




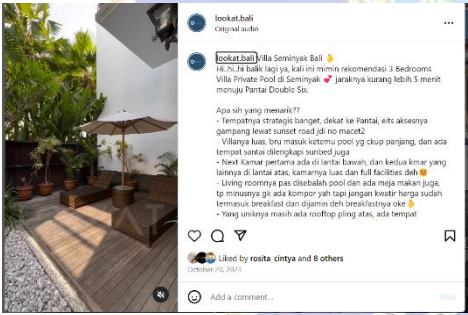


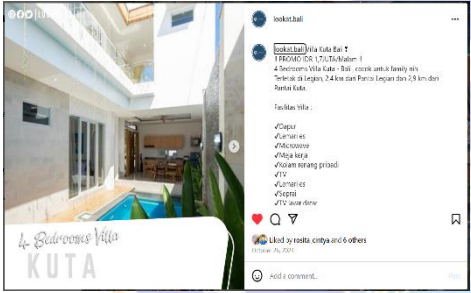




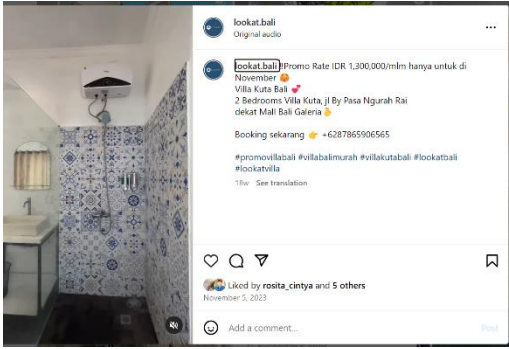
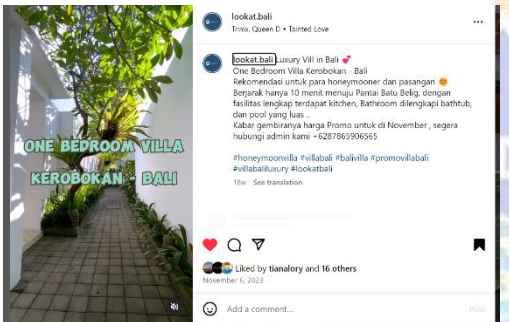
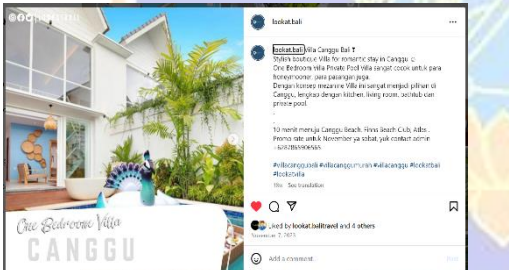
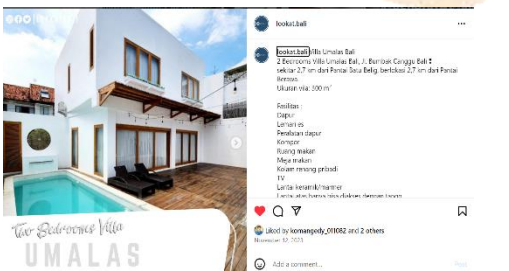



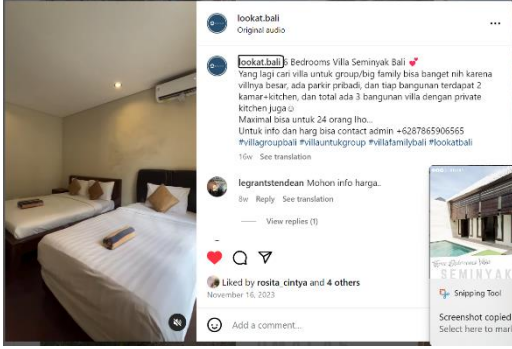


A. Appendix I List of Captions


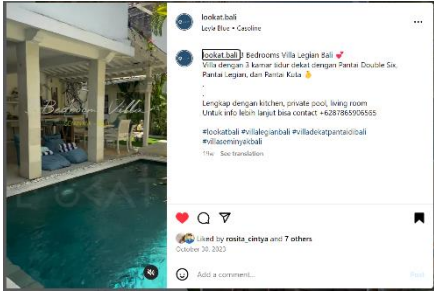
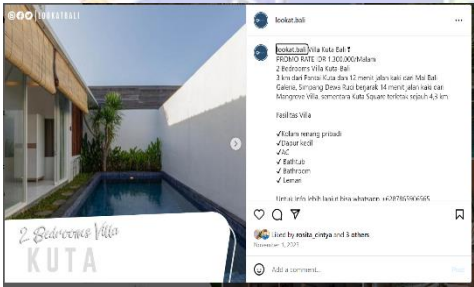

