

## Code Switching and Code Mixing used in Naura Ayu's Instagram Broadcasts

Andhini Aulia Pratiwi<sup>1</sup>, Otong Setiawan Djuharie<sup>2</sup>, Deni Suswanto<sup>3</sup>  
UIN Sunan Gunung Djati Bandung <sup>1,2,3</sup>

Author's Email: [andhinauliap06@gmail.com](mailto:andhinauliap06@gmail.com); [otongsetiawandjuharie@uinsgd.ac.id](mailto:otongsetiawandjuharie@uinsgd.ac.id); [denisuswanto@uinsgd.ac.id](mailto:denisuswanto@uinsgd.ac.id)

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### ABSTRACT

*This research examines the phenomenon of code switching and code mixing in Naura Ayu's broadcast on Instagram from a sociolinguistic perspective. Language as a social communication tool reflects the dynamics of interaction in a bilingual society, especially in the context of social media, which is a space for young people's expression. This study aims to identify the types and functions of code switching and code mixing used by Naura Ayu, as well as the reasons behind their use. Qualitative method is used with documentation technique to collect data from Naura Ayu's Instagram broadcast. The analysis shows that Naura Ayu uses three types of code switching (intra-sentential, inter-sentential, emblematic) and two types of code mixing (intra-sentential, intra-lexical) dominantly. The use of both phenomena serves to clarify information, express bilingual identity, strengthen messages, and adapt communication to diverse audiences. This research contributes to the development of language studies in the digital realm and bilingual communication in Indonesia, while emphasizing the role of sociolinguistics in understanding language variation in modern social contexts.*

**Keywords:** Bilingualism, Code Mixing, Code Switching, Sociolinguistics

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## INTRODUCTION

Language plays a crucial role in social life, serving as a bridge of communication between individuals (Klimova & Kozlovtsseva, 2023). Humans have a natural urge to interact, whether to share ideas, discuss, or talk about everyday matters. In social contexts, people often use more than one language. This condition, which arises when individuals master multiple languages, allows them to choose the most appropriate language for communication. From a sociolinguistic point of view, this phenomenon of language choice is very interesting because it reflects the dynamics and variations in the language practices of a community (Edwards, 2022).

Sociolinguistics, as a branch of science, examines the relationship between language and society. It observes how language is used and how social factors such as class, age, gender and education level affect patterns of language use. It also provides guidance on the type of language that is suitable for certain situations and contexts, even allowing one to combine two language varieties in communication (Nadeina, 2022).

The use of language variation is often found in bilingual communities, namely individuals who are able to use two languages. This phenomenon involves the use of certain language codes that are influenced by the speakers' background. In line with Siandiko (Masvianti, R: 2023), bilingualism can be defined as the capability of individuals in mastering and utilizing two languages in their communication interactions.

This research focuses on the sociolinguistic analysis of the phenomenon of code switching and code mixing. According to Gumperz (1977), code-switching is defined as a complete switch from one language to another in a conversation, generally occurring between sentences or between clauses, which is adjusted to the social context of communication. Meanwhile, code-mixing refers to the mixing of linguistic elements from two languages in one utterance without a total language switch, usually occurring at the phrase or clause level.

In the context of sociolinguistics, code-switching is understood as a switch from one language to another, where one clause follows the grammatical structure of the first language and the next clause uses the grammatical structure of the other language. On the other hand, code-mixing is defined as the use of clauses, phrases, or even word fragments from foreign languages or local languages that do not form a complete and clear sentence structure.

The phenomena of code switching and code mixing are now commonly found in everyday life in Indonesia. The use of these two phenomena is mostly observed in the speech of the younger generation and some public figures, both in real-world interactions and on social media platforms. This reflects the complex dynamics of language use in contemporary Indonesian society.

Social media serves as an essential platform that facilitates efficient long-distance communication. In Indonesia, platforms such as Twitter, YouTube, Facebook, TikTok and Instagram have become an integral part of people's lives. Instagram, in particular, is widely used by various groups to seek information and interact. It has evolved into a key tool for the younger generation, Instagram celebrities, artists, and various public figures to interact with their followers and construct a self-image. One such figure is Naura Ayu, a young Indonesian singer and actress who actively utilizes the Instagram platform.

This research examines the phenomenon of code switching and code mixing identified in Naura Ayu's Instagram broadcast from a sociolinguistic perspective. Based on a previous study on TS Media's podcast presenting Naura Ayu, it was found that the dominant type of code switching is intra-sentential switching, which is a language switch that occurs within one sentence or clause. Meanwhile, the dominant function of code switching is referential, which aims to convey information clearly. In addition, code-

mixing also often appears as a flexible linguistic strategy in bilingual communication, where language elements from two languages are mixed in one utterance without a full language switch.

Naura Ayu's use of code-switching and code-mixing phenomena in her Instagram broadcasts reflects her bilingual identity and her ability to adapt to a diverse audience. The utilization of these two phenomena not only enriches the communication process, but also serves as an instrument of self-expression and reinforcement of the message conveyed to her followers. This finding is consistent with other studies that show that code-switching and code-mixing play a significant role in social interaction and modern communication on social media, especially among young people with multilingual backgrounds.

