

**A SOCIOLINGUISTIC STUDY OF THE TYPES AND
FACTORS OF CODE-SWITCHING IN THE YOUTUBE
PODCAST ‘PODHUB’**

THESIS

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DEPARTMENT OF ENGLISH LITERATURE

FACULTY OF HUMANITIES

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK
IBRAHIM MALANG**

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Presented to

Universitas Islam Negeri Maulana Malik Ibrahim Malang In partial fulfillment of
the requirements for the degree of Sarjana Sastra (S.S.)

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2026

STATEMENT OF AUTHORSHIP

I state that the thesis entitled “**A Sociolinguistic Study of the Types and Factors of Code-switching in the YouTube Podcast ‘Podhub’**” 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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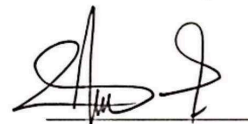
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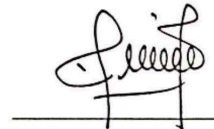
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MOTTO

"To have another language is to possess a second soul."

— *Charlemagne*

"Memiliki bahasa lain berarti memiliki jiwa kedua."

DEDICATION

I dedicate this work to my mother and my loved ones, who have been my anchor and my reason for keeping moving forward. But above all, I also dedicate this thesis to myself for having the courage to fight against fatigue, overcome doubts, and successfully complete what I started.

Thank you to everyone who supported me through their prayers or accompanied me directly through every step of this real-world process, until this life challenge was successfully overcome.

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I would like to express my sincere gratitude to all parties who have supported and guided me throughout the completion of this thesis. I would like to express my highest respect to the Dean of the Faculty of Humanities, Dr. M. Faisol, M.Ag., and the Head of the English Literature Department, Dr. Agwin Degaf, M.A., for their administrative support and academic leadership.

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side, providing unwavering support, patience, and emotional strength throughout the long and demanding process of writing this thesis.

Malang, 29 June 2026

ABSTRAK

Dzulqarnain, Muhammad Iqbal (2026). A Sociolinguistic Study of the Types and Factors of Code-switching in the YouTube podcast ‘Podhub’. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor: Zainur Rofiq, M.A.

Kata kunci: Alih kode, Faktor sosial, Interaksi kelompok sebaya, Podcast, Praktik dwibahasa urban, Wacana lisan tanpa naskah.

Perpindahan kode telah berkembang menjadi strategi komunikasi yang krusial dan bentuk wacana hibrida dalam interaksi media digital modern. Dalam penelitian ini, peneliti menganalisis praktik perpindahan kode dwibahasa (Bahasa Indonesia–Bahasa Inggris) yang terjadi secara spontan di antara para pembicara dalam podcast YouTube “Podhub,” yang menampilkan Deddy Corbuzier, Vidi Aldiano, Reza Arap, dan Marion Jola. Tujuan penelitian ini adalah mengidentifikasi jenis-jenis pergantian kode struktural menggunakan kerangka teoritis Poplack (1980) serta mengungkap faktor-faktor sosial yang mendorong fenomena ini berdasarkan teori Holmes (2013). Penelitian ini dirancang sebagai studi kualitatif kasus tunggal. Peneliti mengidentifikasi 70 ucapan yang mengandung pergantian kode. Dari segi temuan struktural, teridentifikasi 75 contoh peralihan kode, dengan peralihan kode intra-kalimat mendominasi sebanyak 53 contoh (70,7%), diikuti oleh peralihan kode antar-kalimat sebanyak 19 contoh (25,3%), dan peralihan tag sebanyak 3 contoh (4,0%). Sementara itu, dalam analisis faktor sosiolinguistik, teridentifikasi total 73 kejadian faktor, yang terutama dipicu oleh topik percakapan (39 kejadian), diikuti oleh fungsi sosial (29 kejadian), dan peserta (5 kejadian). Berdasarkan temuan ini, analisis menunjukkan bahwa dominasi peralihan kode intra-kalimat mengindikasikan bahwa unsur-unsur bahasa Inggris telah terintegrasi secara alami dan reflektif ke dalam tata bahasa urban digital Indonesia akibat pola pergantian giliran bicara yang cepat. Selain itu, penelitian ini menyimpulkan bahwa peralihan kode di ruang digital tidak lagi dipicu oleh keterbatasan kosakata, melainkan berfungsi sepenuhnya sebagai strategi interaksi sosial aktif untuk menumbuhkan keakraban sesama, humor, dan penampilan identitas modern, sekaligus mengungkap batas-batas yang semakin kabur antara peralihan kode murni dan peminjaman leksikal dalam wacana digital kontemporer.

ABSTRACT

Dzulqarnain, Muhammad Iqbal (2026). A Sociolinguistic Study of the Types and Factors of Code-switching in the YouTube podcast ‘Podhub’. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Maulana Malik Ibrahim State Islamic University, Malang. Advisor: Zainur Rofiq, M.A.

Keywords: Code-switching, Peer-group interaction, Podcast, Social factors, Unscripted spoken discourse, Urban bilingual practice

Code-switching has evolved into a crucial communication strategy and a form of hybrid discourse in modern digital media interactions. In this study, the researcher analyzes spontaneous bilingual (Indonesian–English) code-switching practices that occur among speakers in the YouTube podcast “Podhub,” featuring Deddy Corbuzier, Vidi Aldiano, Reza Arap, and Marion Jola. The aim of this study is to identify types of structural code-switching using Poplack’s (1980) theoretical framework and to uncover the social factors driving this phenomenon based on Holmes’s (2013) theory. This study was designed as a single-case qualitative study. The researcher identified 70 utterances containing code-switching. In terms of structural findings, 75 instances of code-switching were identified, with intra-sentential code-switching dominating at 53 instances (70.7%), followed by inter-sentential code-switching at 19 instances (25.3%), and tag-switching at 3 instances (4.0%). Meanwhile, in the sociolinguistic factor analysis, a total of 73 occurrences of factors were identified, primarily triggered by conversation topics (39 occurrences), followed by social functions (29 occurrences) and participants (5 occurrences). Based on these findings, the analysis indicates that the dominance of intra-sentential code-switching suggests that English elements have been naturally and reflexively integrated into Indonesian digital urban grammar due to rapid turn-taking patterns. Furthermore, this study concludes that code-switching in digital spaces is no longer triggered by limited vocabulary but functions fully as an active social interaction strategy to foster peer intimacy, humor, and the performance of modern identity, while also revealing the increasingly blurred boundaries between pure code-switching and lexical borrowing in contemporary digital discourse.

مستخلص البحث

ذو القرنين، محمد إقبال. (2026) دراسة الإجتماعية لغوية لأنواع وعوامل التبديل اللغوي في بودكاست 'Podhub' على يوتيوب. ، أطروحة البكالوريوس. قسم الأدب الإنجليزي كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرف : زين الرفيق، الماجستير

الكلمات المفتاحية : البودكاست، التبديل اللغوي، التفاعل بين الأرقان، الخطاب الشفوي غير المكتوب، العوامل الإجتماعية، اللغة في المناطق الحضرية، الممارسات الشائنة.

تطور التبديل اللغوي ليصبح استراتيجية تواصلية حاسمة وشكلاً من أشكال الخطاب المهجين في التفاعلات الحديثة عبر وسائل الإعلام الرقمية. في هذه الدراسة، يحلل الباحث ممارسات التبديل اللغوي الثنائي اللغة (الإندونيسية-الإنجليزية) العفوية التي تحدث بين المتحدثين على موقع يوتيوب، والذي يضم ديدي كوروبوزيه، وفيدي أديانو، وريزا أراب، وماريون جولا. تهدف «Podhub» في بودكاست هذه الدراسة إلى تحديد أنواع التبديل الهيكلية للغة باستخدام الإطار النظري لبويلاك (1980)، وكشف العوامل الاجتماعية التي تدفع هذه الظاهرة استناداً إلى نظرية هولمز (2013). صُممت هذه الدراسة كدراسة نوعية لحالة فردية. حدد الباحث 70 عبارة تحتوي على تبديل للغة. من حيث النتائج الهيكلية، تم تحديد 75 حالة من حالات التبديل اللغوي، حيث ساد التبديل اللغوي داخل الجملة بـ 53 حالة (70.7٪)، يليه التبديل اللغوي بين الجمل بـ 19 حالة (25.3٪)، ثم تبديل العلامات بـ 3 حالات (4.0٪). وفي الوقت نفسه، في تحليل العوامل اللغوية الاجتماعية، تم تحديد ما مجموعه 73 حالة لظهور العوامل، نجحت في المقام الأول عن موضوعات المحادثة (39 حالة)، تليها الوظائف الاجتماعية (29 حالة)، ثم المشاركون (5 حالات). واستناداً إلى هذه النتائج، يشير التحليل إلى أن هيمنة التبديل اللغوي داخل الجملة تدل على أن العناصر الإنجليزية قد تم دمجها بشكل طبيعي وتلقائي في قواعد اللغة الإندونيسية الحضرية الرقمية بسبب أنماط تبادل الأدوار السريعة. علاوة على ذلك، تخلص هذه الدراسة إلى أن التبديل اللغوي في الفضاءات الرقمية لم يعد ناتجاً عن محدودية المفردات، بل يعمل بشكل كامل كاستراتيجية تفاعل اجتماعي نشطة لتعزيز الحميمية بين الأقران، والفكاهة، وإظهار الهوية الحديثة، بينما يكشف أيضاً عن الحدود التي تزداد ضبابية بين التبديل اللغوي الخالص والاستعارة المعجمية في الخطاب الرقمي المعاصر.

TABLE OF CONTENT

COVER	i
STATEMENT OF AUTHORSHIP	iii
APPROVAL SHEET	iv
LEGITIMATION SHEET	v
MOTTO.....	vi
DEDICATION	vii
ACKNOWLEDGEMENT	viii
ABSTRACT	x
TABLE OF CONTENT	xiii
CHAPTER I	1
INTRODUCTION.....	1
A. Background of Study.....	1
B. Research Question	7
C. Significance of Study	7
D. Scope and Limitation	8
E. Definition of Key Terms.....	9
CHAPTER II.....	11
REVIEW OF RELATED LITERATURE	11
A. Sociolinguistics	11
B. Code-Switching	12
1. Types of Code-Switching.....	13
a. Inter-sentential Switching.....	13

b. Intra-sentential Switching	14
c. Tag-switching	15
2. Factors of Code-Switching	15
a. Participant	16
b. Setting	16
c. Topic of Conversation	16
d. Social Function	16
C. YouTube as Digital Platform	17
D. Podcast as A New Medium	19
F. Podcast ‘Podhub’	20
CHAPTER III	22
RESEARCH METHOD	22
A. Research Design	22
B. Data Source	23
1. Primary Data	23
a. Macro Unit	24
b. Micro Unit	24
2. Secondary Data	24
C. Data Collection	25
1. Observation	25
2. Note-taking Techniques	26
3. Data Validity Test	27
D. Data Analysis	28

CHAPTER IV	32
FINDINGS AND DISCUSSION	30
A. Findings	30
1. Types of Code-Switching	42
a. Intra-sentential Switching	42
b. Inter-sentential Switching	45
c. Tag-switching	49
2. Factors of Code-Switching	51
a. Topic of Conversation	51
b. Social Function	54
c. Participant	56
B. Discussion	59
CHAPTER V	66
CONCLUSION AND SUGGESTION	66
A. Conclusion	66
B. Suggestion	67
BIBLIOGRAPHY	69
CURRICULUM VITAE	74

CHAPTER I

INTRODUCTION

This chapter contains the background of study, research question, significance of study, scope and limitations, and definitions of key terms. Each of these sections will be explained separately. This chapter focuses on a brief description of the research.