| No. | Screenshot | Date of Post | Type of Code-switching | Caption Quote |
|-----|---|------------------|----------------------------|---|
| 1. |  | October 11, 2023 | Inter-sentential Switching | ‘Villa one Bedroom di Sanur ini sangat dekat menuju Pantai Padang galak hanya 5 menit saya, jl kaki sekitar 10 menit.’ |
| 2. |  | October 12, 2023 | Inter-sentential Switching | ‘One Bedroom Villa, Jl. Petitenget Seminyak, 7 menit menuju Pantai Petitenget, 8 menit menuju Pantai Batu Belig.’ |
| 3. |  | October 13, 2023 | Inter-sentential Switching | ‘Baru masuk ketemu Living room yang luas dengan konsep yang mewah dan elegan. Pool yang Panjang dan terdapat gazebo di sebelahny, setiap kamarnya luas dan tersetup bathtub di semua kamar mandi’ |
| 4. | | October 16, 2023 | Inter-sentential Switching | ‘Recommended Villa untuk keluarga sangat cocok, apalagi yang mimin suka |


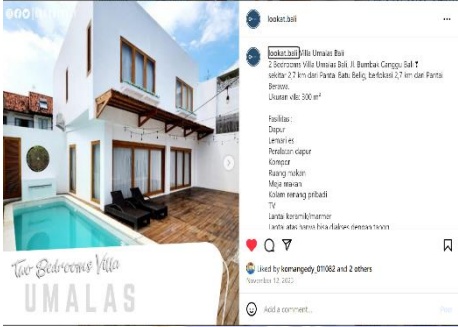
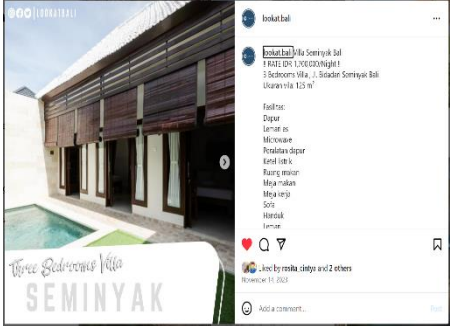
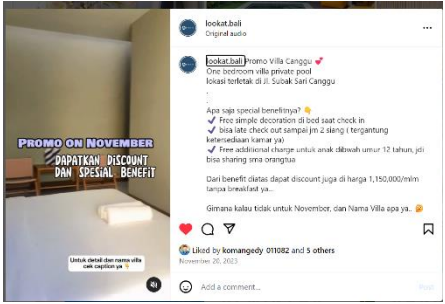
| | | | | |
|-----------|---|-------------------------|-----------------------------------|---|
| |  | | | <p>living roomnya luas, kitchennya yg super lengkap dan estetik. Poolnya luas, setiap kamar nya juga sangat luas dan semua kamar disetup bathtub di kamar mandinya. Ini villa super complete'</p> |
| <p>5.</p> |  | <p>October 16, 2023</p> | <p>Inter-sentential Switching</p> | <p>'Harga Promo 1250K/Night. 2 Bedrooms Villa Sanur – Bali, kurang dari 1 km dari Pantai Padang Galak'</p> |
| <p>6.</p> |  | <p>October 20, 2023</p> | <p>Inter-sentential Switching</p> | <p>'hi..hi..hi balik lagi ya, kali ini mimin rekomendasi 3 Bedrooms. Villa Private Pool di Seminyak, jaraknya kurang lebih 5 menit menuju Pantai Double Six'</p> |
| <p>7.</p> |  | <p>October 23, 2023</p> | <p>Inter-sentential Switching</p> | <p>'Gak usah mikir panjang booking sekarang'</p> |

