Code-Switching found in Nessie Judge's Instagram Captions

Ni Luh Ayu Sugianitri[1], I Komang Sulatra[2]
English Study Program Faculty of Foreign Languages, Mahasaraswati Denpasar University.
Jl. Kamboja No.11A Denpasar – Bali 80233
Correspondence Email: ayusugianitri1209@gmail.com

Abstract
The main goal of this research is to identify the types and to analyze the reasons of code-switching found in Nessie Judge's Instagram captions. This study focuses on the captions where both of Indonesian and English languages are alternated. The study employs both descriptive and qualitative approach. The analysis draws upon Poplack's theory (1980) to classify the types of code-switching present in the data, while Hoffman's theory (1991) is employed to examine the underlying reasons behind this language switch. Both formal and informal method employed in presenting the findings. The analysis reveals 18 data of inter-sentential Code-switching, 13 data of intra-sentential Code-switching, and 7 data of tag switching. The reasons for these Code-switching occurrences are diverse: talking about particular topic 37% of the instances, quoting someone's words 10%, expressing feeling about something accounts for 21%, interjections makes up 21%, repetition used for clarification constitutes 8% and expressing group identity represents 3%.

Keywords: *code-switching, instagram, caption and Nessie Judge*

Abstrak
Tujuan utama dari penelitian ini adalah untuk mengidentifikasi jenis-jenis dan menganalisis alasan-alasan penggunaan pergantian kode (code-switching) dalam captions di Instagram milik Nessie Judge. Penelitian ini berfokus pada captions di mana kedua bahasa, yaitu Indonesia dan Inggris, digunakan secara bergantian. Pendekatan deskriptif dan kualitatif digunakan dalam penelitian ini. Analisis mengacu pada teori Poplack (1980) untuk mengklasifikasikan jenis-jenis pergantian kode yang ada dalam data, sementara teori Hoffman (1991) digunakan untuk menguji alasan-alasan yang mendasari penggunaan pergantian bahasa ini. Metode formal dan informal digunakan dalam menyajikan temuan-temuan. Hasil analisis mengungkapkan adanya 18 data pergantian kode antar-kalimat, 13 data pergantian kode dalam kalimat, dan 7 data pergantian kode jenis tag. Alasan-alasan di balik penggunaan pergantian kode ini bervariasi: pembahasan topik tertentu sebanyak 37% dari contoh-contoh, mengutip ucapan seseorang sebanyak 10%, mengekspresikan perasaan tentang sesuatu sebanyak 21%, seruan emosi (interjections) sebanyak 21%, pengulangan digunakan untuk klarifikasi sebanyak 8%, dan mengekspresikan identitas kelompok sebanyak 3%.

Kata kunci: *code switching, instagram, caption, and Nessie Judge*

Introduction

Language used in different social contexts offers valuable insights into the functioning of language in society. It provides valuable information about social interactions within communities and how individuals utilize language to express and shape their social identities. According to Finegan (1994: 3) People are not consistently use the standard language to make other people understand what the purpose of the speakers. People sometimes use language variation which is to show their identity. However, every human in this world can freely communicate in more than one language as long as the communication goes in proper way.

Nowadays it is common for individuals to intentionally switch between languages during communication. In language studies, this phenomenon is called code-switching. Code-switching appears in various forms of communication, such as oral and written communication, telephone communication, face-to-face communication, virtual communication, and so on. According to Hymes (1986), the act of code-switching, where individuals alternate between two or more languages, language varieties, or even speech styles, has become a common term of alternative used for communication in this world.

Poplack (1980) proposed that code-switching can be categorized into three distinct types: tag switching, inter-sentential switching, and intra-sentential switching. These classifications differentiate the various ways in which individuals switch between languages or language varieties within their speech. Tag switching refers to the phenomenon where bilingual speakers incorporate short expressions or tags from one language into another language at the end of their speech. This type of code-switching occurs when the tag word or phrase, as well as the main sentence, are in different languages (Poplack, 1980). Inter-sentential switching refers to the practice of inserting a complete sentence in a foreign language between two sentences in the base language. As noted by Poplack (1980), this type of code-switching occurs outside the clause or sentence boundary. According to Poplack (1980) Intra-sentential switching refers to the phenomenon where a speaker incorporates a word, phrase, or clause from a foreign language into a sentence in their native language. In some cases, the speaker may not even be aware that they are switching between languages, as they have a thorough understanding of both languages.

