Code Switching as a Linguistic Strategy
in Agung Hapsah's Youtube Advertising Content

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Abstract

Digital marketing has been influenced by advances in information and technology. With this development, communication approaches are also evolving in digital media. Code switching is one of the linguistic phenomena that can be used as a communication strategy. Agung Hapsah is one of the YouTubers who uses Code Switch to advertise products expressively and interestingly. The purpose of this study is to identify and explore the types and functions of code switching applied and its linguistic functions in digital advertising. Engaging language can build brand image, increase sales and build rapport with audiences. This study uses a qualitative method to describe and identify the results of the analysis regarding the types and functions of code switching and its functions in digital advertising. The data source used is the transcription of 4 videos of Agung Hapsah, with an upload time of 2 years. The results of this study found 84 data of Agung Hapsah's speech that contain Code Switching with 79.76% type of intra sentential switching, 78.58% facility of Expression according to Marasigan (1983) and 80.95% solicitation or persuading as its linguistic function in digital advertising.

Keywords: *Agung Hapsah; Code Switching; Digital Advertising; Qualitative Method*

Introduction

Language is one of the most important aspects of digital advertising, and in this era of technological and informational media development, language in communication has influenced digital marketing. Increasingly sophisticated and rapidly developing technology has had a positive impact on marketing by creating advertisements that attract consumers. According to (Sintia 2017), digital advertising is currently considered one of the most effective methods of product promotion. Advertising aims to provide information, motivate, and attract consumers through communication language that offers more benefits from a

product. YouTube is the most popular social media platform used for digital advertising, with individuals known as "YouTubers." Agung Hapsah, one such YouTuber, uses this platform to promote products and, through Alih Kode, can build relationships with his audience and establish a brand image. ASUS is a technology brand that has collaborated with Agung since high school and is regularly promoted on his YouTube channel.

Code switching is one of the variations or styles of language in persuasive advertising, and hyperbole aims to make consumers interested in the advertised product. Language is very important for advertisements because it can attract attention, evoke emotions, and change consumer behavior (Smith 2018). According to Pratiwi (2016), advertisements with attractive language can attract the audience's attention, encourage them to think further, and increase their memory. This provides an understanding that the right choice of language makes consumers remember and be influenced by an advertised product. The use of the right language must take into account the context, interaction, and purpose of the content to create an image or impression of the audience towards the advertised brand image.

In the context of communication, code-switching is used to express feelings, express opinions, and increase the appeal of advertisements. Code-switching is not just a style of language, but a communication strategy to showcase products by clarifying advertising messages or adapting them to specific communication contexts. This concept is in line with the importance of acceptable language for advertising a product. Agung Hapsah is a YouTuber with the slogan "Stay Classy" who was born in Makassar but chose to grow up in Australia, making him a bilingual individual who uses code-switching in his vlogs, reviews, and short films on his YouTube account. In his content, Agung Hapsah consistently applies code-switching as his strategy to build a relationship with his audience so that the advertising message can be conveyed effectively.

This phenomenon indicates the development of linguistic aspects, particularly in the context of modern communication. However, the use of code-switching as a linguistic variation in digital advertisements presented through the YouTube platform remains rarely studied, despite YouTube offering unique opportunities for message delivery through video-based storytelling and linguistic styles that have the potential to influence the effectiveness of an advertisement, with the following research question:

1. What types of code switching are used in Agung Hapsah's YouTube videos featuring advertising content?
2. What are the communicative functions of code-switching in these videos?
3. How does code-switching function as a linguistic strategy to increase the effectiveness of digital advertising in Agung Hapsah's content?

Several studies have discussed code switching and language variation in digital advertising, but none have examined that code switching is one of the language variations that can be used in digital advertising. Numertayasa & Ariawan (2023). "Code Mix in Agung Hapsah's Youtube Bloger" Gak Bisa Basa Enggress "Critical Discourse Analysis Review". This research only focuses on code-mixing and uses critical discourse analysis review as its method. Another study by Zahrah A et al (2023)) conducted research "Language Selection in Sprite Product Advertising Marketing Strategy Through Television Media" in this study he analyzed a language that could affect a product. With mixed techniques to collect data with observation and forms to extract information.

