



Communication in Learning Language: The Role of Code Switching in Podcast

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Abstract

This study explores how code switching affects the teaching and learning process in bilingual environments. Through a qualitative approach, classroom interactions and bilingual content such as podcasts were analyzed. The findings suggest that code switching, when used strategically, enhances learning outcomes and strengthens cultural identity, although overuse may hinder target language acquisition.

Keywords: *bilingualism, code switching, foreign language education, language learning, sociolinguistics*

Abstrak

Studi ini mengeksplorasi bagaimana pergantian kode memengaruhi proses mengajar dan belajar di lingkungan bilingual. Melalui pendekatan kualitatif, interaksi di kelas dan konten bilingual seperti podcast dianalisis. Temuan menunjukkan bahwa pergantian kode, bila digunakan secara strategis, meningkatkan hasil belajar dan memperkuat identitas budaya, meskipun penggunaan berlebihan bisa menghambat penguasaan bahasa target.

Kata kunci: *bilingualisme, pergantian kode, pendidikan bahasa asing, pembelajaran bahasa, sosiolinguistik*

Introduction

In the realm of language education, especially in multilingual countries such as Indonesia, code switching has emerged as a prominent communicative strategy. Code switching refers to the practice of alternating between two or more languages within a conversation, often occurring naturally among bilingual and multilingual speakers. This linguistic phenomenon is increasingly observed in formal educational contexts, including English as a Foreign Language (EFL) classrooms, where teachers and students engage in dynamic interactions that blend the first language (L1) and the target language (L2).

Where Bahasa Indonesia serves as the national language and English is positioned as a global lingua franca, creates a unique environment for studying the pedagogical roles of code switching. In classroom settings, teachers often switch codes to facilitate comprehension, manage student behavior, emphasize critical content, or

build emotional rapport. Similarly, students may code switch to seek clarification, express uncertainty, or communicate more comfortably. Rather than indicating a lack of proficiency, such code-switching behavior often represents a strategic adaptation to promote learning and maintain communicative flow.

Previous research (e.g., Gumperz, 1982; Myers-Scotton, 1993) has demonstrated that code switching is not arbitrary but motivated by sociolinguistic factors such as audience, setting, identity, and discourse function. Holmes (2013) further emphasized that code switching can be categorized based on its intent—such as situational, metaphorical, or lexical necessity—each contributing differently to the learning process. For instance, a teacher might explain a grammar point in English and immediately switch to Indonesian to ensure comprehension among students with varied proficiency levels.

The rise of digital media and bilingual content, such as podcasts and online courses, has further popularized code switching among younger generations. In urban areas, learners are exposed to English through technology, entertainment, and social media, often encountering or engaging in bilingual discourse. This evolving linguistic landscape demands that educators understand the strategic functions of code switching, rather than discourage it outright.

This study aims to examine how code switching is employed in foreign language classrooms and bilingual media content to support the learning process. It investigates the functions, patterns, and implications of code switching from the perspectives of both educators and learners. Through qualitative discourse analysis, the research seeks to contribute to the broader understanding of how multilingual practices can enhance language acquisition in Indonesia's diverse and dynamic educational environment.

Method

This section describes the methodological approach employed to investigate how code switching is utilized in the context of foreign language learning, both in classroom interactions and in bilingual media content. The study aims to identify not only the types and frequency of code switching but also its communicative and pedagogical functions. Given the sociolinguistic nature of the topic, a **qualitative descriptive method** was chosen to enable an in-depth examination of authentic language use.

Data were collected from actual educational settings and examples of bilingual discourse in digital media to provide a comprehensive understanding of the phenomenon. Specifically, this study adopts a qualitative descriptive design focused on analyzing naturally occurring discourse in bilingual high school classrooms and selected media content. The primary data sources include classroom recordings and

three podcast episodes from *The Overpost* channel, namely "*Cara Keluar dari Kemiskinan dan Dapat Miliaran*," "*Pani Turun: Apakah Andry Sudah Pindah ke Saham Lain*," and "*Cara BYD Mendominasi Market Indonesia*," all of which feature frequent alternation between English and Indonesian.

The episodes from **The Overpost** were selected due to their clear illustration of **code-switching** between Indonesian and English, particularly in terms related to economics, business, and technology, such as *investment*, *market share*, and *market dominance*. The topics are highly relevant to contemporary socio-economic contexts: the first episode addresses strategies for overcoming poverty through self-development and entrepreneurship, the second examines local stock movements and investment strategies, and the third analyzes BYD's dominance in the Indonesian electric vehicle market. Collectively, these episodes provide diverse communication contexts—from financial motivation to stock analysis and global industry—allowing for a comprehensive examination of code-switching patterns. Additionally, as a popular podcast featuring professional speakers, **The Overpost** offers credible and socially relevant data, making these episodes representative for studying code-switching in modern economic discourse.