| | | | | |
|------------|---|-------------------------|-----------------------------------|---|
| <p>8.</p> |  <p>lookat.bali and resita_cintya Original audio</p> <p>lookat.bali Villa Sunset Road - Seminyak Bali 🇮🇵 2 Bedrooms Villa , dekat dengan Eiger Sunset Road di Jl. Sunset Road, gak perlu macet tapi gak jauh juga ke Pantai Seminyak sekitar 12 menit saja.</p> <p>Point plusnya itu aksesnya gampang. Ada 2 kamar dalam 1 Villa dengan konsep modern minimalis, selain itu dilengkapi living room dan kitchen yang lengkap 🍋</p> <p>Untuk info lebih lengkapnya bisa contact minin ya +6287865906565</p> <p>#lookatbali #villasunsetroadbali #villasunsetroadseminyak #vilabaliunrah #lookatvilla</p> <p>Liked by resita_cintya and 3 others October 25, 2023</p> | <p>October 25, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘2 Bedrooms Villa, dekat dengan Eiger Sunset Road’ Point plusnya itu aksesnya gampang, ada 2 kamar dalam 2 villa dengan konsep modern minimalis, selain itu dilengkapi living room dan kitchen yang lengkap’</p> |
| <p>9.</p> |  <p>lookat.bali</p> <p>lookat.bali Villa Kuta Bali 🇮🇵 PROMO DIS 12% Tahunan 1 4 Bedrooms Villa Kuta - Bali, cocok untuk family and friends di legian, 3 km dari Pantai Legian dan 2 km dari Pantai Kuta</p> <p>Tasilitas Villa :</p> <ul style="list-style-type: none"> ✓Dapur ✓Jamar air ✓Kulkas ✓Kotak surat ✓Kamar renang pribadi ✓TV ✓Jamar air ✓Kipas ✓TV area dalam <p>Liked by resita_cintya and 4 others (bukan AI, 2023)</p> | <p>October 26, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘4 Bedrooms Villa Kuta – Bali, cocok untuk keluarga nih’</p> |
| <p>10.</p> |  <p>lookat.bali by:ilke + Gasoline</p> <p>lookat.bali Bedrooms Villa Legian Bali 🇮🇵 Villa dengan 3 kamar tidur dekat dengan Pantai Double Six, Pantai Legian, dan Pantai Kuta 🍋</p> <p>Lengkap dengan kitchen, private pool, living room Untuk info lebih lengkap bisa contact: +6287865906565</p> <p>#lookatbali #villalegianbali #villalegianpantai66bali #vilaseminyakbali</p> <p>The See translation</p> <p>Liked by resita_cintya and 7 others October 30, 2023</p> | <p>October 30, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘Lengkap dengan kitchen, private pool, living room’</p> |
| <p>11.</p> |  <p>lookat.bali</p> <p>lookat.bali Villa Kuta Bali 🇮🇵 PROMO DIS 12% Tahunan 1 2 Bedrooms Villa Kuta Bali 3 km dari Pantai Kuta dan 12 menit dari Mall Bali Ganesha, Grogong Deras Ruci sampai 14 menit jalan ke Bali car Mangrove Villa, semarak Kuta Square berjarak 4,2 km</p> <p>Tasilitas Villa :</p> <ul style="list-style-type: none"> ✓Kamar renang pribadi ✓Dapur kecil ✓AC ✓Sofa ✓Bedroom ✓Jamar: <p>Untuk info lebih lengkap bisa contact minin ya +6287865906565</p> <p>Liked by resita_cintya and 3 others November 1, 2023</p> | <p>November 1, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘Stylish and affordable villa ini sangat cocok untuk family ya sobat. Bisa booking di 4 Bedrooms juga, fasilitas lengkap’</p> |

| | | | | |
|------------|---|--------------------------|-----------------------------------|--|
| <p>12.</p> |  | <p>November 5, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘Promo Rate IDR 1,300,000/mlm hanya untuk di November’</p> |
| <p>13.</p> |  | <p>November 6, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘Fasilitas lengkap terdapat kitchen, Bathroom, bathtub, and pool yang luas’</p> |
| <p>14.</p> |  | <p>November 7, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘One Bedroom Villa Private Pool Villa sangat cocok untuk para pasangan’</p> |
| <p>15.</p> |  | <p>November 11, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘2 Bedrooms Villa Umalas Bali, Jl. Bumbak Canggu Bali sekitar 2,7 km dari Pantai Batu Belig, berlokasi 2,7 km dari Pantai Berawa’</p> |
| <p>16.</p> |  | <p>November 16, 2023</p> | <p>Inter-sentential Switching</p> | <p>‘Yang lagi cari villa untuk group/big family’</p> |

