

A Sociolinguistic Study of Code-Switching Types in Cinta Laura's Speech n The Youtube Channel Suara Berkelas

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Abstract

This study is a descriptive qualitative research that analyze the types of code-switching used in the speech of Cinta Laura Kiehl on the YouTube channel Suara Berkelas. The study uses Poplack's (1980) classification, which includes inter-sentential, intra-sentential, and tag switching. The data was collected through observational method and transcription techniques from a selected video. Meanwhile the data analysis using distributional method and immediate constituent analysis technique which involves breaking down utterances into their structural components. The findings reveal that three types of code-switching are present in the data. Intra-sentential type is the most dominant type, with 17 occurrences (43.6%), followed by tag switching with 12 occurrences (30.8%), and inter-sentential switching with 10 occurrences (25.6%). The frequent use of intra-sentential switching reflects the speaker's bilingual ability in combining two languages within one sentence. In addition, tag switching is used to support interaction, while inter-sentential switching helps organize ideas more clearly. This study discusses the use of code-switching in digital media communication, especially in bilingual public figures.

Keywords: Code-Switching; Bilingualism; Sociolinguistics; Digital Discourse; YouTube

INTRODUCTION

Language plays a crucial role in human communication, particularly in multilingual societies where individuals often switch between languages in daily conversations. This switching, known as code-switching, involves alternating between languages within a single conversation (Gumperz, 1982). Code-switching reflects both linguistic and social aspects of communication. More recent perspectives highlight that multilingual speakers actively innovate and flexibly use their linguistic resources in communication (Wei, 2020). In addition, Nur'aini and Fitriana (2024) explains that code-switching frequently appears in digital communication because bilingual speakers often combine languages naturally during online interaction. This indicates that code-switching remains a dynamic and relevant phenomenon in contemporary sociolinguistic research. In the context of Indonesia as a multilingual society, bilingualism has become increasingly common due to globalization, education, and exposure to international media. Many Indonesians, especially those in urban and academic environments, are able to use both Indonesian and English in communication. Holmes and Wilson (2022) explain that bilingual speakers often switch between languages depending on the context, topic, and participants in interaction. This implies that code-switching is driven by communicative needs and social factors, rather than being random, in bilingual communities.

The development of digital media has also contributed to the increasing occurrence of code-switching, particularly on platforms such as YouTube. Daulay et al. (2024) states that social media platforms encourage multilingual speakers to use more than one language as part of digital communication and identity expression. Online media provides access to natural spoken interaction, especially in interviews and podcasts featuring bilingual speakers. Jofita and

Haryanto (2026) explains that code-switching in digital communication is often used to maintain interaction and engage audiences in online media. Stockwell (2002) notes that language use in media reflects social variation and communicative practices in contemporary society. Supporting this view, a study by Fiorensera and Handayani (2021) found that public figures in YouTube podcasts frequently use code-switching as part of informal communication, indicating that digital platforms are a rich source of authentic linguistic data.

One example of bilingual communication in digital media can be seen in Cinta Laura Kiehl's speech, as she often combines Indonesian and English in her interactions. Her bilingual speaking style reflects her background and public identity. According to Gardner-Chloros and Weston (2015), code-switching is closely related to communication and identity in multilingual contexts. Therefore, analyzing code-switching in Cinta Laura's speech can help explain how bilingual speakers use language in digital communication. Previous studies have examined language alternation phenomena in various contexts, including digital media and educational settings. Pratiwi et al. (2026) examined code-mixing used by edu-influencers on social media and found that insertion was the most frequent type. In their study, English academic terms were commonly inserted into Indonesian sentences. The researchers also found that code-mixing was not only related to language use, but also to the way speakers present credibility and modern identity in digital communication.

