
Code Switching in the Social Media Era: A Linguistic Analysis of Instagram and TikTok Users

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Abstract

The phenomenon of code switching nowadays is very often encountered in both direct and indirect communication or on social media. This research aims to analyze code switching of comments on Instagram and TikTok application. This study used qualitative as the research methodology, the type of methodology in this study used was content analysis. The data source used is the screenshots results of users' comments on Instagram and TikTok application. The researchers watched videos on Instagram and TikTok and read the comment attached in it. The research results show that there are three kinds of form code switching that found on Instagram and TikTok account users, they are: tag-switching, inter sentential code switching, and intra sentential code switching. Following the type-based analysis, the researcher discovered that there are four reasons why code switching occurs: shifting the subject, vocabulary deficit, bilingualism/multilingualism, prestige, and trend. One of the contributions of this study is providing a more comprehensive understanding of how language is used in diverse sociocultural contexts.

Keywords: code switching, Instagram, social media, TikTok

1. INTRODUCTION

Code-switching, a fascinating linguistic phenomenon wherein speakers seamlessly shift between two or more languages or dialects within a single conversation (Gumperz, 1982), has captivated the attention of linguists and sociolinguists for decades. The study of this linguistic behaviour, which often

transcends linguistic boundaries, provides a rich tapestry for understanding the complexities of multilingual communication. In recent years, the emergence of social media platforms, particularly Instagram and TikTok platform, has introduced a novel dimension to this phenomenon, offering a unique and dynamic space for individuals to express themselves, connect with others, and share their narratives (Androutsopoulos, 2006).

The global ubiquity of Instagram and TikTok has ushered in a paradigm shift in the way people communicate, transcending geographic, linguistic, and cultural boundaries. As these platforms have skyrocketed in popularity, they have evolved into arenas for an eclectic range of language use, including code-switching (Fei & Weekly, 2022). Instagram and TikTok users, in their pursuit of self-expression and communication, regularly employ a diverse array of linguistic elements, weaving together different languages and dialects within their content, all while navigating the complexities of their digital interactions (Neriman Duru & Trenz, 2016).

This linguistic analysis embarks on an exploration of the intricate dynamics of code-switching in the age of social media, with a particular focus on the behaviours and practices of Instagram and TikTok users. By meticulously examining how users seamlessly blend different languages, dialects, and linguistic elements within their multimedia content, we are afforded valuable insights into the evolving terrain of online communication (Pennycook, 2012). This examination also sheds light on how code-switching serves as a vital tool for the negotiation of cultural, social, and personal identities in the ever-evolving digital landscape, where users craft and disseminate their online personas with intention and creativity (Auer, 2003).

Comprehending code-switching in the context of Instagram and TikTok offers an exceptional perspective on the fluidity and adaptability of language in the 21st century. It highlights the diversity and multifaceted nature of human communication in the digital realm, reflecting the tricky interplay between linguistic creativity, sociolinguistic patterns, and the construction of identities in the age of social media. This analysis, thus, provides a captivating glimpse into the multifarious world of linguistic expression, displaying how code-switching reflects the evolving dynamics of language and identity in a technologically interconnected global society.

Considering the widespread use of code switching particularly in social media, the researchers in this study are interested to conduct a research related to the use and analysis of code switching on Instagram and TikTok users. There have been a number of researches related to code switching. Some researchers are focused on the usage of code switching in a conversation of Indonesian celebrity 'Gen Halilintar' (Hafid & Nur, 2022), types of code switching used by Boy William and Maudy Ayunda

(Dewi, 2021). Interestingly, it is also found a research related to code switching usage on social networks, which is specified only for educators and learners in higher education in Arab Gulf (Al-Qaysi & Al-Emran, 2017).

While there has been a spike study interest on code switching usage, it is not much yet emerged research related to the use of code switching on specific social media. (Kandiawan, 2022) discussed code switching used on social media in general. (Kamariah & Ambalegin, 2019) in their study discussed about factors of using code-switching on Instagram. Meanwhile, (Iriany & Islam, 2022) they focused their research on reason of using code switching in TikTok. Previous studies focused on their research only for one social media like Instagram or TikTok, therefore this current study aimed to identify the types and the analysis of code switching used by social media users, both Instagram and TikTok platform.