| | | | | |
|-----|---|-------------------|----------------------------|--|
| |  | | | <p>bisa banget nih karena villanya besar, ada parker pribadi, dan tiap bangunan terdapat 2 kamar + kitchen, dan total ada 3 bangunan villa dengan private kitchen juga'</p> |
| 17. |  | November 18, 2023 | Inter-sentential Switching | <p>'Hi..hi.. kenapa murah, ya dengan konsep Modern & minimalist villa ini hanya di IDR 1,650,000/malam loh. Villa ini terdapat 2 kamar tidur lengkap dengan bathroom, tengah-tengahnya living room, kitchen. Dan pool outdoor, selain itu villa menyediakan private parking'</p> |
| 18. |  | October 25, 2023 | Intra-Sentential Switching | <p>'Villa Sunset Road – Seminyak Bali. 2 Bedrooms Villa. Dekat dengan Eger Sunset Road di Jl. Sunset Road, gak perlu macet-macet tapi gak jauh juga ke Pantai Seminyak sekitar 12 menit saja.'</p> |
| 19. | | October 26, 2023 | Intra-Sentential Switching | <p>'4 Bedrooms Villa Kuta – Bali. Cocok untuk keluarga nih, terletak di Legian, 2,4 km dari Pantai Legian dan 2,9 km dari Pantai Kuta.'</p> |

| | | | | |
|------------|---|-------------------------|-----------------------------------|---|
| |  | | | |
| <p>20.</p> |  | <p>October 30, 2023</p> | <p>Intra-Sentential Switching</p> | <p>‘3 Bedrooms Villa Legian Bali. Villa dengan 3 kamar tidur dekat dengan Pantai Double Six, Pantai Legian, dan Pantai Kuta’</p> |
| <p>21.</p> |  | <p>November 1, 2023</p> | <p>Intra-Sentential Switching</p> | <p>‘2 Bedrooms Villa Kuta – Bali. 3 km dari Pantai Kuta dan 12 menit jalan kaki dari Mal Bali Galeria, Simpang Dewa Ruci berjarak 14 menit jalan kaki dari Mangrove Villa, sementara Kuta Square terletak sejauh 4,3 km’</p> |
| <p>22.</p> |  | <p>November 6, 2023</p> | <p>Intra-Sentential Switching</p> | <p>‘Luxury Villa in Bali. One Bedroom Villa Kerobokan – Bali. Rekomendasi untuk para honeymooner dan pasangan. Berjarak hanya 10 menit menuju Pantai Batu Belig, dengan fasilitas lengkap lengkap kitchen, Bathroom dilengkapi bathtub, dan pool yang luas. Kabar gembiranya harga Promo untuk di November, segera hubungi admin kami +62376599555’</p> |
| <p>23.</p> | | <p>November 7, 2023</p> | <p>Intra-Sentential Switching</p> | <p>‘Villa Canggu Bali. Stylish boutique for romantic stay in</p> |

| | | | | | |
|-----|---|-------------------|----------------------------|--|---|
| |  | | | | Canggu. One Bedroom Villa Private Pool Villa. <i>Sangat cocok untuk para pasangan yang berbulan madu'</i> |
| 24. |  | November 12, 2023 | Intra-Sentential Switching | | '2 Bedrooms Villa Umalas Bali. Jl. Bumbak Canggu Bali. <i>Sekitar 2,7 km dari Pantai Batu Belig, berlokasi 2,7 km dari Pantai Berawa.</i> |
| 25. |  | November 14, 2023 | Intra-Sentential Switching | | 'Villa Seminyak Bali!! Rate IDR 1,700,000/Night!! 3 Bedrooms Villa. Jl. Bidadari Seminyak Bali. <i>Ukuran Villa: 125 m2'</i> |
| 26. |  | November 20, 2023 | Intra-Sentential Switching | | 'Promo Villa Canggu. One bedroom villa private pool. <i>Lokasi terletak di Jl. Subak Sari Canggu'</i> |
| 27. | | October 23, 2023 | Tag Switching | | 'No caption deh...' |


