

CODE-SWITCHING IN PRUDENCE ANGELINE'S TIKTOK ACCOUNT: A SOCIOLINGUISTIC STUDY

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Abstract

This study aims to identify and analyze the forms and functions of code-switching in the TikTok content of Prudence Angeline using a sociolinguistic approach. In the current digital era, social media has become a vital platform for individuals to construct self-image and employ communication strategies, including the alternating use of two languages. Drawing on Hoffman's (1991) theory, this research classifies code-switching into three main types: intra-sentential switching, inter-sentential switching, and emblematic switching. Data were collected from eleven TikTok videos uploaded by Prudence Angeline between April 24 and May 8, 2025. The findings reveal that the most dominant form of code-switching is intra-sentential switching, where the speaker blends Indonesian and English within a single sentence structure in a flexible and natural manner. These findings indicate that code-switching serves not only as a means of communication but also as a strategy for constructing a professional identity and enhancing engagement with a bilingual audience.

1. INTRODUCTION

Language plays a vital role in shaping one's social and professional identity. It encompasses various forms influenced by the diverse social backgrounds of its speakers, as well as its wide range of functions (Chaer, 2014). Along with the rapid advancement of technology, language has also undergone significant changes and developments. These changes are driven by the evolving dynamics of social life, which continuously adapts to technological progress, particularly in the field of information technology (Nashoih, 2019).

Within this context, code-switching can be employed as a communication strategy that reflects specific social or professional identities. Code-switching involves the use of elements from one language within another language with the intention of enriching or expanding the speaker's stylistic and linguistic variety. These elements may include words, clauses, idiomatic expressions, forms of address, and other linguistic features (Kridalaksana, 2001). Through code-switching, individuals are able to adjust their

language style according to the situation, audience, or communicative goals, thereby constructing a self-image aligned with the identity they wish to project.

In the digital era, social media has become a crucial means for individuals worldwide to connect with one another. The advancement of technology and the rise of the internet have given birth to numerous social media platforms, opening up new opportunities for business development (Augustinah, 2019). Platforms such as TikTok, Instagram, and YouTube not only serve as spaces for sharing information and entertainment but also function as arenas for constructing both personal and professional identities.

Since the emergence of the digital era, communication has transformed from traditional, face-to-face forms into modern, technology-based interactions. Today, digital communication plays a central role in daily human life (Lee, 2020). The ability to speak two or more languages—bilingualism—has become increasingly common. Social interactions often involve language alternation among community members. In doing so, they frequently draw upon more than one linguistic variety from their primary language in order to communicate more effectively. This phenomenon reflects a shift in communication patterns and is observable in various aspects of everyday life (Dewi, 2021). On platforms like TikTok, code-switching has become a distinctive feature among many content creators seeking to expand their message reach and enhance engagement with audiences from diverse linguistic and cultural backgrounds.

One prominent public figure known for this practice is Prudence Angeline. She has gained wide recognition on TikTok through her distinctive communication style, which flexibly and naturally blends Indonesian and English in a contextually appropriate manner. The code-switching employed by Prudence contributes to making her content feel more vibrant, modern, and accessible to a predominantly young audience accustomed to language mixing in their daily lives. Her fluid and contextual language style allows the messages she conveys to be more effective and relatable, while also reinforcing her image as an intelligent, creative, and contemporary individual. Therefore, this study aims to systematically examine the forms and functions of code-switching employed by Prudence Angeline on her TikTok account. It seeks to identify and analyze the types and communicative purposes of code-switching that emerge in her content. To analyze this phenomenon, the study adopts a sociolinguistic framework as proposed by Hoffman (1991), who classifies code-switching into three main

categories: intra-sentential switching, inter-sentential switching, and emblematic switching.

Literature Review

1. Sociolinguistics

This study adopts a sociolinguistic approach. Sociolinguistics is a discipline that examines the relationship between two aspects of human behavior: language use and the structure of social behavior. In other words, sociolinguistics explores language in relation to the social contexts and conditions of society (Anasti, 2022). It serves as a reference for individuals in establishing effective communication, helping to determine appropriate language varieties and styles in different social contexts (Arifianti, 2024).

In the study of sociolinguistics, language is not only seen as a grammatical structure but also as a social system, a means of communication, and an essential component of cultural identity. Language variation reflects different ways of using language across diverse communities. Broadly speaking, sociolinguistics aims to investigate language variation, lexical choice, and the appropriate use of language according to the situation, context, and social factors of the interlocutors, in order to avoid miscommunication, potential misunderstandings, or other social issues in verbal interactions (Suratiningsih & Cania, 2022).