Another study by Trisnayanti & Affini (2021) "Code Switching: Types and Functions in Fathia Izzati's Vlog" The purpose of this study is to analyze code switching used in Fathia Izzati's YouTube videos based on its types and functions. The method used in this research is descriptive qualitative method by using content analysis to find the right information with the questions in this research. Then from Prabowo (2019). "Patterns of Code Switching among Youtubers" The purpose of this study is to contribute to existing theories related to existing research related to code switching that develops in bilingual and multilingual communities. By using descriptive qualitative methods to analyze the social factors behind code switching in the study.

The research will be conducted Code Switching as a language variation in digital advertising in the era of growing information technology by developing existing theories. The research will use a qualitative approach to explore existing socio-cultural phenomena with descriptive to identify studies that focus on Agung Hapsah's advertising content containing product advertisements. The collection of data is Agung Hapsah's content for the last 2 years (2023-2025) since this research was conducted on March 26, 2025. The objectives of this research is to explain and describe the function of code switching as one of the marketing strategies in personalizing audience emotions. The results of this study show 79.76% intra sentential switching, 78.58% facility of expression and 80.95% solicitation or persuading that code-switching as a strategy can improve the message delivered effectively and creatively.

Method

Qualitative research is used to study and explore the types, functions of Code Switching and its linguistic functions in digital advertising. According to Moleong (2016, p.11) qualitative research is descriptive because the data collected can be in the form of words, images or text and According to Creswell (2014), a qualitative approach is very appropriate for use in research that aims to explore and understand the subjective meaning given by individuals to a social or cultural issue. The descriptive nature attempts to describe the results of the analysis of the function of Code Switching in digital advertising, namely the YouTube account of Agung Hapsah which is analyzed in depth with Poplack's theory (1980) about the

types of Code Switching, its functions according to Marasigan (1983) and its linguistic functions in digital advertising Nur (2017), which consistently displays creative content including digital advertising with a descriptive approach.

This data was collected through observation and documentation. The researcher made observations by looking back at Agung Hapsah's content that consistently went viral in his time and had excellent cinem atography. Researchers watched videos containing code-switching in digital advertisements with a period of 2 years (2023-20225) since this research was conducted. This observation resulted in four videos namely "kenapa jarang upload", video in ditonton 2,276,012 times", "gak bisa bahasa enggres", and "aku punya anak" and documentation was used as a step taken by researchers by transcribing Agung Hapsah's content which will be the source of data for this research. The four videos selected are based on characteristics that are directly related to the focus of the research.

Agung Hapsah's other videos are more documentary in nature or raise social issues and explicitly display product promotions by using code-switching to convey information in an interesting and persuasive way. For example, "Indonesia ketinggalan 128 tahun" and "jakar trip" are vlog videos that are documentary in nature and raise social issues in society. The transcription will be classified based on existing theories. This research listens to the selected content, transcribes it, and then uses appropriate punctuation to facilitate analysis according to the theory used.

Data analysis in this research uses content analysis techniques with a linguistic focus in visual promotional videos. This analysis is aimed at Agung Hapsah's Youtube video. According to Krippendorff (2004), content analysis is a technique for understanding the meaning of text in a particular context.

A. Identifying

Identification at this stage aims to ensure that the selected video not only displays cinematographic aspects, but also contains relevant Code Switching in its content, so that it can be analyzed in the context of language use in the advertising video.

B. Transcription

After identifying the content to be studied, researchers transcribed the utterances in the video for linguistic analysis by transcribing all dialogues that appeared in the video, then classifying the use of Code Switching for further analysis. The role of the researcher at this stage is to punctuate to make it easier to classify the data.

C. Classification

After the transcription process is carried out, the next step is classification. Classification aims to classify the types of utterances that include Code Switching used and their functions in Agung Hapsah's promotional video content.

D. Interpretation

This process provides an understanding to find the meaning of the use of Code Switch in Linguistics as a marketing communication strategy, which is one of the main focuses of this research, Interpretation aims to draw a conclusion on the use of Code Switch to build a brand image of a product such as creating an impression of a product.

The triangulation chosen in this study is technical triangulation. Technical triangulation combines various types of data to obtain data from various sources. Furthermore, triangulation can be defined as the process of checking data through various sources, techniques, and times (Mekarisce, 2020, p. 150). Observation and documentation are techniques used to obtain data sources, namely transcripts of observations of Agung Hapsah's content. In situations like this, researchers can combine observation and documentation methods to draw conclusions (Sugiyono, 2014). To support the data, researchers use supporting data from relevant research and theories to prove their perspective on the required data. The reference materials in this study also include theories for appropriate data classification. Additionally, the researcher consulted with expert's academic background to review the transcripts conducted, logical interpretation and reliable result.