A. Background of Study

Indonesia is a clear example of a multilingual society in the world, as the use of more than one language in daily interactions has become an integral part of the social identity of its people as a whole. In the field of sociolinguistics, this bilingualism naturally gives rise to code-switching as a strategy to make communication more effective. According to Poplack (1980), code-switching refers to the alternation or switching between two or more languages by a speaker within a single speech event. Regarding the language proficiency of modern urban communities, Altarriba (2001) adds that this process of code-switching can occur when a word or phrase in one language spontaneously replaces an element in a second language to ensure the smooth delivery of a message. In the modern era, this linguistic phenomenon occurs not only in conventional face-to-face conversations but has also spread extensively into new digital media spaces, notably through podcast platforms. In Indonesia's current digital ecosystem, hosts and guests frequently switch between Indonesian and English with flexibility, as if the two languages coexist side by side as a reflection of the dynamics of popular culture.

Podcasts in Indonesia use code-switching not solely as a stylistic preference, but also as a communication strategy to reflect identity, audience orientation, and social dynamics. Unlike traditional media, which often restricts and prohibits language code-switching, digital platforms offer speakers considerable flexibility in how they present themselves. In the context of podcasts, code-switching often signifies cosmopolitanism or internationalism, education, and modernity while maintaining access for local listeners. This makes podcasts a unique medium for observing how language code-switching plays a role that goes beyond mere translation, serving as a sign of group ownership and credibility.

The phenomenon of code-switching is often understood in theory as a form of linguistic flexibility, a feature of bilingual competence, in which speakers can choose the language according to their communication needs. In the field of sociolinguistics, code-switching is influenced by factors such as participants, situational context, and speech purpose. Poplack (1980) emphasizes that code-switching is not only considered a deviation, but also a communication strategy with its own rules. Thus, studies on code-switching can provide an overview of how language can function dynamically in social interactions.

Although research on code-switching has been conducted in various communication contexts, such as classrooms, everyday conversations, or print media, this phenomenon is now also increasingly apparent in digital media, especially podcasts. Podcasts open up a semi-formal communication space because, on the one hand, they are casual and personal, but on the other hand, they still pay attention to professionalism and credibility. This situation makes the use of code-

switching an interesting and unique strategy to reflect the speaker's identity, adapt to the interlocutor, and maintain closeness with the listener. Nazri & Kassim (2023) argue that code-switching has various purposes, such as conveying social identity, expressing solidarity with a particular group, or emphasizing a specific point that can be used as a strategic communication tool in a multilingual context.

Indonesia has become a highly promising and dynamic digital media market, particularly for audio-visual content consumption. According to a We Are Social report (2025), Indonesia ranks first globally in podcast listening, with 42.6% of active internet users listening to podcasts weekly. This rise in consumption is driven by a shift toward a digital lifestyle among the younger generation, who view podcasts as an alternative entertainment medium that allows them to flexibly expand their knowledge. Within this rapidly evolving digital ecosystem, podcasts have emerged as a prominent space for bilingualism and multimedia practices. The informal, conversational nature of podcasts allows speakers to code-switch naturally between languages, making this platform a relevant environment for observing contemporary linguistic phenomena in everyday social interactions.

Due to the increasing popularity of podcasts, the focus is no longer solely on content. The communication strategies used by podcasters are also very important in building a connection with their audience. The main instrument used to build this connection is language, which can shape the tone of the conversation, identity, and the source's credibility in the digital space. In this context, code-switching becomes a suitable communicative strategy, especially for bilingual and multilingual societies such as Indonesia. Code-switching can help adapt to audience

expectations, facilitate message delivery, demonstrate professionalism, and expand reach into the global community. Thus, analyzing code-switching in podcasts could provide insight into the strategic use of language in digital media.

In order to understand this phenomenon, the author uses two theoretical framework. First, Poplack's theory (1980), which classifies code-switching by grammatical form, including intra-sentential, inter-sentential, and tag-switching. Second, Holmes's (2006) theory, which emphasizes social context, distinguishes between situational switching and metaphorical switching and identifies the factors that drive code-switching. In this study, the two theories complement each other in explaining the structural types of code-switching and understanding the social context and reasons for its use.

Research on code-switching has been conducted extensively across various fields, ranging from everyday conversation to education and digital media. To provide a structured understanding of this field, the literature is organized into several main themes, including the use of code-switching in digital entertainment media and in YouTube vlogs. Studies in this field consistently show that code-switching serves as a strategy for constructing modern identities and increasing audience engagement. For example, Fadillah and Parmawati (2020) found that code-switching in Nessie Judge's vlogs is influenced by content appeal and expressive needs, while Buulolo et al. (2021) observed that code-switching in Skinnyindonesian24's content is used to build connections with the audience and highlight a humorous communicative context. Similarly, Wati (2020) identified code-switching in the fashion program "I Look" as a marker of a global lifestyle,

and Sinaga and Hutahaeon (2020) noted that the code-switching performed by Reza Arap on Deddy Corbuzier's YouTube channel serves as an adaptation to the topic and a means of linguistic variation. Collectively, these studies position code-switching as a stylistic choice that enhances the appeal of digital content for individual creators.

In contrast to the entertainment sector, code-switching in educational and formal contexts takes on a different role. Research in educational settings explores code-switching as a functional tool for learning and adaptation. Hanafiah et al. (2021) analyzed thesis examinations and found that code-switching serves to clarify meaning, entertain, translate, and provide feedback within a rigid academic structure. Huda et al. (2025) reached a similar conclusion regarding Thai students in Indonesia, where code-switching functions as a tool for social adaptation, while Kartikawati (2024) views English-language meme reaction videos as an additional resource for learners of English as a foreign language (EFL). Furthermore, research on semi-formal television programs, such as that conducted by Hapsari (2020) on "MasterChef Indonesia" and by Suprihatin et al. (2024) on Fara Quinn's YouTube channel, highlights how code-switching maintains a professional image and fosters a sense of closeness with the audience, even within the constraints of a structured program format. Third, code-switching in podcasts and dialogic reality shows.

Furthermore, there are also studies that examine code-switching in dialogic formats, including reality shows and podcasts. Sinamo et al. (2024) analyzed the reality show "Boy William" and found that code-switching was used for language transitions and to maintain relationships, while Muliana and Mubarak (2022)

identified the code-switching employed by Chef Juna in Deddy Corbuzier's podcast as a sign of professionalism. Additionally, Mutmainnah (2022) explored the types and factors of code-switching in Deddy Corbuzier's podcast with Agnez Mo, concluding that it serves to demonstrate bilingual identity and emphasize ideas.

Based on these studies, it appears that while research on code-switching in Indonesia is quite robust, it often focuses on structured television formats, educational settings, or vlogs dominated by monologues. There remains a significant research gap regarding in-depth studies of code-switching in dialogic, spontaneous, and unscripted podcasts involving multiple participants. Therefore, this study aims to fill this gap by analyzing the types of code-switching and the social factors that drive its use in the "Podhub" podcast. By applying the social factors framework proposed by Holmes (2013), this study no longer views code-switching merely as a linguistic shortcoming or a simple strategy, but rather reveals how public figures pragmatically utilize language shifts to build intimacy, provide rhetorical emphasis, and showcase modern urban identities in the digital age.

This study aims to analyze the types of code-switching and the factors behind its use in the podcast "Podhub," hosted by Deddy Corbuzier and Vidi Aldiano, with Marion Jola and Reza Arap as guests. The main focus is to describe the forms of code-switching and examine how linguistic strategies can shape interpersonal relationships between guests and the host. Therefore, this study is expected to contribute to contemporary sociolinguistic studies, particularly in the practice of digital communication, which is increasingly being used due to the phenomenon of multilingualism.

The basic assumption in this study is that code-switching in podcasts does not occur by chance but is also used as a communication strategy that conveys social meaning. Language switching serves to emphasize identity, strengthen closeness, and unite speakers with a heterogeneous audience. In Indonesia, a multilingual society, code-switching practices reflect cultural changes and the lifestyles of the digital generation. Therefore, code-switching in the 'Podhub' podcast is seen as part of contemporary communication that shows how individuals manage their identity, social relationships, and credibility amid the rapid flow of globalization.

B. Research Question

Based on the context, the author focused the investigation on the following problems:

1. What types of code-switching are used by the speakers in the selected episode of the YouTube podcast 'Podhub'?
2. What social factors contribute to the use of code-switching in the selected episode of the YouTube podcast 'Podhub'?

C. Significance of Study

Theoretically, this study contributes to the development of sociolinguistic research, particularly by advancing understanding of code-switching practices in the era of digital communication. Using Poplack's (1980) theory, combined with Holmes's (2013), this study provides an in-depth understanding of bilingual speakers' use of language switching to negotiate meaning, form social identity, and

adapt in conversation. Furthermore, Gumperz's (1982) perspective on code-switching aligns with this study, as code-switching is not seen as a linguistic phenomenon alone but also as a social strategy that demonstrates solidarity, closeness, or power relations between speakers. Through its analysis of the Podhub Podcast, this study strengthens the relevance of classical theory, which continues to adapt in explaining the form and function of code-switching in the context of spontaneous, interactive, and culturally prominent digital communication.

In terms of application, the results of this study can provide knowledge for students, educators, and digital content creators about the importance of awareness in choosing language when interacting with the public on online platforms. The findings show that appropriate code-switching can increase audience engagement, maintain an authentic style of speech, and strengthen the communicative relationship between the speaker and the listener. In addition, this research could serve as a reference for further studies exploring bilingual communication in digital media, as well as helping podcasters understand the important role of language selection in building credibility and relationship with their audience.

D. Scope and Limitation

This research analyzes code-switching in the Podhub podcast hosted by Deddy Corbuzier and Vidi Aldiano, featuring guests Marion Jola and Reza Arap. The data was collected from an episode titled "IH MEREKA BERDUA GEMEEZ!! ❤️ REZA ARAP ❤️ MARION JOLA ❤️ VIDI PODHUB – PODCAST," released on YouTube Close The Door on November 11, 2023. The episode was selected

purposely because it features spontaneous, dynamic conversations that represent the bilingual practices typical of urban Indonesian society. Focusing on a single broadcast or video allows for an in-depth analysis of the form and function of code-switching without obscuring the social context of digital conversations.

