk pengalihan isu! | Cinta Laura Kiehl x Nessie Judge

PUELLA 344 rb subscriber **Subscribe** 5 rb     **Bagikan**

136.894 x ditonton 14 Jan 2024 #NessieJudge #BicaraCinta #CintaLauraKiehl
Ayo bergabung dengan The KIEHLERS Community dan menangkan kesempatan untuk nonton Bicara Cinta LANGSUNG dari studio. Daftarkan dirimu melalui <https://bit.ly/KiehlCommunity> ✓

CINTA LAURA TERNYATA PERNAH DIGANGGU SAMA MAKHLUK HALUS?! MASA IYA SIH?
Di episode ini seperti ini akan menjadi episode Bicara Cinta paling menyeramkan karena banyak sekali pembahasan mengenai hal-hal konspirasi yang berada diluar nalar kita.

Nah, membahas konspirasi gini paling seru kalau dibahas dengan salah satu konten kreator YouTube misteri paling terkenal di Indonesia, yaitu Nessie Judge. Nessie yang sudah tidak asing lagi di telinga masyarakat dengan konten konspirasinya, kali ini sengaja diundang oleh Cinta Laura untuk bersama berbagi perspektif bagaimana pengaruh media dalam membentuk cara berpikir masyarakat.

Mulai dari pembahasan mengenai teori konspirasi terkenal dunia sampai perjalanan Nessie dalam menciptakan kontennya hingga bisa menjadi sebesar sekarang akan dibahas tuntas dalam episode kali ini. Bagi kalian yang penasaran, yuk tonton sampai habis episode Bicara Cinta kali ini. Jangan lupa juga untuk LIKE, COMMENT, SHARE, dan SUBSCRIBE!

Lights out,
PUELLA ID

#BicaraCinta #CintaLauraKiehl #NessieJudge

Orang-orang menyebut
1 orang

134 Komentar  **Urutkan**

 Tambahkan komentar...

 @NessieJudge ✓ 9 bulan yang lalu
Cintaaa! This was so fun!! Let's do this again! 🍷

 226    **Balas**

✓  2 balasan

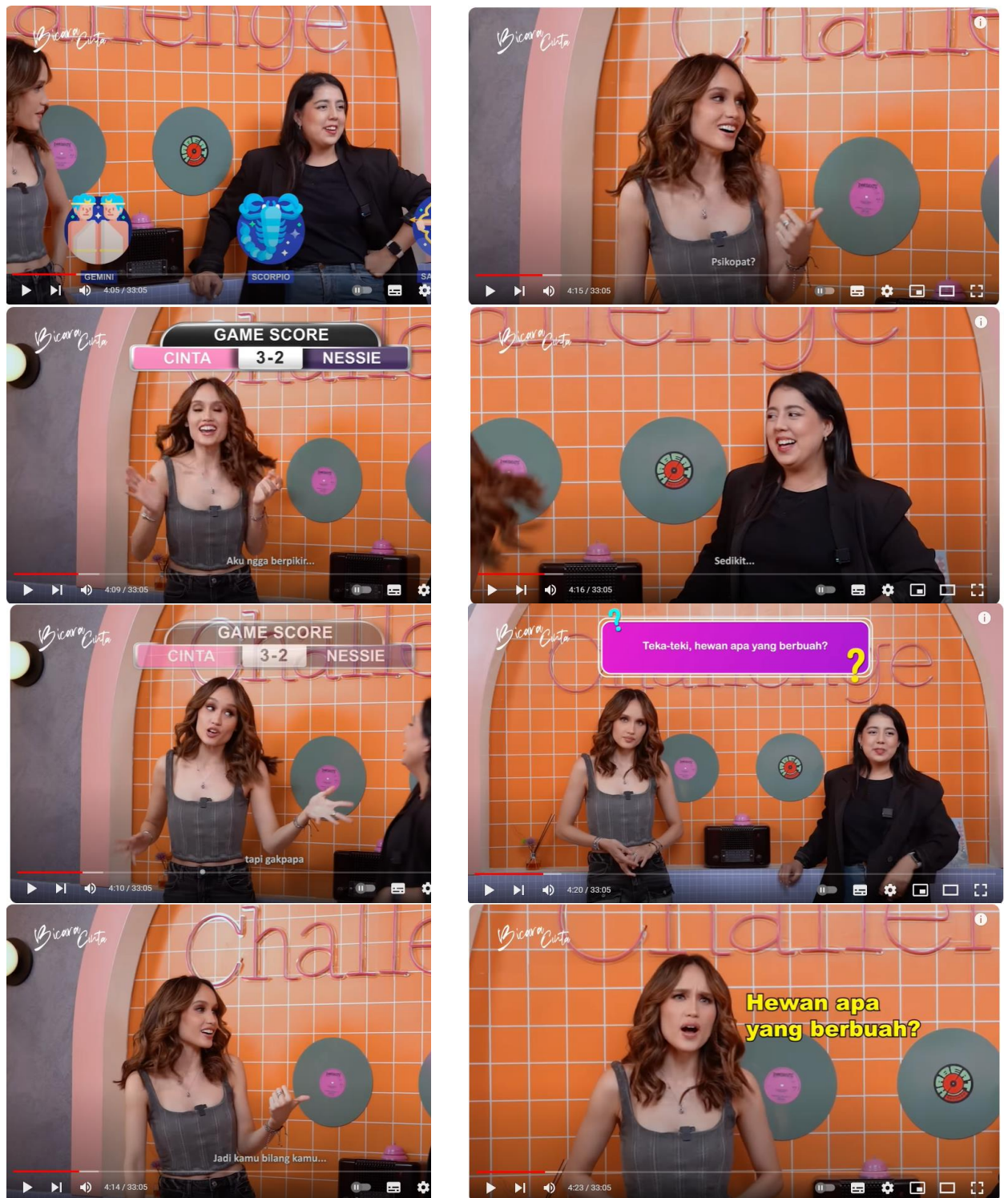
 @Croissant_Moon 9 bulan yang lalu
Keren bgt yg disampaikan kak nessie bahwa dia gk mau org yg udh meluangkan waktunya buat nnton kontennya jadi lebih ke "buang2 waktu" tapi harus ada hasil/output atau sesuatu yang akhirnya bisa dipegang oleh viewersnya karena waktu yg dihabiskan atau dipakai buat menonton kontennya itu berharga...Prouddd makasih kk Cinta udh undang kk nessie dan makasih kak nessie udh undang kk Cinta di nerror dan pemhasannya enak bgtttt, sehat2 terus kalian ❤️❤️❤️

