
**THE USE OF CODE SWITCHING IN YOUTUBE VIDEOS BY INDONESIAN
YOUTUBER ANDOVI AND JOVIAL DA LOPEZ**

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Abstrak

Penelitian ini menelaah fenomena alih kode dalam video YouTube yang dibuat oleh Andovi dan Jovial Da Lopez dengan menggunakan teori bilingualisme dari Charlotte Hoffmann (1991). Fokus penelitian ini adalah mengidentifikasi jenis dan fungsi alih kode dalam video mereka. Data dianalisis secara kualitatif dengan pendekatan deskriptif. Sumber data berasal dari kanal YouTube SkinnyIndonesian24, khususnya pada tuturan Andovi dan Jovial dalam acara tur sekolah di Raden Umar Said Kudus dan British International School. Hasil penelitian menemukan tiga jenis alih kode, yaitu inter-sentential code-switching (10 data), intra-sentential code-switching (6 data), dan emblematic switching (1 data). Dari enam fungsi alih kode, terdapat empat yang dominan: referensial (5 data), direktif (1 data), ekspresif (9 data), dan fatis (1 data). Studi ini menyimpulkan bahwa alih kode berperan dalam membangun persepsi positif terhadap sekolah internasional serta digunakan dalam konteks humor, penekanan, dan klarifikasi untuk menarik audiens lebih luas.

Kata Kunci: *Alih Kode, Bilingualisme, Fungsi Bahasa, Hoffmann, Sekolah Internasional, SkinnyIndonesian24, Sociolinguistik, YouTube.*

Abstract

This study examines code-switching in YouTube videos by Andovi and Jovial Da Lopez, using Charlotte Hoffmann's (1991) bilingualism theory. It focuses on the types and functions of code-switching found in their videos. The research employs a qualitative approach with descriptive narration. Data is collected from the SkinnyIndonesian24 YouTube channel, specifically from the hosts' speech in school tour events at Raden Umar Said Kudus and British International School. The findings reveal three types of code-switching: inter-sentential (10 instances), intra-sentential (6 instances), and emblematic switching (1 instance). Out of six possible functions, four were identified: referential (5 instances), directive (1 instance), expressive (9 instances), and phatic (1 instance). The study concludes that Andovi and Jovial's word choices play a significant role in shaping positive perceptions of international schools. Code-switching frequently appears in humorous, emphatic, and clarifying contexts, helping engage a broader audience in an engaging way.

Keywords: Code Switching, Bilingualism, Language Function, Hoffmann, International School, SkinnyIndonesian24, Sociolinguistics, YouTube.

INTRODUCTION

Language is a fundamental element of communication, and in the context of a multilingual society like Indonesia, the phenomenon of code-switching has become a common practice among bilingual speakers. Code-switching, which refers to the use of two or more languages in a single conversation, not only reflects an individual's linguistic ability but also mirrors broader social and cultural dynamics. In this regard, Andovi and Jovial Da Lopez, as prominent Indonesian YouTubers, utilize code-switching between Indonesian and English in their content, drawing researchers' attention to explore this phenomenon in greater depth.

Previous studies have shown that code-switching can serve as a tool to build emotional closeness with the audience and as a strategy to convey messages more effectively (Hoffmann, 1991: 45). However, despite the attention that code-switching has received in linguistic studies, this phenomenon in the context of YouTube videos by Andovi and Jovial has not been thoroughly explored. This raises the urgency to conduct more comprehensive research on the types and functions of code-switching in their videos, considering the significant influence that social media platforms have in shaping modern communication.

The issues that arise in this research include the lack of understanding regarding how code-switching is used in the context of YouTube videos and its impact on social interaction and cultural identity. Therefore, this study aims to identify the types of code-switching used by Andovi and Jovial, as well as the functions of such code-switching in their videos. Consequently, this research is expected to contribute both theoretically and practically to the understanding of bilingualism and code-switching, as well as its implications in the context of social media.

In previous research, Afryanti, Daud, and Muttalib (2021) examined code switching and code mixing among Indonesian YouTubers, comparing those living abroad and in Indonesia. Using qualitative analysis based on Myers-Scotton (1993) and Muysken (2003), they found that social and cultural factors influence bilingual communication in digital content. Similarly, Astani, Rukmini, and Sutopo (2020) examined code switching in the Nebeng Boy vlog using Poplack's (1980) framework, highlighting its role in enhancing interaction and message delivery.