In addition, this study theoretically uses Poplack's (1980) framework to identify types of code-switching such as inter-sentential, intra-sentential, and tag-switching. To analyze the social factors driving code-switching in this study, the researcher utilized Holmes's (2013) theory, which categorizes these factors into topics, social functions, and participants. This approach provides a dynamic perspective for understanding the pragmatic motivations behind code-switching in digital conversations involving multiple participants. Furthermore, the scope of this study is limited to a single-case qualitative study of the Podhub podcast and deliberately excludes other forms of communication, such as vlogs or television programs, because these formats differ in discourse structure, modes of interaction, and communicative characteristics that are unlikely to align with the dialogic nature of this study. Thus, this study is qualitative in nature, and its findings are context-specific and cannot be generalized to represent all podcast interactions in Indonesia or broader sociolinguistic patterns of a similar nature.

E. Definition of Key Terms

To clarify concepts and prevent misinterpretation, several key terms in this study are defined in the context of the study.

1. Sociolinguistics: a branch of linguistics that studies the relationship between language and society by exploring the influence of social factors on language use.
2. Code-switching: the use of two or more languages alternately in a single conversation by bilingual or multilingual speakers.
3. Inter-sentential Switching: code-switching that occurs between sentences, with each sentence using a different language.
4. Intra-sentential Switching: code-switching that occurs within a single sentence or clause and follows grammatical rules.
5. Tag-switching: code-switching that inserts tags or short expressions from another language into speech.
6. Podcast: is a digital audio or audio-visual medium in the form of recorded conversations that can be accessed on-demand and is public in nature.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter presents concepts and theories relevant to research on code-switching in the ‘Podhub’ podcast. The discussion begins with an explanation of sociolinguistics as the primary foundation, followed by an examination of code-switching, including its types and the factors that influence it. Furthermore, this chapter also discusses the context of the YouTube platform and podcast media as new digital spaces in the language practices of modern society, particularly in Indonesia, before examining the profile of the ‘Podhub’ podcast as a case study.

A. Sociolinguistics

Sociolinguistics is a branch of linguistics that studies the relationship between language and society, with a primary focus on examining the social factors that influence how language is used in everyday interactions (Wardhaugh, 2006). Through sociolinguistics, language is not viewed solely in terms of its structural or grammatical formalities but is also understood as a social product that emerges, evolves, and is interpreted within the social context of its community.

Holmes (2013) states that sociolinguistics is a discipline that seeks to understand why speakers use different ways of speaking in different social situations, as well as how these language choices can convey specific social meanings. These social meanings can represent levels of solidarity, politeness, social distance, and even the identity of the speaker’s group. In line with this, Kalra and Danis (2024) argue that language functions not only as a passive tool of

communication but also as an active instrument for building, maintaining, and negotiating social relationships between individuals.

From a sociolinguistic perspective, language is also viewed as a symbol of social identity (Bucholtz & Hall, 2005). Through specific language choices, an individual can express and demonstrate their social background, group affiliations, and even their bargaining position within a community. This phenomenon is particularly relevant in the context of bilingual and multilingual societies, where speakers possess multiple linguistic repertoires that they can switch between during interactions (Wei, 2018).

Therefore, the sociolinguistic approach was chosen as the primary analytical tool in this study. This approach possesses a strong theoretical capacity to uncover the language variations that emerge in social interactions (Wardhaugh, 2006). In the context of the ‘Podhub’ podcast, the sociolinguistic approach is used to explore how the host and guest stars use their language choices particularly code-switching as part of their communication strategies in a public yet informal digital space.

B. Code-Switching

Code-switching is a linguistic phenomenon commonly observed in bilingual and multilingual communities, in which speakers alternate between two or more languages within a single speech event. This phenomenon is a socially structured form of language use and does not indicate a lack of language proficiency or a linguistic deviation. In sociolinguistic studies, code-switching is examined to understand the mechanisms by which speakers select and switch between language

codes based on social context, the characteristics of their interlocutors, and specific communicative goals (Wardhaugh, 2006).

The practice of code-switching demonstrates that speakers can take social and pragmatic factors into account when communicating, in addition to linguistic aspects themselves. Through dynamic language shifts, speakers can build rapport, reinforce their identity, and align themselves with their audience. Thus, code-switching serves as an ideal entry point for understanding the close interconnection between language and a community's social dynamics.

1. Types of Code-switching

When classifying types of code-switching, sociolinguists divide them into two main categories: based on grammatical structure and based on social function.

Poplack (1980) classified code-switching structurally, based on syntactic boundaries, into three main types: inter-sentential switching, intra-sentential switching, and tag-switching. This classification is used in this study to identify the structural forms of code-switching that appear in conversations on the 'Podhub' podcast. The explanations for each type are as follows:

a. Inter-sentential Switching

Inter-sentential switching is a type of code-switching that occurs across sentence boundaries, in which one complete sentence is spoken in one language, and the next sentence is spoken entirely in another language. According to Poplack (1980), this type of code-switching demonstrates that

the speaker has a mature ability to separate the grammatical structures of each language used without causing structural overlap. An example is as follows:

Majid : “Are you coming to the party tonight?”

Aldo : “I can't come tonight. Aku masih harus menyelesaikan target pengiriman.”

In the dialogue above, Aldo uses English in his first sentence, then switches to Indonesian in the next. This change in language across sentence boundaries is a key characteristic of inter-sentential switching.

b. Intra-Sentential Switching

This type of code-switching occurs when a change or transition in language code occurs within a single clause or sentence. Poplack (1980) states that this type requires a very high level of bilingual fluency, as the speaker must be able to integrate elements of the foreign language into the primary language without disrupting or violating the syntactic rules of either language. An example is as follows:

Ruth : “Can you help me with this project?”

Sahanaya : “Aku lagi banyak deadline project bulan ini, so I can't take another project.”

Pada contoh di atas, Sahanaya memulai kalimat dengan bahasa Indonesia, tetapi menyisipkan klausa bahasa Inggris dalam satu kesatuan

struktur kalimat tunggal tersebut, yang menandakan terjadinya intra-sentential switching.

c. Tag-switching

Tag-switching is the simplest form of code-switching because it involves only the insertion of short phrases, particles, or emphatic words from one language into the sentence structure of another language. According to Poplack (1980), this insertion of tags does not affect or alter the grammatical structure of the main clause at all. Examples are as follows:

Maya : “Aku sedikit gugup dengan kelas hari ini.”

Heni : “Tidak perlu khawatir, presentasinya sudah siap, right?”

The word “right” at the end of Heni’s sentence serves as an emphatic tag borrowed from English without altering the structure of the preceding Indonesian sentence.

In addition to the structural classification proposed by Poplack (1980), there is a theory by Wardhaugh (2010) that also divides code-switching based on its social function into two categories: situational code-switching, which can occur due to changes in the social situation or participants without changing the topic; and metaphorical code-switching, which occurs rapidly to emphasize meaning, create humor, or convey emotional closeness without a change in the situation.

2. Factors of Code-Switching

Code-switching can be triggered by various social and situational variables that influence speakers and does not occur randomly. In

determining the reasons or factors that drive a speaker to engage in code-switching, the sociolinguistic theory proposed by Holmes (2013) explains that there are four main social factors that govern language choice in multilingual societies, as follows:

a. Participant

The participant factor refers to the people involved in an interaction, consisting of who is speaking and to whom they are speaking. Speakers often shift their language code to adapt to their interlocutor's linguistic background, aiming to linguistically accommodate them to indicate social distance or strengthen solidarity among speech communities.

b. Setting

This factor relates to the aspects of space, time, and the physical environment in which interactions take place, including the level of formality of the situation. A shift from a formal setting, such as an office, to an informal one, such as a home, generally prompts speakers to adjust their language code to align with the social norms of the local environment.

c. Topic of Conversation

The topic of conversation can significantly influence speakers to switch codes. Thus, certain topics are often perceived as easier, more efficient, and more comfortable to express in a particular language due to the availability of technical vocabulary, cultural understanding, or the speaker's familiarity with the language in relation to that topic.

d. Social Function

Social function is one of the factors identified by Holmes (2013), which is divided into two types of functions: the referential function, which aims to convey objective information or quote others' statements; and the affective function, which aims to express emotions, convey humor, emphasize social status, or provide rhetorical emphasis.

Although Holmes (2013) identifies the four social factors above as fundamental components, this study deliberately excluded the setting factor from the data analysis. Based on the researcher's assessment, the physical location and social environment of the interactions examined in this thesis were entirely constant and confirmed to be the same in every episode all of which took place in the Podhub podcast studio.

Because the setting is permanent and does not change throughout the interactions, the setting factor does not play an active role in triggering situational code-switching in this data corpus. Therefore, the factor analysis in this study focuses on the remaining three factors: participants, discussion topics, and social functions.

By applying Holmes's (2013) theory, the researcher can maintain a precise analytical focus on the social variables that drive code-switching practices in podcast conversations.

C. YouTube as Digital Platform

YouTube is an audiovisual digital platform that provides a space for public communication characterized by an informal, fluid, and dialogic nature. In

linguistic studies, YouTube is no longer merely a medium for one-way content distribution but has evolved into a virtual space for social interaction where users produce and construct meaning through language. A communication format that adopts the style of everyday conversation distinguishes this platform from traditional media such as conventional television or radio, which tend to be more formal, rigid, and governed by strict language regulations.

Communication on digital platforms in linguistic studies is often analyzed through the concept of Computer-Mediated Communication (CMC). Herring (2007) states that computer-mediated communication has unique characteristics, such as high flexibility in formality levels, a temporal gap between message production and consumption, and a very broad yet heterogeneous audience reach. These characteristics offer content creators opportunities to strategically adapt their language choices to meet the expectations of a diverse audience.

Furthermore, as a new digital space in the modern era, YouTube exhibits unique linguistic characteristics of hybridity and fluidity. As noted by Androutsopoulos (2014), digital media fosters the emergence of new linguistic styles that combine various linguistic resources available to speakers, one example being the use of more than one language within a single interaction. This makes code-switching on digital platforms part of modern communication strategies to strengthen personal identity, build social closeness, and reach a wider audience.

YouTube's heterogeneous audience can reinforce a tendency toward code-switching, particularly in chat-based or podcast content. Dialogic, unscripted

interactions allow speakers to explore language flexibly (Herring, 2007). In such situations, language choice can be understood as a communication strategy influenced by the presence of the audience, the relationships between speakers, and the purpose of the interaction itself (Holmes, 2013). Therefore, YouTube serves as a highly representative medium for observing code-switching practices in the modern digital era.

D. Podcast as New Medium

As a form of new medium, podcasts have evolved into a space for communication that facilitates both personal and public linguistic interaction. This stands in stark contrast to traditional mass media, which is bound by institutional formalities and strict broadcasting regulations. Thus, podcasts offer a conversational format that is far more relaxed and spontaneous, and that prioritizes a dialogic approach. In this context, language functions not only as a tool for conveying objective information in a one-way manner but also transforms into a social instrument for building relationships, expressing identity, and managing interpersonal interactions between speakers and listeners. Furthermore, podcasts can be understood as an evolutionary form of modern conversation that reflects society's everyday communication practices in the digital space.