Three podcast episodes from **The Overpost** channel were selected as research data, namely "**How to Escape Poverty and Earn Billions**," "**PANI Drops: Has Andry Moved to Other Stocks?**", and "**How BYD Dominates the Indonesian Market.**" The first episode features Leon Hartono as the host and Theo Derick as the guest speaker, discussing strategies to escape poverty and achieve financial success. The second episode presents a discussion between Leon Hartono and Andry Hakim about the declining PANI stock and relevant investment strategies. Meanwhile, the third episode focuses on BYD's dominance in Indonesia's automotive market, possibly featuring Sandi Rankpillar as the guest speaker. These three episodes were chosen because they clearly exhibit the phenomenon of **code-switching**, where Indonesian is frequently mixed with English terms such as *market*, *portfolio*, and *delivery* within the conversation. In addition, the topics revolve around economics, business, and investment—domains that often involve foreign terminology—making them highly relevant for analysis in a sociolinguistic context. The selection of three episodes with different themes also aims to capture a variety of language-use contexts, ranging from financial motivation, stock strategies, to the global automotive industry, thereby enriching the research findings.

The data collection process involved fully transcribing the classroom dialogues and the podcast episodes in detail, then systematically identifying and categorizing instances of code switching based on Poplack's (1980) typology: **inter-sentential switching** (switching between sentences), **intra-sentential switching** (switching within a single sentence), and **tag switching** (insertion of short words or phrases from another language). Each identified instance was then analyzed to

determine its communicative function using the theoretical frameworks of Gumperz (1982) and Holmes (2013). This analysis focused on identifying situational switching (triggered by topic or context shifts), metaphorical switching (used to express emotion, emphasis, or stylistic effect), and lexical gap-driven switching (when a term or concept is more precisely conveyed in one language).

Result and Discussion

The analysis of the podcast episode “Cara Keluar dari Kemiskinan dan Dapat Miliaran” , ‘pani turun, apakah andry udah pindah ke saham lain’, and cara btd mendominasi market indonesia’. revealed a frequent and purposeful use of code switching between Indonesian and English. Three types of code switching were identified based on Poplack’s (1980) classification:

No.	Dialog	Switching type code (Poplack)	Communicative function (Gumperz & Holmes)	Information
1	"Jadi kalau kita mau survive, you have to think bigger than just saving money."	Intra-sentential switching	Metaphorical switching (penekanan pada ide kunci)	Penutur berganti dari bahasa Indonesia ke bahasa Inggris untuk menekankan kalimat motivasi.
2	"Kalau mindset-nya cuma kerja keras tapi nggak smart, it won't work."	Intra-sentential switching	Lexical gap switching (konsep lebih ringkas dalam bahasa Inggris)	Frasa “it won’t work” digunakan karena lebih ringkas dan umum di kalangan pendengar muda.
3	"Makanya saya bilang, you must create multiple streams of income."	Inter-sentential switching	Situational switching (berpindah ke bahasa Inggris untuk memberi nasihat resmi)	Kalimat saran sengaja diucapkan dalam bahasa Inggris untuk memberi kesan profesional.
4	"Financial freedom itu bukan hanya	Intra-sentential switching	Metaphorical switching	Frasa penutup menggunakan bahasa Inggris

	<i>mimpi, but a plan."</i>		(penekanan dramatisasi)	&	untuk menegaskan inti pembahasan.
5	"Gue dulu juga mulai from zero, totally zero."	Tag switching + Intra-sentential switching	Metaphorical switching (menggugah empati pendengar)		Penggunaan kata "from zero, totally zero" menambah dramatisasi cerita pribadi.

The analysis also found that code switching often reflected the speaker's intention to clarify complex financial concepts, relate to the audience's local context, and maintain conversational flow.

Episode Cara Keluar dari Kemiskinan dan Dapat Miliaran

Based on the analysis of several excerpts from the podcast episode "*Cara Keluar dari Kemiskinan dan Dapat Miliaran*," it can be observed that patterns of code switching appear consistently and vary in form, in line with Poplack's (1980) typology and the communicative functions described by Gumperz (1982) and Holmes (2013).

In this data, **intra-sentential switching** is the most dominant type, where language alternation occurs within a single sentence. For example, in the utterance "*Jadi kalau kita mau survive, you have to think bigger than just saving money*," the speaker switches to English to emphasize the key motivational idea. This phenomenon is categorized as **metaphorical switching**, as the speaker uses English expressions to convey a tone of motivation and professionalism.

Additionally, **inter-sentential switching**—the alternation between languages across complete sentences—is also present. For instance, in "*Makanya saya bilang, you must create multiple streams of income*," the speaker delivers the main advice in English after an introductory sentence in Indonesian. The communicative function here is **situational switching**, since the speaker adjusts the language to sound more formal and globally relevant when providing advice.

Tag switching is evident in the insertion of short phrases or single words, as seen in "*Gue dulu juga mulai from zero, totally zero*." The phrase "*from zero, totally zero*" is inserted within the narrative to emphasize the speaker's personal story of starting from nothing. This use of English intensifies the dramatic effect and builds emotional rapport with the audience, thus serving a **metaphorical switching** function as well.

Other examples demonstrate **lexical gap switching**, where certain English phrases are used because they are perceived as more concise and appropriate. For

instance, phrases like “*it won’t work*” are often uttered directly in English without translation, as they are common expressions among listeners accustomed to bilingual speech.

