

**An Analysis of Code-Switching Used by Putri Tanjung in *The Indah G Show* Podcast
Entitled *Indonesian Work Culture & Values, Working Smart Vs Hard, Discipline &
Boundaries***

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Abstract

Code-switching is an important element in sociolinguistic studies, especially in bilingual or multilingual societies like Indonesia, which has a rich diversity of languages and cultures. In the era of globalization, interactions between speakers from various linguistic backgrounds have increased, making code-switching more common. Code-switching does not only occur spontaneously but is often used as a deliberate communication strategy, where speakers switch languages according to the context and needs of the interaction, whether in family, friendship, or professional settings.

This study focuses on Putri Tanjung, a public figure who is fluent in multiple languages and frequently uses code-switching in her public interactions. The research adopts a qualitative method. The aim of this study is to identify the types and functions of code-switching in the Indah G Show podcast. The data was collected from Putri Tanjung's appearance on the Indah G Show podcast, which aired on YouTube on August 1, 2024, and was analyzed using Spradley's model of analysis (domain analysis, taxonomic analysis, component analysis, and cultural theme analysis). Myres-Scotton's theory (2006) was applied to identify the types of code-switching, while Muysken's theory (2005) was used to analyze the functions of code-switching.

The results of the study indicate that there were a total of 53 instances of code-switching in the Indah G Show podcast. Among these, Intra-Sentential Switching was the most dominant type, occurring in 44 instances or 83.02%, while Inter-Sentential Switching was found in 9 instances or 16.98%. In terms of function, the study identified that there were 11 instances or 20.75% categorized under the Directive Function, while the Expressive Function appeared in 40 instances or 75.47%, indicating a significant dominance in the use of code-switching to express emotions or

feelings. Additionally, 2 instances or 3.77% fell under the Metalinguistic Function. However, the Poetic and Phatic functions were not found in the analyzed data from this podcast. These findings suggest that in the context of communication on the Indah G Show podcast, code-switching is more frequently used for expressive purposes and to direct communication, while other aspects such as poetic and phatic functions are less represented or do not appear at all.

Keyword: Code Switching, Types of Code-Switching, Functions of Code-Switching, Podcast

INTRODUCTION

Sociolinguistics is the branch of science that examines the language used within society. It explores how language operates and is influenced by human social dynamics. According to Holmes (1992), sociolinguists investigate the diverse and interconnected ways language and society interact. The scope of sociolinguistics is broad, including the choices people make when using multiple languages in different communication contexts. In *An Introduction to Bilingualism*, Myers-Scotton (2006) explains that sociolinguistics focuses on the social aspects of language, particularly how bilingual individuals decide which language to use in conversations. However, most sociolinguists concentrate on dialect variations within a single language rather than on bilingualism (Myers-Scotton, 2006).

In the sociolinguistic context, bilingualism refers to the ability of a speaker to use two languages alternately when interacting with others, often occurring in daily life. Chaer and Agustina (2010:84) define bilingualism as the alternating use of two languages by a speaker during social interactions. Bilingualism is commonly observed in society. In such communities, code-switching and code-mixing are frequent phenomena. Speakers often use more than one language (or code) and must choose which code to use during conversations (Wardhaugh, 2006). The connection between code-switching and bilingualism is complex, as code-switching can both reflect and manage bilingualism. These two concepts are closely intertwined, as both involve the use of multiple languages in communication (Mackey and Fishman, 1970).

Code-switching refers to the use of different language variations or switching between language codes. Wardhaugh (2012:98) explains that code-switching can take place during conversations when speakers alternate between two or more languages or language varieties within a single conversation, sentence, or even a word. It often serves as a way to bridge language gaps. Holmes (2013:35) notes that people sometimes switch codes depending on the social context or situation. This is a common occurrence in multilingual societies like Indonesia, where speakers frequently shift between languages based on context, audience, or topic. Studying code-switching is important as it offers valuable insights into the complex relationships between language, culture, and identity.