Results

The results of data analysis are used in this study to answer the problem formulation proposed in Chapter I. This research specifically outlines the types and functions of Code Switching as well as the most important linguistic functions in digital advertisements on Agung Hapsah's content.

Type Code Switching

Table 3.1 Type of Code Switching

No	Type of Code- Switching	Number of Data	Percentage
1.	Tag Switching	5	5.96%
2.	Inter -Sentential Switching	12	14.28%
3.	Intra -Sentential Switching	67	79.76%
	Total	84	100%

The table above is the data obtained from the analysis of Code Switching types as many as 84 (100%) data were found consisting of Intra-Sentential as many as 67 data (79,76%), Inter-Sentential as many as 12 data (14,28%) and Tag Switching as many as 5 times (5,96%). This type was found when Agung Hapsah conveyed information related to the advertised brand as a communication strategy that does not change the information conveyed. The role or use of this type can allow the free insertion of foreign words or phrases without changing the sentence structure, so that the message can be conveyed smoothly and effectively. Inter-Sentential Switching, which involves switching language between sentences, was

found 12 times when this function was used to convey conclusions or emphasize the topic being conveyed.

Tag Switching is used to insert short words as expressive or emotional emphasis in speech to create a bond with the audience, such as "boy" and "let's go." The type of Code Switching, dominated by Intra-Sentential Switching, occurred 67 times, indicating a preference for a communication style that is easy to understand and interesting. All types of Code Switching found have their respective roles according to the characteristics of modern digital content that conveys messages in an interesting and creative way.

Function of Code Switching

Table 3.2 Function of Code Switching

No	Function of Code- Switching	Number of Data	Percentage
	Quotation	0	-
	Adresse Specification	2	2.38%
	Repetition	0	-
	Interjection	0	-
	Message Qualification	8	9.52%
	Personalization and Objectivization	8	9.52%
	Facility of Expression	66	78.58%
	Total	84	100%

The Code-Switching function classification table shows 84 data from Agung Hapsah's video transcript analysis. Four Code Switching functions based on Marasigan's theory (1983) were found in the analyzed content. This shows that Agung Hapsah widely uses various Code-Switching functions in his communication strategy. The results show that Code Switching not only occurs randomly, but is also used strategically to support the delivery of digital advertising. In the analyzed data, Personalization and Objectivization functions were found as many as 8 (9,52%). This function shows that Agung Hapsah expresses his personal feelings, opinions, or perspectives, so that it can increase emotional connections with the audience. . The Address Specification function appeared as many as 2 (2.38%) this function aims to direct the delivery of the intended message. Message Qualification appeared as many as 8 (9.52%) which aims to provide a message related to the advertised product specifically related to the advertised product.

The dominant and important function of Code Switching in Agung Hapsah's video content is as a Facility of Expression, with 66 (78.58%). This indicates that Code Switching is widely used in this content to convey technical terms, concepts, or feelings that are difficult to translate accurately into Indonesian. Furthermore, the dominance of this function enhances the role of Code Switching as a communication strategy, allowing for more efficient delivery of messages, opinions,

and expressions. This also makes Code Switching relevant to the digital context and one of the creative language variations to apply.

Linguistic in Digital Advertising

NO	Linguistic Function in Digital Advertising	Number of Data	Percentage
1.	Solicitation or Persuading	17	80.95%
2.	Comparison	0	-
3.	Reminding	4	19.05%
	Total	21	100%

The analysis results found two linguistic functions in digital advertising, namely Solicitation or Persuading and Reminding. The table above presents the linguistic functions in digital advertising with solicitation or persuasion having the highest percentage among the three. Solicitation or Persuasion dominates the linguistic context with the meaning of inviting, persuading, and entertaining the audience as many as 17 data (80.95%). The persuasive words used by Agung Hapsah build familiarity with his audience and seem surprised by the features offered by a product. Then, reminding is the second type with a type of Code Switching that appears as many as 4 data (19.05%), which means building a goal so that the memory of a product is conveyed through words or jingles that have been heard.

This function is also very important in an advertisement because it has a significant role in building an audience's memory of an advertised product. The results of the analysis conducted show that the Linguistic function in the content contains the meaning of inviting and persuading the audience to buy the advertised product and reminding the audience about the product with words or slogans that are easy to remember and interesting.

