Code-Switching in the HighEnd Magazine Podcast: A Sociolinguistic Analysis of Language Used by Audrey Bianca Calista

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Abstract

This study examines code-switching in a YouTube podcast as a form of bilingual interaction in digital communication. With the growing influence of social media, speakers frequently shift between languages to connect with wider audiences. This research focuses on identifying the types of code switching found in the language used by Audrey Bianca Calista in the HighEnd Magazine podcast. A qualitative descriptive approach was applied by transcribing selected parts of the podcast and analyzing utterances containing code-switching. The data were categorized into intersentential, intra-sentential, and tag-switching based on Poplack's 1980 framework. The results found 58 data show that intra-sentential switching with 50 (86%),inter-sentential switching with 7 (12%),and tag switching with 1 (2%). Overall,it can be seen that intra-sentential switching mark as the most dominant types of code swithing with 50 data found or (86%) in the language used by Audrey Bianca Calista in the podcast. In conclusins,this research providing a deeper understanding types of code-switching used in real communication contexts on digital media especially YouTube.

Keywords: Bilingualism, Code-switching, Digital Communication, Sociolinguistics, YouTube

INTRODUCTION

The development of digital technology has significantly changed the way people communicate in everyday life. Along with technological advancement, many social media users frequently mix or switch languages in their communication (Sapar et al., 2023). Therefore, this study mainly examines videos on the YouTube platform because code-switching phenomena also occur among YouTubers when creating vlogs, where they often switch languages unconsciously (Suastika et al., 2020). In online communication, bilingual speakers often combine two languages while expressing ideas, sharing opinions, or interacting with audiences. This linguistic phenomenon is widely recognized as code-switching. (Wibowo,Ary Iswanto , Yuniasih,Idah, Nelfianti, 2017)stated that code refers to the use of a particular dialect, style, register, or language variety to communicate ideas through language. Code-switching refers to the alternation of two languages within a conversation by bilingual speakers (Poplack, 1980). The increasing presence of bilingual communication on digital platforms demonstrates how language use continues to adapt to technological and social developments.

The growth of internet-based communication has also influenced language style and communication patterns among young people and public figures. David Crystal explains that

online interaction encourages the emergence of more flexible and creative language practices in digital environments (Crystal, 2006). In Indonesia, the mixture of Indonesian and English can frequently be found in podcasts, interviews, entertainment programs, and social media content. English expressions are often inserted into Indonesian conversations to create a more modern, expressive, and relatable style of communication. (Sapar et al., 2023)Language functions not only as a means of communication but also as a tool for expressing personal identity.

Studying sociolinguistics has become increasingly important in the modern era because it helps people understand how language is used in social life and daily communication (Situmorang et al., 2023). Bilingual speakers may switch languages depending on participants, situations, topics, and intended meanings during interaction (Holmes, 2013). Podcasts provide a natural source of linguistic data because the conversations usually occur spontaneously without strict scripting. As a result, podcasts can reveal authentic patterns of bilingual interaction in contemporary society. Through podcast conversations, speakers are able to shift languages naturally while maintaining communication flow and audience engagement.

Several earlier studies have examined code-switching in classroom interaction, newspaper, and novel. (Suarnajaya et al., 2018) The research found that lecturers primarily used intrasentential and inter-sentential switching in their communication. (Ullah & Arshad, 2023) The study identified intra-sentential switching as the predominant type of code-switching in the *Express* newspaper editorials. According to (Maria Fitriana Starman et al., 2022) the research on My Bastard Prince Novel the findings show that inter-sentential switching is the most frequently used type, while intra-sentential switching appears as the least dominant type. Nevertheless, studies discussing code-switching in Indonesian podcasts involving public figures are still relatively limited. Most previous research mainly focused on educational settings or scripted dialogues rather than informal conversations in digital entertainment media. Therefore, this research investigates code-switching in the HighEnd Magazine Podcast focusing on language used by Audrey Bianca Calista and expected can contribute to the development of sociolinguistic knowledge, especially for EFL students, by providing a deeper understanding of how codeswitching is used in real communication contexts on digital media. This study focuses on identifying the types of code-switching and identifying which one is the most dominant types that appear from language used by the speaker.