A notable example of code-switching research is Putri Tanjung's appearance on the video podcast *Indah G Show*. Born on September 22, 1996, Putri Tanjung is a young entrepreneur and the daughter of Chairul Tanjung, founder of CT Corp. She attended an international school in Jakarta and later studied Media Arts at the Academy of Art University in San Francisco. At 15,

Putri founded Creativepreneur, a company aimed at supporting young entrepreneurs in Indonesia, and she also served as a special staff member to President Joko Widodo. In the podcast, Putri frequently switches between Indonesian and English, reflecting her international education, which makes her more comfortable using English to connect ideas between Indonesia and the global community. This bilingualism enables Putri to reach a wider audience and effectively communicate in professional settings where both languages are used.

The podcast episode, titled *Indonesia Work Culture & Values: Working Smart vs. Hard, Discipline & Boundaries*, features Indah G as the host and Putri Tanjung as the guest. Both have studied abroad, which allows them to speak English fluently, and their bilingualism is a central element of their code-switching throughout the podcast. This makes the episode a valuable case study for analyzing language dynamics in a professional context. The researcher focuses on Putri Tanjung's code-switching during the podcast to explore how it functions in such settings.

There are theoretical gaps and differences that make this research distinct from previous studies. The theories of Myers-Scotton and Appel-Muysken are particularly relevant and useful for analyzing the *Indah G Show* podcast. By applying these theories, researchers can gain deeper insights into the types of code-switching, the factors influencing its use, and how code-switching functions across different contexts to communicate and express group identity. The researcher hopes that this study will increase awareness of the code-switching phenomenon, its application in various settings including podcasts and how it can be used to build connections from different perspectives.

Based on the problem limitations, the researcher identified two problem formulations: what types of code-switching and functions of code-switching are used by Putri Tanjung in the *Indah G Show* Podcast on Vidio. The study aims of this research is to analyze the types and functions of code-switching used by Putri Tanjung in The Indah G Show Podcast. This study focuses on analyzing the types and functions of code-switching employed by guests in The Indah G Show Podcast. The research is limited to identifying the functions and types of code-switching. The subject of this study is Putri Tanjung in the Indah G video podcast titled "Indonesia Work Culture & Values: Working Smart vs. Hard, Discipline & Boundaries" on August 1st, 2024, available on the Indah G YouTube channel. This research also serves as a reference for readers to enhance their understanding of the types and functions of code-switching and is beneficial for future researchers interested in studying code-switching, providing assistance in their research efforts.

According to Myers-Scotton (2006), code-switching refers to the use of two language varieties within a single conversation. This definition encompasses the incorporation of two or more languages or dialects in dialogue. Myers-Scotton highlights that both contextual factors and aspects like social identity and educational background play a role in the language choices made by speakers. This phenomenon occurs when individuals utilize multiple languages in a conversation or written text. Myers-Scotton distinguishes between two types of code-switching based on where the switching occurs: Inter-Sentential Switching and Intra-Sentential Switching. The following illustrates the range of structures that are considered code-switching.

1) Inter-Sentential Switching

Inter-sentential coding involves alternating between languages at the level of sentences or clauses. This form of switching happens when a speaker transitions from one language to another between separate sentences or clauses within a conversation.

2) Intra-Sentential Switching

Intra-sentential switching is a form of code-switching where a speaker alternates between languages within the same sentence. This switching can happen at different points, including between words, phrases, or clauses.

Based on the theory of Appel and Muysken (2005), code-switching serves five primary functions: the Directive Function, Expressive Function, Phatic Function, Metalinguistic Function, and Poetic Function. When analyzing these functions, Appel and Muysken noted that multiple functions can operate simultaneously within a single sentence or conversation, allowing speakers to utilize code-switching for a variety of purposes and communication goals.

1) Directive Function

The directive function in code-switching serves to either include or exclude someone from a conversation by using a language that the person is familiar with. The primary goal of the Directive Function is to ensure that others either understand or do not understand what is being communicated. As explained by Appel and Muysken, speakers switch between languages to involve or exclude certain individuals in the discussion.

2) Expressive Function

According to Appel and Muysken, the expressive function takes place when speakers use multiple languages to convey or amplify their emotions. This function allows speakers to express their personal feelings, which can range from happiness and sadness to anger, depending on their mood. For example, when someone is angry, they often switch to a language they frequently use to better communicate their frustration or anger.

