

CHAPTER I

INTRODUCTION

This chapter provides a brief introduction to the research, including the research background, problem identification, research limitations, research questions, research objectives, and research significance.

1.1 Research Background

Globalization and the rapid development of digital technology increase cross-cultural interactions, further strengthening linguistic diversity in modern society. This phenomenon encourages the widespread use of more than one language, particularly among bilingual speakers. According to Grosjean (2010), bilingual speakers are people who use more than one in their daily communication. Bilingual speakers have the flexibility to choose the language based on the communication situation, the interlocutor, and the goals they want to achieve (Suryaningsih, 2023). In Indonesian, bilingualism is increasingly evident due to the coexistence of Indonesian, local language, and English. In addition, the growing use of digital platform such as social media, YouTube, and podcast increases exposure to English (Aditya & Aminah, 2025). As a result, Indonesians have extensive access to English-language content and use English frequently in various activities, such as studying, seeking information, and communicating (Iswatiningsih et al., 2021).

This increase exposure to English strengthens their bilingual ability and encourages them to switch between Indonesian and English in everyday interactions. Consequently, code-switching has become a common linguistic phenomenon in both daily and digital communication. According to Poplack (1980), code-switching is the switching between two languages or codes within the same sentence or utterance. Code-switching does not occur randomly, but rather reflects the speaker's linguistic ability to use more than one language and their ability to adapt their choice of language to the communication situation at

hand. In other words, speakers who switch typically possess a high level of language competence, enabling them to switch between languages without violating grammatical rules. Additionally, the way speakers switch from one language to another varies depending on the structure of the utterance and communication goals to be achieved. As a result, code-switching may occur within a sentence, between sentences, or through the insertion of tag or discourse markers. This is supported by Poplack (1980), who classifies code-switching into three types, namely tag-switching, inter-sentential switching, and intra-sentential switching. This classification shows that code-switching follows linguistic patterns that can be identified and analyzed systematically. In addition, code-switching is closely related to social factors such as the communication setting, the topic of the discussion, and the relationship between the interlocutors. This requires speakers to adapt their language use to specific social contexts, enabling them to communicate effectively and achieve specific communicative goals (Gumperz, 1982). Therefore, code-switching not only requires understanding its linguistic form but also understanding the communicative functions behind the use of code-switching.

Currently, code-switching occurs not only in face-to-face communication but also in digital media. Various digital platforms, such as YouTube and podcast, provide a more natural communication space, meaning that bilingual speakers frequently switch between Indonesian and English in spontaneous interactions (Wulandari et al., 2025). This is evident in the abundance of content posted by bilingual speakers who use multiple languages especially Indonesian and English when expressing themselves or attract audience attention. Among those digital platforms, podcasts have become one of the most popular platforms of online communication. Podcasts are digital media in audio or visual formats distributed online, allowing listeners or viewers to access them whenever they want (Lopez & Jimenez, 2025). Podcasts can be accessed on platforms such as Spotify, Apple Podcasts, and YouTube as long as there is an internet connection. Besides that, podcasts uploaded to digital platforms like YouTube have become increasingly popular forms of communication in modern society. This is because YouTube

podcasts provide audio and visual content, allowing users to enjoy them both (Putri Aulia et al., 2025).

One of the video podcasts on an interesting topic is *Suara Berkelas*, available on YouTube. In this podcast, the researcher chooses an episode with Agatha Chelsea as the guest. There are several reasons to support selecting this video podcast, featuring Agatha Chelsea as the guest. Agatha Chelsea is selected as the research subject because her characteristics align with the objectives of this study. As a bilingual speaker proficient in both Indonesian and English, she employs code-switching naturally in her communication. Her educational background in Melbourne, Australia, further supports the bilingual competence reflected in her speech. In addition, the *Suara Berkelas* video podcasts feature spontaneous conversations that are longer in duration than social media content such as TikTok or Instagram. This allows for wider variety of code-switching types and functions, making it more relevant for analysis. Therefore, Agatha Chelsea is chosen not only because she is a bilingual public figure, but also her language use aligns with the research focus on code-switching in digital communication.

Several previous studies have examined code-switching in digital media. The first study was conducted by Rapini (2022), who analyzed code-switching in Agnes Monica's appearance on Deddy Corbuzier's podcast. This investigation utilized Poplack (1980) theory of code-switching to classify the types of code-switching a speaker uses. The findings of this study revealed that intra-sentential switching was the dominant type, indicating the speaker's level of bilingual proficiency and language-use flexibility.