2. RESEARCH METHOD

This study used qualitative as the research methodology. Ary et.al (2019) stated that instead of dealing with numbers and statistics, qualitative research deals with data that is expressed in words. The data gathered are the experiences and perspectives of the subjects; qualitative research seeks to produce a more accurate depiction of the individuals, things, events, places, conversations, and so forth. Since the authors of this present study analysed the content of comments from Instagram and TikTok users, the type of methodology in this study used was content analysis. According to Ary et.al (2019), content analysis is the approach of acquiring and examining the text's document. The content includes any message that can be conveyed by words, meaning, images, symbols, concepts, or themes.

The data source used is the screenshots results of users' comments on Instagram and TikTok application. The researchers watched videos on Instagram and TikTok then read the comment attached in it. The screenshots were taken based on comments, which is categorized as code switching content. As long as the screenshots contain of code switching, the data was taken randomly without considering the content. The researcher then coded the data to in order to categorize them. Finally, the screenshots were analysed thoroughly to identify the types of code switching used on Instagram and TikTok.

3. FINDINGS AND DISCUSSION

3.1 Sub-heading 1

This finding we have found on Instagram and Tiktok platform to explain and find out of the research. First discussion about the Types of Code Switching (Isnaini & Anindita, 2022). Three types of code-switching were discovered by the researchers after study, these are;

3.1.1 Inter Sentential Switching



Figure 1. Comment's screenshot Inter Sentential Code Switching
@lunamaya is epitome of regal, elegant and pure beauty, super duper keren Luna. (Instagram)

Figure 1 displays a comment that comes from an Instagram user with the account name @ericksonarthur. From the user's utterances, it can be seen that the type of code switching used is inter-sentential code switching. This can be seen from the transfer of two languages, namely Indonesian to English with the same sentence level. Namely "Tombol yg setuju isu2 kesehatan mental harus lebih disuarakan lagi." emphasized with an English translation statement which has the same sentence level "mental health is a universal human right".

The form of code switching occurs between clauses or sentence boundaries, where each clause or sentence is in one language or another. Inter-sentential switching is code switching that occurs between clauses or sentence boundaries. In this case, all clauses or sentences are in one language, but the speaker switches to another language for the next clause or sentence. Indirectly, this transition is related to the situation and atmosphere of the conversation. Unlike the previous type, this transition is not limited to inserting just one or two words. In addition, this transition must occur at least between two clauses, which can also mean two sentences.

3.1.2 Intra Sentential Switching

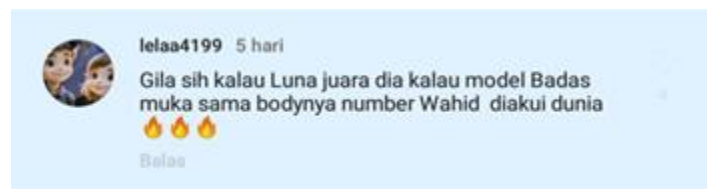


Figure 2. Comment's screenshot Intra-sentential code switching
"Gila sih kalau Luna juara dia kalau model Badas muka sama body nya number wahid diakui dunia" (Instagram)

The data, displayed in Figure 2 above, was taken from an Indonesian Instagram user, with my name @lelaa4199. From this account, it can be analyzed that the user uses an intra-sentential type of code switching, where in the utterance, the user uses 3 languages directly, namely Indonesian, English and Arabic in one sentence. Klausa "Gila sih kalau Luna juara dia kalau model Badas muka sama", comes from Bahasa, word "body and number" is from English language, and word "wahid" is from Arabic

language. The data was utterance by the user can be classified as intra sentential code switching because the user switched the language within a single sentence.



Figure 3. Comment's Screenshot Intra sentential code switching
"Diceritain kaya gini ngerasa jadi human diary nya nih kakk" (Tiktok)

From the data shown in Figure 3 above, it is known that the data above exhibits a form of code switching known as intra sentential switching. The exchange that began with "Diceritain kaya gini ngerasa jadi.." above subsequently transitioned to an English sentence, "Human diary" which falls under the category of intra sentential switching, in which switches take place inside a clause or sentence boundary.

The sentences above are some examples related to these two types that researchers collected on Instagram and Tiktok. The reason why the data above is categorized as code switching that occurs within sentences (Intra-sentential Switching) is that code switching in the data set below appears in the form of phrases or clauses within sentence boundaries. Code switching that occurs within a sentence (Intra-sentential Switching). Intra sentential is code switching in a clause or sentence. In this case, speakers can replace clause parts, lexical elements, or even morphemes. Intra sentential is code switching that occurs in one sentence.