3) Phatic Function

The phatic function in code-switching is used to highlight key words or the main message in a conversation. Speakers often switch languages to emphasize specific words that they want the listener to remember or focus on.

4) Metalinguistic Function

In this context, the function of code-switching is metalinguistic, where speakers switch to a second language primarily to make their speech or writing appear more prestigious to others. The main objective of the Metalinguistic Function is to showcase the speaker's language abilities and impress the listener or reader. For instance, popular social media influencers frequently switch languages to create a specific impact on their audience.

5) Poetic Function

According to Appel and Muysken, the poetic function of code-switching is employed in speech for aesthetic and creative reasons. This function arises when an individual uses code-switching to demonstrate their linguistic skills by integrating two languages within a single utterance.

In conclusion, code-switching is a complex and diverse phenomenon rooted in the social and cultural contexts of bilingual or multilingual communication. It serves as a tool for speakers to convey meaning, build relationships, and signal group membership, and it is an important aspect of language use in many parts of the world. Myers-Scotton also outlines that code-switching can occur in various forms, such as intra-sentential and inter-sentential switching. Additionally, the theory of Appel and Muysken explains several functions that are included in this practice of code-switching.

METHOD

In this study, the author uses qualitative descriptive methods. This approach was chosen because the data collected consists of words and images, rather than numbers. As stated by Bogdan and Taylor in Moleong (2010), this research focuses on analyzing data in the form of utterances, specifically examining the dialogues of guests on the Indah G Show Podcast. The data source for this research comes from the Indah G Show Podcast, with an emphasis on instances of code-switching expressed by guest Putri Tanjung during the dialogue. In this study, the primary instrument used to collect, classify, and analyze instances of code-switching in the Indah G Show Podcast is the researcher themselves. The method employed by researchers for data collection consists of several stages, which are outlined as follows:

1. The Watching view the Indah G Show video podcast.
2. Transcribe the conversations from the Indah G Show podcast.
3. Identify and extract utterances that include code-switching.

The data analysis technique used by the researcher in analyzing this video podcast refers to the theory by Spradley (1980). Spradley proposed a framework for analyzing data in his work "Participant Observation," which includes four stages for qualitative content analysis.

a. Domain Analysis

Domain analysis involves the systematic extraction of data from surrounding elements, often known as cultural domain analysis

b. Taxonomic Analysis

Taxonomic analysis, as explained by Spradley (1980), seeks to understand the organizational structure of cultural domains by identifying their arrangement.

c. Componential Analysis

Componential analysis consists of a thorough examination of the features associated with cultural categories.

d. Cultural Theme Analysis

The last stage in the ethnographic process is cultural analysis, which investigates the relationships among these domains. In this research, cultural analysis is employed to draw conclusions from componential analysis, ultimately contributing to the findings by providing a

deeper examination of the relationships between the types and functions of code-switching in the Indah G Show Podcast.

RESULTS AND DISCUSSION

In this data analysis, the researcher identified two types of code-switching present in the Indah G Show Podcast: Inter-Sentential Switching and Intra-Sentential Switching. The analysis revealed a total of 53 instances of code-switching throughout the podcast. The most prevalent type was Intra-Sentential Switching, accounting for 44 instances, while Inter-Sentential Switching was noted 9 times. Additionally, the researcher examined five functions of code-switching and found only three applicable in the podcast: Directive Function, Expressive Function, and Metalinguistic Function. The Expressive Function was the most commonly used, with 40 instances, followed by the Directive Function with 11 instances, and the Metalinguistic Function, which occurred 2 times.

a. Inter-Sentential Switching

Directive Function

Datum 18

Putri: “*Tahun 2019, gue lulus, terus habis itu, gue bilang, Help the company, kayak udahlah. I think it's enough of you helping other companies. Jadi, masuklah gue bantuin my father.*”

(00:16:01)

(In 2019, I graduated, and after that, I said, Help the company, that’s enough. **I think it's enough of you helping other companies.** So, I started helping my father)

The sentence “*Tahun 2019, gue lulus, terus habis itu, gue bilang, Help the company, kayak udahlah. I think it's enough of you helping other companies. Jadi, masuklah gue bantuin my father.*” exemplifies **Inter-Sentential Switching**. Here, code-switching takes place between distinct sentences or clauses, with English employed for commands and to emphasize decisions, while Indonesian provides context and follow-up. The language shift clarifies the message and underscores the speaker’s choices.