Discussion

After the identification and transcription and classification of the data, it is evident that Code Switching occurs in the utterances in the videos on Agung Hapsah's channel. In the data, there are many types, functions, and linguistic functions in digital advertising**.**

Type of Code Switching

Tag Switching

Tag switching is the least frequent type of Code- Switching found in Agung Hapsah's video content, with a percentage of 5,96% percent of the 5 data spread across the four videos analyzed. The use of short phrases or word inserts from the second language, which usually appear at the beginning or end of the main sentence, indicates this type of Code Switching. . According Poplack (1980) defined

tag switching, often referred to as extra-sentential switching, as the act of adding a new tag at the beginning, or end of a sentence.
Example 1

"*Laptop ini bisa semuanya, boy!*"

This data contains the type of Code Switching, namely Tag Switching. "*Boy*" is the short English and Indonesia word meaning "anak laki-laki" added at the end of the Bahasa sentence in this quote. "*Laptop ini bisa semuanya*" is an Bahasa sentence that already conveys the purpose of the sentence
Example 2

"*Anyways*, itu saja untuk video hari ini."

This sentence is an example of Tag Switching. The delivery of this sentence is found in the Bahasa word "itu saja untuk video hari ini" and the word "anyways" as an English expression inserted at the beginning of the Bahasa sentence.

These two utterances are the result of Tag Switching data analysis. Tag Switching simply adds a word as an expression. This analysis also aligns with existing theory, which states that the words are at the beginning and end of Agung Hapsah's utterances.

Inter-Sentential Switching

Inter-Sentential Switching type of code that appears as much as 14,28% found in 4 videos of Agung Hapsah's content. Inter-Sentential Switching, switching clauses or sentences from one language to another.
Example 1

"*We look like*, seandainya Indo punya samurai."

This data is the use of 2 languages in 1 sentence. The sentence *"we look like"* is an English sentence and "seandainya indo punya samurai" is an Indonesia Language. This type of merging is usually done by a bilingual person who is fluent in both languages.

Example 2

"ini tablet, *this is the new Asus ROG FLOW Z 13*"

This sentence shows 2 different languages. Agung Hapsah uses 2 different codes to introduce specific brands and products. "ini tablet" is an Bahasa phrase used as a straightforward object identification. "*this is the new* Asus ROG FLOW Z 13" is an English phrase that aims to introduce the product completely and specifically.

The example sentence above aligns with Poplack (1980), who stated that inter-sentential switching occurs when a speaker changes the language used in two clauses or between two sentences. However, the sentence used does not disrupt the meaning the speaker intends to convey through their utterance.

Intra-Sentential Switching

The most common type of Code- Switching found in Agung Hapsah's video content is Intra- Sentential Switching, which includes data, or about 80.2% of the total data analyzed. This type of Code- Switching occurs when words, terms, or phrases from the second language are inserted into the main sentence structure without disrupting the flow or meaning of the sentence. According to Poplack (1980) in the midst of a sentence or clause, intra-sentential occurs. In this case, Code Switching occurs within a complete sentence, so that the elements of the second language naturally blend into the structure of the first language.

Example 1

"Selamat datang kembali ke dalam *channel*, hari ini kita akan *unbox* dan *qna*"

This example of intra-sentential switching. There are three English insertion words in the sentence channel, unbox, and qna. The word "*channel*" comes from English and is widely used by Indonesians in the context of digital media. Meanwhile, the terms "*unbox*" and "*qna*" are very popular in the creative content and digital advertising industries, especially those related to product reviews or audience interaction.

Example 2

"Kedua, kita akan bikin *function* untuk *update* video."

In this sentence, two English words, "*function*" and "*update*", are incorporated into the Bahasa sentence as a whole, even though they cannot function as sentences on their own but the message conveyed can be understood.

The two utturance given as Inter-Sentence Switching, a word is used as an integral element and becomes one of the primary language structures. This aligns with Poplack's theory. This code-switching occurs mid-sentence and integrates naturally with the primary language structure without detracting from the message being conveyed.

Function of Code Switching

Adresse Specification

Address Specification According to Marasigan (1983), subjects use this function to communicate with specific individuals about address specification functions. The use of code switching specifically directed at a particular subject in conversation, whether an individual, group, or pet, is known as the address specification function. The English in this sentence becomes a special code understood by pets for communication. To make communication more focused and personal, this function is used to directly label or call out the subject.

