Ni Komang Ayu Sri Pratiwi[1]
I Komang Sulatra[2]

CODE-SWITCHING FOUND IN "ABIBAYU TALKS ABOUT THE AMBITION OF CONTENT MAKING" ON SPOTIFY

Abstrak

Penelitian ini bertujuan untuk mengetahui jenis alih kode dan menganalisis alasan alih kode yang ditemukan dalam the Friday Podcast: Abibayu Talks about the Ambition of Content Making. Penelitian ini merupakan penelitian kualitatif dengan mengambil data dari salah satu podcast di The Friday Podcast. Studi ini menggunakan teori Poplack (1980) dalam mengkategorikan jenis-jenis alih kode. Teori Hoffmann (1991) digunakan untuk pemeriksaan alasan alih kode. Sumber data berisi tiga jenis alih kode yang berbeda, yaitu; *tag-switching, inter-sentential switching*, dan *intra-sentential switching*. Hanya ada enam dari tujuh alasan alih kode yang teridentifikasi seperti mengungkapkan perasaan tentang sesuatu, interjeksi, maksud mengklarifikasi tuturan untuk lawan bicara, membicarakan topik tertentu, mengutip kata-kata seseorang, dan pengulangan yang digunakan untuk klarifikasi. Berdasarkan temuan, peralihan *intra-sentential switching* mendominasi alih kode dan pembicaraan tentang topik tertentu merupakan kejadian yang paling dominan dalam alasan alih kode.

Kata Kunci: Code-Switching, Podcast, Tipe

Abstract

This study aims to find out types of code-switching and analyze reasons of code-switching found in the Friday Podcast: Abibayu Talks about the Ambition of Content Making. This is a qualitative study by taking the data from a podcast on Spotify. The study used Poplack's (1980) theory in categorizing code-switching types. Hoffmann's (1991) theory is employed for the examination of code-switching reasons. The data source contains three distinct types of code-switching, namely; tag-switching, inter-sentential switching, and intra-sentential switching. There are only six of seven reasons for code-switching identified such as expressing feeling about something, interjection, the intention of clarifying speech for the interlocutor, talking about a particular topic, quoting someone's word, and repetition used for clarification. Based on the findings, the dominant type found is intra-sentential switching, and the dominant occurrence for code-switching reason is talking about a particular topic in the reasons for code-switching

Keywords: Code-Switching, Podcast, Type

INTRODUCTION

Language is one of the communication tools used by human in society to communicate. Language can be used in spoken and written forms in the communication process. According to Dewi, Putri & Jayantini (2023), language is used by humans to convey their emotions in order to make an obvious delivery purpose to the listener. Therefore, it is very important to know about the language structure and its relation with society. There is a scientific study called sociolinguistics that discusses the relationship between society and language. Nowadays, many people tend to improve their ability to be bilingual in which more than one language can be mastered. According to Sinaga & Hutahaean (2020), two or more languages in bilingual communication are combined together. Romaine (as cited in Wibiani, et. al, 2021) mentioned that bilingualism involves the alternating use of two languages. This kind of phenomenon is called code–switching.

Code-switching describes as the utilization of multiple languages during the communication. Isnaini & Anindita (2022) stated that when people interact with others, sometimes they switch a language to a different language, this is called code-switching. This statement is also supported by Santiyani & Hikmaharyanti (2023), code-switching may happen when the speaker suddenly

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[1]Universitas Mahasaraswati Denpasar
email: komangayu0708@gmail.com

changes from one language to a second language in a communication process. Code-switching occurs when a sentence, phrase, or word switches to a different code or language. Code-switching is now a common thing that is done by many people, especially in Indonesia. Code-switching can be found easily not only in daily conversation but also in film, newspaper, magazine, and social media such as Instagram, YouTube, Twitter, Spotify, etc. Spotify. Spotify is audio streaming and media services provider with 489 monthly active users founded by Daniel EK and Martin Lorentzin in 2006 in Stockholm, Sweden (Wikipedia, 2022). Spotify has more than hundreds of songs, podcasts, and record labels. Based on Auriliya, et al. (2022) Podcast is a video or audio file that is posted on a media or site that can freely access by many people via the internet. A lot of public figures do their podcasts on Spotify, including Iyas Lawrence with his podcast named "The Friday Podcast". Many people are interested in watching The Friday Podcast since it usually talks about careers, experiences, social life, etc.