Another relevant study was conducted by Trisnayanti & Affini (2021) who examined the types and functions of code-switching on Fathia Izzati's YouTube channel. This study focused on identifying the types and functions of code-switching in the channel's content. This study applied theory proposed by Poplack (1980) theory to identify the types of code-switching and Holmes (2012) theory to analyze the function of code-switching. The results showed that intra-sentential

switching was the most frequently used type. Meanwhile, only six of the seven functions of code-switching were found in this study: participant, solidarity, topic switch, affective switching, metaphorical switching, and lexical borrowing.

Moreover, a study conducted by Atika & Ena (2024), who examined the type and functions of code-switching on the TikTok account @aliciasarena. This study analyzed the types and functions of code-switching in educational videos found in that account. This study employed theory proposed by Wardhaugh (2006) theory to analyze the type of code-switching and theory proposed by Gumperz (1982) to analyze the function of code-switching. The results of this study showed two types of code-switching found in this study: situational and metaphorical. Meanwhile, only five of the six functions of code-switching were found in this study: quotation marking, addressee specification, interjection, reiteration, message qualification, and personalization vs objectification.

Based on the previous studies above, some have examined code-switching in digital media communication. However, studies on code-switching by bilingual speakers in video podcasts remain relatively limited. Most previous studies have primarily focused on examining types and functions of code-switching in YouTube content, such as vlogs and TikTok videos. Specifically, no previous study has examined the types and functions of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast. This indicates the need for further researcher needed to provide a more comprehensive understanding of how bilingual speakers use code-switching in digital communication.

Research into the types and functions of code-switching is important because code-switching is not merely the habit of switching two languages, but rather a communication strategy used by bilingual speakers to achieve specific goals in interaction. Different code-switching may serve different communicative goals, such as emphasize particular message, address specific interlocutor, distinguish personal perspective from objective information, and adapt their language use in different communicative situations. By examining both types and functions of code-switching can provide a deeper understanding of the purposes

behind its use in bilingual communication. Furthermore, the rapid development of digital media is changing the way people communicate that are different from conventional communication. As a form of digital communication, podcasts are characterized by more spontaneous and natural interaction, thereby enabling the emergence of diverse code-switching phenomenon. Academically, this study is expected to contribute to the development of sociolinguistic study, particularly regarding the phenomenon of code-switching in digital communication in the form of video podcasts. This study may also serve as a reference for future researchers interested in examining code-switching on other digital communication platforms in others. Therefore, this study aims to fill this gap by investigating the types and functions of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast, thereby providing a more in-depth contribution to sociolinguistic studies, particularly in the context of digital media communication.

1.2 Problem Identification

Based on the background above, this research addresses code-switching among bilingual speakers in communication. Nowadays, code-switching has become a common phenomenon in bilingual communication. This phenomenon can be found not only in everyday communication but also in digital media such as video podcasts. Video podcasts are one of digital platform that provides natural communication, allowing bilingual speakers to switch languages during interactions. However, code-switching in video podcasts conversations requires further analysis, particularly in terms of its types and functions behind it. Therefore, this study aims to investigate the types and the functions of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast.

1.3 Limitations of the Research

This research is limited to the code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast. This research analyzes the types and functions of code-switching used by Agatha Chelsea as the speaker in the video podcast.

The types of code-switching analyzed in this study include tag-switching, intra-sentential switching, and inter-sentential switching. Furthermore, the functions of code-switching to be examined in this study are quotation, addressee specification, interjection, reiteration, message qualification, and personalization vs objectification.

1.4 Research Questions

Based on the background of the study above, the research questions are formulated as follows:

1. What are the types of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast?
2. What are the functions of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast?

1.5 Research Objectives

Based on the research question above, the aims of this study are as follows:

1. To investigate the types of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast.
2. To investigate the functions of code-switching used by Agatha Chelsea in the *Suara Berkelas* video podcast.

1.6 Research Significance

This study has two important aspects: theoretical and practical significance. The former described more detail below:

1. Theoretical Significance

This research is anticipated to provide information on code-switching, particularly its types and functions in digital media. The results of this study are anticipated to have a significant impact on sociolinguistic studies, particularly in discussions of code-switching in spoken

communication in video podcasts. Furthermore, this study can serve as an additional reference for other studies examining code-switching in spoken communication in video podcasts on YouTube and other digital media.

2. Practical Significance

a. For the Readers

This research is expected to help readers understand code-switching, particularly the types and functions used by Agatha Chelsea in the *Suara Berkelas* YouTube video podcast. This research can be used to gain further insight into code-switching in bilingual conversation and to understand its purpose and meaning.

b. For the other Researchers

For other researchers, this research is expected to serve as a reference for examining code-switching in digital media and face-to-face interactions. This research can serve as a basis for comparison or for further research exploring the use of code-switching in bilingual interactions.

c. For Lectures and Students

For the lectures, this research is expected to serve as reference material for linguistic study. Furthermore, this research can help students better understand the types and functions of code-switching in conversations on digital media, such as podcasts.