## **THEORIES**

### **Sociolinguistic**

Sociolinguistics is a field within linguistics that studies the interaction between language and society. It studies language use in various social contexts and how language variation occurs based on social factors. Chaer and Agustina (2010) state that sociolinguistics is a discipline that examines the characteristics and various varieties of language and the relationship between language users and the role of language variation in the linguistic community. Therefore, sociolinguistics not only views language as a structured system, but also as a changing social phenomenon.

Sociolinguistics is an interdisciplinary discipline that integrates the study of sociology and linguistics. Sociology explores group life and social dynamics, while linguistics analyzes language as a system. Sociolinguistics therefore emphasizes the way language operates in social interaction as well as how social factors such as class, age, gender and cultural context influence language use (Wardhaugh, 1985). This indicates that language is not separate, but always closely related to the social circumstances of the people who use the language.

In addition, sociolinguistics also studies the phenomenon of language variation that occurs due to diverse social and cultural interactions. Suwito (1996) argues that sociolinguistics is a science that studies language in its social and cultural contexts and user situations. Therefore, language use is a process of verbal interaction that considers who speaks, where, when, and in what situation the conversation takes place (Suwito, 1996). This approach emphasizes the understanding that language is a communication tool that is strongly influenced by social and cultural aspects. Therefore, research in sociolinguistics has a crucial role in understanding language change and development in society.

### **Bilingualism**

Bilingualism is a phenomenon in which a person uses two or more languages in their social interactions. Bloomfield in Chaer and Agustina (2014) suggests that bilingualism refers to an individual's ability to use two languages with equal competence. Meanwhile, Lado adds that bilingualism includes the mastery of two languages that may have different levels of expertise, but still show the ability to communicate in both languages.

In Indonesia, the term bilingualism is often referred to as bilingualism, which means the ability of individuals to use two or more languages interchangeably in daily activities (Nababan et al., 1992). This phenomenon has high relevance in Indonesia, due to the diversity of regional languages spoken alongside Indonesian as the national language. In addition, bilingualism is also influenced by social factors such as interactions between ethnic groups and communication needs in the context of education and a multicultural

society (Mukhtar, 2018). Therefore, bilingualism does not only indicate language ability, but also an element of the complexity of socio-cultural dynamics.

### **Code**

In linguistics, codes refer to language systems or language variations used by individuals or groups in communication. Language variables and user preferences determine code usage.

- **Code Switching**

The phenomenon of code-switching also known as code-switching occurs when two languages or different types of languages are used in one conversation across sentence or clause boundaries. According to Herk (2012) when speakers switch from one language to another according to certain circumstances this is referred to as code shifting. According to Wardhaugh (2006:98) code-switching occurs when people in a bilingual society consciously change their language code while speaking. According to Hoffman (1991) language alternation points form different types of code shifts. Some of them are intrasentential shifts that occur within the same clause and intersentential shifts that occur between different sentences. Code-switching according to Nabab (1991:31) includes changes in dialectal language varieties or speech levels carried out to adapt to certain roles or circumstances.

- **Code Mixing**

Combining two or more languages in one sentence or phrase without changing the language as a whole is called code-mixing. According to Gumperz (1977) code mixing is the incorporation of parts of another language into the speech of the main language used. Muysken (2000) defines code mixing as the fusion of the lexicon and grammar of two languages in one utterance. This can occur through insertion alternation or congruent lexicalization. Beardsmore (1982) adds that code mixing includes the use of formal elements of language such as phonemes morphemes words or phrases from one language to another in the context of communication usually occurs in informal and casual situations.

## **METHODS**

The data was analyzed using qualitative methods. Primary data is in the form of confessions or sentences uploaded on Naura Ayu's Instagram Broadcast Channel. Researchers used documentation techniques, namely by taking screenshots to collect data. First, researchers opened Naura Ayu's Instagram account and collected data from the Instagram broadcast. Second, researchers read the content of the broadcast one by one to identify language use. Third, researchers took screenshots and collected data for analysis. The data were analyzed by determining whether the language use was code switching or code mixing based on relevant theories. The researcher then categorized the data according to the type of code switching or code mixing found in Naura Ayu's Instagram broadcast.

## **RESULTS AND DISCUSSION**

At this stage the author presents the findings and discussion based on the data collected. The data is analyzed using the steps presented in the data analysis. In analyzing the data, the types of code switching and code mixing used by Naura Ayu are classified based on Hoffman's theory. In addition, the author finds out the reasons why Naura Ayu uses code switching and code mixing by using Hoffman's theory.

### **Types of code switching used by Naura Ayu**

In this study, there are three types of code switching used by Naura Ayu, which contains 8 times intra sentential, 5 times inter sentential and 2 times emblematic.