Rahmani (2023) analyzed code switching on Zhafira Aqyla's YouTube channel, using Poplack's (1980) theory to categorize its types and functions. This study found that code switching helped Zhafira convey information effectively and engage her audience,

especially in educational content. These studies emphasize the various functions of code switching in YouTube videos, from enhancing communication to strengthening viewer connections.

As an alternative solution, this study will employ a qualitative descriptive approach to analyze the YouTube videos produced by Andovi and Jovial. This method will allow the researcher to gather relevant and in-depth data regarding the use of code-switching in a broader context. It is hoped that this research will provide new insights into how code-switching functions in digital communication and how it reflects cultural identity and social dynamics in Indonesia.

RESEARCH METHODOLOGY

Type of Research

This research uses a descriptive qualitative approach to examine the phenomenon of code-switching in YouTube videos made by Andovi and Jovial Da Lopez. This method was chosen to explore language use within a broader social and cultural framework, which allows for a more in-depth understanding of its functions and implications.

Time and Place of Research

This research was conducted in 2025, focusing on videos uploaded to the SkinnyIndonesian24 YouTube channel by Andovi and Jovial Da Lopez. This research is virtual, as data collection is based on content available on the YouTube platform.

Target and Subjects of Research

This research focuses on YouTube videos produced by Andovi and Jovial Da Lopez that feature examples of code-switching between Indonesian and English. The main subjects of this research are Andovi and Jovial as the main speakers in the videos. The selection of videos followed a purposive sampling method, where content relevant to the research objectives was selected based on predetermined criteria.

Research Procedure

The research follows several systematic steps:

1. Viewing selected videos from the SkinnyIndonesian24 YouTube channel.
2. Transcribing conversations that contain instances of code-switching.
3. Identifying and categorizing occurrences of code-switching in the videos.

Data, Instruments, and Data Collection Techniques

The data consisted of transcriptions of spoken dialog in videos where code-switching occurred. The main research instruments include field notes and transcriptions to ensure data collection. The data collection process followed a content analysis approach, where the researcher watched and transcribed the videos while systematically marking instances of code-switching.

Datum	Min	Sentences	Types			Function					
			IE	IA	E	RF	D	EF	PF	M	Po
1	00.14	Yo, what's up guys! <i>Apa kabs!</i>					F			F	F

Table 1. 1 Data Collection

Data Analysis Techniques

The study employs a qualitative analysis method, utilizing Charlotte Hoffmann's theory of code-switching as a theoretical framework. The collected data are examined to classify the types and functions of code-switching and to explore the social and cultural contexts that influence its use. The findings aim to provide comprehensive insights into the role of code-switching in digital communication.

RESULTS AND DISCUSSION

The Analysis of Types and Function of Code Switching

Intra-sentential Code Switching

A language transition that occurs within a sentence, specifically between clauses or phrases.

Datum 2

Ini Naruto udah tua? Naruto Boruto? Oh, I can't spoil it

This sentence shows referential and expressive functions by conveying information about Naruto's character and storyline, while reflecting the speaker's

curiosity and involvement. The referential function is seen in the speaker's questions about Naruto's age and his relationship with Boruto, indicating an attempt to understand the anime's story continuity.

The expressive function is seen in the speakers' interest in the topic and their awareness of maintaining tension, as reflected in the line, “Oh, I can't spoil it.” This statement not only shows a reluctance to reveal further details, but also adds a social dimension by considering the experience of the listener. By combining the act of providing information with the expression of personal sentiment, this sentence is a strong example of interactive and meaningful communication.

Datum 3

Dan itu nggak dari Indonesia aja, ada dari Singapura dan India juga yang logatnya gimana “hello excuse me what is the color red not blue? I want the blue color, you give me red. Let’s eat let’s eat.

In this sentence, the speaker talks about different accents from Indonesia, Singapore, and India and gives examples of conversations to show how they sound. The phrase “logatnya gimana” shows that the speaker wants to explain how people from different places speak. The whole sentence helps introduce the idea of accent differences and supports it with real examples. Since different parts of the sentence are mixed together smoothly, this is an example of intra-sentential code-switching.