 315    **Balas**

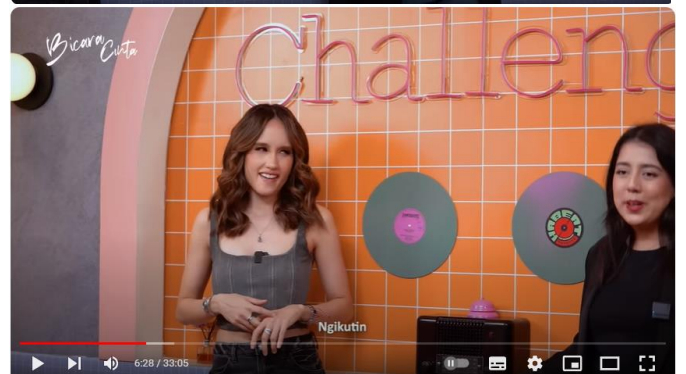
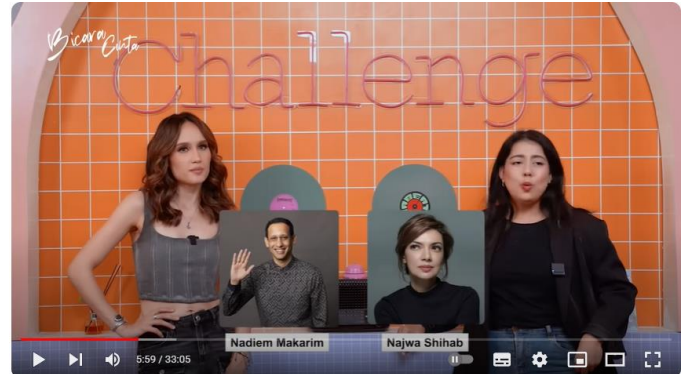
✓ 2 balasan

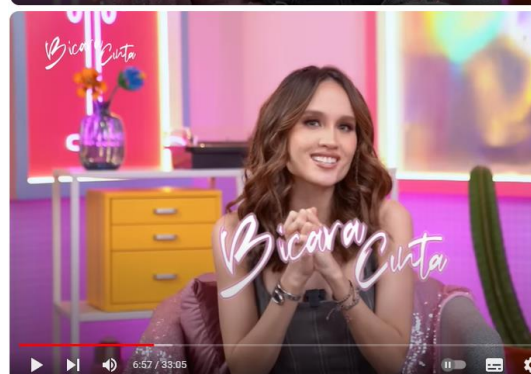
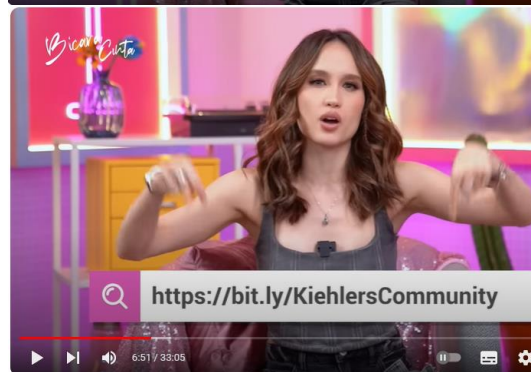
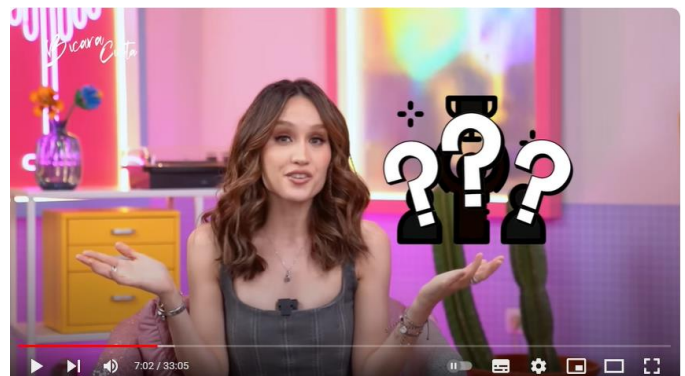
 @zaisa17 9 bulan yang lalu
Just opini...
Sepanjang mengikuti isi channel kak Nessie, kenapa dia bisa bertahan sejauh ini.. selain karena konsistensi upload juga pintar baca situasi/ keadaan yg terjadi skrng dan apa yg nerroris sampaikan juga pasti tim kak nessie dengerin dan bisa memenuhi request para nerroris. Memang yg bener? konsisten upload hal misteri atau konspirasi ya kak nessie juga. ...

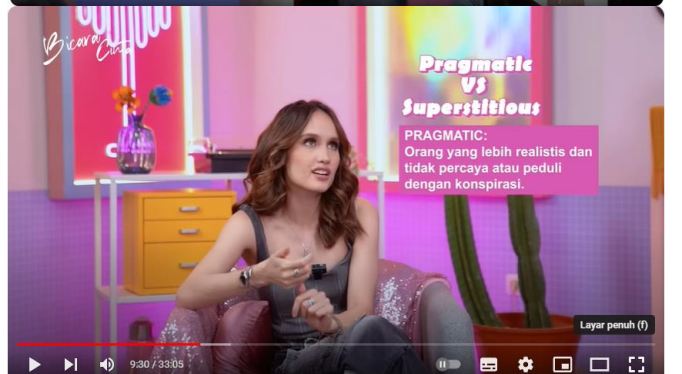
Appendix 2 Screenshots of All the Scenes Consist of Multimodality Use



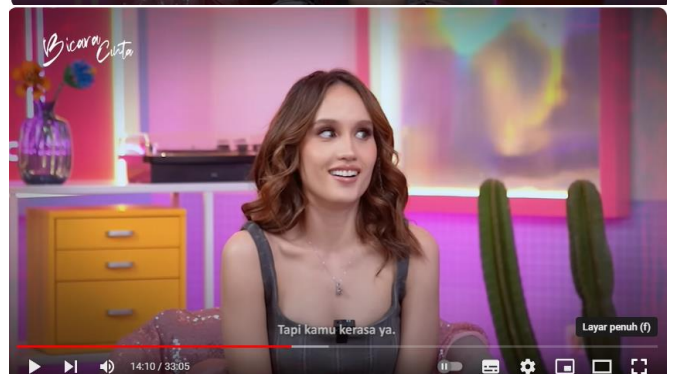
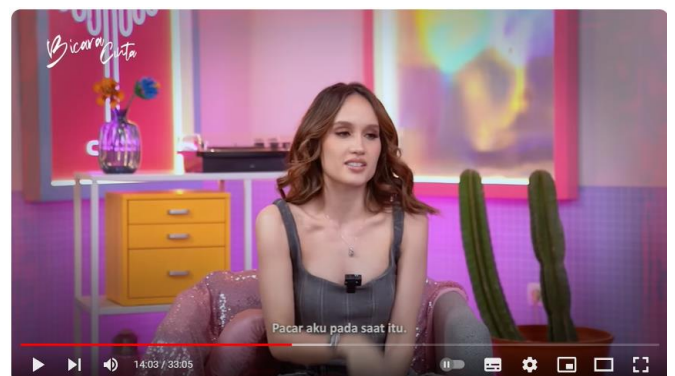