#### **Intra Sentential Code Switching**

Intra sentential code switching occurs when language switching takes place within a single sentence or clause, i.e. when a word or phrase from the second language is inserted into a first language sentence without pause, interruption, or hesitation. Example: “Obat aslam aku is hereee”

#### **Inter Sentential Code Switching**

Inter sentential code switching is a switch from one language to another between different sentences, meaning that the language switch occurs after a sentence is completed and the next sentence uses another language. Example: “Popular or unpopular opinion? Orang yang hari-hari nya tiduran di kamar dan buka-buka komen dan sosmed doang sifatnya jadi salty?”

#### **Emblematic**

Emblematic occurs when someone inserts a tag from one language into an utterance from another language which is a switch. Example: “I give up yall pls stop it, aduh”

### **Types of code mixing used by Naura Ayu**

In this study, there are two types of code switching used by Naura Ayu, namely 45 times intra sentential code mixing and 6 times inter lexical code mixing.

#### ***Intra Sentential***

Intra sentential code mixing occurs when the mixing of two languages occurs in the same sentence or clause. That is, in one sentence there are words, phrases, or clauses from different languages inserted simultaneously. Example: “aku kasih link nya”

#### ***Intra Lexical***

Intra lexical code mixing occurs when language mixing occurs within word boundaries, i.e. by including elements of the other language in the same word, often with the addition of a prefix or suffix from the other language to the first language base word. Example: “Cara ngefangirl orang kan beda beda yaa..”

### **Reasons for using Code Switching and Code Mixing**

The reason Naura Ayu applies code switching and code mixing in her daily interactions seen in her Instagram broadcasts can be seen using Hoffman's theory (1991), which explains some of the main reasons underlying language switching or mixing by bilingual or multilingual speakers.

- Discussing a specific theme: Naura Ayu may use code switching and code mixing when addressing more specialized or technical themes that are more easily or commonly expressed in another language, such as English, so as to facilitate communication and understanding.
- Quoting someone else's statement: In the broadcast, Naura Ayu may include quotes or phrases from other languages to reinforce her message or give the language a richer feel.
- Emphasizing a point: The use of code-switching and code-mixing also has the purpose of reinforcing certain emotions or attitudes, so that the message conveyed becomes more assertive and easy to understand.

- Interjections: The addition of words from another language often serves as spontaneous expressions or shout-outs that add nuance to the conversation.
- Repetition for clarity: Sometimes, Naura Ayu repeats or mixes language to make the meaning or content of the conversation clearer to the listener.
- Clarifying the conversation for the interlocutor: By using two languages, Naura Ayu can ensure that her message is understood by a diverse audience.
- Showing group identity: The application of code-mixing and code-switching is also a way to display the social identity or particular group that Naura Ayu belongs to, such as a community of young people who are familiar with English and Indonesian.
- Communication effectiveness: Code-mixing and code-switching make it easier for Naura Ayu to convey messages more concisely and efficiently, especially on social media which requires fast and interesting communication.

These reasons are in accordance with Hoffman's (1991) findings which include seven main reasons for the use of code switching and code mixing in bilingual or multilingual interactions, and can be applied to analyze Naura Ayu's language behavior in her Instagram broadcasts.

## CONCLUSION

This research reveals that Naura Ayu actively and consistently implements various forms of code-switching and code-mixing in communication on the Instagram social media platform. This language practice is not only a linguistic habit, but also reflects her dynamic bilingual identity as well as her ability to adapt to the various audiences she faces. By utilizing types of code switching such as intra-sentential, inter-sentential, and emblematic, as well as intra-sentential and intra-lexical types of code-mixing, Naura manages to enrich the variety of language she uses while creating more expressive and effective communication.

From various types of code switching and code mixing, Naura Ayu tends to dominantly use intra-sentential code switching and intra-sentential code mixing in her Instagram broadcasts. This shows her proficiency in integrating two languages (Indonesian and English) in one sentence without disturbing the grammatical structure. This tendency may arise from her comfort in expressing herself fluently and naturally, and may reflect a high level of fluency in both languages.

As for the reasons Naura Ayu uses code-switching and code-mixing in her Instagram broadcasts, based on Hoffman's theory. Interjection, Naura Ayu often uses code switching and code mixing to insert spontaneous expressions, exclamations, or insert words that show her feelings or emotions. This use may serve to emphasize a point or give a personal touch to her message.

Expressing group identity, Naura Ayu's use of code-switching and code-mixing can also be a way of showing group identity or a particular affiliation. In the context of social media, this reflects an adaptation to a communication style that is common among her audience or shows closeness to a group that also often uses a similar language style.

Facilitating communication, one of the main reasons behind Naura Ayu's use of code-switching and code-mixing is to facilitate communication and ensure that her messages are well understood by her followers. By switching or mixing languages, she may attempt to explain a difficult concept, find a more appropriate word equivalent, or simply make the conversation feel more natural and familiar to her audience.



Overall, Naura Ayu's use of code-switching and code-mixing in her Instagram broadcasts is not just a language habit, but a communication strategy that aims to enrich expression, assert identity, and ensure the fluency and understanding of the message conveyed to her audience.

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