



# An Analysis Code Switching Found in “Bestie” Series Season 1

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Received: 2025-07-27 Accepted: 2025-08-24

DOI: 10.24256/ideas.v13i2.7872

## Abstract

This study aims to explore the use of code-switching in *Bestie* Series Season 1, with a focus on how bilingual speakers alternate between Indonesian and English in informal conversations. The data were sourced from eight episodes of the series, which features spontaneous, bilingual dialogues. Using a descriptive qualitative approach, the conversations were transcribed and analyzed to identify types of code-switching. The analysis was guided by Poplack, (2001) classification, which includes intra-sentential, inter-sentential, and tag-switching. The findings reveal that intra-sentential code-switching is the most frequently used (58.75%), followed by inter-sentential (30%) and tag-switching (11.25%). These results suggest that code-switching in the series is used strategically not only to express emotions and reinforce identity, but also to increase clarity and engagement. In the context of informal digital media, code-switching serves as a flexible and expressive communication tool that reflects the dynamic nature of bilingual interaction.

**Keywords:** *code-switching, bilingualism, podcast, Bestie Series, sociolinguistics*

## Introduction

Language is a key aspect of human social life. It functions not only as a tool of communication but also as a reflection of identity, cultural values, and the social structures that shape interaction in society. In sociolinguistics, the focus is on how language and society influence one another. As stated by Darnell (1975), sociolinguistics studies how language use is affected by social factors such as gender, class, ethnicity, and cultural background. This shows that language is never neutral but always connected to the social and cultural setting of its speakers.

With globalization and the growth of cultural exchange, multilingualism has become common in many countries, including Indonesia. Cenoz (2013) explains multilingualism as the use and interaction of more than one language, which can be studied from educational, sociolinguistic, and psycholinguistic perspectives. In Indonesia, a country with great linguistic diversity and increasing exposure to global media, the mixture of Indonesian and English has become a common feature of daily communication. This phenomenon reflects both global influences and the local identities that young people express through language.

One important feature of multilingual communication is code-switching, which refers to the alternation between two or more languages in a single interaction. Poplack, (2001), classifies code-switching into three types: inter-sentential (between sentences), intra-sentential (within a sentence), and tag-switching (the use of short words or phrases from another language). Although it often happens naturally and unconsciously, code-switching has important functions. It can strengthen meaning, show identity, adjust to social situations, and build closer relationships among speakers.

The *Bestie* series, a web-based talk show hosted by young bilingual Indonesians, provides an interesting case for studying code-switching in digital media. Unlike scripted television, *Bestie* presents natural and unscripted conversations on topics such as youth culture, lifestyle, and personal experience. The hosts and guests often switch between Indonesian and English, showing how bilingual young people use language in real interactions. These conversations are useful for analysing how language switching helps create meaning, express emotion, and shape social identity.

Previous studies have examined code-switching in different media contexts, but research on informal digital platforms like YouTube talk shows or podcasts in Indonesia is still limited. For example, Pradina, (2021) found that code-switching in online interviews is often used to emphasize a point or add nuance. Wulandari, (2021) showed that it can soften tone and help manage the flow of conversation. Fatmawati, (2020) also noted that code-switching can signal a modern bilingual identity and express emotion. While these studies are valuable, most of them focus on specific functions of switching rather than giving a detailed and systematic analysis based on one theoretical model. In a similar vein, Wulandari, Khalawi, and Hafidah (2023) analyzed code-switching in the Indonesian film series *My Nerd Girl* and discovered that intra-sentential code-switching was the most dominant type, accounting for 35 out of 37 cases. Their findings highlight that code-switching not only serves functional purposes but also reflects broader sociolinguistic factors such as gender, cultural influence, and identity construction.

To fill this gap, the present study investigates the types and communicative functions of code-switching in *Bestie* Season 1 using Poplack, (2001) typology. This framework is chosen because it is clear, widely used in sociolinguistic studies, and allows analysis at both structural and functional levels. Unlike models that focus

only on grammar or conversation, Poplack's classification helps to systematically identify how bilingual speakers switch languages between sentences, within sentences, and through short insertions.

Based on this framework, the study is guided by two questions: (1) What types of code-switching occur in *Bestie* Season 1? and (2) What communicative functions does each type of code-switching serve in informal conversation? By answering these questions, the study aims to contribute to sociolinguistic research on bilingual communication in Indonesia. At the same time, it also provides insight into how young people's language practices reflect broader trends of identity, media use, and cultural hybridity in today's globalized world.