Moreover, the growth in podcast consumption in Indonesia highlights the importance of this medium in the modern communication landscape. According to global data from We Are Social (2024), Indonesia ranks first worldwide in the proportion of weekly podcast listeners, with 42.6% of all active internet users. This

figure confirms that podcasts have become part of the Indonesian public's media consumption habits, particularly among the younger generation. This platform is popular because it provides an alternative space for discussion that flexibly integrates elements of entertainment, personal opinions, education, and reflections on life experiences all presented in a casual manner.

The informal nature of modern podcasts characterized by relaxed, conversational formats ultimately encourages speakers to engage in natural code-switching. The flexibility of the podcast format gives content creators the freedom to blur the lines between formal and informal language, making podcasts a highly fertile digital ecosystem for the development of bilingual practices in digital media.

E. Podcast 'Podhub'

Looking at Indonesia's digital creative industry, the 'Podhub' podcast series, broadcast on Deddy Corbuzier's official YouTube channel, stands out as one of the most prominent examples of a casual, conversational new media communication style. Hosted by Deddy Corbuzier and Vidi Aldiano, this podcast is widely known for its completely unscripted, theme-free, and spontaneous conversational format, covering a wide range of topics from personal lives and career journeys to hot social issues all presented in an engaging way. This natural, flowing conversational style makes 'Podhub' an authentic example of interpersonal verbal interaction in today's digital media.

The popularity and communicative relevance of the 'Podhub' podcast as a subject of study are further reinforced by empirical field data. Based on quantitative

research by Meicella and Aulia (2025) on “Podhub’s” performance, the appeal of the podcast’s communication style and conversational content is strongly correlated with listener satisfaction. Their analysis revealed a correlation coefficient of 0.862, accounting for 74.4% of the variance. These scientific findings indicate that the narrative communication style and verbal interactions within ‘Podhub’ play a central role in fostering audience retention and participation, thereby making it statistically popular and communicatively relevant for research.

From a sociolinguistic perspective, the ‘Podhub’ podcast is a rich discursive space for studying code-switching practices in the context of informal public communication. This is because the hosts and guest stars featured predominantly come from the ranks of modern urban public figures with strong bilingual profiles, particularly in Indonesian and English. Consequently, the alternating use of multiple languages has become an integral part of these public figures’ communication strategies to lighten the mood, express social identity, and build rapport with fellow speakers and the audience in the digital space.

CHAPTER III

RESEARCH METHOD

This chapter outlines the methodological framework for examining code-switching practices in the ‘Podhub’ podcast. Using a single-case qualitative study approach, this chapter details the research procedures, from selecting data sources and data collection techniques to a systematic data analysis framework. This methodology is designed to capture the natural, spontaneous, and dialogic nature of digital discourse involving multiple participants, drawing on Poplack’s (1980) theory to classify types of code-switching and Holmes’s (2013) theory to interpret the factors underlying speakers’ use of code-switching.

A. Research Design

This study employs a qualitative, single-case design. According to Creswell and Poth (2017), a qualitative case study is an approach that explores a concretely and contemporarily defined system through in-depth and detailed data collection. Since this study focuses solely on the analysis of a single episode of the ‘Podhub’ podcast, the findings are not intended to be generalized to the broader context of digital media in Indonesia. Instead, following Yin’s (2018) methodological framework, a single-case design is particularly appropriate when a case is representative or unique, thereby allowing the researcher to conduct an intensive analysis of a linguistic phenomenon within its natural digital environment. The selection of this single episode as the case study was based on the characteristics of multi-party interactions involving four participants; its spontaneous nature; a

sufficient frequency of code-switching; and its representation of current trends in urban digital communication.

B. Data Source

In general terms, data sources in qualitative research refer to the origins or subjects from which research data are legitimately obtained to answer the research question. Patton (2014) emphasizes that identifying the appropriate data sources is crucial in qualitative research because the depth and quality of the information obtained depend heavily on the accuracy of selecting the subjects or materials under study. In the context of sociolinguistic research, data sources must reflect natural and contextual language use in accordance with the social reality of the speech community under study (Litosseliti, 2010). To provide an in-depth, structured understanding that meets scientific methodological standards, the data sources in this study are classified into two main categories: primary data and secondary data.

1. Primary Data

Primary data are data obtained directly by the researcher from original or first-hand sources, without going through intermediaries, for research analysis (Sugiyono, 2005). In this study, the primary data source was obtained from a video uploaded to Deddy Corbuzier's official YouTube channel on November 11, 2023, titled "IH MEREKA BERDUA GEMEEZ!! ❤️ REZA ARAP ❤️ MARION JOLA ❤️ VIDI PODHUB – PODCAST". Defining the units of analysis for this primary data is necessary to reduce and classify the data consistently (Sugiyono, 2005). Therefore, the form of the primary data collected and analyzed from this source is

specifically defined based on two levels of linguistic structural units of analysis (Maryadi, 2010), namely:

a. Macro Unit

These consist of complete sentences spoken by the host and guest in the podcast video that were identified as containing code-switching. These complete sentences serve as the primary basis for researchers to observe and understand the situational context, the direction of the conversation, and the sociolinguistic factors underlying code-switching.

b. Micro Unit

These are more specific linguistic components within the structure of a complete sentence, including clauses, phrases, and words (Sugiyono, 2005). It is these micro-linguistic units that the researcher isolated, recorded the precise locations of their markers, and rigorously classified to determine the types of code-switching based on Poplack's (1980) structural typological framework.

2. Secondary Data

Secondary data is supporting data obtained by researchers from pre-existing external sources to strengthen, supplement, and validate the analysis of primary data. Silverman (2016) states that the use of secondary data or supplementary textual documents in qualitative case studies provides

a rich sociocultural background and enhances the researcher's interpretive insight into the primary text. In this study, secondary data includes supporting contextual information such as written descriptions accompanying video podcasts, background profiles on the speakers' bilingualism obtained from reliable biographical articles, and authoritative dictionaries such as the Oxford English Dictionary and the Kamus Besar Bahasa Indonesia (KBBI), which the researcher used to verify the accuracy of the linguistic structural boundaries of words that undergo code-switching.

C. Data Collection

The data collection techniques used in this study were the most strategic steps for obtaining detailed data within the specified timeframe (Maryadi, 2010). According to Sugiyono (2005), qualitative data collection focuses on obtaining data that is appropriate for addressing the primary research objectives. Emzir (2011) adds that qualitative data collection procedures must be systematically designed so that the resulting data possesses high academic integrity. In linguistic research, the scientific collection of data relies on the observation method, which is broken down into several operational techniques (Sudaryanto, 1993). Drawing on the insights of these experts, the data collection techniques in this study were structured using two main methods: observation and note-taking techniques, and supplemented with procedures to directly test the data's validity.

1. Observation

In this study, it was used as a form of direct observation of digital research objects of an audio-visual nature. Emzir (2011, p. 70) states that the

viewing technique is a form of observation used by researchers to examine research objects in depth. Through this technique, the researcher focuses their senses of sight and hearing to capture all speech events and linguistic behaviors that occur naturally in the video. The procedure for implementing the viewing technique in this study was designed through the following operational stages:

- a. The researcher closely watched episodes of the ‘Podhub’ video podcast to observe every behavior, interaction, and word spoken by the characters (Emzir, 2011).
- b. The analysis of words and utterances was aided by an online transcription tool, which converted the spoken data from the podcast videos into a draft of the initial raw text transcript.
- c. After obtaining the draft transcript, the researcher rewatched the podcast video to verify it and identify and isolate segments of speech that contained valid code-switching.

2. Note-taking Techniques

The notation technique is an advanced method for collecting data on written language use following a listening or viewing process (Sudaryanto, 1993). Through this technique, the linguistic data filtered during the viewing stage is codified into a systematic notation instrument, ready for analysis in the next chapter. The steps for applying the note-taking technique in this study were carried out through the following detailed procedures:

- a. Researchers recorded every utterance from the podcast transcripts identified as code-switching.

b. These sentences were then entered into a written table, along with the time or minute when the utterance occurred, to make it easier to track the location of the original data.

c. The researcher conducted a more specific analysis and classification of the linguistic components in the sentences, including sentences, clauses, and phrases that exhibit specific types of code-switching, based on Poplack's (1980) structural typological framework.

3. Data Validity Test

To ensure the reliability and validity of the data collected through the “observe and record” technique described above, the researcher tested the data's validity using methodological triangulation. According to Miles and Huberman (1994), methodological triangulation involves cross-checking data from the same source using different data collection techniques in a continuous manner. This process of cross-checking is not intended to establish truth, but rather to deepen the researcher's understanding and ensure that the data presented is free from subjective bias (Miles & Huberman, 1994).

The procedure for performing methodological triangulation in this data collection process is broken down into two practical verification steps:

a. The researcher tested the validity of the transcribed text obtained using the Observation Technique by directly cross-checking it against the podcast's original audio and video. This

step was taken to ensure that there were no instances of code-switching that had been misheard or misinterpreted in context.

b. The researcher applied the Note-taking Technique to validate the accuracy of data entry into the worksheet tables. The researcher double-checked whether each timestamp and the grouping of micro-linguistic units, such as sentences, clauses, or phrases containing code-switching, recorded were indeed valid and consistent with the structural categories based on Poplack's theory (1980).

D. Data Analysis

Data analysis in this study follows Miles and Huberman's (1984) qualitative data analysis model, comprising data reduction, data presentation, and conclusion drawing. The data reduction stage is used to select statements relevant to the research focus, such as those containing code-switching. Statements that do not contain code-switching are excluded from the analysis to maintain the research's focus. Next, the data presentation stage is conducted by compiling the data in the form of narrative descriptions followed by speech quotations. Then, the data are classified according to Poplack's (1980) classification of code-switching, including inter-sentential, intra-sentential, and tag-switching. Finally, the conclusion drawing stage is conducted to interpret the data with the aim of answering the research questions. At this stage, the factors influencing code-switching are also analyzed using Holmes's (2013) theory, focusing on speech participants, conversation topics,

and the social function of language. Conclusions are drawn from code-switching patterns that consistently appear in the data.

To ensure analytical rigor, this study distinguishes between code-switching and lexical borrowing. A lexical item was classified as code-switching when it retained a clear English form and was used as part of bilingual alternation in the utterance. Words that have been fully absorbed into Indonesian and commonly listed or treated as Indonesian loanwords were not automatically classified as code-switching unless they functioned as part of a broader English switch. Furthermore, in this study, a single utterance may contain multiple types of code-switching or multiple social factors. Therefore, the number of coded occurrences may be higher than the number of utterances analyzed, as this methodological approach ensures that all linguistic phenomena are accounted for accurately, even when multiple categories overlap within a single conversational turn.

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter presents a discussion of the research and findings based on the data collected. The analysis was conducted in accordance with the selected research questions: to identify the types of code-switching based on Poplack's (1980) theory and the factors influencing code-switching using Holmes's (2013) theory. The data analyzed consisted of utterances from conversations in the selected podcasts to illustrate code-switching in real-world communication contexts.