Code-switching has also been studied in educational settings. Ghyfari et al. (2025) analyzed code-switching in online language teaching and identified all three types based on Poplack's classification. Their findings showed that intra-sentential switching appeared most frequently in classroom interaction. In addition, code-switching was used to help students understand the material, support interaction during lessons, and maintain communication in online learning environments. Although previous studies have contributed to the understanding of language alternation in both digital media and educational contexts, most of them focus either on code-mixing or on classroom interaction involving multiple participants. Studies that specifically examine code-switching in the speech of a single bilingual public figure within a digital media context remain limited. Furthermore, while some studies have identified types of code-switching, not all of them emphasize a focused structural analysis based on a single theoretical framework. Therefore, this study focuses on Cinta Laura Kiehl's speech on Suara Berkelas YouTube channel to address this gap based on Poplack's (1980) classification, which includes three types.

Sociolinguistics

Sociolinguistics explores how language and society intersect, looking at how language is used in social contexts and influenced by factors like identity, status, and interaction. Holmes and Wilson (2022) states that sociolinguistics focuses on the ways people use language in different social situations and how language reflects social relationships. This shows language is both a communication tool and a social practice shaped by context. In sociolinguistic studies, language variation and language choice are central topics. Speakers may choose different languages or language varieties depending on factors such as participants, setting, and purpose of communication. Wardhaugh and Fuller (2021) explains that language variation is strongly influenced by social structures and cultural norms within a community, which means that language cannot be separated from its social context. One form of language variation commonly found in multilingual societies is bilingualism, which refers to the ability to use two languages in communication. According to Grosjean (2010), bilingual people are individuals who regularly use more than one language, even if their proficiency in each language is not the same. In

bilingual communication, speakers often alternate between languages depending on context and communicative needs. Auer (1998) suggests that language alternation is a meaningful practice that reflects interactional and social purposes rather than random behavior. Because bilingual speakers frequently move from one language to another during interaction, this phenomenon is closely associated with code-switching in communication.

Code-Switching

People who speak more than one language often move between languages during conversation, a phenomenon known as code-switching. Gumperz (1982) describes code-switching as the use of different linguistic codes within the same speech event. This phenomenon reflects both linguistic competence and social meaning in communication. Code-switching is not random but occurs systematically based on linguistic and social factors. It can serve various communicative purposes, such as clarifying meaning, emphasizing certain points, or expressing identity. In sociolinguistic studies, code-switching is often analyzed to understand how bilingual speakers use language strategically in interaction.

One of the most influential classifications of code-switching was proposed by Poplack (1980), who divides code-switching into three categories: inter-sentential, intra-sentential, and tag switching:

Inter-sentential switching occurs when speakers change languages between sentences or clauses. In this type, each sentence maintains its own structure even though different languages are used in the same conversation. For example, a speaker may say, “*I was really nervous yesterday. Tapi akhirnya semuanya berjalan lancar.*” According to Ghyfari et al. (2025), this type commonly appears when speakers use different languages to explain ideas more clearly in communication.

Intra-sentential switching occurs when two languages appear within one sentence. This type is commonly found in bilingual interaction because speakers often insert words or phrases from another language naturally during conversation. For example, “*Aku lagi prepare tugas buat besok.*” Supadmi and Budiarta (2025) explain that intra-sentential switching frequently appears in bilingual communication and often becomes the dominant type.

Tag switching occurs when speakers add short words or expressions from another language into a sentence. This type commonly appears in informal communication and usually does not change the sentence structure. For example, “*Capek banget hari ini, you know.*” According to Setiawan et al. (2025), tag switching often appears through the use of brief expressions in bilingual speech.

Based on the background above, this study aims to identify and classify the types of code-switching found in Cinta Laura Kiehl’s speech on the Suara Berkelas YouTube channel using Poplack’s (1980) theory. The study focuses on three types of code-switching that appear in the conversation. In addition, this study is expected to provide further discussion about the use of code-switching in bilingual communication, especially in digital media contexts.

METHOD

Qualitative descriptive research design was applied in this study to examine code-switching in natural spoken discourse. A qualitative approach is suitable for this research because it enables a deeper understanding of linguistic phenomena in real-life contexts. Lichtman (2023) states that qualitative research focuses on understanding social phenomena from the participants’

perspectives in natural settings. Creswell (2014) states that qualitative research focuses on exploring and understanding how individuals or groups interpret social and human-related phenomena. Therefore, this study aims to identify and classify the types of code-switching found in Cinta Laura Kiehl's speech on the Suara Berkelas YouTube channel.