Additionally, this sentence also demonstrates the **Directive Function** of code-switching. The English phrases “*Help the company*” and “*I think it's enough of you helping other companies*” serve to give clear and direct instructions. This code-switching highlights the speaker’s decisions and guidance, with Indonesian used to elaborate on the context and subsequent actions. In this manner, code-switching facilitates effective communication of directives and decisions.

Expressive Function

Datum 11

Putri: “*Alhamdulillah, gue tuh punya bokap yang sangat luar biasa ya, Indah. He's a very successful entrepreneur*” (00:12:00)

(Thank God, I have a very extraordinary dad, Indah. **He's a very successful entrepreneur**)

The sentence “*Alhamdulillah, gue tuh punya bokap yang sangat luar biasa ya Indah. He's a very successful entrepreneur*” is an example of **Inter-Sentential Switching**, as it features a language transition between two distinct sentences. Initially, the speaker uses Indonesian to convey gratitude and pride regarding their father, and then shifts to English in the next sentence to elaborate on their father's accomplishments. This transition between complete sentences illustrates inter-sentential switching.

Moreover, this sentence showcases the **Expressive Function** of code-switching. The Indonesian portion expresses gratitude and a sense of familiarity, while the English switch highlights pride in the father's achievements within a broader context. By integrating both languages, the speaker conveys emotions and identity while emphasizing a noteworthy accomplishment.

Datum 41

Putri : “*gue rasa sekarang banyak banget. Let me tell you a bit of story salah satu yang gue admire banget tu ada namanya Tama, which is my friend.* (00:48:16)

(I feel like now there are many people. **Let me tell you a bit of a story** one of the people I admire a lot is someone named Tama, which is my friend)

The sentence “*gue rasa sekarang banyak banget. Let me tell you a bit of story salah satu yang gue admire banget tu ada namanya Tama, which is my friend*” exemplifies **Inter-Sentential Switching**, as the language transition occurs between different sentences. The speaker starts in Indonesian, shifts to English with “Let me tell you a bit of story” to add context, then returns to Indonesian, and ends with another English phrase. This transition between standalone sentences illustrates the use of inter-sentential switching to enhance the narrative by incorporating information from both languages.

Additionally, the sentence “gue rasa sekarang banyak banget. Let me tell you a bit of story salah satu yang gue admire banget tu ada namanya Tama, which is my friend” showcases the **Expressive Function** of code-switching. By blending Indonesian and English, the speaker conveys their identity and admiration while also capturing attention with the English phrases. This combination creates a relaxed and familiar tone, highlighting the personal connection to the person they admire.

b. Intra-Sentential Switching

Directive Function

Datum 36

Putri : “*Tapi impactnya secara enggak ada gitu, so you need to work lu harus pilih-pilih prioritas lu*” (00:36:18)

(But if the impact is not there, **so you need to work** on prioritizing your tasks)

The sentence “*Tapi impactnya secara enggak ada gitu, so you need to work lu harus pilih-pilih prioritas lu*” exemplifies **Intra-Sentential Switching**, as the language change occurs within a single sentence. The expression “*so you need to work*” employs English for a direct instruction, while “*lu harus pilih-pilih prioritas lu*” continues in Indonesian, elaborating on the message. This blend enables the speaker to efficiently communicate by integrating formal directives with local context in one sentence.

Additionally, this sentence illustrates the **Directive Function** of code-switching. The English phrase “*so you need to work*” provides a clear instruction, while the Indonesian portion “*lu harus pilih-pilih prioritas lu*” reinforces the directive. This combination effectively conveys the command in a straightforward manner, with the additional explanation enhancing the clarity of the instruction.