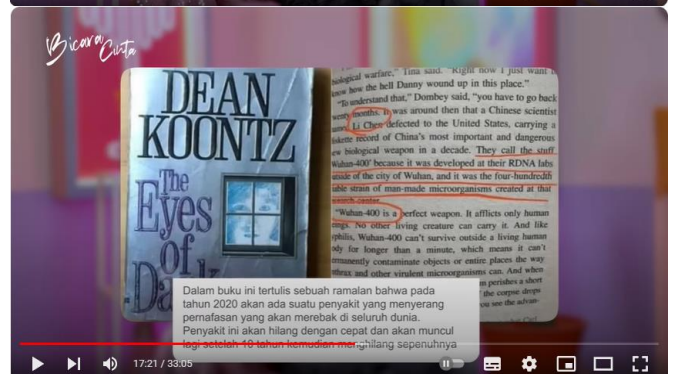


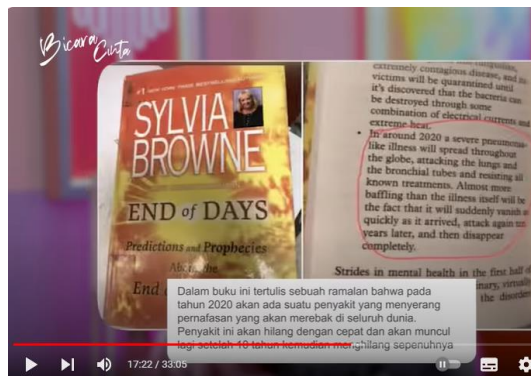




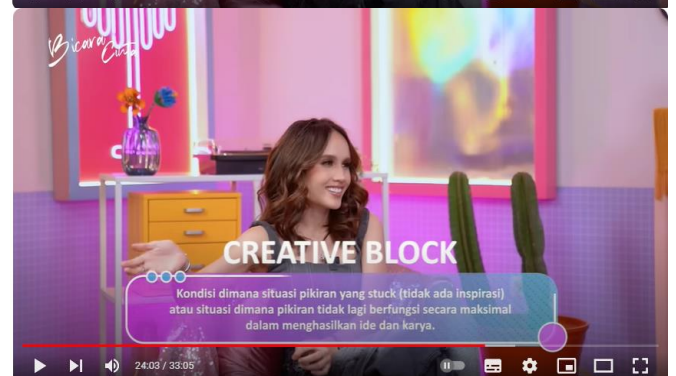




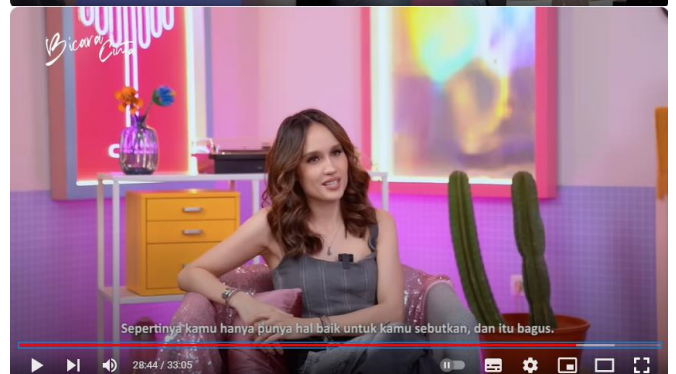


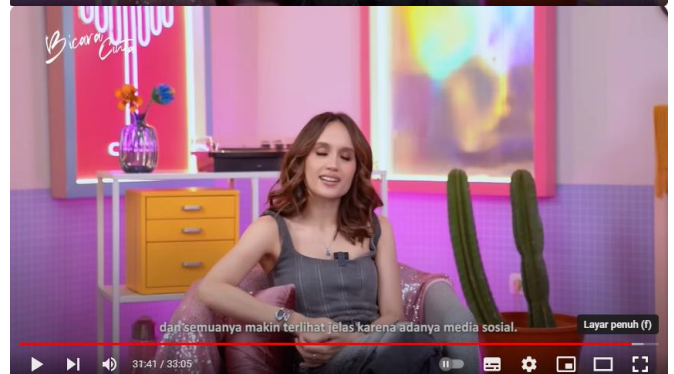












Appendix 3 Transcribe from the Video Podcast

0.00

waktu lagi ngobrol gini tiba-tiba Aku
ngerasa ada yang loncat di sebelah kan
aku aku langsung reflek gini kan ada

0.06

yang bilang covid itu disengaja
disebarkan oleh orang-orang tertentu
Apakah ini cara untuk menggiring opini

0.14

atau membuat orang-orang lupa akan
perang yang sedang terjadi bisaak kita
percaya atau ada hal-hal sebenarnya
yang

0.21

bisa dijelaskan secara logis ada enggak
mungkin pengalaman yang kamu belum
pernah cerita sebelumnya yang pernah
kamu alamin secara pribadi ayahnya itu

0.28

kehilangan nyawa dia gara-gara rumah
yang mereka tinggalin itu ternyata
tanahnya tuh pernah dijanjikan untuk

0.34

sesuatu gitu semacam perjanjian sama
iblis or [Musik]

0.47

something Hai teman-teman bicara
cinta hari ini bisa jadi menjadi episode
yang paling Spooky karena aku
menghadirkan

0.54

salah satu content Creator Indonesia
yang paling hits di bidang Conspiracy
theories I kayaknya kita udah tahu dia

1.02

siapa n j Hai teman-teman bicara cinta
Iya Wow thank you for having me thank

1.10

you for coming here n si tadi di balik
kamera kamu udah lumayan surprise
karena

1.16

aku bilang aku udah research banyak
tentang kamu fakta-fakta yang kamu
pikir aku gak tahu aku udah tahu hebat
ternyata ya cita tuh kayak wow oke Dan

1.25

aku tahu kamu keturunan Pakistan
Chinese Belanda dan tapi nama keluarga
kamu

1.31

marganya judge How that possible
where that come from Pakistani name
Iya serius

1.37

tapi kalau di Pakistan dia pakai Urdu jadi
kayak I don't know how to write Urdu
enggak ngerti caranya cuman ya

1.42

bacanya judge gitu kok gitu tapi jadi di
sekarang pakai karakter latin jadinya

1.48

dibikin judge kayak menghakimi G tapi
enggak emang jadi kayak di Pakistan
pun

1.53

kalau aku dengar dari cerita kayak my
grandfather atau my uncle yang paling
tua Dia bilang bahwa zaman dulu tuh

1.59

orang di ap anaknya dari profesi gitu loh
jadi kayak mungkin

2.05

m my grandfather Hakim jadi dia jadi

2.10

nama gitu are judg W hari ini seru
banget

2.18

karena aku ingin ngomongin Bagaimana
media bisa mempengaruhi cara berpikir

2.25

masyarakat dan sebenarnya masyarakat
apa sih yang harus mereka percaya bel
tapi

2.30

sebelum kita terjun ke topik itu gimana
kalau kita main game dulu boleh banget
ya gadeng aku