There are five previous studies used as references in conducting this research. The first is an article by Dewi, Putri & Jayantini (2023). The previous study focused to identify the code-switching types and reasons in Ini Talkshow YouTube Channel on Net TV. A theory stated by Hoffman (1991) was used to analyze code-switching reasons. Meanwhile, a theory stated by Apple and Muysken (1987) was employed to categorize code-switching types. The study used a combination of qualitative and quantitative methods. Three types of code-switching were found namely inter-sentential (40%), tag-switching (10%), and intra-sentential (50%). Meanwhile, there were only four code-switching reasons found out of seven reasons which were showing empathy about something (30%), the intention of clarifying the speech content for the interlocutor (10%), talking about a particular topic (40%), and repetition used for clarification (20%). Intra-sentential switching was the most occurrence found and talking about a particular topic was the most reason identified. The second previous research was conducted by Laksono & Novita (2020). This study focused to analyze the code-switching types, functions, and elements that impact the utilization of code-switching in a Vlog by Boy William. The study used a qualitative approach to analyze the data. There are three theories used in conducting this study which were the theory from Romaine (1995), Hoffman (1991), and Holmes (2001). The study found types of code-switching which were intra-sentential, inter-sentential, and tag-switching, and. Meanwhile, the functions found were talking about particular topics, interjection, expressing solidarity, clarifying the speech content for Interlocutors, and clarifying or expressing group identification. Four elements were discovered to impact the utilization of code-switching which were solidarity, participant, status, and topic.

The next article was compiled by Azyizah & Nuryanti (2022). The study aimed to investigate the functions, reason, and types for code-switching employed in the podcast. This study was conducted using a descriptive qualitative research approach. The theory suggested by Stockwell (2007) was used to analyze the types, theory proposed by Hoffman (1191) was used to analyze the reason, and the theory from Gumperz (1982) was used to analyze the functions. Based on the data, there were three kinds of code-switching which were intra-sentential switching, tag switching, and inter-sentential switching. Meanwhile, seven code-switching reasons were found which were expressing solidarity, interjection, talking about a particular topic, quoting somebody else, the intention of clarifying the speech content for the interlocutor, and repetition used for clarification. There are six functions found which were addressee specification, quotation, interjection, reiteration, objectification, and message qualification. The other study was conducted by Auriliya, Winarta, & Santika (2022). The study concentrated on discerning the types and reasons of code-switching in a podcast by Daniel Mananta. The qualitative descriptive method was used in analyzing the data collected. The theories applied to analyze the types were by Romaine (1989) and the by Apple and Muysken (1987) to analyze the functions. Based on the data, intra-sentential switching was the dominant occurrence found because when conveying the motivational message, the speaker is more comfortable using phrases, clauses, or words. Meanwhile, the metalinguistic function was the most dominant function that occurred in the speaker's utterances because the speaker wanted to make an impression on the listener by showcasing linguistic proficiency. The last study was conducted by Satyawati, Sulatra, & Winarta (2020). The study focused on the analysis of the types as well as the reason for code-switching identified in the utterances of Cinta Laura on the YouTube channel Trans TV Program. In analyzing the data, Poplack's (1980) theory was used to analyze

code–switching types, and theory proposed by Hoffman (1991) was applied to examine code-switching reasons. The research employed a qualitative approach. The research concluded that there were three of code-switching types found with 23 total data. The most dominant occurrence was intra-sentential switching (43,49%), followed by extra-sentential switching (39,13%), and inter-sentential switching (17,39%). Meanwhile, there are five reasons of code-switching found out of seven reasons. The most occurrence found was interjection (34,79%), followed by code-switching due to being emphatic about something (21,74%), then talking about a particular topic (19,39%). Meanwhile, repetition used for clarification and intention of clarifying speech content had the same percentage which is (13,04%).

Based on the explanation above, the occurrence of code-switching can be seen when the speaker switches from one language to a different language. Nowadays, this phenomenon is easily found anywhere, including in everyday life as well as on social media platforms. Therefore, it is important to know deeper about code-switching. Therefore, the objectives of this study involve identifying code-switching types and reasons utilized by Iyas Lawrence and Abibayu in The Friday Podcast on Spotify.

