



THE ANALYSIS OF CODE SWITCHING USED IN BOY WILLIAM'S YOUTUBE CHANNEL

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Abstract

This research aims to find the types, functions, and factors of code switching used in Boy William's Youtube channel. Data were collected from Boy William's Youtube channel and analyzed using Hoffman (2014) for types of code switching, Gumperz (1982) for function of code switching, and Holmes (2013) for factors of code switching. There were 79 utterances from four types of code switching used in Boy William's Youtube channel. These type consist of 6 establishing continuity with the previous speaker, 28 inter-sentential switching, 34 intra-sentential switching, 11 emblematic code switching. Intra-sentential switching is the most dominant type of code switching used in Boy William's Youtube channel. The function used in Boy William's Youtube channel were quotation, adresse specification, interjection, reiteration, message qualification, and personalization and objectivization. The most dominant function used was interjection. Then, the factors of code switching were participants, solidarity, social context and topic. The most fominant factors used in Boy William's Youtube channel was participants.

Key Words : *Code Switching, Youtube, Boy William*

A. INTRODUCTION

Nowadays, it is common to see people communicating in multiple languages. People who are capable of speaking more than one language fluently is called bilingual (Jendra, 2010:69). According to Zenab (2016:3), bilingualism refers to the habit of using two languages bilingually or more alternately. In other terms, bilingualism is the use of two or more languages both individually and collectively. The most common language used in Indonesia for interpersonal communication is English as a foreign language. English has emerged as a popular language for interpersonal communication. Speakers regularly switch between languages when two or more are spoken in a community, this is called code switching . In the communication process occurs code switching.

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Language or language variations are referred to as code in sociolinguistics. Code switching is a situation when the speakers purposefully flip from one to another to alter the code being used. Code switching, according to Wardhaugh (2010:98), is a conversational technique used to build, evoke, or alter interpersonal ties with their rights and obligations. Code switching is a word used frequently to refer to the alternative employment of two or more languages, linguistic variations, or even speech styles, according to Chaer and Agustina (2010:108). People occasionally switch code switching while entering a new social context. It is simple to use the switch when there is a clear change in the circumstance, such as the arrival of a new person, according to (Holmes, 2013:35). Code switching is a variant of speech or communication in society that compels speakers to make serious speech code decisions based on the situation and information they are communicating to the interlocutor.

Trends or people's ways of speaking emerge from the phenomenon of code switching. Code switching does not only appear in everyday conversations but also in television shows and social media. Famous people who appear on television or social media also use it a lot. One of the social media that is often used today is Youtube. According to Wattenhofer, Wattenhofer, and Zhu (2012), YouTube is the largest international social media network with video content. Most of the younger generation use YouTube in their daily life. In Indonesia, public figures are competing to create video content on YouTube, one of which is Boy William. Boy William is one of the celebrities who actively creates content on youtube. The content he creates always features with many guest stars, he has several playlists on his YouTube channel. One of the playlist is *Nebeng Boy*. Therefore, the researcher planned to conduct research about code-switching found in Boy William's YouTube channel. The researcher focused on the types and functions of code-switching, as well as the factors that caused code-switching.

B. RESEARCH METHOD

This research used the method of descriptive qualitative, which described the data that the researcher collected in the form of sentences that contained code-switching. According to Sutedi (2020), descriptive-qualitative research is research that describes an existing phenomena and the data is not in the form of numbers with statistical processing outcomes. The object is a real-world phenomenon in a specific demographic. The theory that was used in this study was the theory of the types, functions, and factors of code-switching by Hoffman, Gumperz, and Holmes. The researcher explained and described the data to identify the functions and factors of code-switching in Boy William's YouTube channel. In this research, the data is the utterance of code-switching that is used by Boy William in his videos. Boy has many contents on his playlist namely *Nebeng Boy*, *Dibalik Pintu*, *Drinks with Boy* and many more. In this research only focuses on one of the playlist named *Nebeng Boy*. This playlist has several vidoes of each episode, the researcher only research 5 videos. The source of the data is from Youtube channel Boy William namely BW Productions <https://youtube.com/@bw.2417?si=Y-Gm42dcaSbNEiQy> .

The researcher as the key instrument collected the data, identifying the data, and classified the data. To be able to analyzed the data, the researcher used Hoffman(2014) theory for analyze the types of code switching, used Gumperz(1982) theory for the functions of code switching, and used Holmes(2013) theory for the factors of code switching. In addition, the researcher included a form for placing data on a table to facilitate the display of the data collection results.