3.1.3 Tag Switching/ Emblematic Switching

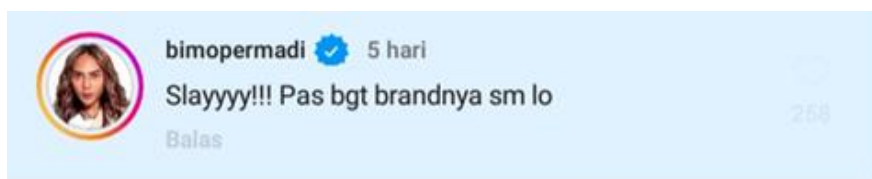


Figure 4. Comment's Screenshot Intra sentential code switching
"Slayyyy! Pas bgt brandnya sama lo" (Instagram)

Figure 4 shows the author has included examples of this third type in the Instagram and TikTok applications. The Collection of data in the form of captions, as well as comments on Instagram and Tiktok, which are included in symbolic code switching. The reason why the data below is categorized as symbolic code switching (Emblematic Switching) is that code switching in the data set below appears in the form of interjections, tags and certain set phrases in Indonesian which are inserted into English speech or vice versa.

3.2 Discussion

From The finding above discussed types of code-switching observed on Instagram and TikTok, as well as the reasons that influence code-switching in the context of photo or video captions and comments. The research identifies three primary types of code-switching, each with its own characteristics:

3.2.1 Inter Sentential Switching

Inter Sentential Switching occurs between clauses or sentence boundaries. In this form of code-switching, each clause or sentence is in one language, but the speaker switches to another language for the next clause or sentence. This transition is often related to the situational and conversational context, and it is not limited to the insertion of just one or two words. Inter Sentential Switching involves code-switching between two or more clauses, possibly spanning multiple sentences. For example, the statement, "*@lunamaya is the epitome of regal, elegant, and pure beauty, super duper keren Luna*" (Instagram), demonstrates inter-sentential switching.

Inter Sentential Switching refers to the phenomenon of code-switching that takes place between clauses or sentence boundaries. In this form of code-switching, the speaker or writer switches from one language to another when transitioning from one clause or sentence to the next. The key characteristics of Inter Sentential Switching are as follows: First, separation by Clauses or Sentences: In Inter Sentential Switching, each clause or sentence is primarily in one language, and the switch to another language occurs when transitioning to the next clause or sentence. Second, contextual and Situational Influence: The decision to switch languages between clauses or sentences is often influenced by the situational and contextual aspects of the conversation. This means that speakers may switch languages based on the topic, formality, or emphasis required in the given context. Third, more Extensive Language Shift: Unlike some other forms of code-switching, Inter Sentential Switching typically involves more extensive language shifts. It is not limited to the insertion of a few words or phrases but often spans entire clauses or sentences. Last, at Least Two Clauses or Sentences: For an instance of Inter Sentential Switching to occur, it typically involves a transition between at least two clauses or sentences. This is different from

Intra Sentential Switching, where code-switching can take place within a single sentence (Myers-Scotton, 2009).

3.2.1.1 Inter Sentential Switching in Theory:

1) Matrix Language Frame (MLF) Theory

MLF theory posits that in a code-switched conversation, one language typically serves as the "matrix language," providing the grammatical structure, while the other language contributes inserted elements. In Inter Sentential Switching, the matrix language often extends across entire sentences or clauses, and the switch occurs when moving from one sentence or clause to another. This theory helps explain how speakers maintain grammatical coherence within each sentence or clause while switching languages at the sentence boundary.

2) Markedness Model

The Markedness Model suggests that code-switching is driven by the principle of markedness, where the choice to switch languages is influenced by the marked or unmarked status of the elements being discussed. Inter Sentential Switching can be understood in terms of markedness when a speaker switches languages to emphasize a marked element in a sentence, such as a specific concept, emotion, or nuance (Auer, 2003).

3.2.1.2 Functional Perspectives:

1) Functional Theory of Code-Switching

This theory focuses on the communicative functions of code-switching. In Inter Sentential Switching, the transition between languages at sentence boundaries can serve specific communicative purposes, such as marking a shift in topic, emphasizing a point, or expressing complex ideas. The choice to switch languages is motivated by the communicative goals of the speaker.