METHOD

A podcast on Spotify called The Friday Podcast hosted by Iyas Lawrence was used as the data source in this study. He joined Makna industry and created a podcast called Makna Talks but then the name changed to The Friday Podcast because the podcast was uploaded on Spotify. The guest stars also came from various backgrounds and usually talk about social life, self-branding, booming events, etc. One of the podcasts that is chosen as the data source is entitled "Abi Bayu Talks about the Ambition of Content Making." The descriptive qualitative method was used in analyzing code-switching types and reasons found in the data source. The analysis of the data involved utilizing Poplack's (1980) proposed theory to examine various code-switching types. Meanwhile, a theory stated by Hoffmann (1991) was used to examine code-switching reasons. An observation method was used in collecting the data. The data collection was carried out by several steps: First, find and choose a podcast file on The Friday Podcast that has a duration of around 50 – 55 minutes. Second, download and listen to the podcast and make the script to observe code-switching types as well as the reasons in Iyas Lawrence and the guest star's utterances. Third, Iyas Lawrence and Abibayu's utterances where the code-switching occurs are listened to carefully and repeatedly followed by note-taking in the script. Last, classify the data found into each type and reason for code-switching. The informal as well as formal methods were applied to present the result analysis. The formal method is used to present data in tabular form to present the occurrence and percentage. Meanwhile, the informal method is presented in the form of a description through the use of sentences and paragraphs to make it easy to understand

RESULT AND DISCUSSION

In this part, the results of this study are presented in tabular form based on the types found in the data source. The theory by Poplack (1980) was applied in identifying the code-switching types that occurred in a podcast titled "Abi Bayu Talks about the Ambition of Content Making." The data are presented in the table as follow:

Table 1. Code-Switching Types in Abi Bayu Talks about the Ambition of Content Making

No	Types of Code Switching	Occurrences	Percentage
1	Tag Switching	2	2%
2	Inter-Sentential Switching	20	16%
3	Intra-Sentential Switching	102	82%
	Total	124	100%

As can be seen in table 1, there were 124 data found classified into types of code-switching in the Friday Podcast "Abibayu Talks about the Ambition of Content Making." There were three types of code-switching found. According to the table, intra-sentential switching emerged as the predominant type of code-switching, accounting for 82% of the instances. Then,

continued by inter-sentential switching with 16% occurrence. While the tag switching was the lowest occurrence in the data source with only 2% occurrence.

Table 2. Code Switching Reasons in Abi Bayu Talks about the Ambition of Content Making

No	The Reason for The Use of Code Switching	Occurrence	Percentage
1.	Talking about a particular topic	76	61%
2	Quoting someone's word	1	1%
3	Expressing feeling about something	20	16%
4	Interjection	5	4%
5	Repetition used for clarification	4	3%
6	Intention of clarifying the speech for interlocutor	18	15%
7	Expressing group identity	0	0%
	Total	124	100%

As can be seen in the table above, 124 data were found and according to Hoffmann (1991), reasons for the use of code-switching are classified into seven reasons. There were only six reasons for code-switching found out of seven reasons in the Friday Podcast "Abibayu Talks about the Ambition of Content Making." The first reason is talking about a particular topic with 61% occurrence. This stands as the primary cause for employing code-switching within the podcast. Expressing feeling about something is the second finding with 16% occurrence. Then, the intention of clarifying the speech for the interlocutor occurred with a percentage of 15%. The interjection has a 4% occurrence. Then, repetition used for clarification occurred with 3%. The lowest occurrence is quoting someone's word with a 1% occurrence. Meanwhile, expressing group identity is not found since the topic of the podcast is Abibayu's early journey as a content creator and businessman. Therefore, everyday language that is understood by many people is used and there are no special terms that are rarely known by people used in this podcast.

Here are some examples of the results which describe code-switching types and reasons:

Tag Switching

Poplack (1980) outlined that tag switching happens if any tag or filler is added to a sentence without violating sentence grammar and syntactic order. For example, you know, I mean, right? The tag or filler can be inserted or removed without affecting the sentence.

Data 1:

Kedua karena memang, well, *gue sih kepepet jadi kayak eh mau ngapain lagi.*
(Second because, well, I have no time so it is like eh there is nothing to do anymore).