This research applies the theory proposed by (Poplack, 1980), who categorizes codeswitching into inter-sentential switching, intra-sentential switching, and tag-switching. By applying this framework, the study aims to provide a clearer understanding of how bilingual speaker employ language switching in podcast communication and how digital media contributes to the dynamic use of language in modern society. And the title from this research is Code-Switching in the HighEnd Magazine Podcast: A Sociolinguistic Analysis of Language Used by Audrey Bianca Calista.

METHOD

This study employed a qualitative descriptive method to investigate the use of codeswitching in podcast communication. Qualitative research is commonly used to explore social and linguistic phenomena by interpreting meanings, expressions, and interaction patterns found in natural settings. Qualitative approaches are intended to understand human behavior and social interaction through detailed interpretation rather than numerical measurement (Creswell, 2014). Therefore, this approach was considered suitable because the research focused on analyzing spoken utterances produced by bilingual speaker in a podcast conversation.

The source of the data was taken from a podcast video uploaded on the YouTube channel of HighEnd Magazine entitled Audrey Bianca Ungkap Ekspektasi vs Realita jadi Miss Indonesia.. The podcast was selected because it contains frequent alternation between Indonesian and English throughout the interaction between the host and the guest speaker. The duration of the conversation provided sufficient linguistic data related to bilingual communication in digital media.

Data Collection

The data were collected through several procedures. First, the researcher watched the podcast repeatedly in order to gain a comprehensive understanding of the conversation from this link https://youtu.be/MNwxQIPYHVk?si=GjTEDdK_5AuzhZZl. (Barrett & Twycross, 2018) stated that both participant and non-participant observation serve as effective methods for gathering qualitative data because they enable researchers to obtain rich and detailed information. Second, utterances containing language alternation were transcribed into written form. (Bowen, 2009) defined document analysis as a systematic method used to review and evaluate documents as research materials. (Norman K. Denzin dan Yvonna S. Lincoln, n.d.) content analysis is a technique used to examine the occurrence and distribution of repeated words or expressions in oral, written, and audio-visual texts. Third, the researcher identified expressions that showed codeswitching between Indonesian and English. The selected utterances were then organized for further analysis.

Data Analysis Methods

In analyzing the data, this study applied the classification proposed by (Poplack, 1980), who categorizes code-switching into three major types: inter-sentential switching, intra-sentential switching, and tag-switching. Inter-sentential switching refers to language changes occurring between sentences, while intra-sentential switching occurs within the same sentence. Meanwhile, tag-switching involves the insertion of short expressions or discourse markers from another language into an utterance. The researcher classified each utterance according to these categories in order to determine the dominant switching pattern used in the podcast. Finally, conclusions were drawn based on the findings obtained from the analysis. The results were then presented descriptively to provide a clearer understanding of bilingual language used in podcast communication within digital media contexts.

FINDINGS AND DISCUSSION

The analysis of the HighEnd Magazine podcast focusing on language used by Audrey Bianca Calista revealed that code-switching frequently occurred throughout the interaction between the host and the guest speaker. The conversation showed natural alternation between Indonesian and English while discussing beauty treatments, confidence, emotional well-being, motivation, and women empowerment. Through the analysis, three types of code-switching were identified: intra-sentential switching, inter-sentential switching, and tag-switching based on (Poplack, 1980). Among these categories, Intra-Sentential Switching appeared most frequently with 50 times or 86% from the total data found because the speakers often inserted English expressions into Indonesian sentence structures naturally during spontaneous conversation.