C. RESULT AND DISCUSSION

1. Data descriptions, Findings, and Analysis

1. Types of Code Switching Used in Boy William's Youtube channel

Table 1. Types of Code Switching Used in Boy William's Youtube channel

No.	Types of Code Switching	The Number of Occurrences	Percentage
1.	Estabilishing Continuity with the Previous Speaker	6	7,59%
2.	Inter-Sentential Switching	28	35%
3.	Intra-Sentential Switching	34	42,5%
4.	Emblematic Code Switching	11	13,75%
Total Data		79	100%

This study discovered 79 code switching in total data, which were only divided into four types according to the table above. The appearance of estabilishing continuity with the previous speaker 7 times, the appearance of inter-sentential switching 28 times, the appearance of intra-sentential switching 34 times, and the appearance of emblematic code switching 11 times. The table shows that intra-sentential has the highest frequency with 34 occurrences.

a. Estabilishing Continuity with the Previous Speaker

This type of code switching occurs to continue the preceding speaker's statement. Language modifications occur in clause boundaries, insertion with tags, exclamation, and a specific set of phrases to continue the preceding speaker's utterance (Hoffman, 2014).

(1) Boy : *How are you now? Are you okay ?*

BCL : Well more good days than a bad days I think that's why I can say. *Gue ngerasa gue udah ngerasa kayak gue udah kehilangan pasangan gue piker ga ada seseorang yang ngerti gue kayak Asraf ngertiin gue.*

(Boy : *How are you now? Are you okay?)*

(BCL : *Well more good days than a bad days I think that's why I can say. I feel like I've already lost my partner, thinking*

there's no one who understands me like
Asraf understands me.)

The utterances above belong to establishing continuity with the previous speaker because the conversation begins with Boy asking, "How are you now? Are you okay?" Boy is speaking in English, seeking to check on BCL's well-being. BCL, in response, begins in English ("Well, more good days than bad days...") show the continuity with the previous speaker and then she switch to Indonesian ("Gue ngerasa gue udah ngerasa kayak gue udah kehilangan pasangan gue piker ga ada seseorang yang ngerti gue kayak Asraf ngertiin gue."). The BCL's transition into Indonesian helps to express a deeper, more personal sentiment that may be challenging to convey in English and expresses complex emotions that are culturally and emotionally significant.

b. Inter-sentential Switching

According to Hoffman (2014), inter-sentential switching occurs between phrase or sentence boundaries, when each clause or sentence is delivered in one language.

(2)Maudy : *Yes I'm quite passionate about that too.* Mungkin karena itu something yang masih sensitif juga disini gitu

Maudy: Yes, I'm quite passionate about that too. Maybe it's because it's something that is still sensitive here.)

The utterance above belong to inter-sentential switching because Maudy switches from English to Indonesian between two distinct sentences. The switch occurs between two separate sentences, one in English and one in Indonesian.

c. Intra-Sentential Switching

Intra-sentential switching, in other words, occurs within a sentence (Hoffman, 2014).

(3)Boy : *We all know the news,* karena banyak banget yang ngikutin BCL juga.

(Boy : We all know the news, karena banyak banget yang ngikutin BCL juga.)

The utterance above belong to intra-sentential switching because the sentence begins in English ("We all know the news"), and then switches to Indonesian with the phrase "karena banyak banget yang ngikutin BCL juga.". There is a smooth transition between the two languages within a single statement as the speaker begins the sentence in English and then seamlessly transitions to Indonesian without any delay or disruption.

d. Emblematic Code Switching

This code switching is just inserting a tag, exclamation, and certain set words in one language into an entirely in the other language utterance such as right, isn't it, and so on (Hoffman, 2014).

(4)Boy : If only we had drinks right now, *ya?*

(Boy : If only we had drinks right now, right?)

The utterances above belong to emblematic code switching because the words “ya?” is switch from English to Indonesian. It emphasizes a conversational, recognizable, or culturally particular manner of speech, adding another level of meaning or tone. By employing "ya?", the speaker is integrating a word that is emblematic.