(28.43 – 28.48)

In the utterance above, in the middle of the sentence, the addition tag of the English word "well" occurred. The sentence began with Indonesian "Kedua karena" and after that the tag "well" is added. Then, the sentence is continued in the Indonesian language "gue sih kepepet jadi kayak eh mau ngapain lagi." Abibayu used the tag "well" to convey his second thought about why he took any opportunities that exist to generate his income. It can be seen clearly that the speaker added a tag in the sentence in another code which is English, meanwhile, the sentence is based on the Indonesian language. Therefore, data 1 is identified to tag switching. The tag-switching above occurs due to Interjection. The interjection "well" is used because the speaker wants to emphasize the reason why he took the opportunity to generate his income. "According to Hoffman (1991), interjection occurs when the speaker inserts any fillers in a sentence to strengthen the command or thought.

Data 2:

So, *ini ya rasanya ya*.
(So, this is how it feels)
(0.50 – 0.0.52)

In the data above, the tag of the English word "so" is inserted at the beginning of the sentence, and continued with the Indonesian language "ini ya rasanya ya." The word "so" is used as a conjunction at the beginning of a sentence. After greeting the host, Abibayu wanted to

convey his feelings when he became a guest star on the Friday Podcast. To continue the conversation, Abibayu added the word "so" which is equivalent to "jadi" in Indonesia to make the conversation run smoothly. Based on the analysis, the code-switching type of the data is tag switching. Code-switching due to interjection has occurred in the data. This is because Abibayu added a sentence connector which is "so" in his utterance in order to get the attention from the interlocutor before he convey his statement. According to Hoffman (1991), code-switching due to interjection occurs in a sentence because the speaker wants to strengthen the command or give a strong emotion.

Inter-Sentential Switching

As outlined by Poplack (1980), inter-sentential switching takes place when a speaker changes languages between sentences or within a complete sentence. Switching usually occurs at the boundary of clauses or sentences where the clauses or sentences are in different languages.

Data 3:

That's what I enjoy looking at some nice old-school relationships *dan gue ngeliat kalian liburan ke Bali, Bali kan itu?*

(That's what I enjoy looking at some nice school relationships and I see you had a trip to Bali, it is Bali right?)

(37.00 – 37.09)

As can be seen from the data above, there is an utterance that consists of two clauses. Both of the clauses were uttered in different languages. The English language was used in the first clause "That's what I enjoy looking at some nice old-school relationships" and then in the second clause, the speaker switched the code to Indonesian language "gue ngeliat kalian liburan ke Bali, Bali kan itu?" The switching is indicated by clause boundary. The two clauses are connected by the coordinative conjunction "dan" which means the two clauses are equal. In the first sentence, Iyas conveyed that he liked to see the old school relationships as Abibayu and his girlfriend. In the second sentence, Iyas conveyed that he knew Abibayu with his girlfriend went to Bali and Iyas wanted to make sure about that. Therefore, data 3 can be classified into inter-sentential switching. Hoffman (1991) argues that talking about a particular topic is one of code-switching reasons. The speaker feels free to convey their emotions, opinion, or even anger in other than their mother language. This can disguise their feeling about things or someone. According to the explanation, code-switching due to talking about a particular topic has occurred in the data since the speaker talked about the old-school relationship and the interlocutor's trip to Bali.

Data 4

Selamat datang Abibayu di Makna Talks. How does it feel?

(Welcome Abibayu in Makna Talks. How does it feel?)

(0.41 – 0.48)

Data 4 showed the occurrence of inter-sentential switching. The data has two clauses. The first clause is started in Indonesian "Selamat datang Abibayu di Makna Talks." In this sentence, he greets the guest star which is Abibayu in his podcast. The second clause is conveyed in the English Language "How does it feel?" Iyas asked Abibayu about how it feels to be a guest star in his podcast. The switched from Indonesian clause to English clause is identified as inter-sentential switching since the two clauses' are uttered in different languages. This inter-sentential switching has a specific reason. Expressing feeling about something is the reason of the switching in this data. Someone who talks in another code sometimes wants to emphasize a point or feeling. Hoffman (1991) stated that individuals may switch from their second language to their native language, either purposefully or inadvertently. It can be seen that Iyas asked about his guest star's feeling about how to be in his podcast.

Data 5

Yaudah kita buka. It's one of the things keep me running.