A. Findings

In this section, the researcher provides an overview of the participants in the 'Podhub' podcast and the relationships among the speakers, serving as an initial context for a basic understanding before proceeding to the data analysis. Understanding the participants' backgrounds and relationships is essential for identifying their influence on communication patterns and the occurrence of code-switching in the conversations.

The podcast analyzed featured four participants: Deddy Corbuzier and Vidi Aldiano as hosts, and Marion Jola and Reza Arap as guests. All four participants are public figures active in the digital media, entertainment, and music industries, and are therefore accustomed to using more than one language in their daily interactions, particularly Indonesian and English.

Deddy Corbuzier serves as the main host, and the ‘Podhub’ podcast is his own production under the “Close The Door” umbrella. Deddy’s communication style tends to be direct, critical, outspoken, exploratory, and playful, often eliciting deep responses from his guests. In the podcast, Deddy, the host, follows the flow of the conversation and does not micromanage its direction.

Vidi Aldiano serves as a co-host, supporting the flow of the conversation, keeping the discussion on track, and engaging the guest with questions, using a more relaxed, flexible, sincere, and down-to-earth communication style. This helps to lighten the mood and bridge the interaction between the host and the guest. Vidi Aldiano also makes the conversation more comfortable and less tense.

Among the participants, Reza Arap had a closer relationship with Deddy Corbuzier than with the others. This closeness was evident in their more relaxed communication style, the use of more casual language, and conversations filled with jokes and spontaneous responses. This was because they already had a friendship, so their communication tended to be more informal.

Meanwhile, Marion Jola demonstrated relatively active communication with all participants; as the youngest participant, her interactions with the host and co-host were more natural. She used more complex and controlled language and frequently exchanged jokes with the other participants. This occurred because Marion Jola used to be a neighbor of Deddy Corbuzier, a protégé of Vidi Aldiano in the music industry, and a fan of Reza Arap when he was still a YouTuber.

In addition, Vidi Aldiano's relationship with the two guest stars is flexible and more neutral, as Vidi can adapt his communication style to both casual and serious situations. Thus, Vidi plays a balancing role in the interaction, adding dynamism to the conversation, facilitating smooth transitions between topics and keeping the communication flowing.

Differences in the participants' roles, backgrounds, and levels of familiarity with one another influenced the occurrence of code-switching in the conversation. Accordingly, the researcher presented the data in tabular form based on the content of the YouTube video.

The following is a presentation and analysis of data from the full-length "Podhub" podcast transcript titled "IH MEREKA BERDUA GEMEEZ!! ❤️ REZA ARAP ❤️ MARION JOLA ❤️ VIDI PODHUB – PODCAST". The researcher identified 70 utterances containing code-switching. It is important to note that the total number of occurrences of code-switching categories (75 for types and 73 for factors) differs from the number of utterances, as a single utterance may contain more than one type or factor of code-switching simultaneously. The distribution of these code-switching types and factors is summarized in the table below:

NO	TIMESTAMP	SPEAKER	UTTERANCE	TYPES	FACTORS
1	4:02	Marion Jola	"Itu luxury gak?"	Intra-sentential switching	Topic
2	5:01	Marion Jola	"Karena kan udah podhub personality. Orang lain TV personality, ini	Intra-sentential switching	Topic

			podhub personality."		
3	5:47	Marion Jola	"The only thing that i know di sini adalah aku thumbnail."	Intra-sentential switching	Topic
4	6:19	Marion Jola	"Maksudnya untuk space parkir sekecil itu, di rumah yang gue nggak tau kenapa dia nggak mau expand. Dia nggak mau expand, mobilnya banyak banget. di parkirnya disitu juga semua dipepet-pepetin"	Intra-sentential switching	Topic
5	7:51	Marion Jola	"Nggak kok gue tipe orang yang made me in love."	Intra-sentential switching	Social Function
6	9:26	Vidi Aldiano	"ini tuh bukan ada shootingan kan?"	Intra-sentential switching	Topic
7	11:40	Deddy Corbuzier	"Tapi kita pernah kenal awalnya. Boleh nggak lu ajarin gue nge-Youtube? Udah nih akhirnya jadi sahabat gue lah. Ngajarin Youtube dan sebagainya."	Intra-sentential switching	Topic
8	12:13	Vidi Aldiano	"Tapi berarti gara-gara lu Om Deddy punya Youtube sebesar ini. Menurut gue sih lu minta share ya, di close the door."	Intra-sentential switching	Topic
9	12:59	Marion Jola	"Emang boleh seanak-anak itu? Tapi nggak under age sih. Nggak under age."	Intra-sentential switching	Topic
10	13:26	Marion Jola	"Nggak kalau aku sih mau nanya. Indie apa	Intra-sentential switching	Topic

			pop? Apa major label."		
11	14:42	Vidi Aldiano	"Tapi gue tau beritanya dia. Dia kemarin Weird Genius baru ini kan? Baru revamp gitu kan?"	Intra-sentential switching	Topic
12	14:47	Vidi Aldiano	"Betul kan? Congratulation by the way."	Inter-sentential switching	Social Function
13	14:49	Vidi Aldiano	"Terus kayak lagunya terakhir gue tau juga update-nya dipake di U17 juga right?"	Tag-switching	Social Function
14	15:01	Reza Arap	"Pengen collab sama Marion Jola cuman susah."	Intra-sentential switching	Topic
15	15:10	Marion Jola	"Tapi masa sih ngajakin collab gue susah. orang gue satu label sama yang lo ajak terakhir kemarin"	Intra-sentential switching	Topic
16	15:37	Reza Arap	"Gue di-gaslight gini anjir. Gila ngeri banget nih pergaulan ini."	Intra-sentential switching	Topic
17	16:09	Vidi Aldiano	"Ada Arap apa kabar by the way? Gue udah lama banget gak ketemu dia."	Tag-switching	Social Function
18	17:52	Vidi Aldiano	"Oh which one? Jadi more than one."	Inter-sentential switching	Participants
19	18:01	Marion Jola	"Yeay, gue terbebas dari burden of being the thumbnail. No more, It's about you today."	Intra-sentential switching + Inter-sentential switching	Participants + Social Function
20	18:20	Vidi Aldiano	"Engga, berarti you moved on already gitu maksudnya kan, and you're happy now"	Intra-sentential switching	Participants

21	18:27	Vidi Aldiano	"That's good, the most important thing kan itu kan sebenarnya."	Intra-sentential switching	Social Function
22	18:46	Deddy Corbuzier	"Are you happy now? Berarti kemarin not happy dong."	Inter-sentential switching + Intra-sentential switching	Social Function
23	18:58	Vidi Aldiano	"Setiap kali baca berita yang seperti itu gue tuh sebenarnya kayak sedih. Kayak aduh feel bad gitu loh bro."	Intra-sentential switching	Social Function
24	19:07	Reza Arap	"Aman aman. All good Everything's good. I'm happy. Udah."	Inter-sentential switching	Social Function
25	19:43	Reza Arap	"Ini apa sih, Please kasih acuan satu topik gitu."	Intra-sentential switching	Social Function
26	20:41	Reza Arap	"Udah lewatin masa probation tuh."	Intra-sentential switching	Topic
27	21:09	Marion Jola	"Now we're talking about my relationship? Sesayang apa ya? ya Sesayang itu."	Inter-sentential switching	Topic
28	21:15	Marion Jola	"Satu sampai sepuluh. Eleven."	Inter-sentential switching	Social Function
29	21:51	Marion Jola	"Kenapa muka gue harus kayak gitu sih? Can you find any other face for me? Like more hot, more something? Not like that."	Inter-sentential switching	Social Function
30	22:12	Marion Jola	"Cerita toxic relationship. Jadi sebenarnya lewat 'bukan manusia' ini gue menceritakan toxic relationship yang not based on	Intra-sentential switching	Topic

			my experience. Bukan dari experience gue kok. Gue denger cerita temen gue yang baru cerai sama istrinya."		
31	22:36	Marion Jola	"Dia baru cerai dari istrinya dan bener-bener dia ngerasa istrinya tuh bukan manusia karena bisa meninggalkan dia saat mereka sudah membangun rumah tangga sekian lama. Enggak ini, I'm for real. This is for real."	Inter- sentential switching	Social Function
32	24:04	Marion Jola	"Nangis buat thumbnail"	Intra- sentential switching	Topic
33	24:44	Vidi Aldiano	"Gue membayangkan, it was not easy for both of you gitu lah."	Intra- sentential switching	Participants
34	24:53	Marion Jola	"Of course. Pas gue nyanyikan pertama kali, Gue take record pertama kali gue merinding. Gue nangis malah"	Inter- sentential switching + Intra- sentential switching	Social Function + Topic
35	25:08	Marion Jola	"Maksudnya ini bukan dikhianati orang lain. Tapi dikhianati cinta, dikhianati promises, dikhianati commitment yang pernah dimiliki kan."	Intra- sentential switching	Topic
36	25:39	Marion Jola	"But it's my relationship perfect? No. Tapi	Inter- sentential switching	Social Function

			I'm willing to fight for it."		
37	25:51	Reza Arap	"But when I heard you obsess with your boyfriend, itu kayak mimpi semua orang gitu loh."	Intra-sentential switching	Topic
38	26:16	Marion Jola	"Kadang obses juga not a good thing, sebenarnya gue obses in a way kayak gue never ask for a break up, walaupun ktia berantem kayak gimana gue gak pernah minta putus. Even if his the one for the break up gue tetep minta balikan, you should trust me, i'm gonna fix this for you, for us."	Intra-sentential switching	Social Function
39	26:34	Marion Jola	"Tapi the bad thing about it, adalah sebenarnya kalo you're obsess with someone kadang lu ada titik dimana lu ngerasa bisa bilang putus itu adalah anugerah."	Intra-sentential switching	Topic
40	26:43	Marion Jola	"Karena orang tuh kadang needed to fight for themself, berjuang untuk kebahagiaan dan kemerdekaan diri sendiri."	Intra-sentential switching	Social Function
41	26:52	Marion Jola	"In my mind, the only independence adalah hubungan kita dan it his happiness, So, I'm	Intra-sentential switching + Inter-sentential switching	Topic

			kind a like obsess."		
42	26:59	Vidi Aldiano	"Tapi lu ini gak, tipe orang yang depends sama your pasangan your partner gak?"	Intra-sentential switching	Topic
43	27:08	Vidi Aldiano	"Tapi kalo misalnya, sekarang keadaannya can you be happy in your own even though you're in relationship now?"	Intra-sentential switching	Topic
44	27:19	Marion Jola	"kalau gue sendiri? That's my turn to cry right now?"	Inter-sentential switching	Social Function
45	27:38	Vidi Aldiano	"Karena gini, kenapa gua nanya. A lot of my friends, we're in that kind of relationship, we're that very dependent on the partner gitu, terus saat ada one thing let to another apa pisah gitu right? atau ditinggal segala macem, the dependancy factorsnya tuh bener-bener bikin lu ancur gitu."	Tag-switching	Participants
46	29:51	Reza Arap	"Otak Gue loading men."	Intra-sentential switching	Topic
47	30:32	Marion Jola	"Gue bangga bgt sama Reza Arap, karena dia tuh selalu manage to how somehow menjadi top of the gossip, top of the talk everywhere, with anything he do."	Intra-sentential switching	Social Function