2) Topic-Comment Structure

From a functional perspective, Inter Sentential Switching can be analyzed through the lens of topic comment structure (Muhid et al., 2022).

The switch to another language at the start of a new sentence can be a way to introduce a new topic or emphasize the comment that follows. This aligns with the functional principle of organizing discourse effectively (Gardner-Chloros, 2009).

3.2.1.3 Sociolinguistic Theories

1) Social Identity Theory

Inter Sentential Switching can be viewed as a means of expressing social identity and group membership. Speakers may switch languages to identify with particular linguistic or cultural groups,

especially in online communities where diverse linguistic identities coexist. This aligns with social identity theory, which posits that individuals define their identity through group affiliations.

2) Community of Practice

Inter Sentential Switching can also be analyzed from a community of practice perspective. In online communities, members develop shared linguistic practices, norms, and conventions. Inter Sentential Switching may reflect the linguistic repertoire of these communities and their shared identity (Poplack, 1980).

Understanding Inter Sentential Switching through these theoretical frameworks allows researchers to explore the motivations, functions, and sociolinguistic aspects of this code-switching phenomenon. It highlights the dynamic and multifaceted nature of multilingual communication, particularly in digital spaces like social media, where users navigate complex linguistic choices. Recognizing the theoretical underpinnings of Inter Sentential Switching aids in the interpretation and analysis of linguistic data and contributes to a more comprehensive understanding of how language is used in diverse sociocultural contexts. As an essential component of code-switching, Inter Sentential Switching is an intriguing area of study for researchers seeking to explore the boundaries, constraints, and creative possibilities of multilingual communication in the digital age. In summary, Inter Sentential Switching is a rich area of investigation within the broader field of code-switching, offering insights into language use, identity expression, and communication strategies in multilingual environments, particularly on social media platforms. It is a complex phenomenon that reflects the intricacies of language and its role in shaping online interactions.

3.2.2 Intra Sentential Switching

Intra Sentential Switching, on the other hand, occurs within sentences. Code-switching within sentences involves phrases or clauses within sentence boundaries. Speakers may replace clause parts, lexical elements, or morphemes within a single sentence. For instance, the sentences, "*Gila sih kalau Luna juara dia kalau model Badas muka sama bodynya number wahid diakui dunia* (Instagram)" and "*Wow, itu sangat good sekali.* (Tiktok)" exemplify intra-sentential switching.

Another case in examples, "*I just bought un nouveau t-shirt. It looks vraiment cool.*" (I just bought a new t-shirt. It looks very cool.) - This example demonstrates Intra Sentential Switching as language switching occurs within the sentence, with the speaker using both French and English".

Intra Sentential Switching" is another form of code-switching, as discussed in this research findings. This type of code-switching occurs within sentences or clauses, and it involves switching between languages or language varieties. Here is a more detailed explanation of Intra Sentential

Switching. Intra Sentential Switching, also known as "code-switching within sentences," refers to the practice of alternately using two or more languages or language varieties within a single sentence or clause. The following features characterize it: First, switching within a Sentence: In Intra Sentential Switching, the language switch happens within the same sentence or clause. This means that speakers or writers change languages without necessarily moving to a new sentence or clause. Second, switching at different Levels: Speakers may switch between languages at various linguistic levels. This includes switching at the lexical level (individual words), phrase level, or even morpheme level (the smallest units of meaning in a language). Third, Contextual and Pragmatic Use: Intra Sentential Switching is often influenced by the context and pragmatics of the conversation. Speakers may switch languages to emphasize a point, express emotion, or adapt to the interlocutor's language preferences. Fourth, Fluid Transition: Unlike Inter Sentential Switching, which involves more distinct language boundaries between sentences or clauses, Intra Sentential Switching results in a more fluid transition between languages within the same linguistic unit (Gumperz, 1982).

In the context of this research findings on Instagram and TikTok platform, Intra Sentential Switching may have been observed in captions, comments, or spoken content. This form of code-switching is commonly used in informal digital communication to reflect the speaker's linguistic flexibility and the dynamic nature of language use on social media platforms. Researchers often analyse Intra Sentential Switching to understand how language choice and switching patterns are influenced by social identity, context, and the desire to convey specific nuances or emotions. It can provide insights into the way individuals navigate their multilingual identities and adapt their language use to engage with diverse online audiences.