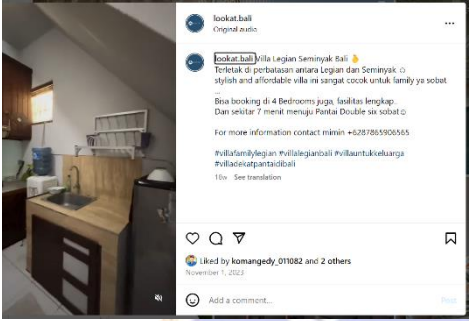
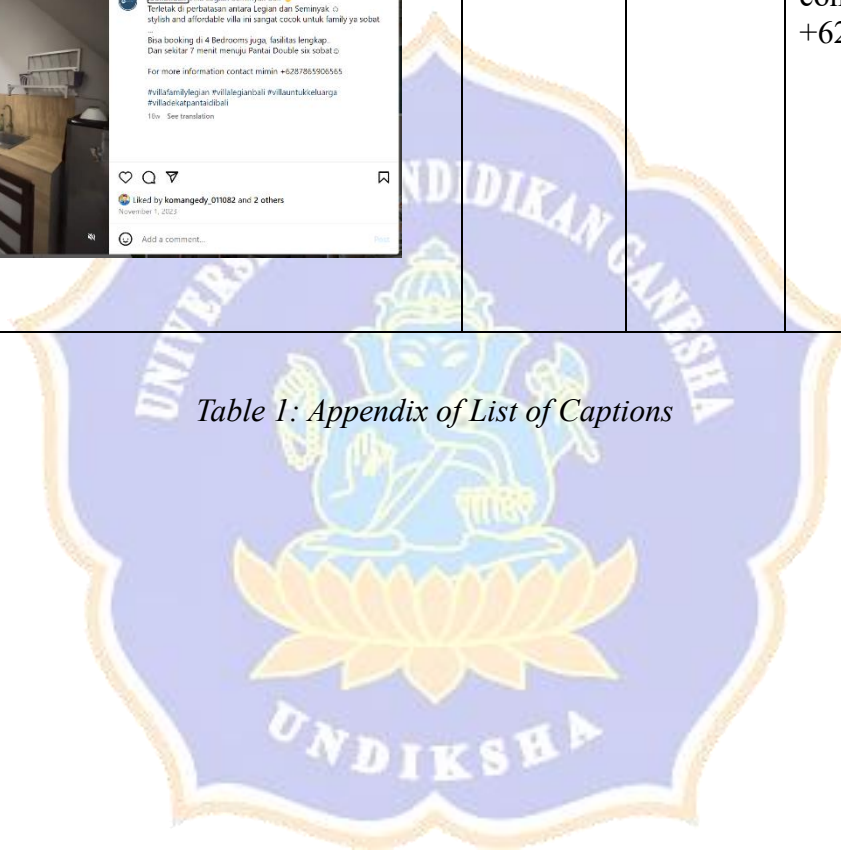
| | | | | |
|------------|---|-------------------------|----------------------|---|
| |  | | | |
| <p>28.</p> |  | <p>November 1, 2023</p> | <p>Tag Switching</p> | <p>'For more information contact <i>mimin</i> +6287865906565'</p> |

Table 1: Appendix of List of Captions



B. Appendix II List of Interview Question

- The interview questions have been translated from Indonesian to English

1. Do you manage the Lookat Bali Instagram account by yourself?
2. When uploading a post to the Lookat Bali account, is there a certain format for the caption?
3. What do you think is an interesting post caption, especially for business accounts?
4. Previously, did you know what code-switching was, or have you ever heard of code-switching?
5. In this era, do you consciously or unconsciously often encounter the phenomenon of code-switching in your environment?
6. Are you aware that the post captions on the Lookat Bali account use code-switching?
7. Based on the type, what code-switching do you often use in your post captions?
8. What is your reason for using code-switching in this post?
9. Do you think the use of code-switching in captions has a positive impact on your business, or is it just normal?
10. If you can calculate it, what percentage of positive impact does using code-switching have on your business?
11. Will you continue to use code-switching in your post captions in the future?