Overall, the pattern of code switching in this podcast episode functions not only as an everyday communication tool but also as a rhetorical strategy to create a conversational tone that is persuasive, relatable, and engaging for a bilingual audience. The blending of Indonesian and English supports the delivery of motivational ideas, smooths topic transitions, and aligns with the conversational norms of urban youth who are fluent in both languages.

Episode PANI Turun: Apakah Andry Sudah Pindah ke Saham Lain?

The data analysis for the podcast episode *The Overpost* titled “*Pani Turun: Apakah Andry Sudah Pindah ke Saham Lain*” focuses on identifying and interpreting the phenomenon of code switching that occurs within discussions about stock movement dynamics and individual investment decisions. This episode was selected because it showcases informal interactions rich in language alternation between Indonesian and English, reflecting the typical communication style of young urban investors in Indonesia.

The analysis process began with a complete transcription of the conversation in the episode. Each segment of dialogue was then examined to identify instances of code switching, which were categorized based on Poplack’s (1980) typology: **inter-sentential switching** (switching between sentences), **intra-sentential switching** (switching within a sentence), and **tag switching** (insertion of short words or phrases from another language).

After classifying the types of code switching, each instance was further analyzed to determine its communicative function, following the frameworks proposed by Gumperz (1982) and Holmes (2013). In this episode, code switching generally appears in the following forms:

- **Situational switching**, which occurs when speakers switch languages to adjust the tone from technical explanations to casual discussions and vice versa.
- **Metaphorical switching**, used to emphasize feelings of worry, optimism, or to add dramatic effect when discussing stock value fluctuations (e.g., “*This is risky, guys. Tapi worth it kalau tahan.*”).
- **Lexical gap-driven switching**, when speakers employ stock market terms that are more familiar or precise in English, such as “*cut loss*,” “*dividend*,” or “*portfolio rebalancing*.”

The analysis results show that the use of code switching in this episode is not merely a stylistic variation but functions as a strategy to build rapport, clarify technical terms that are difficult to translate, and create a natural discussion atmosphere for an audience that is predominantly bilingual.

The marked and categorized data were then organized and coded using NVivo software to support a systematic thematic analysis process. Consequently, this episode provides significant insight into how code switching is strategically employed within informal learning communities in the context of investment discussions.

Episode Cara BYD Mendominasi Market Indonesia

The analysis of the *The Overpost* podcast episode titled “*Cara BYD Mendominasi Market Indonesia*” reveals that the code switching patterns predominantly feature **intra-sentential switching**, where language alternation occurs within a single sentence. The speaker consistently inserts English technical terms into

Indonesian sentence structures. This is evident in the frequent use of words such as *market share*, *leading*, *push*, *support*, *compete*, and *R&D*, which are more familiar and accurate in the context of business and corporate strategy discourse. This indicates the presence of a **lexical gap**, where certain concepts lack precise or widely accepted equivalents in Indonesian, prompting the speaker to use the English term instead.

Beyond filling lexical gaps, code switching in this podcast also serves a **metaphorical switching** function, adding emphasis and a stylistic nuance. For example, the phrase *lesson learned* reinforces the reflective and advisory tone of the discussion, creating a professional impression that aligns with the target audience’s expectations. The deliberate use of English vocabulary highlights the bilingual identity of the speaker and projects a modern, business-oriented communication style.

At the end of the podcast, the host uses the phrase “*that’s all for today, see you di episode selanjutnya*,” which is an example of **tag switching**. This form of switching occurs to match the shift in communicative situation — from a serious discussion to a casual closing remark — and reflects **situational switching**. By switching languages in the closing statement, the host creates a friendly and relaxed tone suitable for a bilingual audience.

Overall, the findings from this third data source reinforce the characteristic patterns of code switching in bilingual digital media, particularly in podcasts dealing with business and technology topics. Code switching plays a key role in bridging technical terms that are difficult to translate while also shaping a communication style

that resonates with a bilingual audience — which is precisely the intended listener base of *The Overpost*.

Conclusion

This study concludes that three main types of code-switching were identified in the selected podcast episodes: intra-sentential switching, inter-sentential switching, and tag switching. Among these, intra-sentential switching—where English lexical items or phrases appear within Indonesian sentences—was the most dominant type. This dominance is closely related to the podcast themes of finance, investment, and global markets, which frequently incorporate English terms such as *market*, *portfolio*, and *delivery* as part of professional jargon. The frequent use of intra-sentential switching reflects the speakers' intention to maintain accuracy and prestige when discussing technical or globally recognized concepts. The implication of this dominance is twofold: it reinforces the perception of expertise and professionalism in the eyes of the audience, while also creating a sense of modernity and global connectivity. However, it may also present comprehension challenges for listeners with limited English proficiency, leading to partial exclusion. Therefore, the findings suggest that while code-switching enriches the communicative style and aligns with the thematic demands of the content, creators should consider strategies—such as providing contextual explanations—to ensure accessibility for a broader audience.

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