Table 1. Percentages of Code Switching

No.	Types of Code Switching	Frecuency	Percentage
1.	Intra-Sentential Switching	50	86%
2.	Inter-Sentential Switching	7	12%
3.	Tag-Switching	1	2%
	Total	58	100%

A. Intra-sentential Switching

Intra-sentential switching refers to the use of two languages within a single sentence or clause (Poplack, 1980). The speaker combines words, phrases, or clauses from different languages in one grammatical structure.

Examples data found in the podcast :

Tabel 2. Data 1 intra-sentential switching

Data 1	"Kayak I believe every woman tuh punya hak untuk melakukan apapun if she wants to feel pretty."

The sentence is classified as intra-sentential switching because the speaker mixes English and Indonesian within the same sentence. The English clauses "I believe every woman" and "if she wants to feel pretty" are inserted into an Indonesian sentence without separating the ideas into different sentences.

Tabel 3. Data 2 intra-sentential switching

Data 2	"Oh, banyak banget skin care treatments yang menurut aku eh you don't need to do it that often."

This utterance belongs to intra-sentential switching since the speaker combines Indonesian and English in one sentence. The English clause "you don't need to do it that often" appears in the middle of the Indonesian structure, showing language alternation within a single sentence.

Tabel 4. Data 3 intra-sentential switching

Data 3	" So I think I mostly focus on pembersihan dan juga menghilangkan bekas jerawat gitu."

The sentence is categorized as intra-sentential switching because English and Indonesian elements are blended in the same grammatical construction. The speaker starts in English with "So I think I mostly focus on" and continues in Indonesian with "pembersihan dan juga menghilangkan bekas jerawat."

Tabel 5. Data 4 intra-sentential switching

Data 4	" Tapi always make sure whatever investment put into me aku bisa outputnya bisa aku keluarin lebih begitu."

This data is considered intra-sentential switching because the speaker inserts the English phrase "always make sure whatever investment put into me" into an Indonesian sentence. Both languages are used continuously in one sentence without a sentence boundary.

Tabel 6. Data 5 intra-sentential switching

Data 5	"I always make sure untuk ada 1 jam aku pakai untuk olahraga."

The utterance is identified as intra-sentential switching because the speaker mixes English and Indonesian within the same sentence structure. The English expression "I always make sure" is directly followed by the Indonesian phrase "untuk ada 1 jam aku pakai untuk olahraga," which reflects switching inside a single sentence.

B. Inter-sentential Switching

Inter-sentential switching occurs when speakers alternate languages between sentences or clauses (Poplack, 1980). In this type, one complete idea is delivered in one language before the speaker continues with another language.

Examples data identified in the podcast are:

Tabel 7. Data 1 inter-sentential switching

Data 1	" And God is gonna have my back. Apapun itu aku jatuh pasti ada Tuhan."

The utterance is categorized as inter-sentential switching because the speaker begins with a complete sentence in English, "And God is gonna have my back," and then continues with another complete sentence in Indonesian, "Apapun itu aku jatuh pasti ada Tuhan." The language switch occurs between two separate clauses or sentences, which is the main feature of intersentential switching.

Tabel 8. Data 2 inter-sentential switching

Data 2	"Rejection is redirection. Jadi, justru ketika kita tidak mencoba, kita sedang em menghilangkan kesempatan kesempatan kita untuk mengetahui jalan jalan apa, Langkah langkah dan juga mimpi mimpi terbaik apa yang sebetulnya diarahkan untuk diri kita ya."

This sentence belongs to inter-sentential switching because the speaker first delivers a full statement in English, "Rejection is redirection," before moving to Indonesian in the following explanation. The transition happens after the English sentence is completed, showing a switch between sentences rather than within a single sentence structure.

Tabel 9. Data 3 inter-sentential switching

Data 3	"Don't be afraid to ask for help. Help itu maksud aku eh untuk maju dalam mimpi kamu, untuk keluar dari permasalahan dan apapun itu."

The utterance is identified as inter-sentential switching because the speaker uses a complete English sentence, "Don't be afraid to ask for help," and then continues the message in Indonesian. The switch appears at the sentence boundary, which clearly reflects the pattern of inter-sentential switching.

