

**ANALYSIS OF USING CODE SWITCHING IN MAUDY AYUNDA
YOUTUBE CHANNEL**

Thesis



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ANALYSIS OF USING CODE SWITCHING IN MAUDY AYUNDA YOUTUBE CHANNEL

ABSTRACT

This study aims to analyze the use of code-switching in selected videos on Maudy Ayunda's YouTube channel. As a bilingual public figure and influencer, Maudy frequently alternates between Indonesian and English in her content. The research focuses on identifying the types of code-switching present in her videos, including tag switching, inter-sentential switching, and intra-sentential switching. This study uses a qualitative descriptive method by transcribing and analyzing four selected videos published between February and May 2023. The findings reveal a total of 26 instances of code-switching: 12 inter-sentential, 11 intra-sentential, and 3 tag switching. The dominant type used is inter-sentential code-switching. The results indicate that Maudy Ayunda uses code-switching not due to language limitations but to express her identity, enhance clarity, and connect with a broader audience. This phenomenon reflects the influence of her educational background and bilingual environment. The study contributes to sociolinguistic understanding by highlighting how code-switching is employed by influencers on social media, particularly on YouTube, as a means of communication and self-expression.

Keywords: Bilingualism, Code-switching, Sociolinguistics, Influencers, Social media, YouTube.

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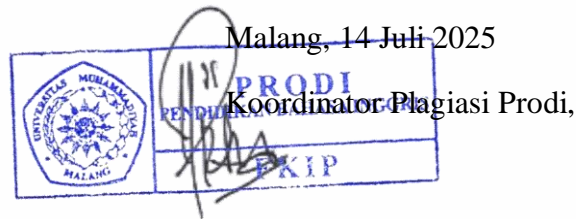
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