The data for this study were collected through an observational method proposed by Sudaryanto (2015). This method was used to examine language use in its natural context through a non-participant observational technique, in which the researcher only observed the conversation without becoming directly involved in it. The data collection process consisted of three steps. First, the researcher selected a YouTube video featuring Cinta Laura Kiehl on the Suara Berkelas channel as the source of data. Second, the researcher watched the video repeatedly while applying note-taking techniques to record utterances containing code-switching. Third, the selected utterances were transcribed and organized as the primary data for further analysis. The data were analyzed using the distributional method as proposed by Sudaryanto (2015), which focuses on analyzing linguistic elements based on their internal structure. The technique used in this study is the basic technique of Immediate Constituent Analysis, which involves breaking down utterances into their structural components. The analysis was conducted through several steps. First, the researcher identified utterances containing code-switching from the transcription. Second, the utterances were grouped into three categories based on Poplack's (1980) classification. Third, the frequency of each type was calculated to determine the most dominant type used in the speech.

RESULTS AND DISCUSSION

Results

The table presents the occurrence of each type of code-switching identified in the data. Intra-sentential switching appears most frequently with 17 occurrences (43.6%). Tag switching follows with 12 occurrences (30.8%), while inter-sentential switching appears 10 times (25.6%). The high frequency of intra-sentential switching shows that Indonesian and English are often combined naturally within the same conversation. This pattern reflects the speaker's bilingual communication style throughout the interaction.

Table 1. Frequency of Code-Switching Types

<i>Type</i>	<i>Frequency</i>	<i>Percentage</i>
<i>Intra-sentential</i>	17	43.6%
<i>Tag switching</i>	12	30.8%
<i>Inter-sentential</i>	10	25.6%
<i>Total</i>	39	100%

Inter-sentential

Data 1

"This is a very tough question for me. Walaupun ini baru pertanyaan pertama."

This utterance is categorized as inter-sentential code-switching because the speaker switches languages between two separate sentences. The first sentence is expressed in English, followed by an Indonesian clause. This is in line with Poplack (1980), who states that inter-sentential switching occurs at sentence boundaries. The use of this type indicates that the speaker is able to alternate between languages without disrupting grammatical structure.

Data 2

“It’s temporary. Jadi kita tidak bisa berhenti di situ.”

This example also represents inter-sentential code-switching, as the language shift occurs between two independent sentences. The English sentence emphasizes the idea, while the Indonesian sentence elaborates it. This supports Poplack (1980), which highlights that this type of switching maintains clear boundaries between languages. The speaker uses both languages strategically to convey meaning more effectively.

Data 3

“I give myself room to breathe. Untuk berpikir dan mengevaluasi.”

This utterance demonstrates inter-sentential code-switching because the switch occurs between two clauses functioning as separate units. The English clause is followed by an Indonesian clause that provides further explanation. Based on Poplack (1980), this type of switching reflects the speaker’s ability to manage two linguistic systems independently. It also shows how code-switching is used to structure ideas in discourse.

Intra-sentential

Data 4

“Aku lagi *working on* project baru sekarang.”

This utterance is categorized as intra-sentential switching because the English phrase “working on” is used within an Indonesian sentence. The combination of Indonesian and English appears in the same sentence during communication. According to Poplack (1980), intra-sentential switching commonly occurs when bilingual speakers combine elements from two languages in everyday interaction.

Data 5

“Kita harus punya *self-awareness* yang tinggi.”

This example shows intra-sentential code-switching through the insertion of the English phrase “self-awareness” into an Indonesian sentence. The sentence remains structurally acceptable. In line with Poplack (1980), this type of switching involves the integration of lexical items across languages. The use of English may reflect the speaker’s preference for a more widely recognized or precise term.

Data 6

“Kritik yang *make sense* itu penting.”

This utterance represents intra-sentential code-switching because the English phrase “make sense” is embedded within an Indonesian structure. The switching occurs at the phrase level and does not disrupt the sentence. Poplack (1980) explains that this type demonstrates linguistic flexibility and the ability to combine elements from different languages effectively.

Data 7

“Aku punya banyak *insecurities* juga.”