This sentence also shows the speaker’s feelings and thoughts about different accents. By mentioning influences from other countries, the speaker expresses curiosity and appreciation for language differences. The conversation examples make the explanation more lively and interesting. Instead of just sharing facts, the speaker also shows excitement and admiration for how people speak in different ways, making the conversation more engaging.

Datum 4

Mengapresiasi karya dari pada murid. Jadi kembali lagi menurut saya beberapa sekolah di Indonesia itu memang kurang apresiasi sih. Man, I completely agree with this.

This sentence is an example of intra-sentential code-switching because it has multiple connected ideas in one sentence. It starts with an appreciation of student work, showing the speaker's positive view on education in Indonesia. Then, the speaker shares a personal opinion about how some schools don't give enough recognition, expressing concern about the education system. The sentence ends with "*I completely agree with this,*" in English, which adds emphasis and makes the message stronger. This shows that the sentence isn't just about giving information but also creating a connection with the listener.

The sentence also has an expressive function because it shows the speaker's feelings and thoughts. First, the speaker praises students' efforts, showing appreciation for their hard work. Then, by pointing out the lack of recognition in schools, the speaker shares a concern about the education system. The final phrase, "*I completely agree with this,*" highlights the speaker's strong opinion and makes the message more engaging for the audience.

Datum 7

gila bule! Gila bule! Jakub Jakub! Siap! Makasih! Alright there you go! It's anything in here? No keep going, we go to fitness room number 1, I think.

In this sentence, the speaker switches between Indonesian and English in one sentence flow. For example, the speaker starts with "*gila bule gila bule*" in Indonesian, then switches to Indonesian again with "*Siap! Makasih!*", and again using English in "alright there you go!" and so on. This language switching is formed in a single sentence or phrase that is not separate, indicating that the speaker switches languages alternately in a single conversation, which is characteristic of intra-sentential code-switching. The use of bilingualism here is intended to add emphasis or provide a more dynamic feel to the conversation.

This sentence is an example of an expressive function. In this sentence, the use of "*gila bule gila bule*" and "*Siap! Makasih!*" indicates the speaker's emotional response or shock to the situation or individual being discussed. Speakers also use phrases like "alright there you go!" to express satisfaction or enthusiasm for what is happening. The language change that occurs, from Indonesian to English, does not

change this expressive function, since its main purpose is to convey feelings or reaction to the circumstances around them.

Datum 12

- Jovial : *Ini lengkap loh! Nih ya, gua buka ya.* Look it this look it this.
Semuanya, semua tipe panci.
- Andovi : what people to know this, this is not the kitchen on the school. This is actually the classroom.
- Jovial : this is not for to you cook, lunch, meal, or whatever. This is for learning.

In intra-sentential switching, the speaker switches between two languages in the same sentence or clause, as seen in the sentence. For example, in the sentence “look it this look it this,” English is used in a clause that is directly connected to the previous Indonesian clause, “*ini lengkap lho! Nih ya gua buka ya.*” This language transfer occurs within the same sentence, without separating it into two separate sentences or clauses.

In the sentences given by the speakers (Jovial and Andovi) used a mixture of Indonesian and English to express their admiration and surprise at the existing facilities, such as in the expressions “*ini lengkap lho!*” and “look it this look it this.” The use of this language aims to highlight the uniqueness and quality of the existing facilities, as well as show their enthusiasm and interest in it. Thus, this is a characteristic of expressive functions, which are used to convey feelings or reactions to an object or event.

Inter-sentential switching

A language switching between sentences. This switching occurs when the speaker uses different languages in different sentences.

Datum 5:

“What is happening? What the hell is this? *Ini untuk apa?* You are studying in business class. Cause business is studying and studying is business.”

This sentence demonstrates inter-sentential code-switching as it connects multiple sentences to form a dialogue. It also serves an expressive function, conveying confusion, frustration, and clarification. Questions like “what is happening?” and “*ini*

untuk apa?” seek understanding, while statements like “you are studying in business class” provide context. The mix of inquiry and explanation reflects both information-sharing and emotional response.