C. Tag-switching

Tag-switching refers to the insertion of short expressions, tags, or discourse markers from one language into an utterance that is mainly produced in another language (Poplack, 1980). These inserted elements usually do not affect the grammatical structure of the sentence.

Tabel 10. Data 1 tag-switching

Data 1	"Jadi mungkin setiap minggu, setiap 2 minggu aku ada kelas dari Star Harvest Academy dan juga aku suka belajar sendiri di rumah, you know, dari video, latihan sendiri begitu."

The sentence is categorized as tag switching because the speaker inserts the English expression "you know" into an Indonesian sentence. The phrase only functions as a conversational

marker and does not change the grammatical structure of the sentence. Since “you know” is used as a simple tag or filler, the utterance belongs to tag switching.

This study examined the types of code-switching from language used by Audrey Bianca Calista in the HighEnd Magazine Podcast based on (Poplack, 1980) theory. The findings revealed that intra-sentential switching was the most dominant type, occurring 50 times or (86%) from the total data found, followed by inter-sentential switching with 7 occurrences (12%) and tagswitching with only 1 occurrence (2%).

The dominance of intra-sentential switching indicates that language alternation in the podcast mainly occurred within a single sentence. According to (Poplack, 1980), intra-sentential switching refers to the use of elements from two languages within a sentence or clause. The high frequency of this type suggests that the speaker often combined Indonesian and English in a single sentence rather than switching languages between complete sentences or through the insertion of tags.

The findings of this study support Poplack’s 1980 classification of code-switching because all three types, namely intra-sentential, inter-sentential, and tag-switching, were identified in the data. However, intra-sentential switching appeared far more frequently than the other types, indicating that it was the primary pattern of code-switching used throughout the podcast.

This research findings are in line with several previous studies. (Ni Komang Ratna Gaori & Putu Devi Maharani, 2024) found that intra-sentential switching was the dominant type of codeswitching in the Pod Hub Podcast, accounting for the majority of the identified data. Similarly, (S., 2021) reported that intra-sentential switching emerged as the most frequent type in a YouTube talk show featuring Cinta Laura, showing that language alternation commonly occurred within a single sentence. Likewise, (Rizky Alifia Annisa et al., 2024) revealed that intra-sentential switching dominated the code-switching patterns found in the PUELLA ID YouTube Podcast, appearing more frequently than inter-sentential and tag switching. The similarity between those studies and the present research indicates that intra-sentential switching tends to be the most frequently occurring type of code-switching in digital media discourse.

Overall, the results confirm that intra-sentential switching is the dominant type of codeswitching from language used by Audrey Bianca Calista in the HighEnd Magazine Podcast. The findings also reinforce Poplack’s (1980) theory by demonstrating the occurrence of all three types of code-switching while highlighting the predominance of intra-sentential switching in bilingual communication within podcast conversations.

CONCLUSIONS

The analysis of the HighEnd Magazine podcast focusing on language used by Audrey Bianca Calista showed that code-switching frequently occurred throughout the conversation. This study investigated the types of code-switching used in the HighEnd Magazine Podcast based on Poplack’s theory (1980). The research aimed to identify and analyze the occurrence of

intrasentential switching, inter-sentential switching, and tag switching in the podcast conversation. Through qualitative descriptive analysis, the data were collected from several utterances produced from language used by Audrey in the podcast.

The findings show that intra-sentential switching is the most dominant type, appears with 50 times or 86% of the total data. This result indicates that the speaker frequently combines Indonesian and English within the same sentence. Inter-sentential switching appears 7 times or 12%, while tag switching only occurs once or 2%. The dominance of intra-sentential switching reflects the speaker's bilingual communication style and the natural use of two languages in casual conversation.

Overall, this research contributes to sociolinguistic studies, especially in the discussion of code-switching in digital communication. The study is expected to enrich students' understanding of bilingual language use and provide additional references for future researchers who are interested in analyzing code-switching in social media content.

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