3.2.3 Tag Switching/ Emblematic Switching

Tag Switching" or "Emblematic Switching," as discussed in this research findings, is a form of code-switching characterized by the use of specific interjections, tags, and set phrases from one language inserted into another. Here is a detailed explanation of Tag Switching/Emblematic Switching based on this research. Tag Switching, also known as Emblematic Switching, is a type of code-switching that involves the insertion of interjections, tags, and certain set phrases from one language or linguistic variety into another. These elements serve as markers, emphasis, or expressions of solidarity and are often included within a conversation, comments, or captions.

3.2.4 Key characteristics of Tag Switching/Emblematic Switching:

First, Interjections and Set Phrases is type of code-switching frequently incorporates interjections (exclamatory expressions) or set phrases that are typical of one language or linguistic variety. Second,

Symbolic or Emblematic Use is the language switch in Tag Switching/Emblematic Switching is often symbolic and emblematic, serving a particular function within the conversation, such as expressing enthusiasm, surprise, or identification with a particular group. Third, Interwoven with the Main Language is Tag Switching/Emblematic Switching typically occurs within a predominantly dominant language or linguistic variety, with interjections or set phrases being inserted to add emphasis, emotion, or emphasis. And the last, Situational and Contextual: The choice to use tag switching is influenced by the situational and contextual aspects of the conversation. Speakers use these elements to convey nuances, emotions, or alignment with a specific group or community.

From the finding above, this is the example of tag switching that found by researcher from screenshots of users' comments in Instagram or Tiktok platform.

"*Slayyyy! Pas bgt brandnya sama lo.*" (Slayyyy! The brand matches you perfectly.) - In this example, "Slayyyy" is an interjection used for emphasis, often found in online slang, while the rest of the sentence is in a different language

"*Jangan lupa malam ini ya, stay tuned!*" (Don't forget tonight, stay tuned!) - The phrase "*stay tuned*" is an emblematic phrase often used in English, while the rest of the sentence is in another language.

In this research, Tag Switching/Emblematic Switching may have been observed in comments and captions on Instagram and TikTok. It is a linguistic phenomenon that reflects the social and cultural context of online interactions. Researchers often study Tag Switching to understand how speakers use linguistic elements from multiple languages to convey emotions, create a sense of belonging, and emphasize certain aspects of their messages. This type of code-switching provides insight into the rich tapestry of multilingual communication on social media and how individuals adapt their language use to suit the digital context.

This research also provides insights into the reasons influencing code-switching on these social media platforms. The explanations are based on Hoffman's theory (Hoffmann, 2014) and include: 1) Revealing Certain Topics: Code-switching may be used to discuss specific topics more effectively. Revealing Certain Topics through code-switching is a linguistic strategy that acknowledges the dynamic nature of language use, where individuals select the language that best serves their communicative needs when discussing specific subjects or topics. This phenomenon is a reflection of the versatility of language as a tool for conveying ideas, culture, and identity. 2) Quoting others: speakers may switch languages to quote someone or something accurately. 3) Emphasizing something (expressing solidarity): code-switching can emphasize a point or express solidarity with the audience. 4) Interjection (inserting sentence fillers or

sentence connectors): interjections, sentence fillers, or connectors may be inserted for conversational purposes.

Next, we also use repetition for clarification: repetition of words or phrases in another language can clarify the content. Clarify the content of the conversation to the interlocutor means that code-switching can help in ensuring that the conversation is understood. Stating group identity means that code-switching may be used to indicate group identity or affiliation and the last soften or strengthen requests or orders: depending on the context, code-switching can be used to soften or strengthen requests or orders.

4. CONCLUSION

The researcher concludes that code-switching is a term in linguistics that refers to using more than one language or variety in conversation based on the analysis above. Code switching is referred to as a bilingual speaker's communication skill. Bilingual speakers occasionally experience difficulty when conversing with another bilingual person; as a result, they must switch between their languages to ensure that the other person can understand them. Three types of code switching were discovered in this study and are used in Instagram accounts: intra sentential, inter sentential, and tag switching. Four reasons were identified by the researcher for the use of code switching based on the types and analysis: changing subject, in sufficient vocabulary, dual- or multilingual, trend and prestige.

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