This example is categorized as intra-sentential code-switching, as the English noun “insecurities” is inserted into an Indonesian sentence. The word functions as part of the sentence structure. Based on Poplack (1980), this type reflects the speaker’s fluency in both languages. The use of English may also indicate that certain concepts are more naturally expressed in that language.

Tag Switching

Data 8

“Itu susah banget, *you know*.”

This utterance is identified as tag switching because the English expression “you know” appears within an Indonesian sentence. The expression functions as a short conversational marker used to maintain interaction during communication. According to Poplack (1980), tag switching commonly occurs through the use of brief expressions from another language in conversation.

Data 9

“*Kita harus berubah, right?*”

This example represents tag switching, where the English tag “right?” is added at the end of an Indonesian sentence. The tag functions to seek confirmation from the listener. In line with Poplack (1980), tag switching involves short, fixed expressions that can be easily inserted into sentences.

Data 10

“*Aku akan coba lagi, okay.*”

This utterance is also categorized as tag switching, as the English word “okay” is used as a tag at the end of the sentence. It functions as a discourse marker to emphasize the statement. Poplack (1980) notes that this type is the least complex form of code-switching.

The findings show that all three types of code-switching introduced by Poplack (1980) are present in the data. Among these, intra-sentential code-switching appears to be the most prevalent, followed by tag switching and inter-sentential switching. The dominance of intra-sentential switching indicates that the speaker demonstrates a strong level of bilingual competence, as this type requires the ability to integrate elements from two languages within a single sentence. Meanwhile, tag switching is frequently used to maintain interaction and express emphasis, while inter-sentential switching is used to organize ideas clearly across sentences.

Discussion

The results show all three code-switching types by Poplack (1980) are present in the data. This result is similar to the study conducted by Suhardianto and Afriana (2022), which also identified these three types in English learning contexts. Among the three types, intra-sentential switching appears most frequently in Cinta Laura’s speech. This shows that Indonesian and English are often combined naturally within a single sentence during communication.

The frequent use of intra-sentential switching reflects Cinta Laura’s bilingual speaking style. In several utterances, English words and phrases are inserted into Indonesian sentences without interrupting the flow of communication. This type of switching is commonly used in bilingual interaction, especially when certain expressions are easier or more familiar to say in another language. Compared to the other types, inter-sentential switching appears less frequently in the data. This type occurs when the speaker changes language between sentences or clauses. In Cinta Laura’s speech, inter-sentential switching is often used to clarify ideas or emphasize certain points during conversation. Tag switching is also found in several utterances. Short expressions such as “you know,” “right,” and “okay” are used naturally during interaction. These expressions help maintain conversational flow and create a more casual communication style. Overall, the findings show that code-switching plays an important role in Cinta Laura Kiehl’s communication style. The use of Indonesian and English in the conversation reflects bilingual language use in digital media communication. Similar findings were also reported by Alrasheed (2022), who found that bilingual speakers frequently combine languages naturally during communication to support interaction and express meaning more effectively.

CONCLUSION

This study analyzed code-switching found in Cinta Laura Kiehl’s speech on the Suara Berkelas YouTube channel. Using Poplack’s (1980) theory, the study identified three categories of code-switching in the data. The findings show that intra-sentential switching appeared more often than the other types, while tag switching and inter-sentential switching were used less frequently. The frequent use of intra-sentential switching reflects the speaker’s habit of mixing Indonesian and English naturally during conversation. In addition, tag switching was often used to create a more relaxed interaction, whereas inter-sentential switching helped the speaker

deliver ideas more clearly. In addition, the use of tag switching reflects the speaker's effort to maintain interaction and emphasize meaning in communication, while inter-sentential switching is used to organize ideas and provide clarity across sentences. Overall, the findings show that code-switching plays an important role in bilingual communication. The use of Indonesian and English in Cinta Laura Kiehl's speech reflects how bilingual speakers naturally combine languages in digital media interaction. This study also provides discussion about the use of code-switching in the communication style of bilingual public figures. Future research is suggested to explore code-switching in different contexts, speakers, or platforms to obtain a broader understanding of bilingual language use.

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