(So, we just open it. It's one of the things keep me running)

(26.56 – 27.02)

Data 5 is categorized into inter-sentential switching. In the first clause, the Indonesian language was used "Yaudah kita buka." Then it is followed by the English language in the second clause "It's one of the things keep me running." The first clause was uttered by Abibayu

when he talk about his decision to participate in starting a barber business. The second clause was uttered by Abibayu when he talk about one of the barber businesses that he started and the business kept him afloat and continued to grow during the pandemic. The change of one code into another code in the clauses above then made a boundary. According to Hoffman (1991), code-switching makes the speaker feel free to express their opinion. Based on data 5, Abibayu switched the code from Indonesian to English language since he felt free or comfortable conveying his opinion about his own business that kept him running in the pandemic situation by using the English language.

Data 6

I always curious. *Kaya kenapa namanya ayam bumbu rujak, kenapa padahal ngga ada rujaknya.*

(I always curious. Like why is the name *Ayam Bumbu Rujak*, whereas there is no *rujak* inside of it).

(40.40 – 40.44)

As can be seen in data 6, there were two clauses. The first clause "I always curious" was started in the English language and it was uttered by Abibayu when he conveyed his character that has always been someone who was curious about something. Meanwhile, the second clause "Kaya kenapa namanya ayam bumbu rujak, kenapa padahal ngga ada rujaknya," was uttered in Indonesian language. Abibayu uttered the clause when he talk about an example of curiosity in himself regarding the Indonesian food called ayam bumbu rujak. Based on the analysis, data 6 can be categorized as inter-sentential switching since there was a clause boundary that can be found in the clauses because of the code-switching. In this data, talking about a particular topic can be identified as the code-switching reason since in the first clause, the English language was used because Abibayu feels free to talk about his character and then he switch the language to the Indonesian language in the second clause so that he easily give an example about his curiosity because the example is related to Indonesian food. As stated by Hoffman (1991), the speaker switches language because he/she feels free to convey the thought, the emotions, regarding a topic.

Intra-Sentential Switching

Poplack (1980) argues that intra-sentential switching happens when a speaker changes from one code to a different code within a sentence or utterance. The switching may be in the form of a sentence, word, clause, or phrase, it relies on the needs of the speaker. The intricacy of this form of transition arises from the probable constraint of syntactic rules, coupled with the need for a comprehensive understanding of both grammatical structures and their interplay. There are 103 data are classified as intra-sentential switching. The example is as follows:

Data 7

Ya aku jelasin, explain *kenapa rasanya aku harus ke Jakarta sekolah lagi.*

(I just explain, explain why I should go to Jakarta for school again).

(11.24 – 11.29)

Data 7 can be classified to intra-sentential switching. As can be seen that there was a sentence consisting of two different languages. It was indicated by Indonesian to the English switching language within a sentence with no interruptions to indicate a switch. In the beginning, the Indonesian language used by the speaker "Ya aku jelasin lah" Afterward, the speaker continued the sentence by using the English word "explain" that was inserted by the speaker. The clause then continued and ended with Indonesian language "kenapa rasanya aku harus ke Jakarta sekolah lagi". Code-switching due to repetition used for clarification can be found as the reason of code-switching. The sentence started with the Indonesian language. The word "jelasin" was repeated in another language which was the English language "explain". The meaning of the word "jelasin" and "explain" is equivalent. The repetition happened because the speaker want to emphasize a point in order to avoid miscommunication. Hoffman (1991) stated that the repetition was aimed to clarify the speaker's utterance in order to make it clear and avoid any misunderstanding or miscommunication.

Data 8

The goal *adalah untuk majuin UMKM.*

(The goal is to develop the UMKM)

(49.16 – 49.18)

Data 8 showed the finding of intra- sentential switching. The switching from a code to a different code can be seen occurring within a sentence. The sentence in data 8 started on the English language "The goal" Then the Indonesian language "adalah untuk majuin UMKM" was uttered in the rest of the sentence but there is no interruption to indicate the switch. The utterance was uttered by Abibayu when he talked about the goal of Social Bread. Social Bread is a business that he joined with his friend named Edho Zell. Code-switching due to talking about a particular topic can be identified in data 8. According to Hoffmann (1991), the language switches because the speaker talks about a topic and the speaker feels more comfortable talking about the topic, the thought, and the emotion in another language. The English word "the goal" was used by Abibayu unconsciously because he felt more comfortable talking about his business goal in another language. In addition, the switch also emphasizes the topic that he talked about.