C. Appendix III The Transcript of Interview

The transcript has been translated from Indonesian to English

Interviewer: “Please introduce your full name and then your position”

Interviewee: “My name is Komang Nita Rosita Cintya Dewi; I am the owner and founder and also directly manage all Lookat Bali social media accounts”

Interviewer: “Can you tell us a little about the beginning of the formation of Lookat Bali, what year it was, and how you decided to create a Lookat Bali agent?”

Interviewee: “Lookat Bali was founded and received its business permit in 2021. However, it was planned for 2020, initially due to the COVID-19 pandemic at that time. Before establishing Lookat Bali, I already had basic skills in sales marketing. Coincidentally, many of my customers asked for villa prices during the Pandemic, so my husband and I thought, why not create a platform as a form of our side business during that time? Since then, in 2020, we have planned and prepared the establishment of Lookat Bali, starting with arranging business permits, branding, and so on. In 2021, Lookat Bali's business permit was issued with the label of a travel agent that handles special hotel and villa accommodations”

Interviewer: “Does that mean that from the beginning of Lookat Bali, all of Lookat's social media accounts were completely managed by you? Or does it involve other parties, too?”

Interviewee: “Yes, in the beginning, I was the one who managed all of Lookat Bali's social media accounts, but I was also helped by my colleagues who have experience in e-commerce and understand more about promotions via digital media. However, for now, all Lookat Bali social media accounts are again managed by me”

Interviewer: “Do you remember the initial post on Lookat Bali's social media?”

Interviewee: “At first, I did not understand digital marketing because my basics were in sales or offline marketing. In the beginning, I tried to find someone who understood digital marketing, and we ended up sharing and discussing what was appropriate to share on digital media, such as social media. From this discussion, I finally understood that each social media platform has its algorithm. From there, we understood that the initial post must be equipped with a caption that uses lots of emoticons so that the public would begin to know about and be interested in our account. So, what our initial

posts were like, most were filled with initial branding, such as an introduction to the public via social media. In the beginning, I could not just write captions on Lookat Bali posts, so I would discuss every caption I would post first with my colleagues who understand more about digital marketing. Moreover, at the beginning, we have a caption format for the photo or video that will be posted, which in this format always includes a contact person and lots of hashtags. Our posts were almost the same in the past because the caption format was copied and pasted.”

Interviewer: “Therefore, in the initial post on Lookat Bali, the captions for each photo and video will already have the same format, and before posting, they are discussed first with colleagues who understand more about digital marketing. So, regarding the format you mentioned earlier, do you still use this caption format in Lookat's latest posts?”

Interviewee: “We no longer use the format at the beginning, but one thing that has yet to change about our captions is that we always insert a contact person in each post. What is different between the previous and current caption formats is that in previous posts, we always explained the villa or hotel in the post in detail, starting from the facilities, location, etc. With long sentences. Now, we are more focused on making the post content more interesting so that we do not need too detailed captions with long sentences so that if customers are interested, they will ask about the villa or hotel via DM because the current and previous algorithms are different.”

Interviewer: “As someone who has managed promotional social media accounts since the beginning, what do you think is an interesting caption for a promotion on social media?”

Interviewee: “An interesting caption, in my opinion, is a caption that adapts to the customer and market, for Lookat Bali's customers and market, namely domestic customers who do not like reading things that are too long; they prefer just to read outlines so we try to make a caption with words that have just been read, customers are immediately interested, for example writing the words "Promo on January" at the beginning of the caption so that customers will be interested and ask for more details about the post via DM. Even if, for example, the customer has yet to agree with our offer after the DM, at least our future posts will continue to appear on their social media homepage and open up opportunities for our market to become bigger.”

Interviewer: “An interesting caption suits the customer and target market, right? Coming to the main topic of this research, have you ever heard of code-switching theory before?”

Interviewee: “Not at all; this is the first I have heard of, let alone understood, code-switching. It was only when you informed me about this interview that I tried searching on the internet for code-switching, and it turned out that after I read this theory, it had indeed become a phenomenon in society. However, only a few people knew its name. I also made captions on Look at Bali, not realizing they contained code-switching because I made them. After all, the target market was mostly young people more interested in this type of language change, so it flowed by itself without me realizing this theory”.