48	33:14	Marion Jola	"eh gue udah tau lama loh, Vidi Aldiano loh. Vidi Aldiano is a singer."	Inter-sentential switching	Social Function
49	33:43	Vidi Aldiano	"Kak Dio Rinaldi, gue bayar lo sekolah attitude ya"	Intra-sentential switching	Topic
50	33:49	Marion Jola	"Ga, positive thinking. Positive thinking tahun lahirnya mungkin terlalu muda"	Intra-sentential switching	Topic
51	36:26	Vidi Aldiano	"Padahal kan gue disini, kan sebenarnya gue host harusnya kan."	Intra-sentential switching	Topic
52	36:55	Marion Jola	"Vidi Aldiano tuh senior tau. untuk para penyanyi he's such a senior. Dia senior besar."	Inter-sentential switching	Social Function
53	37:48	Marion Jola	"ya biasa gombal-gombalan aja. Terus gue bilang, Om Deddy tapi umur Om Deddy sama with my dad."	Intra-sentential switching	Social Function
54	39:36	Deddy Corbuzier	"Bentar, waktu dulu, waktu dulu di podcast yang kita Flirting-flirtingan lo, nganggep gue bapak lo."	Intra-sentential switching	Topic
55	40:01	Marion Jola	"I don't flirt with you. I was being nice. No, aku bilang, liat ke rumah, liat seberapa bocornya tembok gue,"	Inter-sentential switching	Social Function
56	40:12	Marion Jola	"Enggak, gue gak flirting kok. Cuma orang-orang kadang suka take it from me, like I was	Intra-sentential switching + Inter-sentential switching	Social Function

			flirting with them. Because I was just so hot."		
57	41:23	Vidi Aldiano	"Personality yang keren menurut gue di atas panggung"	Intra-sentential switching	Topic
58	41:48	Vidi Aldiano	"Orang-orang yang tadi gue cuma tau-tau doang. Bisa kayak kenal, ngobrol gitu. Gue happy."	Intra-sentential switching	Social Function
59	43:07	Reza Arap	"nah lo ngomong itu pas lo lagi nge-flirting tuh coba."	Intra-sentential switching	Topic
60	44:35	Vidi Aldiano	"Tapi kan kita Podhub, gak pernah ngedit. Editornya cuma nambahin subtitle disini."	Intra-sentential switching	Topic
61	45:48	Marion Jola	"Gue sebagai fans, dan gue tiap hari menghabiskan waktu depan YouTube. I mean, i'm just so proud to meet him dan ada selfie nya gitu sama Reza Arap. dan you we're that big, i mean until now still big."	Intra-sentential switching	Social Function
62	48:44	Marion Jola	"Semua orang mah best friend lu kak Vidi, everybody."	Intra-sentential switching	Social Function
63	49:35	Reza Arap	"ada yang gak tahu Vidi? What on earth?"	Inter-sentential switching	Social Function
64	51:48	Marion Jola	"Iya kan? it's always like they very big eyes, adorables cindo."	Inter-sentential switching	Topic
65	52:02	Vidi Aldiano	"Tadinya lu sukanya lebih Asia Chinese tapi sekarang udah engga gitu?"	Intra-sentential switching	Topic

66	52:57	Marion Jola	"tapi kenapa harus way younger? kenapa harus jauh lebih muda?"	Intra-sentential switching	Topic
67	53:32	Vidi Aldiano	"Tipe gue ada satu yang gak akan berubah gitu, gue suka yang smart gitu. Smart tuh as in bukan kayak harus ranking dan cumlaude ya, maksudnya kayak smart aja kayak ngobrol keliatan orang smart gitu."	Intra-sentential switching	Topic
68	54:29	Vidi Aldiano	"Apa yang bikin lu fall in love sama yang ini tuh apanya? berarti karakternya?"	Intra-sentential switching	Topic + Social Function
69	55:13	Vidi Aldiano	"Tapi lu love language-nya lu apa tapi? Lu kalau misalnya ke pasangan lu love language-nya apa?"	Intra-sentential switching	Topic
70	55:35	Reza Arap	"Service sampai hal kecil, little things apapun itu"	Intra-sentential switching	Topic

The data in the table above show that intra-sentential code-switching accounts for 53 occurrences (70.7% of the total 75 instances). This indicates that the speakers possess active bilingual competence, as English elements are seamlessly embedded within the Indonesian syntactic structure without disrupting the linear flow of communication. The fact that the total number of occurrences (75) exceeds the total number of utterances (70) confirms the presence of

overlapping instances in the podcast discourse, where speakers employ multiple code-switching types within a single conversational turn.

1. Types of Code-switching

The classification of structural forms of code-switching in this study is based on Poplack's (1980) theory, which distinguishes language shifts based on syntactic configuration and the presence of clear sentence boundaries.

a. Intra-sentential Switching

Intra-sentential switching is defined as code-switching that occurs within a single clause or a single mixed-structure sentence (Poplack, 1980). There are no independent syntactic markers or sentence boundaries separating the two languages, as the foreign elements are embedded directly within the main grammatical flow. The following are five in-depth data analyses representing this type:

Data 3

Marion Jola: "The only thing that I know di sini adalah aku thumbnail."

This data clearly illustrates the characteristics of intra-sentential switching. The English clause "The only thing that I know" functions as a single subject constituent directly linked to the Indonesian phrase "di sini adalah aku thumbnail," which serves as both the predicate and complement constituents. Based on Poplack's

theory (1980), this utterance is a continuous mixed syntactic construction without any independent sentence boundaries separating the two languages. Furthermore, the word “thumbnail” at the end of the utterance functions as a single lexical insertion, which is a noun.

Data 5

Marion Jola: “Nggak kok gue tipe orang yang made me in love”

This data is identified as intra-sentential switching because the English verb phrase “made me in love” is directly embedded as an internal component of a relative clause within the Indonesian sentence hierarchy. In this data, there is a non-standard grammatical hybridity in this phrase. Prescriptively, the correct English grammatical construction is “made me fall in love.” The emergence of this incorrect spoken form demonstrates the characteristics of spontaneous bilingualism in informal or casual situations, where speakers prioritize fluency over adherence to rigid foreign grammatical rules.

Data 33

Vidi Aldiano: “Gue membayangkan, it was not easy for both of you gitu lah.”

This utterance validly falls under the category of intra-sentential switching. The English clause “it was not easy for both of you” is inserted directly into the middle of the Indonesian conversation and is subordinate to the introductory Indonesian main clause “Gue membayangkan...” and ends with the Indonesian closing particle “...gitu lah.” All of these English and Indonesian constituents merge to form a continuous syntactic unit without any interruption of a full sentence boundary.

Data 62

Reza Arap: “nah lo ngomong itu pas lo lagi nge-flirting tuh coba.”

In this data, the phenomenon is classified as intra-sentential switching due to the insertion of the verb “flirting,” which is integrated into the Indonesian progressive aspect phrase “lagi” and morphologically modified with the spoken prefix “nge-.” The speaker assimilated this foreign element into the rules of Indonesian active verb formation, which underscores that code-switching occurs within the same mixed syntactic structure.

Data 66

Vidi Aldiano: “Tadinya lu Sukanya lebih Asia Chinese tapi sekarang udah engga gitu?”

This utterance falls under the category of intra-sentential switching because it is free from affixation. The English adjectival phrase “Asia Chinese” is inserted by the speaker as a complement to the Indonesian adverbial component “lebih...”. All of these foreign and local constituents are linked linearly to form a single, coherent unit of conversational meaning, without creating a new sentence boundary that could separate the two languages into independent units.

b. Inter-sentential Switching

Inter-sentential switching occurs when code-switching takes place at the boundary between sentences (Poplack, 1980). In this type of code-switching, speakers utter a complete, independent sentence in one language code, and then utter the next independent sentence entirely in another language code. The following is an in-depth analysis to illustrate this type:

Data 12

Vidi Aldiano: “Betul kan? Congratulation by the way.”

This utterance falls under the category of inter-sentential switching because it demonstrates a transition between conversational segments separated by a very clear boundary. The speaker begins the utterance by completing an interrogative sentence

structure for the purpose of confirmation in Indonesian: “Betul kan?” Then, after the Indonesian syntactic structure is completed, the speaker continues by crossing the sentence boundary with a standalone exclamatory utterance using English grammar: “Congratulation by the way.” These two sentences each have their own grammatical autonomy, indicating that the English sentence does not function as the subject, predicate, or complement of the preceding Indonesian sentence.

Data 24

Reza Arap: “Aman aman. All good Everything’s good. I’m happy. Udah.”

Reza Arap’s utterance demonstrates a consecutive form of inter-sentential code-switching. The speaker begins by using a reduplicative Indonesian phrase to confirm that he is fine: “Aman aman.” This is followed by a sequence of three fully structured, independent declarative sentences in English, which completely break away from the preceding Indonesian utterance with “All good. Everything’s good. I’m happy.” Each of these three English clauses contains a complete subject and a copula (predicate), making them independent sentences. After that, another transition occurs at the end of the utterance, crossing the sentence boundary to conclude the utterance with the Indonesian lexical item “Udah.” The clear

separation between these independent clauses demonstrates that code-switching occurs with the establishment of clear sentence boundaries.

Data 28

Marion Jola: "Satu sampai sepuluh. Eleven."

According to Poplack (1980), this utterance is classified as inter-sentential switching, even though the English utterance consists of only one word, "Eleven," and does not fall under tag-switching or lexical insertion. This is because the word "Eleven" in this utterance does not function as an additional particle attached to the preceding Indonesian utterance. However, this numerical lexeme carries a semantic load equivalent to a full sentence or functions as a complete lexical response that stands as an independent utterance intended to respond to the previous instruction, "Satu sampai sepuluh," within clearly defined boundaries.

Data 31

Marion Jola: "Dia baru cerai dari istrinya dan bener-bener dia ngerasa istrinya tuh bukan manusia karena bisa meninggalkan dia saat mereka sudah membangun rumah tangga sekian lama. Enggak ini, I'm for real. This is for real."

In this data, consistent with Poplack's theory (1980), a type of inter-sentential switching is evident because the speaker uses a double-structured affirmation by abruptly cutting off the Indonesian negation phrase "Enggak ini...." Then, immediately after the end of that phrase, the speaker utters a complete declarative sentence in English, "I'm for real," which is directly followed by a second independent explanatory sentence, "This is for real." Each of these English sentences functions independently, without mixing syntactic elements with Indonesian, and serves as an inter-sentential transition.

Data 63

Reza Arap: "Ada yang gak tahu Vidi? What on earth?"