2.37

nervous game time

2.42

guys ternyata n in real life agak malu-
malu ya I expect this at

2.48

all makanya kita akan main game supaya
ngobrol nanti ready

2.55

to oh pertanyaan pertama Sebutkan tiga
nama

3.02

negara yang dimulai dengan huruf t
Tanzania turkmanistan Tajikistan

3.10

tunesia tunesia as well I ya kamu ada
keturunan tunesianya enggak enggakak
Oke

3.16

siapa aktor yang memerankan Mr Bean
Rowan atinson

3.24

oke oke oke pertanyaan berikutnya
benar atau

3.30

salah Pluto adalah sebuah planet salah
tadinya mereka pikir planet tapi

3.35

ternyatabukti bukan Bukannya udah
balik lagi Jadi I dia planet kerdil jadi
tetap

3.40

salah oke oke dwarf planet oke oke oke

3.46

Apa kepanjangan dari UFO unidentified
Flying object oke

3.53

oke 31 pertanyaan berikutnya Sebutkan
tiga zodiak paling psiko

4.18

tek Hewan apa yang berbuah he apa
yang

4.25

[Musik] berbuah Kar hean apa yang
berbuah buaha Oh I

4.32

know I know buah naga next teka-teki
lagi Hewan apa yang

4.41

pendiam Hewan apa yang pendiam
Kunya kecil kelunya

4.48

kecil marmut bisa sih bisaisa Kenapa

4.55

marmut sebenarnya sebenarnya
jawaban kita yang kita tulis adalah mute
Oh mute

5.02

makanya bisa karena marah mute for
the right

5.09

Reason aku lagi mikir jokes Indonesia
kayak biasanya kayak gimana ya actually

5.14

pretty good sekarang matematika $100 - 50 + 1 = 51$ 51 yes benar next
matematika

5.24

lagi you got this kan bisnis kan E itunya
majornya Oke 50 10 * 3 ama Oh aku

5.34

gak dengerin 50

5.41

10 terakhir nih pertanyaan terakhir
Sebutkan tiga orang yang mau banget
kalian ajaak colab untuk bikin

5.49

konten podcast berdua kita berarti
Jawab ya aku

5.55

ke depannya mungkin pak Nadim Mbak
Na e

6.00

Nas J sudah terkabul jadi itu gak akan
jadi bagian dari jawaban aku buuse
already here e yang ketiga ya mungkin

6.07

calon presiden kita yang mana itu kita
lihat Februari nanti nice nice

6.15

Isana as well you soon enough soon
soon soon

6.22

and love Toar

6.28

from Ya udah gimana kalau sekarang
kita ngobrol-ngobrol dan mudah-
mudahan aku

6.34

bisa bikin nasi lebih nyaman dan enggak malu-malu time to cheat

6.42

chat guys tahun ini aku ingin membangun Killers community untuk jadi lebih besar

6.47

jadi please ikutan Killers community di link di description box di bawah karena

6.53

bagi yang beruntung kalian dapat nonton bicara cinta secara langsung di studio

6.59

kita kita nah Who May the Lucky winners Be I don't know tapi join aja dulu see

7.05

you guys Atara studio do you guys like what you see jangan lupa untuk like

7.10

share Comment and subscribe ke

7.16

puala n si kan gak hanya latar belakang kamu yang multikultural tapi secara

7.22

bahasa kamu juga sering bahasa Inggris bahasa Jawa juga bisa ya katanya Ya ngertierti ngerti bahasa Indonesia

7.28

tentunya bisa dan kamu udah sering beberapa kali exchange program ke Finlandia ke Prancis

7.34

he exposure kamu terhadap berbagai budaya itu berdampak enggak sih terhadap

7.40

pandangan dunia kamu dan kepribadian kamu If you had to say What's your personality tentu sih kayak pastinya ada

7.46

efek ya dari terbiasa di tengah-tengah kultur gitu kayak e aku ngerasa bahwa

7.52

dari kecil pun buuse I went to International schools di mana Kayak banyak banget anak dari e berbagai

7.58

negara gitu I tapi di rumah aku juga k sama tetang-tetangaku yang Kay anak

8.03

Betawi jadi kayak itu bikin aku mudah banget

8.09

mengerti bahwa orang-orang tuh memiliki perspektif yang berbeda jadi gak bisa kita langsung kayak enggak karena saya

8.16

seumur hidup diajarin satu hal orang lain salah gitu jadi it's quite Easy for

8.21

me to understand this as of every

8.26

bel jadi kamu bisa dibilang lebih toleran dan lebih ee dapat berusaha mengerti berbagai sudut pandang karena

8.33

kamu tahu bahwa ya setiap poin pasti ada validitasnya ada juga subjektivitasnya tapi mau tanya dari

8.40

cara kamu ngomong aja zaman sekarang kamu dipnya anak Inter kamu dulu waktu tumbu besar bisa

8.47

enggak sih relate sama pop cultur-nya Indonesia k tontonan orang Indonesia entertainment di TV like were you able

8.53

to relate to that jadi sampai certain point masih nonton kayak ada beberapa

8.59

sinron MK kayak my grandm dulu nonton kayak tersanjung

9.06

tapiondak sih kayak setelah masuk SMP gu banyakan kayak Disney Channel tapi tetap tah karena kita tinggal di Indonesia kan

9.13

I know what was famous Kak for exron course know Cinta

9.25

Laura kalau menurut kamu ya kamunya lebih atau lebih e sutious karena kan

9.31

bisa dibilang orang selalu bilang pragmatism itu lebih Western trade kalau superstious percaya hantu-hantuan

9.38

jinjinan itu lebih ke budaya Timur aku mencoba untuk bilang kayak I'm quite

9.44

logical tapi gede di Indonesia tentunya kita melihat sometimes kayak atau

9.49

cerita-cerita orang gitu kita gak bisa bilang mereka semua bohong kan kayak Oh ya emang ada yang dikirimin things like

9.55

that ya Makanya kayak sekali lagi aku selalu di tengah gitu loh tentang hal-hal itu makanya ini tuh jadi

10.02

perbincangan yang seru banget that's why i brought it to my channel kenapa aku bahas di channel aku karena apa sih

10.07

middle ground-nya gitu Bisakah kita percaya atau ada hal-hal sebenarnya yang bisa dijelaskan secara logis gu Iya nah

10.14

speaking of e dibicarakan secara logis
Kamu sendiri gimana menanggapi hal-hal

10.21

mistis ada enggak mungkin pengalaman
yang kamu belum pernah cerita
sebelumnya yang pernah kamu alami
secara pribadi karena kan kalau aku
nonton YouTube

10.27

channel kamu kayaknya tuh semua
Ceritanya dari Audi

10.33

eh I would say kayak aku ngerti bahwa
kadang-kadang kalau misal kita ada di

10.39

situasi-situasi yang genting atau kita lagi
diam atau kayak membahas neror is like
horror content kan jadi

10.44

kadang-kadang kita ngerasa lebih kayak
aware of everything around us ya nanti
kalau misalkan ada pintu tiba-tirak

10.51

gitugitu ya we take it kayak Ah mungkin
kita sadar hal itu karena kita lagi ada di
situasi ini aja kayak doesn't mean

10.57

kayak ada hantu yang menemani kita
atau ada enggak cerita horor orang lain

11.02

audience kamu subscriber kamu yang
sampai sekarang kamu gak bisa lupa

saking resonate-nya sama kamu jadi
waktu

11.08

itu aku sempat punya podcast terus ada
orang yang cerita bahwa ayahnya itu
kehilangan nyawa dia

11.16

gara-gara rumah yang mereka tinggalin
itu ternyata tanahnya tuh pernah
dijanjikan untuk sesuatu gitu Kayaknya

11.22

pernah ada kayak semacam perjanjian
sama iblis or something itu katanya
kitchen

11.28

setnya literally flew off of the wall dan
jatuh dan dia waktu itu sempat

11.33

ngirim foto atau apa gitu yang habis
selesai ngobrol sama orang ini Karena
kita telepon kita kayak Hah Heeh itu