2. Function of Code Switching Used in Boy William’s Youtube channel

Table 2. Function of Code Switching Used in Boy William’s Youtube channel

No.	The Function of Code Switching	The Number of Occurrences	Percentage
1.	Quotation	2	2,53%
2.	Adresses Specification	1	1,25%
3.	Interjection	34	42,5%
4.	Reiteration	2	2,5%
5.	Message Qualification	27	33,75%
6.	Personalization and Objectivization	13	16,45%
Total Data		79	100%

From the table above it can be seen that the appearance of quotation is 2 times, the appearance of addresses specification is 1 times, the appearance of interjection is 34 times, the appearance of reiteration is 2 times, the appearance of message qualification is 27 times, and the appearance of personalization and objectivization is 14 times. The highest frequency is interjection with 34 occurrences.

a. Quotation

The quotation function means that the speaker switches languages to quote someone else's speech and report it in the conversation.

(5) Boy : What did you tell Noah at that time, what happen to daddy ?

BCL : Daddy was fainted, we need to go to the hospital. *Gue nelfonin semua orang, terus ada fotografer yang masih bangun bilang “kok lu tetap bawa Ashraf ke rumah sakit kalau lu tau dia udah ga ada”. Gue tau juga ini bukan pingsan.*

(Boy: What did you tell Noah at that time? What happened to daddy?)

(BCL: Daddy was fainted, we need to go to the hospital. I called everyone, then there was a photographer who was still awake and said, "Why are you still taking Ashraf to the hospital if you know he's already gone?" I also knew this wasn't just fainting.)

The utterances above belong to quotation functions of code switching because Boy begin with English and BCL answered with English first and then switches her languages to Indonesian, the phrase "kok lu tetap bawa Ashraf ke rumah sakit kalau lu tau dia udah ga ada" is a direct quotation. This part represents what someone else said, in this case, a photographer. It reflects the speaker's memory or recounting of someone's words in their original language.

b. Addressee Specification

Code switching directs the message to a number of recipients, with the aim of notifying the other person (Gumperz, 1982) .

(6) Boy : By the way, *you my superstar friend*, what is it like to be you? Gue penasaran deh masuk ke dalam tubuh lu gitu.

(*Boy : By the way, you my superstar friend, what is it like to be you? I'm curious about what it would be like to go inside your body.*)

The utterances above belong to addressee specification because Boy starts in English: "By the way, you, my superstar friend, what is it like to be you?". Then switches to Indonesian (Gue penasaran deh masuk ke dalam tubuh lu gitu). The phrase "superstar friend" could be an affectionate or playful way to address Raisa this is adding a sense of intimacy or familiarity. Also suggests a close relationship or informal rapport between the speaker and the addressee.

c. Interjection

According to Gumperz (1982), code switch is used to indicate an interjection or sentence filler in different situations. The speaker's use of an interjection or a sentence fragment into the expression used to convey emotions or get attention.

(7) Karen : Aku ga bisa sih kaya gini, *it's so weird*.
(*Karen : I can't do it like this, it's so weird.*)

The utterances above Karen switches between Indonesian and English, "Aku ga bisa sih kaya gini" this part is a straightforward statement in Indonesian, where Karen expresses difficulty with something and then she switched to English "it's so weird" this phrase is an interjection that adds extra emphasis to Karen's emotional reaction.

d. Reiteration

By switching, the specific message or a portion of it is intended to be repeated in the other language (Gumperz, 1982).

(8) Karen : *I'm point taken*. Ya bagus banget.
(*Karen : I'm point taken. It's really good.*)

The utterance above can be categorized as reiteration because the first sentence "I'm point taken" is in English. Here, Karen is likely acknowledging that she understands the point made by Boy's statement and then she switched her

utterances in Indonesian “Ya bagus banget”, this phrase serves to the agreement or approval expressed in the first part of the sentence. So, the second phrase in Indonesian restates and reinforces the idea of agreement, but with additional emphasis.

e. Message Qualification

Gumperz (1982), qualifying constructs like clauses, sentences, and phrases (verb and noun compliment) make up another significant set of switches. It depends on how well the speaker understands the specific conversational subject. The subject may occasionally be introduced in one language and discussed in another.