2. Code-Switching

The term *code-switching* is widely used and has become a central topic in linguistic studies as well as in related disciplines (Nilep, 2006). According to Hymes (1986), code-switching refers to the alternating use of two or more languages, language varieties, or even speech styles within a conversation. He explains that code-switching occurs when speakers employ more than one language during a speech act as part of the communication process (Gumperz & Hymes, 1986).

Code-switching typically arises in bilingual or multilingual contexts, especially within speech communities that actively use multiple languages. This phenomenon occurs when a bilingual speaker shifts from one language to another in conversation with fellow bilinguals. Such a tendency emerges because the languages in question are often contextually relevant and actively used in the speaker's social environment. Thus, the practice of code-switching is deeply influenced by the prevailing social and linguistic norms within the speech community (Adi, 2018).

Hoffman (1991) notes that code-switching is commonly found in informal conversations between individuals who share close relationships and similar backgrounds in terms of education, ethnicity, or socioeconomic status. In contrast, in formal communication settings, code-switching is generally avoided—particularly when there are significant differences between speaker and listener in terms of social status, language loyalty, and formality norms (Hoffman, 1991, as cited in Candra & Qodriani, 2019).

3. Types of Code-Switching According to Hoffman

According to Hoffman's (1991) theory, code-switching can be categorized into the following types:

a. Intra-sentential Switching

Intra-sentential switching refers to a language shift that occurs within a single sentence structure. This type of switching happens when a speaker inserts a phrase or clause from another language into a sentence without grammatical or syntactic separation (Hoffman, 1991, as cited in Saputra, 2023).

b. Inter-sentential Switching

This form of code-switching occurs at the boundary between clauses or sentences, where each segment of the utterance is delivered in a different language (Romaine, 1995, as cited in Rini, 2018). For example, Hoffman (1991:112) illustrates this with a bilingual Spanish-English speaker saying: "Tenía zapatos blancos, un poco, they were off-white, you know."

c. Emblematic/Tag Switching

Tag-switching refers to the insertion of linguistic elements such as interjections, short phrases, or added comments from one language into a sentence predominantly structured in another language. Since tag elements are not heavily constrained by syntactic rules, they can be flexibly inserted into various parts of a sentence without violating grammatical norms (Adi, 2018).

2. METHOD

Research methodology generally encompasses several core components, including the approach and method used, the type and source of data, data collection techniques, data analysis techniques, and the timeline of the study. This study adopts a qualitative research design employing a descriptive-analytic

method. The descriptive-analytic method is used to systematically, thoroughly, factually, and accurately describe and analyze linguistic phenomena based on data obtained from the object of study. Qualitative research with a descriptive-analytic orientation aims to produce a systematic depiction and detailed, factual, and accurate description of the topic or subject under investigation.

The approach employed in this research is sociolinguistic, which views language as a social practice inseparable from the context of its use in society. Sociolinguistics considers language as a tool that reflects social dynamics, identity, and interpersonal relationships within a community. In this context, the phenomenon of code-switching is understood as a communication strategy that is closely tied to social factors and identity construction.

The primary theoretical framework used in this study is Hoffman's (1991) theory of code-switching, which categorizes code-switching into three main types: intra-sentential switching, inter-sentential switching, and emblematic switching (tag switching). This theory is applied to identify and analyze the forms of code-switching that appear in the selected TikTok video content.

The material object of this research is the TikTok account belonging to Prudence Angeline (@prudenceangl), which was selected for its consistent use of code-switching across various content.

The data for this study consist of verbal utterance excerpts taken from eleven TikTok videos uploaded by the account between April 24 and May 8, 2025. Data were collected using documentation techniques, including watching, noting, and transcribing the verbal content of the selected videos, followed by categorization of the findings based on the types of code-switching employed.

3. RESULT AND DISCUSSION

Results

Types of Code-Switching	Data
Intra-sentential Switching	"Segini aja. Lalu kita raitain pake brush on both sides." (Angeline,2025)
	"aku lagi eyelash extensions, terus aku notice