In this era, code switching is often spoken by various age levels, sucs as; children, teenagers, and adults also often used this code switching, for example Nessie Judge. She is an Indonesian YouTuber of mixed Pakistani and Dutch origin. This woman whose full name is Nasreen Anisputri Judge is also a model, singer, and content creator who is quite influential in Indonesia. This particular study centers around the utilization of code switching between Indonesian and English languages in Instagram captions. This research used Nessie Judge's Instagram captions as a data source. Because as we all know, Nessie is a YouTuber as well as an influencer, she often used code switching in her Instagram's captions to persuade viewers to be curious and watch the latest video content on her YouTube channel. She is also a person who has a good personality and makes a good impact on many people so that viewers are interested in watching her content videos.

Many studies have been conducted by researchers to analyze code-switching. They explored code-switching in various contexts, including YouTube videos, Instagram videos, captions, and dialogues in novels. The first study conducted by Juniari et al. (2021) entitled "Code-switching in Jika Kita Tak Pernah Jadi Apa-apa Novel" classified and analyzed code-switching types and reasons in Alvi Syahrin's novel using a descriptive qualitative method. The researchers employed Appel and Muysken's (1987) theory for classifying code-switching types and Hoffman's (1991) theory to explain the reasons behind code-switching in the novel. The study identified three types of code-switching: tag switching, intra-sentential switching, and inter-sentential switching, with inter-sentential switching being the most dominant.

The second study by Wiraputri et al. (2021) entitled "Code Switching Found in Cinta Laura's Video on Her Instagram" aimed to discover code-switching types and reasons in Cinta Laura's Instagram TV videos. The researchers used a descriptive qualitative approach and referred to Poplack's (1980) theory for code-switching types and Hoffman's (1991) theory for the reasons behind code-switching. The study identified three types of code-switching, with intra-sentential switching being the most frequently used. Metaphorical and situational code-switching types were prevalent in the data.

The third study by Clara and Inggitajna (2021) entitled "The Use Of Code Switching Sunnydahye's Instagram Caption," the focus was on exploring the types and functions of code-switching used in Sunnydahye's Instagram account. The study employed a descriptive qualitative method, and intra-sentential code-switching was found to be the most frequently used type in her captions. Code-switching as a message qualifier was also commonly used.

And the last study by Artiasih and Jayantini (2022) entitled "Code Switching Found in Researchers' Whatsapp Group 'Sitadewiku': How Does Code Switching Occur?" to identify code-switching types and functions in the WhatsApp group of researchers from Mahasaraswati Denpasar University. The study utilized a descriptive qualitative method and analyzed the types of code-switching using Romaine's theory (1995). The researchers identified three types of code-switching: code-switching, inter-sentential, and intra-sentential, with intra-sentential switching being the most prevalent. These studies share similarities and differences, focusing on analyzing code-switching types using the descriptive qualitative method. However, they vary in data sources, ranging from novels, Instagram videos, captions, and WhatsApp groups.

This study aims to examine the various forms of code-switching found in the captions used by Nessie Judge on her Instagram account. While recent and prior research have tackled similar subjects, distinctions arise in the research problem. Prior studies have delved into functions, motives, analyzed code-blending, and employed distinct theories, as elucidated in the dissimilarities and resemblances between each previous study and the current one. Nevertheless, akin to these past studies, this research aligns in its sociolinguistic focus, specifically concerning code-switching. This study used Instagram captions as the data source due to the platform's widespread popularity among people of all ages, including children, teenagers, adults, and parents who use it to share daily activities or for business purposes.