Datum 6:

Jovial : Adan are you Indonesian?
 Adan : I’m mix Indonesian yeah.
 Jovial : Can you speak Indonesian to the cam?
 Adan : oh, I can’t dude
 Jovial : *Adan apa kabar?*
 Adan : I can’t dude

In this conversation, the language switch happens between sentences spoken alternately. Jovial begins with an English question, “And are you Indonesian?” and then switches to Indonesian with “*Adan apa kabar?*” Adan also responds in English, maintaining a pattern of switching languages between sentences. These switches occur at sentence boundaries, making it an example of inter-sentential code-switching. This shows how language is used flexibly to fit the conversation and the speakers' language abilities.

Jovial’s questions, like “Adan are you Indonesian?” and “*Adan apa kabar?*” aim to get information about Adan’s identity and well-being. The switch between English and Indonesian helps make the conversation clearer and more accessible to both speakers. In this case, code-switching serves a referential function, as it helps in gathering and delivering information in a way that suits the situation and the participants' language skills.

Datum 8

Jovial : *ini biasanya tuh sekolah ya, lapangannya cuma 1, 1 tenis ,1 bola, ini ada 5. Banyak banget!*
 Can we do a race between Jakub and Andovi?
 All : YEAHH! do it do it!

This sentence shows code switching between sentences, as the speaker first uses Indonesian to describe the school facilities before switching to English to ask questions and encourage participation. This shift in language serves to emphasize the request and create a more engaging interaction. Additionally, the group’s enthusiastic response,

“YEAHH! Do it, do it!” highlights the social aspect of the conversation rather than conveying new information. This makes the sentence an example of phatic function, as it maintains interaction and reinforces group involvement.

Datum 9

Jovial : *Ada 5 lapangan tenis, kita bakal jaja, kita bakal jaja.*
 Andovi : What?! It's crazy.

In this sentence, Jovial starts with Indonesian, saying “*ada 5 lapangan tenis, kita bakal jaja, kita bakal jaja.*” Andovi then responds in English with “what?! It's crazy.” The language switch happens between sentences spoken by different speakers, making this an example of inter-sentential code-switching. This shows the use of two languages in the same conversation while keeping them in separate sentences.

This exchange expresses emotions and reactions from both speakers. Jovial shares information about the number of tennis courts while also showing excitement to try them out. The repetition of “*kita bakal jaja*” highlights his curiosity. Meanwhile, Andovi's response, “what?! It's crazy,” expresses surprise and amazement, showing that he finds the information unexpected and exciting. This interaction serves an expressive function, as it conveys both speakers' emotions and makes the conversation more engaging.

Datum 10

Jakub : so, guys, this is the astro-turf field.
 Jovial : guys, this is so proper.
 Jakub : yes, this is artificial grass.
 Didi : *ya kalo mau main sepak bola.*
 Jovial : *ya kalo mau main sepak bola aman.*

In this conversation, one of the speakers makes a statement, followed by two others who add their own reactions and information. Jakub starts by introducing the astro-turf pitch, giving the audience a clear picture of what it looks like. Jovial then responds with admiration, calling the pitch “so proper,” showing his appreciation for its quality. Jakub continues by explaining that the pitch is made of “artificial grass,” adding more detail to the description. After that, Didi and Jovial discuss the field, agreeing that

it is a great place for playing football. Finally, Jovial reassures that the surface is safe for playing, emphasizing its suitability for sports.

In this conversation, the speakers focus on describing the astro-turf field while also explaining the use of artificial grass and its benefits. Jakub and Didi switch between English and Indonesian as they provide technical details about the field. Their discussion is centered on delivering clear and useful information about the facility, making this an example of the referential function. The main goal of their exchange is to inform the audience about the field's features and suitability for playing soccer.

Emblematic Switching

Code switching types that use signs, exclamations, inserts, or sentence fillers in other languages.

Datum 1

yo, what's up guys! *Apa kabs!*

This sentence is an example of emblematic switching, which happens when certain words or phrases, like greetings or common expressions from one language, are inserted into speech in another language. In this case, the phrase “yo, what's up guys!” is an English greeting used at the beginning of the sentence, followed by “Apa kabs!”—a casual way of saying “Apa kabar?” in Indonesian. This mix of languages reflects a bilingual identity and serves as a symbolic marker of the speaker's background or social context. However, it does not change the overall sentence structure, making it a clear example of emblematic switching.