	kalau kulit aku glowy banget.” (Angeline,2025)
	“Makanya menurut aku ini 100% worth every penny” (Angeline,2025)
	“Especially karena dia lumayan affordable.” (Angeline, 2025)
	“One pump, terus kita apply pake brush dari Picasso.” (Angeline,2025)
	“Sebenarnya udah aku unboxing waktu lunch tadi Just to make sure semuanya oke.” (Angeline, 2025)
	“Guys, I swear ini cantik banget. Sama sekali nggak patchy meskipun aku ombre.” (Angeline, 2025)
	“betapa glowy-nya kulit aku gara-gara combo Embryolisse sama Dalba.” (Angeline, 2025)
	“Nah, I’m gonna show you cara baru buat apply Embryolisse” (Angeline,2025)
	“Hasilnya jadi seamless dan glowy kayak gini.”
	“tipis tapi cukup hydrating ini hacks yang sering dipake sama makeup artist kayak waktu aku wedding.” (Angeline, 2025)
	“aku lagi trial serum anti-aging mulai dari yang affordable sampai yang high-end” (Angeline, 2025)
	“Tapi dari semuanya, dare I say, ini yang hasilnya paling instant dan paling gila.” (Angeline, 2025)
	“Serum ini adalah versi terbaru dari the previous SK-II Gen Optics Ultra Aura Essence.” (Angeline, 2025)
	“Jadi hari ini, I got my makeup done by salah satu makeup artist impian aku, yaitu Ci pricill.” (Angeline, 2025)
	“I’m gonna show you how it looks pas di photoshootnya supaya kalian bisa see the vision.” (Angeline, 2025)
Inter-sentential Switching	“look at the colors. Aku gak nyangka sebgasus itu loh.” (Angeline, 2025)
	“the best wedding organizer. Kalau gak ada mereka aku gak bakal nikah” (Angeline, 2025)
	“Oh my God, that is so pretty. Warna taro yang

	keabu-abuan.” (Angeline, 2025)
	“ hear me out. Kalau kalian kayak aku dan punya banyak bekas jerawat yang susah hilang, kalian harus pakai serum vitamin C setiap pagi” (Angeline, 2025)
	“This is the SK-II Gen Optics Infinite Aura Essence. Dan aku udah pake selama beberapa minggu.” (Angeline, 2025)
	"You can see that. Dia itu memusat di tengah." (Angeline, 2025)
Emblematic/Tag Switching	“Anyway, dari Picasso aku dapet... Gila, ini lucu banget sih” (Angeline, 2025)
	“Guys, siapakah ini?” (Angeline, 2025)
	“Okey, ini udah aku set up” (Angeline, 2025)

Discussion

In this analysis and discussion section, the researcher presents a series of representative examples for each type of code-switching identified in the data. These examples are selected to clearly illustrate the linguistic characteristics of each category.

Intra-Sentential Code-Switching

Data 1

“Segini aja. Lalu kita ratain pake brush on both sides.”

(how to apply embryolisse like a makeup artist, 25 April 2025, 00:29)

This utterance demonstrates intra-sentential switching. The sentence begins in Indonesian and inserts the English phrase “brush on both sides” at the end. This indicates that the creator, Prudence Angeline, blends two languages within a single clause. This is consistent with Hoffman’s (1991) explanation that intra-sentential switching occurs when two languages are used within the same sentence or phrase structure.

Data 2

“Aku lagi eyelash extensions, terus aku notice kalau kulit aku glowy banget.”

(how to apply embryolisse like a makeup artist, 25 April 2025, 00:11)

This example contains a mix of Indonesian and several English lexical items such as “eyelash extensions”, “notice”, and “glowy banget”. These words are naturally

embedded within the Indonesian sentence structure, reflecting a typical intra-sentential switch.

Data 3

"Makanya menurut aku ini 100% worth every penny."

(Serum 4 juta from SK-II best brightening serum, 29 April 2025, 00:58)

This sentence combines Indonesian with the English idiomatic phrase "worth every penny", used to express a positive evaluation of a product. The code-switching occurs within a single sentence and reflects the creator's bilingual fluency and expressive range.

Data 4

"Especially karena dia lumayan affordable."

(Full coverage and blurring local foundation, 6 May 2025, 01:16)

This utterance exhibits intra-sentential switching through the use of the English words "especially" and "affordable", which are part of an evaluative register. The English elements appear at both the beginning and end of the sentence, showing natural integration into bilingual speech.

Data 5

"One pump, terus kita apply pake brush dari Picasso."

(Full coverage and blurring local foundation, 6 May 2025, 00:27)

This utterance includes phrase-level switching, with "one pump" and "apply pake brush" inserted into the Indonesian sentence. It exemplifies Hoffman's (1991) observation that intra-sentential switching often occurs in informal bilingual communication.

Data 6

"Sebenarnya udah aku unboxing waktu lunch tadi, just to make sure semuanya oke."

(Embryolisse gave me a Phone?! Unbox with me, 7 May 2024, 00:22)

This example contains several English elements—"unboxing", "lunch", and "just to make sure"—within an Indonesian sentence. The transition is smooth and does not disrupt the syntactic flow, indicating flexible bilingualism.