Method

In this research, two theories are employed. Their purpose is to aid in the recognition and resolution of issues. The initial theory, proposed by Poplack (1980), is utilized for the examination of Code-switching patterns, while the second theory, presented by Hoffman (1991), is applied to scrutinize the underlying causes of Code-switching phenomena. The data for this study was sourced from Nessie Judge's Instagram account. Within this account, a collection of 447 posts encompassing both videos and photos was identified. The selection of Nessie Judge's Instagram account was made due to the prevalence of code-switching within the captions of her posts. For the purpose of this journal, a subset of captions posted between 2020 and July 18, 2022, was specifically chosen by the researcher. The data collection process involved utilizing the observation technique to gather comprehensive insights from the data origin. The data collection procedure consisted of four stages: 1) Accessing Nessie Judge's Instagram profile, 2) Reviewing the textual content accompanying the posts, 3) Recording instances of captions containing code-switching, and 4) Categorizing the code-switching data extracted from Nessie Judge's Instagram captions based on various code-switching types. For data analysis, the researcher adopted a descriptive qualitative approach, aligning with Poplack's (1980) theory on code-switching and Hoffman theory of code switching. The findings from the data analysis use both informal and formal methods to describe the occurrences and percentages of total code-switching data, presented in tabular form. This approach is also used to explain the meaning of expressions by Nessie Judge based on the types of code-switching and the reasons of code switching.

Result and Discussion

Result

In this results and discussion section, this study presents the outcomes and discussions based on the previously collected data. There are three forms of code-switching evident in Nessie Judge's Instagram captions. According to Poplack (1980), these include tag switching, intra-sentential switching, and inter-sentential switching. Based on the findings, all types of code-switching manifest within Nessie Judge's Instagram captions. Data pertaining to the various types of code-switching have been organized in a table below.

Table 3.1 Type of Code-switching

No	Types Code-switching	Frequency	Percentage
1	Inter-Sentential	18	47%
2	Intra-Sentential	13	34%
3	Tag Switching	7	19%
Total		38	100%

As depicted in the provided table, various forms of code-switching have been observed in Nessie Judge's Instagram captions. The overall count of code-switching types is as follows. The most prevalent form of code-switching is Inter-Sentential Switching, occurring 18 times, making up 47% of the instances. Subsequently, Intra-sentential Code-switching is the next most common, appearing 13 times (34%), the least frequent form is Tag switching, which was observed 7 times (19%) found in Nessie Judge's Instagram captions.

Table 3.2 The Reason for Code-switching

No	Reasons Code-switching	Frequency	Percentage
1	Talking about Particular Topic	14	37%
2	Quoting Somebody Else	4	10%
3	Expressing Feeling about Something	8	21%
4	Interjection	8	21%
5	Repetition used for Clarifications	3	8%
6	Intention of Clarifying Speech Content for Interlocutor	-	-
7	Expressing Group Identity	1	3%
Total		38	100%

The provided table illustrates the reasons behind instances of Code-switching as proposed by Hoffman (1991). The most prevalent form of Code-switching is centered around talking about particular Topic, occurring 14 times and constituting 37% of the total instances, Quoting somebody else, occurring 4 times and making up 10%, Expressing feeling about something and Interjections occurring 8 times and accounts for 21%, Repetition used for clarification occurring 3 times and constitutes 8% and expressing group identity occurring once represents 3%. Additionally, there is an instance of Intention for clarifying speech content for interlocutor, accounting for 0% because in her captions she never uses code switching to clarify the other person's conversation

Discussion

Tag Switching

According to Poplack (1980), Tag switching occurs when there are different languages included in an utterance or sentence. Usually marked with exclamation marks or

brackets in these different languages. The data of Tag switching found in Nessie Judge's Instagram captions were as follows:

Data 1

"**WHOA**, setelah 8 jam Indonesia-Qatar"`

(WHOA, after 8 hours Indonesia-Qatar)

(Nessiejudge, November 06, 2022)

In the caption above, two languages are used, and it can be categorized as tag switching. The first sentence is said in English language "WHOA" and then followed by the Indonesian sentence "setelah 8 jam Indonesia-Qatar." The sentence is of the tag switching type because it contains the word "WHOA" which is a tag from the English language.