11.41

bener atau enggak gitu tapi ayahnya
sampai kejatuhan pintu jadi kayak entah
memang buildingnya kurang baik atau

11.49

kayak itu logisnya ya ap gempa bumi
kecil gua bikin itu jatuh tapi kita

11.54

enggak bisa bilang dia baongula karena
dia benar-benar ee ngomong dari apa
yang dia percaya kan

12.00

Oke nah in that case Menurut kamu apakah kejadian mistis mayoritas Bisa

12.06

dijelaskan dari sudut pandang Logika dan sains enggak Iya aku bilang most of it I

12.12

think so too Kamu tahu kan di Indonesia kan sering bilang oh ada yang kesurupan buat aku dan ini Bukan aku

12.18

E memandang rendah atau nge-judge orang-orang yang percaya dengan hal tersebut ya If you believe it itu sangat

12.24

sah dan Itu hak kamu Tapi kalau aku sebagai orang yang pragmatis mikirnya orang kesurupan itu mungkin punya

12.30

masalah nurologis sehingga mereka mengalami ee sebuah epileptic tramor

12.36

Jadi mereka tramor mungkin mereka ada epilepsi yang mereka tidak tahu sebelumnya jadi itu sebenarnya it's an

12.41

epileptic seizure gitu iya bisa juga psychosis posis bisa juga penyakit-penyakit mental lainnya ee

12.48

banyak banget sebenarnya yang bisa jelaskan gitu maka menarik banget sebenarnya ada beberapa kan kasus

12.53

kesurupan yang akhirnya masuk ke pengadilan dan itu tuh selalu debatnya adalah Apakah ini bisa dijelaskan secara

12.59

eh scientific atau enggak ya dan itu dua-duanya menarik kalau aku cerita

13.05

pengalaman aku ke nasi would you be able to analyze it try Oke aku belum pernah cerita nih jadi 2 tahun yang lalu aku

13.12

lagi makan di sebuah restoran Mexico di Bali he P saat itu ada teman aku yang

13.17

katanya udah selama 2 tahun tinggal di Bali dia diikutin dua anak kecil H nah ee pacar aku pada waktu itu bilang bahwa

13.26

dua anak kecil itu mengikuti teman aku karena mereka ngasa nyaman dengan teman aku karena ee dilihat sebagai sosok ibu

13.32

tapi kenapa ada dua anak kecil itu karena saat teman aku dulu kerja di sebuah restoran di Bali penjaga restoran

13.39

itu yaitu Jin jahat suka meneror hantu-hantu anak kecil itu Oh jadi

13.45

nempel G jadi nempel jadi eh setelah teman aku ninggalin restoran itu akhirnya anak kecil ikut waktu lagi

13.52

ngobrol gini tiba-tiba Aku ngerasa ada yang loncat di sebelah kan aku aku langsung reflect gini I thought

14.01

aku yangis Oh ituadi anak keilnya loncat

14.06

dari kursi Itus

14.15

itu malam itu akaka Tid Ken aku k ada anak-anak di Tid

14.27

aku kita ini jadi kamu ngerasain ada sesuatu yang sebenarnya It's in your head Aku percaya banget bahwa kayak

14.34

sebenarnya otak manusia ini kan super super powerful I so kadang kita bisa you

14.40

know like the power of manifestation and things like that ya mungkin aja it was just kita udah ng-prime otak kita juga

14.46

untuk mempersiapkan diri untuk merasakan atau melihat hal-hal seperti itu bisa aja kan H guys dengan knowledge ini

14.53

Apakah kalian akan gampang percaya kalau ada jin atau setan think twice maybe

14.59

tapi Inter waktu aku ngresearch kamu aku baca bahwa ternyata kamu dulu jurusan kuliahnya bisnis Iya instead of bikin

15.06

konten yang mungkin ngajarin penonton berbisnis ngajarin penonton keuangan Kenapa kamu akhirnya memilih topik

15.13

Conspiracy dan hal-hal mistis karena satu berbasis passion He

15.19

aku membicarakan hal-hal yang memang aku suka He tapi kadang ada orang yang menanyakan kenapa aku enggak menggunakan

15.26

kayak apa yang aku pelajari di S1 S2 Heeh I do maksudnya kayak yang aku

15.31

kerjakan saat ini adalah sebuah bisnis gitu loh untuk running A Team like you

15.37

need leadership you need management qualities dan hal-hal itu ya hal-hal yang aku pelajari selama aku kuliah gitu

15.43

jadi enggak kebuang juga kalau misalnya ditanyakan kenapa enggak aku mengajarkan e busnis stuff it's not your

15.51

passion Kayaknya lebih banyak yang lebih jago dalam hal itu deh menurut aku mungkin orang-orang lain aku tetap

15.57

nonton Kok kayak orang-orang orang yang mengajarkan bisnis gitu ada channel-channel Indonesia yang I absut love jadi e ya biarkan mereka saja yang

16.05

ngerjain itu tapi apa dari topik Conspiracy theories yang bikin kamu sangat tertarik hingga itu menjadi ya

16.11

center dari bisnis kamu dari YouTube channel Kamu sebenarnya bukan Conspiracy theories tapi lebih ke mytery mytery Oke

16.18

mytery semua yang memiliki tanda tanya aku suka membahas hal-hal

16.23

yang memperbolehkan aku bertanya sama orang atas pendapat mereka karena aku

16.29

orangnya yang kayak kalau misalkan kamu ngomong A aku bisa menanyakan Kenapa gak b gitu walaupun Aku percaya a pun aku

16.36

bakal bisa kayak tapi kan orang-orang yang percaya B gini kalau menurut kamu gimana gitu It's just super fun untuk

16.42

melihat Interaction dan juga build this community of people yang sama-sama

16.48

curious gitu sama-sama penasaran ingin tahunya tinggi gitu speaking of Conspiracy theories aku selalu

16.54

ngelihatnya gini di satu sisi e kita harus hati-hati ya karena kadang-kadang ada Conspiracy theory yang memang ingin

17.00

menjatuhkan suatu pihak atau ingin ya membuat musuh atau membuat polarisasi

17.06

cara berpikirlah tapi kadang-kadang there is also some truth to it bahkan ditunjukkan juga sepanjang sejarah In

17.12

The End ternyata yang tadinya dikira Conspiracy theory ternyata kenyataan benar misalnya Origins of covid kan ada

17.19

yang bilang covid itu disengaja disebarkan oleh orang-orang tertentu ada juga yang bilang emang enggak sengaja

17.26

keluar dari suatu lab ada juga jug yang bilang Ya banyaklah gitu dan enggak

17.31

hanya itu banyak juga yang enggak percaya dengan vaksin karena katanya vaksin sebenarnya untuk mengontrol orang

17.38

di masa depan like Aip gitu bahkan
sekarang dengan covid naik lagi banyak

17.44

orang bilang pas banget nih
momentumnya di saat perang Israel
Gaza saat e di

17.51

Amerika mau e pemilihan presiden
Apakah ini cara untuk menggiring opini
atau

17.58

membuat orang-orang lupa akan perang
yang sedang terjadi isn't that freaking
scary Iya tapi What are your thoughts ah