Interviewer: “Yes, the code-switching theory has been around for a long time and is currently often used in daily communication, both directly and indirectly, but most people do not know and are not aware that what they say is called code-switching. In general, now you know what code-switching is. This code-switching has three types: 1. Inter-sentential Switching: Language transfer that occurs in 1 sentence or clause. Example: 1 Bedroom Villa in Sanur with an elegant concept (in 1 sentence, there is a language switch from the beginning in English to the middle to the end using Indonesian but still in 1 sentence) 2. Intra-sentential Switching: Language transfer that occurs between sentences or clauses. Example: 1 Bedroom Villa In Sanur. The location is close to Sanur Beach, only about 10 minutes on foot (in the first sentence, we use English. Then, in sentence two, it is changed to Indonesian) 3. Tag Switching: Language transfer that occurs in a term in a language. Example: For More Information, contact Mimin (in the beginning, it is in English, then at the end, it is changed to Mimin, which is the term for admin in Indonesian)”

Interviewee: “Okay, that means there are types, too; wow, I just found out”

Interviewer: “Yes, there are three types. So, all this time, the captions you made, which contain code-switching, were made because they followed language trends that exist among young people today?”

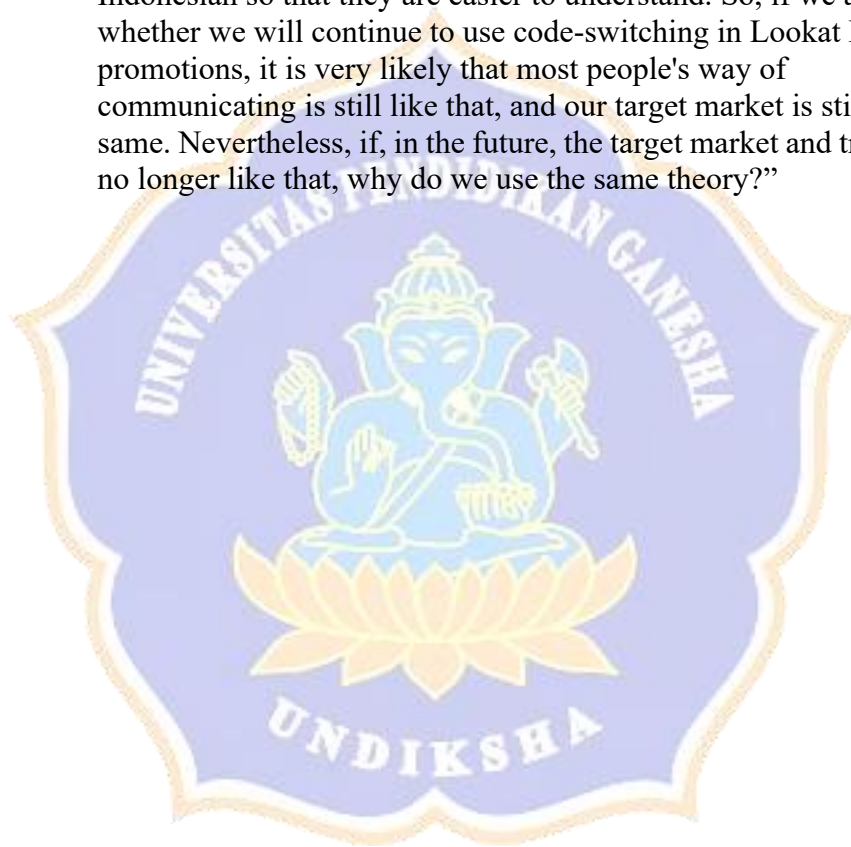
Interviewee: “Yes, that is right; apart from the language change, it looks more attractive; on the other hand, our target market is mostly young people whose lingua franca is now like that. The existence of Code-switching will make it easier for our customers to understand because if we write captions that are fully in English, local customers will not understand. In contrast, foreign customers will not understand if they are written in full Indonesian. So, as a solution, we write words or terms in English that are already familiar, such as "Villa 2 Bedrooms in Seminyak" at the beginning of the caption, and then write them in Indonesian.”