Example 1

"Whisky suka ganggu *shooting*, *you good Whisky*? Dia benci anjing. *How are you doing? You oke? She is alright*"

Agung Hapsah speaks directly to his cat, Whisky, in this excerpt, he uses English Code Switching. The sentences explicitly talk about the subject, i.e. the cat, to establish a more intimate relationship. English words such as "*Are you good, Whisky?",* "Are you okay?", and "She is alright?" show the speakers' attempts to create a familiar atmosphere and show their concern for the addressed subject. It can be used as part of an approach to establish emotional closeness with digital content. In this situation, the use of Code Switching reinforces the character of Agung Hapsah's communication style that is relaxed, individualized, and touches the emotional side of the audience.

Example 2

"L*et's start! Whisky, good girl. ready ready ready get it, Whisky good girl so smart Whisky good girl so smart. Come move here, come move here good girl there you go up here, there you go. Sit, good girl, Sit, good girl, Sit, good girl you so smart, you know that you so smart. good job today good job today you free,* itulah cara training kucing".

This is a sentence addressed to cats. This word is used by Agung Hapsah when training cats. The use of commands and praise is consistently directed at his cat as a form of greeting and attention. This result is in line with Marasigan's theory (1983) that English in this sentence becomes a special code understood by pets for communication.

Message Qualification

Marasigan (1983) stated that the purpose of this function is to convey, qualify, or provide a general explanation of a message in another language. This function is useful for convincing listeners of something the speaker believes in using language that is easy to understand. Therefore, this function is considered a qualifying message to direct a message contained in a product to the audience.

Example 1

"Social media itu *fake*, termasuk aku juga"

The word "*fake*" is a message that defines the insincerity or unoriginality of an object or phenomenon in this case addressed to Agung Hapsah and social media. The term "fake" has become popular and has a strong meaning in today's social media.

Example 2

*"*Ini tablet, *this is the new* Asus ROG FLOW Z 13*"*

This phrase is addressed to the audience by showing the item being advertised. "this is the new ASUS ROG FLOW Z 13" this phrase shows a product that is being advertised to the audience with light language and this product is the latest output from ASUS.

Personalization or Objectivization

According to Marasigan (1983), subjects use this function to express their thoughts on a particular subject. By using Code Switching, this function can be used

to build personal branding, build relationships with audiences, or refer to concepts, objects, or phenomena in a more objective and universal manner.
Example 1

""we look like, seandainya Indo punya samurai"

In this sentence, ideas are used to convey purpose and intent. "seandainya indo punya samurai" is a form phrase or hope if something happens with the visual, and "we look like" is a visual phrase or style Agung Hapsah chose because it looks more spontaneous and expressive and suits the light-hearted language style in the digital world.
Example 2

"Hai, I'm Agung Hapsah"

In this phrase, Agung Hapsah introduces himself by using "I'm", which is typical of personal content. In this way, he can connect with a wider audience and help establish his identity as a contemporary creator.

This statement is a personalization by Agung Hapsah to introduce himself in every content he creates. It also builds familiarity with the audience by introducing himself and establishing personal branding. This result is also in line with Marasigan's theory (1983), which is to voice or convey opinions related to something.

Facility of Expression

According to Marasigan (1983), there is a function where the shift can only be interpreted as the difficulty of finding the right words when speaking or the ability to express.Facility of Expression is a function used to express with words. Speakers can convey messages more effectively with this function, especially in digital communication which is full of technical terms or familiar popular culture in foreign languages. Facility of Expression is the most frequently used Code-Switching function in Agung Hapsah's video content in this study, providing 78,58% of the total data analyzed.
Example 1

"Di Halloween, aku ada upload foto ini yang sebenarnya hasil editan.."

This phrase has the words "upload" and "edit", both of which are words that are often used in social media contexts and are easier to use. Its Indonesianized form makes sense in everyday conversation, and compared to more formal terms such as 'edit' and "upload" it is simpler and more preferred.
Example 2

"ASUS Zenbook Pro 16X OLED benar-benar Pro"

This sentence emphasizes the phrase "Pro," which is an expression of appreciation for a product. It also directly uses a term commonly used in the technology world, where using a single word instead of a lengthy Bahasa sentence is more effective and efficient.

The speech used by Agung Hapsah is used as an expression for a product. This speech is a word that is familiar with the context of the product being advertised

which is easy to say in other languages and would be difficult if using the original language. This analysis proves Marasigan's theory that the delivery of words or the difficulty of saying them in the original language can cause doubts about the message to be conveyed.