(9) Boy: *It's tiring not only that it's like heartbreaking you know sometimes this is my thing like i'm making the content so good and i have this vision oh my god a lot of people is going to like it, tapi banyak orang bakal nonton tiba tiba gak sesuai dengan ekspektasi.*

(Boy: *It's tiring not only that it's like heartbreaking you know sometimes this is my thing like i'm making the content so good and i have this vision oh my god a lot of people is going to like it, but many people will watch and suddenly it's not as expected.*)

The utterances above belong to message qualification because it can be seen that Boy begins by expressing his emotions in English while highlighting the time and emotional commitment they have made to his work. This establishes the message's tone by emphasizing the emotional annoyance. The earlier statement is qualified by the use of Indonesian, which adds a more informal or culturally unique dimension to the expression. Boy's frustration or realization that many people may watch the content but it may not live up to their expectations is conveyed by this language switch. This emotional realization may have a different resonance when expressed in Indonesian, possibly because of the speaker's relationship with the audience or the cultural context.

f. Personalization and Objectivization

The difference between talking about action and talking about action, the degree of involvement of the speaker in the message or distance from the message, whether the statement reflects personal opinion or knowledge, whether it refers to a specific example or has authority facts, which is publicly known (Gumperz, 1982).

(9) Maudy : *Seriously? That's what I'm like too.* Orang tuh selalu kaget karena orang menganggap artis tuh pasti ekstrovert padahal enggak.

(Maudy : *Seriously? That's what I'm like too.* People are always surprised because people assume that celebrities must be extroverts, but that's not true.)

Based on the utterance above Maudy addresses or establishes a connection with the listener directly by using English ("Seriously? That's what I'm like too"). In this situation, English is frequently seen as more casual and expressive, which aids in expressing surprise or sincerity. Here, the use of English personalizes the exchange and gives it a more casual or intimate feel, as though Maudy is telling a personal story.

In the Indonesian part of the sentence, Maudy explains the societal perception of artists being extroverts ("Orang tuh selalu kaget karena orang menganggap artis tuh pasti ekstrovert padahal enggak"). The explanation may now be given more organically within the cultural context thanks to the switch to Indonesian. When it comes to explaining cultural occurrences or societal standards, Indonesian may convey a sense of greater neutrality or formality. While the English portion retains a more individualized, subjective sense, the usage of Indonesian can give the explanation a more objective tone.

3. Factors of Code Switching Used in Boy William's Youtube channel

Table 3. Factors of Code Switching Used in Boy William's Youtube channel

No.	The Factors of Code Switching	Number of Occurrences	Percentage
1.	Participants	28	35,44%
2.	Solidarity	8	10%
3.	Social Context	23	28,75%
4.	Topic	22	27,5%
Total Data		79	100%

This study discovered 79 code switching in total data, which were only divided into four factors of code switching according to the table above. The appearance of participants 28 times, the appearance of solidarity 8 times, the appearance of social context 23 times, and the appearance of topic 22 times. The table shows that participants factor has the highest frequency with 28 occurrences.

a. Participants

Holmes (2013) stated that code switching is used by participants to communicate with their companions for certain purposes.

(10) Karen : *What about the old one*, bukannya kamu ada waktu itu yang warna putih?

(Karen : *What about the old one*, didn't you have that white one back then?)

The utterance above belong to participants factors because Karen starts with English, likely for ease or because it might be more common for her to ask a question in English. Then she switches to Indonesian for the second part, possibly because certain expressions or vocabulary in Indonesian (like "bukannya" or "warna putih") fit the context better. This example shows how the participants

factors and the individuals' characteristics affect the language used during communication.

b. Solidarity

Based on Holmes (2013) a speaker may use a comparable language as a symbol of group or membership with another.

(11)Maudy : Gak ada lah. *Women support each other.*

(Maudy : There's nothing. Women support each other.)

The utterances above belong to solidarity factors because the use of Indonesian ("Gak ada lah") aligns the speaker with a local or cultural group that identifies with the language. The switch to English ("Women support each other") promotes solidarity among women, reinforcing the idea that women stand together, which strengthens the social bond and could be a way of showing support for others in the community.

c. Social Context

According to Holmes (2013) a switch in other dimensions, such as the status relationships between persons or the formality of their interactions, may also be reflected in a transition.

(13)Maudy : *Believe it or not, gue tu nggak yang kalau sama cowok tuh harus yang kayak sekolah disini disini pinter banget itu nggak.*

(Maudy : Believe it or not, i'm not the type who needs a guy to be like, 'he has to be really smart and excel in school here and there.)