In Nessie Judge's Instagram caption, she engages in code-switching. First, she uses the English tag "WHOA" then she continues with the Indonesian sentence " setelah 8 jam Indonesia-Qatar " This expression can be categorized as an instance of code-switching for Interjection, as from English tag "WHOA" Nessie expresses her astonishment at the very long duration of the flight from Indonesia to Qatar. As stated by Hoffman (1991), in a situation where a person who speaks multiple languages engages in conversation with another individual who is also multilingual, they tend to switch their code.

Inter-sentential Switching

Inter-sentential switching occurs when in an utterance or arrangement of several sentences there are different languages. These sentences are separated using punctuation marks such as periods and commas. The data of Inter-sentential Switching found in Nessie Judge's Instagram captions were as follows:

Data 2

"*met some of you guys too!* Terima kasih semuanya yang menyapa!"

(Met some of you guys too! Thank you to everyone who greeted me!)

(Nessiejudge, July 18, 2023)

The data provided is classified as inter-sentential switching. This is evident from Nessie's usage of two languages, English and Indonesian, within separate sentences. For instance, she employed English in the sentence "met some of you guys

too!" followed by an Indonesian sentence, "Terima kasih semuanya yang menyapa!" This instance exemplifies inter-sentential switching.

From the provided caption, it's clear that she's conveying emotions related to a certain matter "expressing feeling about something". She's showing her thankfulness to her fans who welcomed her. As per Hoffman (1991), individuals frequently transition between languages as a means of expressing their emotions towards something. The phrase "Terima kasih semuanya yang menyapa!" is used to demonstrate how someone expresses gratitude to others. In this case, Nessie is thanking her fans for greeting her, which is why she says it in Indonesian since most of her fans are Indonesian.

Data 3

"Ke Korea kali ini adalah musim semi pertamaku! *Nessie the flower girl was very happy.*"

(Going to Korea this time is my first spring season! Nessie the flower girl was very happy.)

(Nessiejudge, April 15, 2023)

The data presented above falls under the classification of inter-sentential switching. This is because it demonstrates Nessie's shift between Indonesian and English languages, with each language being utilized within distinct sentences. She said "Ke Korea kali ini adalah musim semi pertamaku!" in Indonesian, and this sentence is followed by a sentence in English, which is "Nessie the flower girl was very happy." This expression can be categorized as inter-sentential switching.

In the data given, it's clear that she is displaying understanding towards a certain matter, specifically sharing her joy at encountering her inaugural spring season in Korea. Hoffman (1991) suggests that individuals frequently switch languages to convey their sentiments concerning something. The phrase "Nessie the flower girl was very happy." is used to demonstrate how someone expresses their happiness. In this case, Nessie is saying that she was very happy to experience her first spring season in Korea, which is why she expresses it in English to emphasize her happiness.

Data 4

"*Medan, where I should go today?* Hari ini aku ke Soto Sinar Pagi,"

(Medan, where should I go today? Today I'm going to Soto Sinar Pagi.)

(Nessiejudge, July 03, 2022)

The provided caption is classified as Inter-sentential switching. This is evident from Nessie's alternation between English and Indonesian languages, with each language employed in distinct sentences. For instance, she posed the question in English, "Medan, where should I go today?" followed by an Indonesian sentence, "Hari ini aku ke Soto Sinar Pagi." This instance falls under the category of Inter-sentential switching. Sinar Pagi,". This expression can be classified as Inter-sentential switching.

In the expression above, it is evident that repetition is used for clarification. Based on Hoffman (1991), when a bilingual or multilingual person wants to explain something to make it more understandable for the listener, they sometimes use both languages to convey the same message. Nessie switched from English to Indonesian because she said "Medan, where I should go today?" and followed it with a statement in Indonesian to provide further explanation about where she should go while in Medan. Here, she repeated the word from English "today" into the Indonesian equivalent "hari ini".