Linguistic Strategey in Digital Advertising

Language has a role in an advertisement to promote a product. In Agung Hapsah's content, 2 linguistic functions according to (Nur 2017) as quoted by Tutik, A. D., Fitriani, N., & Inderasari, E. (2020) in digital advertising have been found.

Solicitation or Persuading

To persuade, invite, or entertain the audience, solicitation or persuasion is used in Code Switching to get them interested in the message or product being promoted. In digital advertising, this function is very relevant because it supports persuasive messages, which are an important part of a marketing communication strategy. Based on the results of the analysis conducted on Agung Hapsah's four video contents, it was found that the demand or persuasion function appeared in 17 data, and the persuasive purpose was responsible for 80.95% of the total data.
Example 1

"I'm Agung Hapsah and until next time"

The results show that Agung Hapsah often uses Code Switching as part of the communication strategy to increase the attractiveness of the advertisements displayed. The selection of English words and phrases in Bahasa sentences not only serves as language variation, but also helps to establish a communication style that is relaxed, contemporary, and relevant to the digital culture of his audience.
Example 2

"ini tablet, this is the new Asus ROG FLOW Z 13."

The use of Code Switching in this sentence does not only function as language switching; it also has the strategic benefit of attracting the audience's cognitive and emotional attention. Speakers are able to induce a shock effect or initial interest in the audience by including appropriate foreign language.

This encourages them to pay more attention to the content, process the message conveyed, and ultimately increase their interest in the advertised product. Code Switching therefore becomes one of the effective rhetorical tools in this context to make digital advertising attractive and attract audiences.

Reminding

This function has the aim of instilling a memory to customers of a product. The use of catchy slogans or words is important in a product. The results of the analysis of 4 contents of Agung Hapsah found a total of 4 (19.05%) data. The words used in his content provide information on consumer perceptions of an advertised product. This shows how Code Switching is used not only as a linguistic modification, but also as part of a communication approach to improve customer

recall of messages or goods delivered in digital content.
Example 1

"Laptop ini bisa semuanya, boy!"

In this phrase, Agung Hapsah is not only talking about the product, but also indirectly making the audience remember the advantages of a laptop that can be used in many situations. The phrase shows a creative attempt to create an image of the product's ability to be mobile and flexible so that it is memorable and fits the needs of today's audience.
Example 2

"ASUS Zenbook *Pro* 16X OLED benar-benar *Pro*."

This sentence uses words that build customer memory and attempts to imprint the product name in the minds of buyers through an attractive jingle. "Pro" is one of the jingles that can summarize a product in a creative and expressive way.

The message conveyed through this sentence is to create a product brand for the audience. This function also serves to build audience memory of the product by using creative words. The words or sentences used are a summary of the advertised product, conveyed in an expressive and creative manner.

Conclusion

Code-switching is one of the language variations that can be used to enhance brand identity and build interaction with audiences. The data provided supports the theory used in this research. The four videos transcribed as sources for this study are limited to the statements of Agung Hapsah. Content creators can use this research as a reference for using code-switching to build brand image, digital marketers can create more persuasive messages, and language educators can make learning more contextual and relevant.

The results of the analysis of Agung Hapsah's advertising content on YouTube show that Code Switching is a communication strategy that can be used to convey messages and express oneself about products. 3 types of Code Switching were found based on Poplack (1980) theory and found 4 Functions of Code Switching according to Marasigan (1983) and 2 linguistic function in digital advertising according to Nur (2017). Code Switching is not just a language shift, but is effective in building an atmosphere with listeners and making the message conveyed seem interesting. Using another language to express oneself and the product is important to use, especially in the focus of the advertised product. Digital advertising that uses linguistic strategies not only strengthens the delivery of the message, but also helps the audience create a short memory of the advertised product, making it easier to recognize and remember.

Future research should expand the scope of the study by examining more content creators who use various digital platforms to market their products, such as Instagram, TikTok, and Twitter. Furthermore, it is recommended that future research include audience responses to the use of code-switching in advertising. This is done to identify linguistic strategies that can influence audience

comprehension, engagement, and perception of messages. Longitudinal studies can be used to collect data over time on the same object. This research can help content creators understand that code-switching can be an effective technique for building emotional connection and increasing the appeal of advertising messages, especially for bilingual audiences. This study can serve as a basis for developing further research on the relationship between code-switching and audience response or quantitative advertising effectiveness. This will make a broader contribution to the fields of digital communication and linguistics.

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