18.07

gini sih kayak kalau misalkan untuk hal-
hal yang super super sensitif kayak
misalkan covid gitu pada zaman itu aku

18.13

membahas tapi aku memberikan kayak
notion gitu kayak warning juga bahwa

18.19

This is a real thing that we're dealing
with dan you have to take it seriously
mau Conspiracy theoriesnya benar atau

18.25

tidak faktanya adalah ini ini yang dikasih
tahu sama Ho dan diberikan sama

18.30

pemerintahan kita ya Kita juga harus be
careful gitu loh sama apa yang kita
percaya gitu jadi kayak doing your own

18.38

research is also really important dan
ketika kita membahas Conspiracy
theories ya ada beberapa yang memiliki
bukti

18.44

super banyak dan ada yang sama sekali
cuman based on someone's

18.50

theoretical evidence atau paranoanya
orang atau paranoya seseorang gitu

18.55

makanya tapi apa sih approach kamu
dan saat memilih sebuah topik Apakah
niatnya

19.01

untuk menggiring opini masyarakat ke
arah tertentu or are you trying to be
super neutral karena kan at the end of

19.07

the day enggak tahu ya ini ini aku
sebagai Devil advocate aku mau nanya
kamu kamu bilang kamu punya tim yang
melakukan riset dan kamu trust mereka

19.14

tapi apakah kamu yakin kalian udah
mencari eh evidence dari berbagai
sumber

19.22

kalau misalnya sumber pasti kita
ngambilnya enggak bisa dari satu
sumber doang We always have to
crossck in every

19.29

tapi juga ngasih warning first of all dan juga ketika kita membahas kita

19.34

membahas mengingatkan juga bahwa ini adalah teori yang dibuat berdasarkan evidences yang ada kayak bukti-bukti

19.41

yang ada kalian boleh percaya atau tidak itu malah kita lempar kayak can you put more evidence down in the com se biar

19.48

kita bisa berdiskusi bareng atau kalian sama sekali gak percaya Kenapa kalian gak percaya itu yang selalu kita lakukan

19.55

sih Jadi kita gak pernah mencoba untuk menggiring ini orang kayak Eh ini tuh sebenarnya gini loh karena banyak sih

20.01

sebenarnya aku ngelihat banyak banget konten yang melakukan hal itu ternyata ini adalah ini gitu no we don't do that

20.08

jadi yang kita lakukan ini adalah teori konspirasinya kalian percaya atau tidak bahkan Kita masukin juga ini orang-orang

20.15

yang tidak percaya sama teori konspirasi Ini alasan mereka tidak percaya adalah ini Do You Believe it or not know the

20.21

scary thing about Indonesian audience enggak hanya di Indonesia sih Aku yakin di tempat lain juga tapi kadang-kadang

20.27

orang kita mengambil sebuah informasi sangat literal gitu Jadi kalau misalnya nasi bilang a sama B mereka enggak akan

20.34

nonton sampai akhir Tuh udah langsung Oh kata ni a sama B loh jadi mereka udah lupain tuh di akhir-akhir kamu ngomong

20.41

tapi guys ini hanya opini aku ya masih ada bukti ini ini ini kamu pernah kepikiran enggak Kalau ada resiko bahwa

20.47

konten Kamu mungkin bisa menyesatkan eh persepsi masyarakat atau persepsi Audi

20.53

Kamu enggak karena aku Refrain on using my own opinion jadi aku ggak pernah

20.58

kayak menurut aku seit ini itu walaupun ada benar-benar kayak section paling akhir untuk kayak put a little bit of my

21.05

own insights to the video tapi eh Most of the time aku gunain evidences yang

21.10

udah ada gitu loh Ya maksudnya kayak teori-teori yang memang tersebar di masyarakat right Jadi

21.17

kalau misalkan ini adalah sesuatu yang akhirnya berbahaya dan bikin orang mikir

21.23

sampai bisa mencelakai diri mereka sendiri ya I wouldn't talk about it gitu

21.28

tapi kalau menurut kamu pribadi Apa tujuan di balik konten yang kamu buat dan kenapa masyarakat tuh harus aware

21.35

dengan misteri-misteri yang ada di luar sana gak harus aware sebenarnya kayaknya ini interest kita bersama Aja bahwa kita

21.41

su sesuatu yang jatuhnya masih misteri gitu masih memiliki tanda tanya dan kita bisa diskusikan bersama and the most

21.48

Inter myery that come across conspiracor at bolehir kita lagi di topik ini ya eudah

21.56

awal tahun jadi ayo kita pecahkan misteri-misteri yang ada enggak masih kayak salah satu yang terbesar teori

22.03

konspirasi terbesar dunia masih kayak 911 Ya kan Kayak apakah it's an Inside

22.09

job atau bukan itu kayak benar-benar e kita bisa lihat banyak banget evidences

22.14

dan orang-orang yang mempercay teori konspirasi ini gitu dan it's really

22.20

interesting to discuss e selama itu enggak punya efek yang jadi bumererang

22.26

gitu loh UN untuk orang-orang yang mempercayainya I you know Semakin lama aku ngobrol sama Nas semakin kerasa buat

22.33

aku ya bahwa kamu orangnya sangat bright dan kamu mampu membicarakan hal-hal yang kompleks Makanya kamu bicaran

22.39

misteri-misteri kayak gini Sebenarnya aku ngerasa secara enggak langsung kamu eh membuat audience kita lebih Smart

22.45

gitu ya Tapi kalau buat kamu pribadi dan ini terbukti kamu udah bikin konten

22.50

sejak tahun 2013 Ya udah 10 tahun udah lama kamu sendiri sebagai content

22.56

Creator apa nilai-nilai atau nilai-nilai penting atau kunci dibalik punya karir

23.02

yang bertahan karena banyak loh youtuber yang sekarang udah gone but it's 2024 And You're still here apa menurut kamu

23.09

karak nilai-nilai yang kamu punya yang membuat kamu bisa sustain selama ini aku

23.14

cuman fokus mendengarkan sih sebenarnya paling simpelnya tuh bottom line-nya adalah aku mencoba mendengarkan

23.20

orang-orang yang memilih untuk menggunakan waktu Mereka menonton aku right jadi kayak mungkin nonton YouTube

23.28

bisa dibilang gratis ya kayak it's it's just an app that you download di

23.33

Handphone dan bisa nonton kapan aja tapi kalau menurut aku mereka membayar aku sama sesuatu yang super valuable yang

23.40

ggak bisa aku balikin Waktu mereka jadi aku selalu tanemin juga di kantor kita

23.45

selalu ngingetin satu sama lain bahwa ketika kita bikin konten make sure orang yang memilih untuk menggunakan waktu

23.51

Mereka menonton kita itu keluar dengan sesuatu mereka mendapatkan sesuatu dan juga we not wasting their Time How do

23.58

you keep your ideas fresh karena tentunya aku rasa kita semua pernah ngalamin creative blog H ya kan Jadi

24.04

selama ini gimana caranya kamu terus membuat audience kamu ingin stay karena

24.10

aku rasa kendala banyak content Creator di luar sana Dan mungkin yang nonton ini sekarang ingin jadi content Creator mereka pasti mikir Oh mungkin selama