Data 5

"Bali's summer sunset, Batavia Coffee & Braids in the making. Ngobrol banyak sama ibunya, jadi tau informasi2 menarik tentang pekerjaannya."* (Bali's summer sunset, Batavia Coffee & Braids in the making. Ngobrol banyak sama ibunya, jadi tau informasi2 menarik tentang pekerjaannya.)

(Nessiejudge, July 30, 2022)

The data provided above falls under the classification of inter-sentential switching. This is evident as it demonstrates Nessie's switch between two languages, English and Indonesian, with each language being employed in distinct sentences.

She said "Bali's summer sunset, Batavia Coffee & Braids in the making." in Indonesian, and this sentence is followed by a sentence in English, which is "Ngobrol banyak sama ibunya, jadi tau informasi2 menarik tentang pekerjaannya." This data can be categorized as inter-sentential switching.

In the expression above, it is evident that Nessie is discussing a topic. Based on Hoffman (1991), people often switch languages to discuss a topic. The phrase "Bali's summer sunset, Batavia Coffee & Braids in the making." indicates that Nessie is discussing a topic related to Bali's summer sunset, Batavia Coffee and Braids in the making, which is directed towards her fans.

Intra-sentential Switching

Intra-sentential switching means that there are words or phrases that come from different languages in a sentence or utterance. The word or phrase can appear at the beginning, in the middle, or at the end. The data of Intra-sentential switching found in Nessie Judge's Instagram captions were as follows:

Data 6

"Happy birthday, ***kakak!*** @sarawijayanto"

" Happy birthday, sister! @sarawijayanto"

(Nessiejudge, May 7, 2023)

At the Nessie judge Instagram caption above there is intra-sentential switching sentence. This is because in the sentence " Happy birthday, kakak! @sarawijayanto" there is an Indonesian vocabulary "kakak" between English sentences. The word "kakak" in English mean sister. She deliberately does the code switching because she is very familiar with that word, so that she can more comfortable to write in her captions.

In the data 6 can be classified as quoting somebody else as the reason of code switching. Hoffman (1991) suggests that people occasionally incorporate quotes from renowned figures in English-speaking countries as a reason for code-switching.

Data 7

"Ngapain hari ini, **loves**?"

"What are you doing today, loves?"

(Nessiejudge, November 06, 2022)

In the given data, it is evident that the term "loves" serves as an example of intra-sentential switching, based on the contextual information provided by Nessie in her Instagram post. The aforementioned data is classified as intra-sentential switching because it involves the inclusion of a word from one language into a sentence of another language; specifically, the word English "loves" is inserted into an Indonesian sentence.

This rationale can be duly recognized as interjections or a series of discrete phrases, which are typically encompassed within the framework of Intra-sentential switching. The word "Loves" is utilized as an expressive utterance by the speaker, thereby underscoring their profound appreciation and concern for their admirers. In this context, Nessie's motivation for employing code switching can be inferred as an interjection.

Data 8

"Semoga ga shock biasanya nari sebelah BTS tiba-tiba harus ***dance*** bareng kita"

(I hope it's not shocking, usually dancing alongside BTS members suddenly has to dance with us.)

(Nessiejudge, Dececber 15, 2022)

In the caption above, Nessie uses two languages in a single sentence. She starts speaking in Indonesian. She says in Indonesian, "tiba-tiba harus" and then switches to English, "dance" Proficient Indonesian speakers often use the phrase "menari" in daily conversations. In a single sentence, the speaker transitions from using Indonesian to English. As a result, this type of code-switching can be categorized as inter-sentential switching.

From the provided data, it's clear that Nessie is addressing a specific subject. Hoffman (1991) points out that individuals occasionally find it easier to convey their emotional sentiments in a language other than their daily one. Nessie uses the term "dance" to allude to the discussed topic. She accomplishes this by commencing the statement in Indonesian, inserting an Indonesian word, and then underscoring it at the sentence's conclusion with an Indonesian phrase

Data 1

Positive Politeness
Pitch Perfect 2 movie: Emily, a super-cute eccentric freshman, strolls arm-in-arm with her mother, KATHERINE.