The code-switching in this utterance falls under the category of inter-sentential switching, accompanied by a shift in rhetorical function. The first interrogative question is uttered and fully resolved in accordance with Indonesian syntactic rules: "Is there anyone who doesn't know Vidi?" After a pause following that sentence, the speaker utters an exclamatory expression that stands independently in English: "What on earth?". This English idiomatic clause does not interfere with or blend into the grammatical hierarchy of the Indonesian question, but rather becomes a new, distinct speech unit with clear boundaries.

c. Tag-switching

Tag-switching is a form of code-switching that involves the insertion of foreign language elements that are peripheral or lie outside the core structure of the discourse, such as discourse markers, interjections, interrogative particles, or emphatic words, into the discourse of the primary language (Poplack, 1980). A key characteristic of this type of code-switching is that these insertions can be freely moved or even omitted without causing a violation or disruption of the syntactic structure of the surrounding base sentence. Based on the data collected in this study, the analysis of tag-switching is presented as follows:

Data 13

Vidi Aldiano: “Terus kayak lagunya terakhir gue tau juga, updatenya dipake di U17 juga right?”

Vidi Aldiano’s utterance represents a type of tag-switching code-switch that occurs at the end of a sentence. All the main components of the sentence, such as the subject, predicate, and modifiers, are structured according to Indonesian grammatical rules. Then, at the end of the utterance, the speaker adds the English interrogative particle “right?”. Thus, based on Poplack’s theory (1980), this insertion lies outside the syntactic hierarchy of the main Indonesian clause, and its use operates purely at the pragmatic level as an epistemic marker to confirm information the speaker has

obtained about the interlocutor without altering the spoken Indonesian grammar.

Data 17

Vidi Aldiano: “Ada Arap apa kabar by the way? Gue udah lama banget gak ketemu dia.”

This data is classified as tag-switching based on Poplack’s (1980) theory because it involves the insertion of the short English phrase “by the way” in the middle of the utterance, specifically between the topic subject and the beginning of the main question clause. This phrase plays no syntactic role whatsoever in the sentence because it is neither the subject nor the predicate of the preceding or following Indonesian sentences. Thus, the English phrase functions purely as a pragmatic marker intended to subtly steer or introduce a new topic without violating the grammatical rules of the main Indonesian sentence.

Data 45

"Karena gini, kenapa gua nanya. A lot of my friends, we're in that kind of relationship, we're that very dependent on the partner gitu, terus saat ada one thing let to another apa pisah gitu right? atau ditinggal segala macem, the dependancy factorsnya tuh bener-bener bikin lu ancur gitu."

This data is classified as a type of tag-switching code-switching according to Poplack’s (1980) theory due to the insertion

of the lexical item “right?” at the end of the utterance. Although this long sentence contains a foreign clause that is internally integrated within it, no independent sentence boundaries were found to separate the utterance into self-contained discourse units. Thus, the entire flow of the sentence remains bound within a single unit of mixed bilingual discourse, so that the particle “right?” at the end of the utterance retains its structure as a peripheral marker.

2. Factors of Code-switching

In this study, the researcher also analyzed the sociolinguistic motivations behind code-switching using Holmes’s (2013) theory, which includes Topic of Discussion, Social Function, and Participants. Based on the table, the topic of conversation factor had the most occurrences (39 datum), followed by the social function factor (29 datum) and the participant factor (5 datum).

a. Topic of Conversation

The topic factor refers to the influence of the subject matter or topic currently being discussed. The use of specific terms incorporated into the main language of a conversation is often chosen due to lexical preference, the lack of an efficient equivalent, or because the topic is closely related to the subject at hand. The following is an analysis of the data regarding the topic factor in this study:

Data 1

Marion Jola: “Itu luxury gak?”

In this data, the code-switch was triggered exclusively by a discussion about the classification of high-value items, specifically regarding a gift from Singapore that Vidi Aldiano gave to Deddy Corbuzier. The word “luxury” was used as a common and efficient lexical choice in the conversation. The use of this term is a form of lexical adaptation, frequently employed in contexts referring to valuable items rather than as the core of a complex sociological identity.

Data 7

Deddy Corbuzier: “Tapi kita pernah kenal awalnya. Boleh nggak lu ajarin gue nge-Youtube? Udah nih akhirnya jadi sahabat gue lah. Ngajarin Youtube dan sebagainya.”

The code-switching observed in this data stems from a discussion about digital media led by Deddy Corbuzier, who recounted his early days on YouTube alongside Reza Arap. The word “YouTube” in the data is modified with the Indonesian spoken prefix “nge-,” which indicates a technical term in a patented technology. This term refers to the activity of producing video content with a specific concept, for which there is no direct translation of a single verb in standard Indonesian.

Data 11

Vidi Aldiano: "Tapi gue tau beritanya dia. Dia kemarin Weird Genius baru ini kan? Baru revamp gitu kan?"

This data provides context for Vidi Aldiano's question about Reza Arap's music group, which underwent changes in its membership. The coding in this data is guided by the topic of discussion, which centers on the interviewees' lives. The word "Revamp" is used because it makes it easier for speakers to convey the concept of rebranding something quickly and accurately, rather than having to construct a longer, more rigid description in Indonesian.

Data 26

Reza Arap: "Udah lewat masa probation tuh."

In this data, this shift in code is driven by a discussion of the phases and stages of a romantic relationship by Marion Jola, which has been ongoing for quite some time. The speaker uses the term "probation" which, in its literal sense, refers to the workplace terminology for an employee's trial period as a lexical metaphor to describe the initial getting-to-know-you phase of a romantic relationship. The use of this English vocabulary is driven by the topic of compatibility among today's young people, which is often illustrated using professional analogies because they are considered more practical, efficient, and relevant.

Data 69

Vidi Aldiano: "Tapi lu love language-nya lu apa tapi? Lu kalau misalnya ke pasangan lu love language-nya apa?"

In this data, the factor used is the topic of discussion, since the transition to the phrase “love language” is intended to explore the dynamics of modern romantic psychology. This popular psychological term is a product of internet discourse that has become a common loanword. If speakers insist on using a direct translation into Indonesian, it will reduce the flexibility of communication among urban youth.

b. Social Function

According to Holmes (2013), social function factors are code-switching factors used to perform affective functions, such as adding rhetorical emphasis, conveying empathy or emotion, creating a humorous effect, and performing referential functions. The following data analyzed fall under the social function factors:

Data 21

Vidi Aldiano: "That's good, the most important thing kan itu kan sebenarnya."

This statement is a remark by Vidi Aldiano, influenced by the affective function, which aims to provide validation and appreciation to the listener. The use of an English clause at the beginning of the sentence lends weight to a more

sincere, supportive empathy when responding to the emotional recovery of the listener, who is navigating life after a divorce.

Data 22

Deddy Corbuzier: "Are you happy now? Berarti kemarin not happy dong."

Deddy Corbuzier made this remark driven by an affective social function to elicit a humorous effect through playful banter. The shift to English in this remark was used pragmatically as a way to lighten the mood during a discussion of a serious topic, namely his conversation partner's divorce, while also teasing his conversation partner in a casual and friendly tone.

Data 23

Vidi Aldiano: "Setiap kali baca berita yang seperti itu gue tuh sebenarnya kayak sedih. Kayak aduh feel bad gitu loh bro."

In this data, code-switching occurs due to the social function of the phrase "feel bad," which serves an affective purpose by allowing the speaker to express empathy and emotional sympathy in a flexible and gentle manner through the English lexicon; in contrast, formal Indonesian terminology can sometimes create a sense of distance in social relationships.

Data 47

Marion Jola: “Gue bangga bgt sama Reza Arap, karena dia tuh selalu manage to how somehow menjadi top of the gossip, top of the talk everywhere, with anything he do.”

This data falls under the category of social function because the utterances are driven by an affective social function aimed at offering direct praise to a colleague. The speaker uses a series of English clauses to dramatize and maximize the expression of praise so that it sounds enthusiastic and reflects the popularity of the addressee.

Data 52

Marion Jola: "Vidi Aldiano tuh senior tau. untuk para penyanyi he's such a senior. Dia senior besar."

In this data, the identified code-switching factor is social function, as code-switching serves as a means of affirmation. The repetition of praise that crosses two linguistic boundaries, such as “he’s such a senior” and “Dia senior besar,” serves a social function by dispelling doubts and reassuring the listener of Vidi Aldiano’s high level of credibility in the Indonesian music industry.

c. Participant

The participant factor is a code-switching factor that operates based on who is speaking and to whom the utterance is addressed (Holmes, 2013). This factor governs the speaker’s efforts to adapt, gauge the level of social intimacy, and reduce social

distance to maintain solidarity. In this study, this factor appeared in exactly 5 data points, which are presented in full as follows:

Data 18

Vidi Aldiano: "Oh which one? Jadi more than one."

In this data, this code-switch is a form of linguistic accommodation triggered directly by the interlocutor. Vidi Aldiano reflexively switched to English to respond to a statement made by Reza Arap, in order to maintain the rhythm and harmony of a fast-paced, dynamic multi-party interaction.

Data 19

Marion Jola: "Yeay, gue terbebas dari burden of being the thumbnail. No more, It's about you today."

The researcher analyzed this data and found evidence of code-switching by participants, as described by Holmes (2013), because the social distance between the speakers was very minimal. The emotional closeness of the friendships among these public figures appears to reduce the constraints of formality, thereby freeing the speakers to use and blend languages with ease to express playful banter among colleagues.

Data 20

Vidi Aldiano: "Engga, berarti you moved on already gitu maksudnya kan, and you're happy now"

In this data, the researcher analyzed the findings from the perspective of Holmes's (2013) theory, which suggests that the specific choice of codes may serve to demonstrate or maintain solidarity among peers when discussing matters of privacy. When asking in-depth questions about the sensitive topic of past romantic relationships, which could make the informant uncomfortable, the speaker used code-switching to English as a mitigation strategy to make the questions sound more casual and less intrusive into the interlocutor's privacy.

Data 33

Vidi Aldiano: "Gue membayangkan, it was not easy for both of you gitu lah."

In this data, code-switching occurs due to participant-related factors, as evidenced by the dynamics of familiarity between the speaker and the interlocutor when discussing empathy. Through code-switching to a secondary language, the speaker can refine the conversation's context to the point where a sense of psychological safety is established exclusively among the participants, thereby providing the speaker with a safe space to address the conversation partner's past emotional vulnerabilities.

Data 45

Vidi Aldiano: "Karena gini, kenapa gua nanya. A lot of my friends, we're in that kind of relationship, we're that very dependent

on the partner gitu, terus saat ada one thing let to another apa pisah gitu right? atau ditinggal segala macem, the dependancy factorsnya tuh bener-bener bikin lu ancur gitu."

These data are influenced by participants' code-switching, as speakers strive to align with participants' identities within the conversation or their social circle. Code-switching signals to other participants that the topic under discussion is a collective phenomenon commonly experienced by urban social circles at the same level as the participants.

B. Discussion

In this section, the researcher presents an in-depth and critical sociolinguistic analysis of the study "A Sociolinguistic Study of the Types and Factors of Code-switching in the YouTube podcast 'Podhub'", which contains unscripted spoken discourse. Based on the empirical findings, out of a total of 75 instances of structural code-switching, intra-sentential switching emerged as the most dominant type with 53 instances, followed by inter-sentential switching with 19 instances, and tag-switching, which was found in only 3 instances. Meanwhile, among the 73 instances of social factors, the topic of discussion was the primary driver with 39 instances, followed by social function with 29 instances, and participants with 5 instances.