24.16

setahun aku bisa nih stick ke Persona yang ini tapi setelah setahun gimana aku bisa Survive kalau orang mulai bosan

24.23

dengan ciri khas aku untuk neror ya kayak ak my viers nor I neror dan itu

24.31

komunitas kamu ya Iya jatuhnya lebih kayak orang-orang yang nonton neror jadi aku gak pernah bilang bahwa aku punya

24.37

fans tapi neror punya fans gitu neror punya pengikut dan aku ngerasa bahwa

24.44

yang keep it going adalah komunitas ini sebenarnya aku dan juga viewers aku dan juga NCC That's my team jadi kita saling

24.53

kayak triangle thats gitu kalau misalkan inipiry bukan

25.00

nih bisa lagi asal gak depan mata Ya I but it keeps like kalau satunya

25.08

hilang kayaknya kita bakal susah gitu jadi ya we try to always Listen to the

25.16

interest of each one of these gitu aku dengerin apa yang dibutuhkan sama tim aku tim aku dengerin juga apa yang aku

25.22

butuhkan Kita dengerin neroris neroris juga ngasih Insight buat my team and

25.28

gah pokoknya Pill waktu pertama kamu e mulai

25.34

dengan program neror itu kamu udah ada tetim atau sendiri dulu sendiri What was the workflow workflow-nya gimana waktu

25.39

masih kamu sendiri dulu jadi aku kuliah Eem waktu S1 itu aku mulai my channel ya

25.45

kan Terus aku lulus aku i could have like jadi at the time when my friends were starting to get interviews mereka

25.52

mulai interview-interview di compy company aku ngelihat kayak YouTube channel aku waktu itu mungkin sekitar 7uh

25.58

50.000 subscribers mungkin ya terus aku kayak kayaknya aku bakal milih ini deh kayak I love making videos gitu bahkan

26.05

setahun pertama 2 tahun pertama kayak I wasn't make money at all tapi gak pernah ada satu minggu pun aku skip ngupload

26.13

video Iya dan e habis itu I chose it dan aku kayak Oke berarti I need to make it

26.20

a regular regular thing I need to put more effort into it dan akhirnya Aku jadiin itu pekerjaan aku ya dan

26.28

pada saat itu anehnya waktu aku mulai kerja ini aku ngelihat kayak Oke aku kerja seharian tapi sore aku nih kosong

26.35

di hari Selasa sama kamis akhirnya aku Enroll buat S2 jadi aku ngerjain sekolah

26.41

dan juga editing shuting itu sendiri
semua sendiri Wow he so I think e

26.47

konsistensi kuncinya waktu itu dan
karena kamu memang suka akhirnya
kamu coba mengescalate kualitas
pekerjaan

26.54

kamu tapi kan sekarang bisa dibilang
you have a company kamu punya tim
utuh gimana sih kamu bisa
menghasilkan tim

27.00

yang bisa memberikan output sesuai
standar yang kamu inginkan Oke tadi
aku

27.05

sempat ngomong juga sama Cint ofam
bahwa I take super big great pride
tentang my

27.10

team NCC NCC itu apa sih n creative
crew W pannya nct ya sebelum nct deh
kayaknya

27.20

eh enggak tahu deh aku gak ngikutin nct
buat ya jadi eh NCC

27.27

kita benar-benar curate the people that
can be in our team gitu bukan jahat ya

27.32

bukan jadi kayak benar-benar ketika kita
mau ada additional member di tim kita

27.38

kita remukin bareng-bareng kayak
Apakah Eh ini yang kita butuhkan atau
enggak Tapi apa sih pro dan kontra yang
kamu

27.45

rasain sejak punya tim sendiri atau pro
semua ada Pro sama kontranya
tentunya

27.51

kayak kontranya mungkin kalau kita
mulai dari kontra ee pressure Ya
maksudnya

27.56

kayak ada orang-orang yang yang
bekerja sama kita itu Aku ngerasain
harus

28.01

digaji gaji is one thing ya tapi providing a
space Di mana mereka bisa

28.06

grow atau kayak mikirin kira-kira e karir
jenjang karirnya bisa ke mana

28.12

apaagi yang bisa I provide gitu untuk my
employees tuh penting banget buat aku
aku enggak mau orang-orang cuman
kerja

28.18

datang keluar dan ini loh kayak Iya kayak
robot kayak robot gitu aku mau ee

28.23

dari timingnya mereka kerja gitu jangan
sampai mereka enggak punya

kehidupan pribadi pokoknya i i try gitu loh untuk

28.32

my my team karena ya mereka satu pilar dari tiga itu yang aku kayak kalau gak

28.37

ada jangan depan mata I ba i love my team Oke seems like

28.45

you only have Good things to say Which is great dan untuk teman bar cinta kalau content Creation adalah hal yang kalian

28.50

ingin buat sebagai karir kalian gak bisa dari awal udah terpaku e berapa yang akan kalian hasilkan dan ket karena Nas

28.58

aja tadi bilang 2 tahun pertama dia gak menghasilkan uang sama sekali jadi you

29.03

have treat this like a job gitu kalian harus ngetreat content Creation kayak pekerjaan Kalau memang kalian ingin

29.09

tumbuh di space ini kalian harus mau masukin effortnya harus konsisten harus

29.15

sabar dan tentunya Kalau ngelihat ada sesuatu yang gak berhasil cari tahu kenapa orangor gak nggrab konten yang

29.23

kalian buat karena kalau misalkan kita gak mulai sesuatu kita gak belajar sama

sekali kan every Failure bahkan dengan video

29.30

Failure kita juga masih over ada video yang does Work ada video yang works dan

29.35

itu kita belajar dari each one of them Jadi kalau misalkan stuck in one Space

29.41

kamu cuman diam yang gak ada pergerakan gitu kamu cuma bisa mendapatkan hasil

29.47

ketika ada pergerakan mau maju atau mundur tapi ada pergerakan itu baru Kamu ngelihat sesuatu gitu next for n judge

29.55

tadi juga aku tanya di balik kamera kan kamu kan udah berevolusi yang tadinya bikin

30.01

eh konten tentang traveling Where is Indonesia ke neror dan sekarang aku

30.07

yakin banyak layer-layer lain kalau kamu bisa membangun visi yang ideal untuk

30.13

nasi judge 10 tahun ke depan kamu ingin ngebangun apa lagi 10 tahun ya 5 tahun deh biar enggak terlalu pressure ya

30.19

kalau 10 tahun kayaknya sedikit sulit ya karena aku benar-benar reacting e juga

30.25

ke Everything that is around me gitu kayak kita bikin ches over time over time tapi kalau misalkan kayak long ter

30.33

Vision mungkin kita mau e ke depannya of course

30.38

terus bikin hal yang menarik untuk neroris tapi juga mungkin ke hal-hal

30.44

yang lebih besar gitu Mungkin kita bisa membuat some kind of ideas buat horror

30.50

films atau curate the stor buat dibagikan membangun IP

30.56

untukunia filman mungkin Series dan lain sebagainya Oke last from nasy judge

31.02

kalau kamu boleh kasih tahu ke teman-teman bicara cinta apa misteri atau Conspiracy theory yang kita harus