Datum 53

Putri : “*Ada, ada ini, ada painting lucu gitu I can share. gua gak bisa ngomong sama lo di sini*”. (01:09:58)

(There’s this funny painting **I can share**. I can’t talk to you here)

The sentence “*Ada, ada ini, ada painting lucu gitu I can share. gua gak bisa ngomong sama lo di sini*” demonstrates **Intra-Sentential Switching**, as the language transition occurs within one

sentence. The speaker begins in Indonesian to describe the object, then shifts to English with “I can share” to convey their intention to share, and concludes with Indonesian to express a communication barrier. This switching effectively combines information, intent, and context within a single sentence.

Furthermore, the sentence “Ada, ada ini, ada painting lucu gitu I can share. gua gak bisa ngomong sama lo di sini” exemplifies the **Directive Function** of code-switching. The English phrase “I can share” serves to direct the listener by indicating the speaker's intention to share something. The Indonesian segment “Ada ada ini ada painting lucu gitu” gives context regarding what is to be shared, while the final part, “gua gak bisa ngomong sama lo di sini,” suggests a communication barrier. Therefore, the code-switching effectively merges instruction with additional context while highlighting a communication challenge.

Expressive Functions

Datum 05

Putri: “*Pokoknya, apapun yang berhubungan sama industry kreatif tapi ada business inside of it, I love it so much*” (00:06:01)

(Basically, anything related to the creative industry that has a business aspect of it, **I love it so much.**)

The sentence “*Pokoknya apapun yang berhubungan sama industry kreatif tapi ada business inside of it I love it so much*” exemplifies **Intra-Sentential Switching**. In this instance, the speaker blends English and Indonesian within a single sentence without dividing them into distinct sentence structures. This type of code-switching occurs when elements from different languages are intermingled in one sentence, illustrating a fluid integration of languages in communication.

Furthermore, the sentence “*Pokoknya, apapun yang berhubungan sama industry kreatif tapi ada business inside of it, I love it so much*” showcases the **Expressive Function** of code-switching. The English phrases “business inside of it” and “I love it so much” convey the speaker's passion and excitement, adding emotional weight. While Indonesian sets the context for the interest, the use of English enhances the emotional expression, reflecting the speaker's personal feelings.

Datum 31

Putri : “*Dan aku merasa orang-orang seperti itu tuh punya work ethic yang menurut gue juga luar biasa, Karna they need to survive*” (00:32:49)

(And I feel that people like that have a work ethic that I think is extraordinary, because **they need to survive**)

The sentence “*Dan aku merasa orang-orang seperti itu tuh punya work ethic yang menurut gue juga luar biasa, Karna they need to survive*” illustrates **Intra-Sentential Switching**, as the language shift occurs within a single sentence. Indonesian is used to articulate a general opinion, while the English phrase “they need to survive” introduces an additional reason and emphasizes that perspective. The sentence then shifts back to Indonesian to link the reason with the opinion, effectively blending both languages within one sentence.

Moreover, the sentence “*Dan aku merasa orang-orang seperti itu tuh punya work ethic yang menurut gue juga luar biasa, Karna they need to survive*” highlights the **Expressive Function** of code-switching. The English phrase “they need to survive” underscores the speaker's perspective and emotions regarding the reasons for those individuals' work ethic. This expression enhances the speaker's admiration and empathy, demonstrating how code-switching adds emotional depth to the opinion being conveyed.

Metalinguistic Function

Datum 19

Putri: “*Menurut gue, I think, kan kalau sebenarnya, kalau di Indonesia, itu lawnya adalah lu tuh boleh bekerja.* (00:17:30)

(In my opinion, **I think**, actually, in Indonesia, the law is that you can work)

The sentence “*Menurut gue, I think, kan kalau sebenarnya, kalau di Indonesia, itu lawnya adalah lu tuh boleh bekerja*” exemplifies **Intra-Sentential Switching** as it merges two languages within a single sentence. In this case, the phrases “I think” and “lawnya” are English components embedded in the structure of an Indonesian sentence. This type of code-switching occurs when a speaker intertwines languages within one sentence without breaking them into separate statements, allowing for a richer expression of ideas with added nuances or emphasis.