The switching was done by Maudy because she switched from English "Believe it or not" to Indonesian "gue tu nggak yang kalau sama cowok tuh harus yang kayak sekolah disini disini pinter banget itu nggak". This utterances belong to social context factors because the use of English in the phrase "Believe it or not" adds emphasis and could be a way to capture attention or express disbelief. The statement "gue tu nggak yang kalau sama cowok tuh harus yang kayak sekolah disini disini pinter banget itu nggak" touches on personal values and norms that may be culturally specific. In Indonesian, Maudy may be highlighting a cultural or social expectation and contrasting it with something outside of that realm (the educational or intellectual expectations).

d. Topic

People may use code switching during a speech event to address a certain topic, as Holmes (2013) has previously said.

(14) Boy : *Take me back to the how you started it, bukannya dulu kayak mau ikutan Viera?*

(Boy : Take me back to the how you started it, weren't you supposed to join Viera before?)

In the utterance above, there is topics that happened in the utterance. The utterance switch from English “take me back to the how you started it” to Indonesian “bukannya dulu kayak mau ikutan Viera?”. Boy responds what the speaker says before with English to Indonesian utterance and then make a topic as a question like the utterance above. So, the speaker will answered the question based on topic.

2. Discussion

Based on the finding of the types of code switching, the finding show that Boy William and his guest star in the videos often used intra-sentential switching when they communicate with 42,5% frequency. This analysis aligns with Hoffman (2014) which categorized four types of code switching, namely establishing continuity with the previous speaker, inter-sentential code switching, intra-sentential code switching, and emblematic code switching. Hoffman (2014) stated that intra-sentential switching occurs within a sentence, it has been demonstrated that when they switch languages inside a same sentence, it is the most dominant switch. This study has similarities Wiraputri , Sulatra, Putra (2021) which examined youtube videos as the data to analyze the code switching. This research also stated that intra-sentential switching is the most dominant type use in these videos.

In this study, the finding show that the speaker in the videos often used interjection function when they communicate with 42,5% frequency. This findings aligned with the study of Gumperz (1982) which categorized six types of function of code switching, there are quotation, addresses specification, interjection, reiteration, message qualification and personalization and objectivization. Gumperz (1982) stated that the speaker's use of an interjection or a sentence fragment into the expression used to convey emotions or get attention. It is shown that they switch their languages used a sentence fragment to convey their emotions. This study's findings also resonate with the previous study by Putu Ary Wira Dharma and I Komang Sulastra (2024). This study also used Gumperz theory for the function of code switching, the most dominant function of code switching was interjection.

The finding show that the speaker switch the language by the participants factor with a contribution 36,25%. This study related to Holmes (2013) which categorized four types of factos of code switching, namely participants, solidarity, social context and topic. Holmes (2013) stated that code switching is used by participants to communicate with their companions for certain purposes. This study is different with the previous study by Rino Tri Wahyudi, M. Bahri Arifin, Ririn Setyowati (2018) because in this study they found four factors, such as participant, setting, topic, and function. The most dominant factors that found in this study is setting of the conversation.

D. CONCLUSION AND SUGGESTIONS

There are four types of code switching found in Boy William's Youtube channel such as, establishing continuity with the previous speaker, inter-sentential switching, intra-sentential switching, and emblematic code switching. From 79 utterances found, intra-sentential switching was the most dominant type of code switching used with 34 appearances on the Boy William Youtube channel. The use of intra-sentential switching in this utterance refers to the practice of switching between languages within a single sentence.

There are 6 types of the function of code switching found in these videos, such as quotation, addresses specification, interjection, reiteration, and personalization and objectivization. The most dominant function used is interjection with 34 occurrences. In this case, interjection is used to indicate an interjection or sentence filler in different situations. The speaker's use of an interjection or a sentence fragment into the expression used to convey emotions or get attention.

There are 4 factors of code switching, namely participants, solidarity, social context and topic. Participants was the most dominant factors used with 29 appearances. The use of participants refers to communicate with their companions for certain purposes.

So, the result showed that the speakers in the videos on the Boy William Youtube channel were deserving of examination in light of their dual-language proficiency. The future research should find effective solutions to code-switching issues.

According to the research's findings, there are numerous opportunities for future research on the subject of code-switching, because this study solely looks at the kind and the rationales in accordance with the pertinent theories. As a result, the researcher recommends that future researchers interested in this topic will examine data from different sources.

Code-switching can be analyzed in a variety of ways, not just from television, novels, or films, but also from YouTube, podcasts, radio, advertisements, social media, the community, and much more. Because of this, code-switching research may take some forms in the future.

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