31.08

benar-benar perhatikan dan hati-hati untuk beberapa saat ke depanuh beberapa

31.14

saat ke depan ya it can be the next year apa yang kita harus benar-benar pay attention to saat ini maybe There

31.20

something you know that weak sih tapi yang saat ini lagi kalau misalkan satu di pinpint sedikit susah ya cuman kayak

31.31

B bisa terjadi bisa terjadi mungkin dengan apa yang sedang terjadi di Middle

31.37

East wow we in a scary World dan semuanya semakin termnify karena adanya

31.43

Sal media Jadi mungkin kalau dari aku dan Nas terakhir gunakanlah platform dan

31.48

suara kalian dengan bijak karena walaupun mungkin rasanya tidak ada pergerakan walaupun kita sudah berkeluar-keluar untuk mendapatkan

31.54

keadilan e jangan pernah capek jangan pernah berhenti karena konsistensi pasti

32.00

akan menghasilkan hasil yang kita inginkan di jangka panjang well right

32.06

well n on thank you so much for making time dan aku tunggu episode neror

32.15

selanjutnya karena mungkin aku akan
main-main ke channel Nas so apa yang

32.20

kita bahas saat dua orang yang beropini
bergabung what

32.26

benarbenar bicara cinta berhati-hatilah
dengan

32.31

berita Apun yang kalian konsumsi di luar
sana jangan gampang percaya selalu
lihat fakta dari segala sudut apalagi yang

32.37

diare ya yang kalian share kalian pilih
untuk bagikan ke lebih banyak orang tuh

32.43

pastikan kalian memiliki sources yang
reliable yes and thank you so much for

32.52

see time bye

33.04

Than

mungkin kayak my grandmother dulu nonton ket "Tersejurng" / or something, tapi beyond that ngak sih, kayak setelah masuk SMP itu banyakin kayak Disney channel, tp ttp tau lah kta kita tinggal di Indonesia kan? So I know like what was far kayak for example when you're in Gneton, kaya of course I'm known by Cinta Laura gitu.

9:22

Thank you

9:24 - 9:26

And I know the trends and things like that, gitu

9:27 - 9:40

Tapi kalo menurut kamu ya, kamu lebih pragmatic atau lebih umi Superstitious (sub) karna kan bisa dibilang orang celalu bilang pragmatism itu lebih western trait, kalo superstitious percaya kayak hantu an, jin an itu lebih ke budaya timur

9:41 - 10:12

Aku menoba y/ bilang kayak I'm quite logical (sub) tapi gede di Indonesia, tentunya kita melihat sometimes kayak atau cerita orang, gitu kita naga bisa bilang semua orang bohong k kayak "Oh ya, emang ada yg dikirimin santel" atau something, like that, makanya I was like sekali lagi atau celalu di tengah, Hg hal itu, makanya ini tuh jadi perbandingan yg seru bgt the why I brought it to my channel kenapa aku bahas di channel karna apa sih middle groundnya gitu, bisakah kita percaya? Ati ada hal sebenarnya yg bisa dijelaskan secara logis, gitu.

10:13 - 10:30

Nah, speaking of the dibicarakan scr logis, kamu sendiri gimana menanggapi hal? mistis? Ada naga mungkin pengalaman yg kamu blum pernah citabisa sebelumnya yg pernah kamu alami scr prib karna kan kalo itu nonton yt channel kamu tu kayaknya kamu semuanya cerita dr audience kamu

mengajarkan bisnis? Ada channel Indonesia yg I absolutely love, jadi ya biarakan mereka saja yg ngapain itu.

16:06 - 16:15

Tapi apa dr topik conspiracy theories yg bikin kamu sangat tertarik hingga itu menjadi center dr bisnis kamu dr yt channel kamu?

16:15 - 16:52

Sebenarnya bukan conspiracy theories (sub), tp lebih ke misteri

Misteri semua yg memiliki tanda tanya. Aku suka membahas hal yg memperbolatkan aku bertanya sama orang atas pendapat mereka. Karna aku orangnya kaya kalo misalkan kamu ngomong A, aku bisa menanyakan kenapa naga B? Kalaupun aku percaya A, aku bakal bisa ket tp kan orang yg percaya B gini. Kalo menurut kamu gimana? gitu. It's just super fun y/ ngobrol interaction & juga build the community of people yg sama curius gitu, sama penasaran, ngatin tahu gitu.

16:52 - 17:17

But speaking of conspiracy theories, aku selalu ngalotin gini. Di awal cisi kita harus hati ya. Karna kadang ada conspiracy theory yg memang ngin menipiskan suatu pihak, ngin membuat musuh / memusuhi. Polarisasi cara berpikir. Tp something there's also some truth to it. Bahkan diringkaskan juga sepanjang sejarah, in the end ternyata yg benernya dikata conspiracy theory ternyata beneran.

17:17 - 18:04

Misalnya origin of COVID. Kan ada yg bilang COVID itu dirangkai & disebarkan oleh orang? tentu, ada juga yg bilang ngak dirangkai & beluar dr suatu lab, ada juga yg bilang ya banyak lab gitu. Ada banyak juga yg naga percaya dr vaksin, karna katanya infeksi sebelumnya untuk mengontrol orang di masa depan, it's like a chip gitu. Bahkan sekarang dr COVID naga lagi, banyak orang bilang tuh bgt nih momentnya saat perang Israel & Gaza, saat di Amerika mulai pandemi presiden apakah ini cara y/ menanggapi opini / membuat orang lupa

atau perang yg sedang terjadi. Isn't that freaking scary?

18:04 - 18:06

Yah, tapi

18:06

What're your thoughts?

18:07 - 18:57

Properti hal? Kalo misalkan y/ hal yg super sensitive, kayak misalkan COVID gitu. Pada zaman itu, aku membahas tp aku memberikan kayak notion gitu kayak warning juga bahwa this is real thing that we're dealing with (sub) dan you have to take it seriously, atau conspiracy theories nya benar atau tidak, catatannya adalah ini yg dikasih tau sama WHO dan diberikan sama pemerintah. Kita ya, kita harus be careful gitu loh sama apa yang kita percaya, gitu.

18:57 - 18:58

Jadi kayak doing your own research is also really important. Dan ketika kita membahas conspiracy theories ya ada beberapa yg memiliki bukti super banyak, ada yg sama sekali cuman based on someone's theoretical evidence. (sub).

18:58 - 18:59

Atau paranoia orang

18:59 - 18:59

Atau paranoia seseorang, gitu. Makanya

18:59 - 19:22

Tapi apa sih approach kamu & tim saat memilih sebuah topik, apakah niatnya untuk menggiring opini masyarakat ke arah tertentu, or are you trying to be super neutral? Karna kan at the end of the day, (sub) naga tau ya, ini itu sebagai "devil outcase" (sub) atau mau ranya kamu kamu bilang kamu punya tim yg melakukan riset & kamu trust mereka. Tapi apakah kamu yakin kalian udah mencari evidence dr berbagai sumber.

19:22 - 20:21

Ya kalo misalkan sumber pasti kita ngambiknya naga bisa dr satu sumber,

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