This sentence also falls under the phatic function, which is more about maintaining social interaction rather than delivering new information. The greetings “yo, what's up guys!” and “Apa kabs!” help create a friendly and relaxed atmosphere, making the conversation feel warm and engaging. By switching between English and Indonesian, the speaker connects with a bilingual audience, acknowledging cultural diversity and strengthening social bonds. This type of code-switching makes the interaction feel more natural and relatable for the listeners.

Discussion

The two most frequently used functions are referential and expressive, while the dominant type is intra-sentential code-switching. Their use of code-switching aligns with previous studies but also presents unique differences. Afryanti et al. (2021) found that intra-sentential switching is the most common type among Indonesian YouTubers, which is consistent with this study. However, Andovi and Jovial's code-switching serves not only linguistic purposes but also helps them connect emotionally with their audience, making their content feel more personal and engaging.

Similarly, Astani et al. (2020) found that code-switching in Nebeng Boy vlogs strengthens messages and conveys emotions. While this study also identifies expressive functions, it further highlights that Andovi and Jovial use code-switching to emphasize their cultural and social identity, making it an essential part of their content. This suggests that code-switching is not just a communication tool but also a way for speakers to express who they are.

Isnawati (2019) found that code-switching in small group discussions helps improve understanding and communication. This aligns with the referential function in Andovi and Jovial's videos, where they use code-switching to explain educational products. However, while Isnawati's study focuses on a formal educational setting, this research highlights code-switching in a more relaxed and interactive social media context, making it more engaging for a wider audience.

Identically, Muftakhul Rahmani (2023) analyzed code-switching in the Zhafira Aqyla YouTube channel and found that it helps explain complex concepts to viewers. This supports the referential function observed in Andovi and Jovial's content. However, unlike Rahmani's study, this research highlights how Andovi and Jovial use code-switching not just for clarity but also to add humor and keep their audience entertained.

The last research by Adna (2016) indicates that code-switching in the context of English language teaching is used to bridge language gaps and enhance classroom interaction. This research highlights that code-switching functions in formal educational contexts, whereas this study shows that code-switching is also effective in social media contexts, where Andovi and Jovial use code-switching to reach a broader audience. Use of code-switching across various studies, this research highlights how the social media context

and direct interaction with the audience can influence how code-switching is employed as a more complex and dynamic communication strategy.

CONCLUSION AND SUGGESTIONS

Conclusion

This study examines the use of code-switching in YouTube videos by Indonesian YouTubers Andovi and Jovial Da Lopez, focusing on their SkinnyIndonesian24 channel. The analysis identifies 17 instances of code-switching, categorized into 10 inter-sentential switchings, 6 intra-sentential switchings, and 1 emblematic switching, based on Charlotte Hoffmann's classification. The most dominant type is inter-sentential switching, where language changes occur between sentences. In terms of function, the study found 9 expressive functions, 5 referential functions, 1 directive function, 1 phatic function, and 1 metalinguistic function. The findings suggest that expressive function is the most frequently used, as Andovi and Jovial switch languages to convey emotions, reinforce messages, and engage with their audience. Additionally, code-switching is used to explain educational topics, particularly about international schools, influencing public perceptions positively.

The study highlights that code-switching plays a crucial role in making their content more engaging and relatable to a bilingual audience. By combining Indonesian and English, they create a casual and interactive communication style that appeals to their viewers. The research also shows that code-switching is often used for humor, emphasis, and clarification, making their videos more entertaining and easier to understand. Furthermore, their use of specific words and phrases in both languages serves as a way to express cultural identity and strengthen audience connections. The study concludes that code-switching is not just a linguistic feature but also a strategic tool, helping Andovi and Jovial enhance their content, build rapport with viewers, and create a unique YouTube presence.

Suggestions

Further studies could explore the use of code-switching on other social media platforms like Instagram or TikTok to better understand how communication styles vary across different platforms. Additionally, future research could examine the cultural and social factors that influence code-switching in YouTube videos and how

it shapes the speaker's identity. For YouTubers, incorporating code-switching strategically can be an effective way to boost audience engagement. Choosing the right language mix based on the audience and context can help create a stronger, more relatable connection with viewers.

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