Data 7

"Guys, I swear ini cantik banget. Sama sekali nggak patchy meskipun aku ombre."

(The prettiest lip tint I own that's also a bag, 4 May 2025, 00:41)

This sentence integrates the English expressions “Guys, I swear”, “patchy”, and “ombre”. It represents a more complex form of intra-sentential switching, involving idiomatic and technical terms commonly used in digital beauty discourse.

Data 8

“Betapa glowy-nya kulit aku gara-gara combo Embryolisse sama Dalba.”

(how to apply embryolisse like a makeup artist, 25 April 2025, 00:03)

The word “glowy-nya” is an English adjective adapted morphologically into Indonesian, while “combo” and product names remain in English. Since these are embedded in one cohesive sentence, the utterance qualifies as intra-sentential switching.

Data 9

“Nah, I'm gonna show you cara baru buat apply Embryolisse.”

(how to apply embryolisse like a makeup artist, 25 April 2025, 00:15)

This utterance blends the English phrase “I’m gonna show you” with the Indonesian clause “cara baru buat apply Embryolisse”. The verb “apply” is retained in English. As both parts deliver a single idea within one sentence, it fits the intra-sentential category.

Data 10

“Hasilnya jadi seamless dan glowy kayak gini.”

(how to apply embryolisse like a makeup artist, 25 April 2025, 01:11)

The adjectives “seamless” and “glowy” are used to describe makeup results. They are embedded into the Indonesian sentence structure, qualifying this as intra-sentential switching.

Data 11

“Tipis tapi cukup hydrating, ini hacks yang sering dipake sama makeup artist kayak waktu aku wedding.”

(how to apply embryolisse like a makeup artist, 25 April 2025, 00:37)

Words like “hydrating”, “hacks”, and “makeup artist” are English lexical items embedded within the Indonesian sentence. As they form part of a single clause, this is categorized as intra-sentential switching.

Data 12

“Aku lagi trial serum anti-aging mulai dari yang affordable sampai yang high-end.”

(Serum 4 juta from SK-II best brightening serum, 29 April 2025, 00:10)

The words “affordable” and “high-end” are English vocabulary embedded within an Indonesian sentence structure. Their presence within one cohesive sentence marks this as intra-sentential switching.

Data 13

“Tapi dari semuanya, dare I say, ini yang hasilnya paling instant dan paling gila.”

(Serum 4 juta from SK-II best brightening serum, 29 April 2025, 00:15)

The utterance begins with “Tapi dari semuanya,” in Indonesian, followed by the English phrase “dare I say,” and returns to Indonesian. Since the entire structure forms a single, cohesive sentence, this is categorized as intra-sentential switching.

Data 14

“Serum ini adalah versi terbaru dari the previous SK-II Gen Optics Ultra Aura Essence.”

(Serum 4 juta from SK-II best brightening serum, 29 April 2025, 00:29)

This example shows English code inserted into an otherwise Indonesian sentence. The English segment “the previous SK-II Gen Optics Ultra Aura Essence” serves as a proper name and product reference, making it a case of intra-sentential switching that retains the original branding and technical accuracy.

Data 15

“Jadi hari ini, I got my makeup done by salah satu makeup artist impian aku, yaitu Ci Pricill.”

(Ning ning gets unready after a busy day, 29 April 2025, 00:03)

This sentence begins with “Jadi hari ini,” in Indonesian, includes the English phrase “I got my makeup done by”, and returns to Indonesian. As the sentence forms one complete thought, it exemplifies intra-sentential switching.

Data 16

“I’m gonna show you how it looks pas di photoshoot-nya, supaya kalian bisa see the vision.”

(Ning ning gets unready after a busy day, 29 April 2025, 00:09)

This utterance begins with an English main clause, “I’m gonna show you how it looks”, followed by Indonesian: “pas di photoshoot-nya, supaya kalian bisa”, and ends with the English clause “see the vision.” The sentence is syntactically unified and semantically cohesive, making it an instance of intra-sentential switching.

Inter-Sentential Switching

Data 1

“Look at the colors. Aku gak nyangka bagus itu loh.”

(Unboxing gifts from my wedding vendors, 1 Mei, 01:16)

In this example, the speaker uses English in the first sentence and shifts to Indonesian in the second. The transition reflects inter-sentential switching, as the two grammatically independent sentences are expressed in different languages. This pattern frequently appears in bilingual digital communication, especially when the speaker opens with English to capture attention before offering a personal opinion in Indonesian.

Data 2

“The best wedding organizer. Kalau gak ada mereka aku gak bakal nikah.”