Additionally, the sentence “*Menurut gue, I think, kan kalau sebenarnya, kalau di Indonesia, itu lawnya adalah lu tuh boleh bekerja*” illustrates the **Metalinguistic Function**.

The expressions “Menurut gue” and “I think” convey the same idea of expressing an opinion. This repetition serves to clarify and emphasize the speaker’s perspective, ensuring that the message is effectively communicated and understood by the listener.

Datum 20

Putri: “*Nah, menurut gue kayaknya, I think ini yang gue lihat ya Indah. karena banyak banget teman-teman gue yang gue lihat di sosial media banyak banget yang mulai the enterpreuner journey atau mulai bekerja tuh at such a very young age.*” (00:18:24)

(Well, In my opinion, **I think** this is what I've seen Indah. Because many of my friends that I see on social media are starting their entrepreneurial journey or beginning to work at such a very young age)

The sentence “*Nah, menurut gue kayaknya, I think ini yang gue lihat ya Indah. karena banyak banget teman-teman gue yang gue lihat di sosial media banyak banget yang mulai the enterpreuner journey atau mulai bekerja tuh at such a very young age.*” exemplifies **Intra-Sentential Switching** as it incorporates the English phrase “I think” within a single Indonesian sentence, seamlessly blending both languages. This integration allows for the addition of nuance or clarification to the overall message.

Additionally, the sentence “*Nah, menurut gue kayaknya, I think ini yang gue lihat ya Indah. karena banyak banget teman-teman gue yang gue lihat di sosial media banyak banget yang mulai the enterpreuner journey atau mulai bekerja tuh at such a very young age.*” reflects the **Metalinguistic Function**, as the expressions “Menurut gue” and “I think” convey the same idea, reinforcing that this is a personal opinion. This repetition serves to clarify that the speaker is sharing their subjective viewpoint.

This study identified a total of 53 instances categorized by type and function of code-switching. Intra-Sentential Switching was the most prevalent, with 44 instances, while Inter-Sentential Switching was noted in 9 cases. The predominance of Intra-Sentential Switching indicates that code-switching occurred within sentences, allowing speakers to adapt their language fluidly in communication contexts. This type of switching facilitates a smoother expression of ideas and information.

The Expressive Function emerged as the most commonly used, with 40 instances, highlighting the podcast's emphasis on personal identity and advice, which promotes code-switching to convey emotions and personal opinions. Within Inter-Sentential Switching, the

Expressive Function was observed 8 times, while the Directive Function appeared once. The Metalinguistic Function was absent from the analysis, as were the Phatic and Poetic Functions. Conversely, Intra-Sentential Switching displayed a significant prevalence of the Expressive Function, accounting for 32 instances, followed by the Directive Function with 10 occurrences and the Metalinguistic Function with 2. These results demonstrate how context and communicative objectives shape the types and functions of code-switching in the podcast, offering insights into the dynamics of language use in audio formats.

CONCLUSION

The findings of this study offer comprehensive insights into code-switching in the Indah G Show Podcast. The analysis indicated that Intra-Sentential Switching is the most prevalent type, occurring 44 times. This suggests that language shifts generally happen within sentences, which aids in conveying ideas effectively. In contrast, Inter-Sentential Switching is less frequent, appearing only 9 times, indicating that language changes typically occur between sentences.

The Expressive Function emerged as the most prominent, with 40 instances, demonstrating that code-switching is often employed to convey personal emotions, share perspectives, and provide advice related to self-identity. Within the realm of Inter-Sentential Switching, the Expressive Function was noted 8 times, while the Directive Function was observed once. Notably, the Phatic, Metalinguistic, and Poetic Functions were absent from the data. In the case of Intra-Sentential Switching, the Expressive Function was particularly strong, accounting for 32 instances, followed by the Directive Function with 10 occurrences and the Metalinguistic Function with 2. The Phatic, Metalinguistic, and Poetic Functions were not identified in this context.

These results indicate that podcast speakers frequently utilize code-switching within sentences to enhance communication fluidity and express emotions more deeply. The prevalence of the Expressive Function underscores its significant role in how code-switching is utilized in discussions, reflecting a tendency to employ language shifts to convey emotional nuance and personal reflections.

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