These results indicate that speakers such as Deddy Corbuzier, Vidi Aldiano, Reza Arap, and Marion Jola tend to integrate English expressions directly into

Indonesian sentence constituents rather than switching to complete, independent sentences.

The absolute dominance of intra-sentential switching provides an in-depth insight into the bilingual practices of urban communities. Based on Poplack's (1980) theory, the insertion of foreign elements into a single clause or a mixed sentence requires a very high level of syntactic control, as speakers must instantly adapt the grammatical constraints of the foreign language to those of the primary language to avoid disrupting the flow of communication.

These findings demonstrate that code-switching in the 'Podhub' podcast is not a linguistic error or a sign of limited vocabulary, but rather a bilingual speaking style that has become commonplace among public figures in Indonesia working within the digital media ecosystem. Furthermore, this structural analysis reveals the lexical normalization of English within Indonesian digital culture.

This is evident in the emergence of specific terms such as "thumbnail" (Data 3), "revamp" (Data 11), "probation" (Data 26), "love language" (Data 69), and "commitment" (Data 35), which repeatedly demonstrate that English has blended and become an integral part of the digital media register. These expressions are no longer perceived as stiff foreign-language interruptions but have become integral components of conversational style, reinforcing a modern identity while maintaining the relevance and intimacy of casual conversation.

From a social motivation perspective, the dominance of social factors is closely linked to the principles of conversational efficiency and lexical economy.

In conversations within the modern entertainment world, translating popular psychological terms or technical media jargon into Indonesian often feels stiff and time-inefficient.

For instance, the use of words like “luxury” (Data 1) or “revamp” (Data 11) is preferred because they can convey complex industry concepts instantly, thereby maintaining the conversational pace during interactions. Furthermore, the social function factor demonstrates a strong affective and rhetorical charge, as speakers use code-switching as a pragmatic tool to steer specific interactions. This is clearly evident in the rhetorical emphasis through code replication in Data 24 from Reza Arap’s statement: “Aman aman, All good Everything’s good. I’m happy. That’s it.” This aims to create an affective escalation to assure his conversation partner that his psychological state is truly good and stable.

Furthermore, code-switching is also used to elicit humor through casual banter, such as Deddy Corbuzier’s question in Data 22: “Are you happy now? So you weren’t happy yesterday, then,” which serves to transform the tone of an interaction that could have been tense and stiff into a fluid and entertaining conversation for the audience.

Meanwhile, the participant factor evident in the 5 data points demonstrates that code-switching functions as a tool for linguistic accommodation to strengthen peer-group intimacy and reduce social distance. When the conversation touches on the speakers’ private matters or past traumas that could threaten their face, the use of English serves as a mitigating tool to soften the context.

This is clearly evident in Vidi Aldiano's utterance expressing empathy in Data 33: "I imagine, it wasn't easy for both of you, you know," where the code-switch to an English clause serves to create a psychologically safe space for the other speakers to acknowledge their emotional vulnerability, without making the other speakers feel as though their personal matters are being intruded upon or disrupted.

The alignment of their shared urban group identity is further reinforced by the extended narrative in Data 45, where the speaker's grammatical inaccuracy in saying "let to another" (instead of "led to another") demonstrates that social accommodation among participants is prioritized over adherence to prescriptive grammar.

Compared with previous research, these findings reveal both common ground and significant differences. The results of this study confirm the pattern of intra-sentential switching dominance identified by Hanafiah, Mono, and Yusuf (2021) using Poplack's (1980) theory, while successfully expanding its functional context. When viewed within a rigid academic context, code-switching serves as a means of providing feedback and translation. However, on the 'Podhub' podcast, code-switching demonstrates the flexibility of spontaneous, free-flowing oral interaction. These findings also challenge and expand upon the studies by Hapsari (2020) on MasterChef Indonesia Season 6 and Wati (2020) on the I Look Net TV program which viewed code-switching as a representation of professional lifestyle or media image by demonstrating that in dialogic podcast conversations, code-

switching flows reflexively without being constrained by the rigid formalities of television broadcasting.

A more pronounced contrast emerges when comparing this study to the research by Fadillah and Parmawati (2020) on Nessie Judge's vlog and that by Buulolo, Purba, and Sinaga (2021) on Skinnyindonesian24 content, where monologue-style conversations in individual vlogs tend to produce predominantly inter-sentential switching. Conversely, the multi-participant podcast format in this study led to the emergence of intra-sentential switching because the demands of rapid turn-taking required speakers to instantly insert short phrases to maintain the momentum of the conversation.

This also expands upon the monologue analysis by Suprihatin, Ninsiana, and Septiyana (2024) on Farah Quinn's YouTube channel by demonstrating that intimacy is not built unidirectionally from the creator to the audience, but is negotiated interactively and in real time among the speakers in the studio.

This research also broadens the scientific scope of the studies by Mutmainah (2022) and Muliana and Mubarak (2022), which were limited to a single podcast episode featuring a single subject, such as Agnez Mo and Chef Juna. The presence of multiple participants in the 'Podhub' podcast demonstrates that code-switching serves as a conversational resource for mutually validating social positions, thereby updating the findings of Sinaga and Hutahaeon (2020) regarding the characteristics of topic-based code-switching by Reza Arap.

On the other hand, compared with the educational context in Kartikawati's (2024) study, which positions code-switching as supplementary learning material for EFL students, the language practices in this research present a contrasting picture: mixed-language use in digital media is purely oriented toward the performance of social identity in modern society.

Finally, while the studies by Sinamo, Astuti, and Ivone (2024) and Huda, Nevia, and Mushoma (2025) view code-switching as a tool for social adaptation among international students or for maintaining family ties on reality shows, the findings of this study illustrate that mixed language has evolved significantly into an integral part of popular communication styles in urban communities, no longer merely a survival tool for environmental adaptation.

The positioning of this study provides a multidimensional perspective and enriches sociolinguistic research. Theoretically, while Poplack's (1980) theory remains a solid foundation for the basic classification of code-switching, the rigid boundaries between pure code-switching and loanwords have become increasingly fluid and blurred in the digital space, as internet terminology has become normalized. Methodologically, these findings underscore the strategic value of unscripted podcast conversations as a source of naturally occurring spoken data, offering a more authentic and spontaneous corpus compared to conventional media transcripts. Practically speaking, this more casual use of code-switching provides a foundational framework for digital content creators to foster interpersonal closeness and maintain audience engagement by using mixed language that reflects the social reality of their listeners.

Although this study makes theoretical and practical contributions, the researcher objectively acknowledge several fundamental weaknesses and limitations. These weaknesses stem from a limited data corpus sourced exclusively from a single podcast channel and restricted to a single episode. This narrow scope results in highly specific data that cannot fully capture the dynamics of Indonesia's vast, pluralistic, and rapidly evolving podcast industry. Furthermore, the subject selection focused on celebrity conversations that showcase the linguistic characteristics of high-profile public figures with extensive media experience and active bilingual fluency. This approach, which reflects a digital media register characteristic of the urban elite and carries social-class biases, means that the findings regarding the frequency and patterns of code-switching in this study cannot be generalized to reflect the language behavior of the Indonesian public at large. Furthermore, because the dynamics of internet language evolve rapidly, the time constraints of this study rendered the parameters for distinguishing between pure code-switching and loanwords highly fluid and susceptible to analytical subjectivity. These methodological and contextual limitations can serve as a strong basis for recommendations to future researchers to maintain scientific validity while also expanding the range of media platforms, the number of episodes, and the diversity of participants' social backgrounds.

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on an in-depth analysis of unscripted spoken discourse in the ‘Podhub’ podcast, this study presents key scientific findings that challenge traditional perspectives on digital linguistic phenomena. It turns out that the code-switching practiced by Deddy Corbuzier, Vidi Aldiano, Reza Arap, and Marion Jola is not at all due to limited vocabulary or a deficit in the speakers’ linguistic abilities. On the contrary, code-switching within this interactive space serves as a highly active and deliberate social interaction strategy to create humorous effects, affirm emotional closeness, express casual flirtation, and reinforce digital identity performance. This phenomenon is reinforced by the dominance of intra-sentential code-switching, which accounts for 70.7 percent of the total data, or approximately 53 occurrences out of 75 data points. This high figure indicates that speakers possess a high level of bilingualism and provides empirical evidence that elements of English have naturally merged and become integrated into the hybrid discourse of Indonesia’s digital urban society. Currently, code-switching has shifted in meaning, from what was once considered a consequence of linguistic limitations in bilingual situations to a popular communication style used interactively by multiple participants simultaneously in this study.

This study contributes to expanding sociolinguistic research on code-switching into the realm of casual and spontaneous digital communication, a

discursive domain with fundamental characteristics distinct from those of classroom, formal interview, or scripted conventional media interactions. Theoretically, this study makes an important conceptual contribution by demonstrating how the rigid boundaries between code-switching and word borrowing are becoming increasingly blurred in urban communication practices. A series of digital expressions has undergone lexical normalization, ultimately functioning as semi-established loanwords. The intellectual implications of these findings extend to broader sociocultural contexts, where new media platforms such as podcasts serve as active linguistic testing grounds that continually give rise to hybrid linguistic norms and registers, illustrating how the modern social identities of urban communities are shaped by linguistic flexibility.

B. Suggestion

This study has analyzed the code-switching practices in the ‘Podhub’ podcast. However, the researcher acknowledges several limitations. First, because this study focuses on a single episode from a single podcast channel, the findings on code-switching frequency and patterns cannot be generalized to other digital media platforms in Indonesia. Second, all participants in this study are public figures in the entertainment industry. Since they share similar backgrounds and have extensive communication experience, their language may differ from that of everyday conversations. Finally, the data only captures the language trends at the time the podcast was recorded. As internet slang and code-switching styles in digital media change rapidly, the findings may not reflect future trends.

Based on these limitations, the researcher offers several suggestions for future research. To build on this single-case study, future researchers are encouraged to compare different podcast genres. For instance, comparing entertainment podcasts with political or educational podcasts could reveal different patterns and functions of code-switching. Additionally, comparing celebrity and non-celebrity speakers would enrich the data and enable quantitative or mixed-methods research to examine how code-switching affects audience engagement. Finally, as this study primarily focuses on the social functions of code-switching, it does not deeply explore the speaker's personal reasons for switching languages. Therefore, future researchers are advised to apply approaches such as Social Identity Theory or Communication Accommodation Theory. These theories would help us understand the speakers' internal motivations and how they adjust their language to express their identity in digital media.

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CURRICULUM VITAE



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During his undergraduate studies, he actively pursued his passion for communication by joining the university's community radio station, UKM Simfoni FM, where he developed deep broadcasting skills and served as a member of the General Affairs management division. Alongside his academic pursuits, he built a robust professional career in the media industry. In early 2023, he began working as a radio announcer at S-Radio Malang and was promoted to Station Manager by mid-2023. Expanding his professional horizon, he joined City Guide 911 FM Malang as an announcer in 2024, and by 2025, he advanced to the station's Music Director while continuing his on-air duties.