(Unboxing gifts from my wedding vendors, 1 Mei, 00:15)

The first sentence is in English, serving as praise toward a party, while the second sentence in Indonesian expresses an emotional and personal reflection. Since both sentences stand independently and involve a clear language shift, this qualifies as inter-sentential switching. It demonstrates how speakers strategically alternate between languages for emphasis or dramatic effect.

Data 3

“Oh my God, that is so pretty. Warna taro yang keabu-abuan.”

(The prettiest lip tint I own that's also a bag, 4 Mei 2025, 00:19)

This excerpt contains two sentences in different languages: an expression of amazement in English followed by a descriptive explanation in Indonesian. It is a typical example of inter-sentential switching in beauty content, where spontaneous reactions are often delivered in English—commonly used in online communities—while technical descriptions follow in the local language to maintain relatability.

Data 4

“Hear me out. Kalau kalian kayak aku dan punya banyak bekas jerawat yang susah hilang, kalian harus pakai serum vitamin C setiap pagi.”

(Result after 2 bottles of numbuzin vit C serum, 26 April, 00:18)

The researcher identifies inter-sentential switching in this utterance. The English sentence “Hear me out” functions as an opening call for attention, followed by a detailed explanation in Indonesian about skin concerns and product recommendation. Since the

language shift occurs between two separate sentences, this is clearly inter-sentential switching.

Data 5

"This is the SK-II Gen Optics Infinite Aura Essence. Dan aku udah pakai selama beberapa minggu."

(Serum 4 juta from SK-II best brightening serum, 29 April 2025, 00:20)

This utterance involves a language shift between two independent sentences: the first sentence in English presents the product name and identity, while the second sentence in Indonesian shares the creator's personal experience using it. This is a textbook case of inter-sentential switching, where languages alternate across sentence boundaries.

Data 6

"You can see that. Dia itu memusat di tengah."

(De-influencing you from timephoria's lip stain, 3 Mei 2025, 01:11)

This utterance is also categorized as inter-sentential switching. The first sentence, "You can see that," is a standalone English statement prompting visual attention. It is followed by an explanatory sentence in Indonesian describing the product's appearance. Both sentences function independently in their respective languages.

Emblematic / Tag Switching

Data 1

"Anyway, dari Picasso aku dapet... Gila, ini lucu banget sih."

(Unboxing and introducing my new jelycats to you, 8 Mei 2025, 00:43)

The researcher identifies emblematic switching in this utterance. The word "Anyway" serves as a discourse marker in English, indicating a topic shift or transition. It is inserted at the beginning of an otherwise Indonesian sentence and does not affect the sentence's grammatical structure. The speaker uses it as part of a casual and conversational tone typical of social media contexts.

Data 2

"Guys, siapakah ini?"

(Ning ning gets unready after a busy day, 29 April 2025, 00:01)

This sentence is also categorized as tag switching. The word "Guys" functions as an English vocative tag commonly used in informal digital speech. The main clause "siapakah ini?" is in Indonesian. The tag does not alter the sentence structure but serves

as an engagement marker directed at the audience, aligning with emblematic switching's pragmatic rather than syntactic function.

Data 3

"Okay, ini udah aku set up."

(Embryolissee gave me a Phone?! Unbox with me, 7 Mei 2025, 01:08)

The word "Okay" serves as an emblematic switching element, signaling transition or readiness. It is an English discourse marker frequently used at the beginning of an informal statement and does not interfere with the Indonesian sentence that follows.

4. CONCLUSION

Based on the analysis of 11 TikTok videos by Prudence Angeline, this study concludes that code-switching constitutes a significant element of bilingual interaction on social media. Using Hoffman's (1991) theoretical framework, three primary types of code-switching were identified: intra-sentential switching, inter-sentential switching, and emblematic/tag switching. Among these, intra-sentential switching was the most frequently observed type, indicating a strong tendency to blend languages within a single sentence structure.

The code-switching instances appeared natural and contextually appropriate, reflecting the dynamic nature of bilingual communication in digital discourse. Each type of switching exhibited distinct linguistic characteristics and was employed in different communicative functions—ranging from technical descriptions and emotional expressions to discourse transitions. These findings support the sociolinguistic view that code-switching is shaped not only by linguistic competence but also by social context and communicative intent.

Therefore, code-switching in Prudence Angeline's TikTok content can be interpreted as a communicative practice shaped by social background, bilingual competence, and habitual language use in everyday interaction. This study affirms that social media provides a fertile ground for code-switching to occur, reflecting broader patterns of multilingual communication within urban speech communities.

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