Interviewer: “Do you think using captions that contain code-switching has a significant impact on your business?”

Interviewee: “On social media, captions are essential so people know about what we post. So, our task now is to make the caption enjoyable, one of which is to use code-switching in our caption. So that customers are interested in our business and have more confidence that what we post is faithful to the original.”

Interviewer: “Now that you know about the code-switching theory, will you still include code-switching elements in promotional captions on your Lookat Bali account in the future?”

Interviewee: “In the future, people will be increasingly influenced by foreign cultures, including in terms of communication; people will probably use more and more terms in English but still complement them with Indonesian so that they are easier to understand. So, if we ask whether we will continue to use code-switching in Lookat Bali promotions, it is very likely that most people's way of communicating is still like that, and our target market is still the same. Nevertheless, if, in the future, the target market and trends are no longer like that, why do we use the same theory?”



D. Appendix IV Interview Documentation



Picture 8: Interview with The Owner of Lookat Bali, Mrs. Rosita Cintya



Picture 9. Interview with The Owner of Lookat Bali, Mrs. Rosita Cintya



Picture 10. The Researcher (left side) with The Owner of Lookat Bali, Mrs. Rosita Cintya (right side)



E. Appendix V Research Permission Letter



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN, RISET DAN TEKNOLOGI
UNIVERSITAS PENDIDIKAN GANESHA
FAKULTAS BAHASA DAN SENI
 Jalan A.Yani No. 67 Singaraja Bali Kode Pos 81116
 Telepon (0362) 21541 Fax. (0362) 27561
 Laman: fbs.undiksha.ac.id

Nomor : 1852/UN48.7.1/DT/2024

16 Mei 2024

Perihal : **Permohonan Izin Penelitian**

Yth. CV Lookat Bali
 di Singaraja

Dalam rangka pengumpulan data untuk menyelesaikan Skripsi/Tugas Akhir, dengan hormat kami mohon agar Bapak/Ibu mengizinkan mahasiswa di bawah ini:

| | |
|----------------|--|
| Nama | : Komang Wina Yusmeri |
| NIM | : 2252015012 |
| Jurusan | : Bahasa Asing |
| Program Studi | : Bahasa Inggris Untuk Komunikasi Bisnis dan Profesional program Sarjana Terapan |
| Jenjang | : D3 |
| Tahun Akademik | : 2023/2024 |
| Judul | : THE USE OF CODE-SWITCHING ON INSTAGRAM LOOKAT BALI PROMOTIONAL POSTS |

untuk mencari data yang diperlukan pada institusi yang Bapak/Ibu pimpin. Atas perhatian dan bantuan Bapak/Ibu, kami ucapkan terima kasih.



Dr. Ni Luh Putu Eka Sulistia Dewi, S.Pd., M.Pd.
 NIP. 198104192006042002

Tembusan:

1. Dekan FBS Undiksha Singaraja
2. Kaprodi. Bahasa Asing
3. Sub Bagian Pendidikan FBS

RIWAYAT HIDUP



Komang Wina Yusmeri putri ketiga dari pasangan suami istri Bapak I Gede Putu Maharyadi, S.Pd. dan Ibu Ni Ketut Sumarheni, S.Pd. Lahir di Singaraja, 13 Januari 2002, berkebangsaan Indonesia dan beragama Hindu. Penulis berasal dari Desa Pakraman Beratan Samayaji, Kecamatan Buleleng, Kabupaten Buleleng, Provinsi Bali. Penulis menyelesaikan Pendidikan dasar di SD No 1 Beratan pada tahun 2014 kemudian melanjutkan Pendidikan sekolah menengah pertama (SMP) di SMP Negeri 6 Singaraja dan lulus di tahun 2017, selanjutnya pada tahun 2020, penulis menyelesaikan Pendidikan sekolah menengah atas (SMA) di SMA Negeri 4 Singaraja. Sejak 2020 sampai dengan penulisan skripsi ini penulis masih terdaftar sebagai mahasiswi pada Program Studi D4 Bahasa Inggris Untuk Komunikasi Bisnis dan Profesional, Jurusan Bahasa Asing, Fakultas Bahasa dan Seni, Universitas Pendidikan Ganesha (Undiksha).