Data 9

Pasti ada up and down *lah cuma rata – rata cukup nyaman dengan penghasilan seperti itu.*
(There are up and down for sure but on average, quite comfortable with that kind of income)
(20.57 – 20.58)

There is a sentence in data 9. The sentence was based on the Indonesian language. There was a code switch that occurred in the sentence in which the English words "up and down" occurred in the middle of the sentence "Pasti ada up and down lah cuma rata – rata cukup nyaman dengan penghasilan seperti itu." The word "up and down" was equivalent to "naik dan turun" in Indonesia. The switch can be categorized as intra-sentential switching. During his discussion about his monthly earning that was not always good, there was sometimes a position where his income will decrease. 'Abibayu' unintentionally does the code switch without realizing it. The switch happened in the middle of the sentence without interruption, pause, and hesitation to show the switch. Based on the theory from Hoffman (1991), in order to ensure the comprehensibility of the conversation, the speaker might opt for terms that are more recognizable to the listener. The English words "up and down" is commonly used in daily conversation. It influenced the speaker in switching the code from Indonesian to English. The sentence above was uttered in the situation of talking about business. Based on the sentence, the phrase "up and down" means there will be phases where the speaker's income will go up and down, it won't stay that way. The speaker choose the words "up and down" because it was more familiar than the words "naik dan turun." Regarding the analysis, the data is identified as code-switching due to intention of clarifying the speech for the interlocutor.

Data 10

Iya, ketika tampil jadi kayak "wardrobe-*nya apa kak?" "Iya entar kita sediain."*
(Yes, when performing its like "What is the wardrobe?" "Yes, we will provide it.")
(17.17 – 17.23)

The data above showed that there is one sentence based on the Indonesian language "Iya, ketika tampil jadi kayak "wardrobe-nya apa kak?" "Iya entar kita sediain." There was a switch from Indonesian to English language in the middle of the sentence. The word "wardrobe" occurred in the middle of the sentence without any pause or interruption, the word "wardrobe" was equivalent to "pakaian" in Indonesia. The speaker 'Abibayu' was unaware of the switch when he conveyed that he always asks about the outfit that he will use when he attended television programs. Therefore, the switch can be categorized to intra-sentential switching. Data 10 can be identified as code-switching due to quoting someone's word. Based on Hoffman (1991), sometimes people switch from one code to another code because people usually quote famous words stated by a well-known or famous person. A quote could be taken from people's wise words based on their experience whether in family, love, etc. In the data, Abibayu switched from Indonesian to English due to quoting someone's word. The sentence "Iya entar kita sediain" was uttered by someone else who take care of his wardrobe when he was performing on television. The speaker quoted that word because he wanted to tell the interlocutor that before he did the performance on television, he always asked about the wardrobe that he will use and as always the person who take care of his wardrobe had the same answer.

CONCLUSION

This study is focused on examining both the types in which code-switching is employed and the reasons for its usage in The Friday Podcast: Abibayu Talks about the Ambition of Content Making. The first aim is to analyze the code-switching types found in the podcast. Based on the findings, three types of code-witching are found. The first is tag-switching, there are 2 utterances found that can be categorized as tag-switching with a percentage of 2%. The second is inter-sentential switching, in this type, 20 utterances were found with a percentage of 16%. The last type found is intra-sentential switching, there were 102 occurrences found with a percentage of 82%. The secondary objective is to identify the reasons behind code-switching within the podcast. Based on the finding, there are only six out of seven reasons found. First is, code-switching due to talking about a particular topic. This is the primary cause for the speaker's code-switching. The data found were 76 utterances with a percentage of 61%. The second is 20 data found due to expressing feeling about something with a percentage of 16%. Third, the intention of clarifying speech for interlocutor with 18 data and the percentage is 15%. Then, followed by interjection. There were 5 data found due to interjection and it has a percentage of 4%. Afterward, 4 data found of code-switching reasons due to repetition used for clarification. The percentage for this type is 3%. The last type found is quoting someone's word which is the lowest type of code-switching reason found in the data source. There were only 1 data found and the percentage is 1%. Meanwhile, expressing group identity is not found since the topic of the podcast is only talk about the guest star's experience to reach his goals and the everyday language used in the podcast.

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