Emily *: Mom, I'm late. It's orientation.*

You Gotta let me go. (page 1)

The politeness strategy used in this speech is positive politeness, if we examine it carefully here the most striking words are when Emily tells to her mother allowed her mother to have her go as soon as possible to campus as the time was too late therefore she had to leave quickly. The use of the word used by Emily shows that she is trying to avoid the impression of being her delay to her mother, so that her mother would understand and allow her to leave immediately. As we saw there she politely told her mother " *You Gotta let me go*" which means that the speaker is trying to make the listener understand she belated time.

The factor that influences the politeness of the dialogue above is the genre of Pitch Perfect 2 movie is the comedy genre movie. From the communication above it means, they have to be more polite, respect and understand each other. That is why the most dominant politeness strategy in Pitch Perfect 2 movie is a positive politeness strategy.

Data 2

Negative Politeness

Pitch Perfect 2 Movie:

Gail *: A German group whose skill is matched only by its professionalism.*

John : *In other words, they'll keep their pants on.*

Chloe : *So……..we can't hold any defend our title, we can't tour……*

Dean : *And you can't hold any auditions. We don't need your ranks to grow like a fungus. (page 1)*

By looking at the conversation above we can conclude that it is part of a negative politeness strategy. it's said that way because as we saw when Dean's character say that "We don't need your ranks to grow like a fungus". Here we can see that the word used by Dean when he responded to Chloe, there was a way when he responded to it with a negative politeness strategy. Because he uses the word "Don't need your ranks" the words means that he does not take care of the feelings of the interlocutor by directly expressing his dislike of what is said by Chloe. It should be in conversation if not close friends that we should use a more polite word, therefore it is very important for them to use a positive politeness strategies.

Data 3

Bald-On-Record

Pitch Perfect 2 Movie:

John *: I'm sorry that this disciplinary action has shocked you, especially since all of you are seniors. But the truth is, you're just women.*

And you all be pregnant soon. (page 1)

As a result, the politeness strategy that is utilized in this speech is known as the bald-on-record. As a result, the politeness strategy used in this speech is known as bald-on-record. if we look carefully and analyze in detail we can see that what john said is very disrespectful by saying that the Bellas are just a woman, and everything will be conceived later. Here it can be interpreted that he thinks that women mean that they cannot work and can only conceive. it should be speech like we shouldn't have expressed when talking to someone. If we see a friend or someone else trying or struggling, we should provide support so that the person can rise up and always be enthusiastic. This is the reason why the use of positive politeness strategies is very much used in this movie.

Data 4

Off Record
Pitch Perfect 2 Movie:

Jesse : *Dude. Explain yourself.*

Benji : *I completely blacked out. How'd I do, man?*

Jesse : *Honestly? I've seen you do worse.* (page 2)

The strategy of politeness in this conversation is an direct appraisal because when Benji ask his friend Jesse about it relates to what the solution he would practice when he blacked out. But there it was not that Jese gave the best solution but he instead mocked Benji with the word " I've seen you do worse". This speech can be said to be contradictory. Jesse should have given support to Benji who needed a solution from his friend, not even had to be catalyzed as he said above. The factor that influences the politeness of the dialogue above is the feeling of the characters in the movie affected the use of politeness strategy. In Pitch Perfect 2 movie, the characters are youth. So, it is the reason why the characters in this movie dominantly used a positive politeness strategy.

Conclusion

Based on the results of data analysis from Nessie Judge's Instagram accounts, three types of code-switching are identified: The most prevalent form of code-switching is Inter-Sentential Switching, occurring 18 times, making up 47% of the instances. Subsequently, Intra-sentential Code-switching is the next most common, appearing 13 times (34%), the least frequent form is Tag switching, which was observed 7 times (19%) in the data source. However for the reason were classified : The most prevalent form of Code-switching is centered around talking about particular Topic, occurring 14 times and constituting 37% of the total instances, Quoting somebody else, occurring 4 times and making up 10%, Expressing feeling about something and Interjections occurring 8 times and accounts for 21%, Repetition used for clarification occurring 3 times and constitutes 8% and expressing group identity occurring once represents 3%.

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