## Method

This study utilized data from Season 1 of the *Bestie* Series, consisting of eight episodes featuring casual, bilingual conversations between the hosts and guests. Each episode ranges approximately between 30 to 45 minutes in length, with a total recording time of around 7 hours. The series was selected as the data source because it naturally exhibits frequent code-switching between Indonesian and English in informal digital communication. Using a descriptive qualitative approach, data were collected through close observation and verbatim transcription of the spoken dialogues. Each episode was carefully watched multiple times, and all conversations were transcribed word for word to ensure accurate identification of code-switching instances.

The analysis focused on classifying types of code-switching based on Poplack, (2001) framework, which includes inter-sentential switching (language changes between sentences), intra-sentential switching (language changes within sentences), and tag-switching (insertion of short tags or phrases from another language). Once identified, each instance was categorized accordingly and analyzed to determine the most dominant type. The findings are presented with percentages and supported by visual aids such as tables and graphs to facilitate understanding.

To ensure the reliability of the data, two trained coders independently identified code-switching instances, with disagreements resolved through discussion to reach consensus. The study also considered ethical aspects by using publicly available content, maintaining participant anonymity, and adhering to academic standards for analyzing digital media data. Participants include four regular hosts and several guests, all bilingual Indonesian English speakers, typically young adults aged approximately 20 to 25 years, representing urban and educated youth culture in Indonesia.

## Result and Discussion

The findings of this study are presented in two main parts. The first part addresses the types of code-switching identified in *Bestie Series* Season 1, while the second part discusses their communicative functions. To ensure clarity, the data were classified, counted, and analyzed systematically.

Drawing on Poplack's (2001) framework, three types of code-switching were identified: intra-sentential, inter-sentential, and tag-switching. From the transcription of eight episodes, a total of 80 instances of code-switching were recorded. The distribution is summarized below:

Table 1. Types of Code Switching in *Bestie* series season 1

Types of code switching	Data	Precentage
Intra-sentential	47	58.75%
Inter-sentential	24	30.00%
Tag switching	9	11.25%
<b>Total</b>	<b>80</b>	<b>100%</b>

As shown in the table, intra-sentential code-switching is the most dominant type, accounting for 58.75% of the total instances. Inter-sentential switching is the second most frequent (30%), while tag-switching is the least common (11.25%). A visual chart of this distribution (Figure 1) further highlights the clear dominance of intra-sentential switching over other forms.

This distribution suggests that the speakers in *Bestie Series* tend to switch languages within a sentence rather than between sentences or through short tags. Such a preference indicates a high level of bilingual competence, where speakers can combine Indonesian and English seamlessly within a single grammatical structure.

### Intra-sentential code-switching

Intra-sentential switching appeared most frequently with 47 instances. This type involves alternating between Indonesian and English within the same sentence. For example:

Data 1:

Hana: "*Hana bakal buktiin bisa sukses, **with or without your help***"

In this example, the speaker starts in Indonesian "*Hana bakal buktiin bisa sukses*" and then shifts into English "**with or without your help**" within the same sentence. This kind of smooth transition reflects **intra-sentential code-switching**, where two languages are combined in a single grammatical structure. As noted by

Gumperz, (1982), such switching often carries pragmatic functions such as adding emphasis, showing determination, or expressing an emotional stance toward the listener.

In Hana's case, the switch to English strengthens her message, highlighting her sense of independence and determination. It not only intensifies the statement but also underscores her assertiveness, illustrating how bilingual speakers can skillfully use different languages to create a stronger communicative effect.

Data 2:

Hana: *"Vin, lu masih nyimpen **our bucket list**?"*

In this instance, the speaker begins in Indonesian, saying *"Vin, lu masih nyimpen"* which translates to "Vin, do you still keep" and then smoothly shifts to English by adding **"our bucket list"** at the end of the sentence. This illustrates **intra-sentential code-switching**, where two languages are interwoven within a single sentence.

As Poplack, (2001), explained intra-sentential switching takes place when speakers integrate elements of both languages into one clause or sentence. Such switching is typically found among proficient bilinguals who can move between languages fluidly, maintaining grammatical accuracy while enhancing the natural flow of communication.

Overall, this example shows that intra-sentential code-switching is more than just a linguistic occurrence it functions as a deliberate strategy that speakers use to enhance their expression and navigate social relationships in bilingual communication.

### **Inter-sentential code- switching**

Inter-sentential switching occurred 24 times, or 30% of the total data. In this type, the shift occurs between sentences or clauses. For example:

Data 1:

Rangga: *"**Ah, I know, I get it**, lu itu takut beneran jatuh cinta sama gua kan?"*

The speaker begins in English and then shifts into Indonesian, using English as a framing device before delivering the core emotional message in Indonesian.

Data 2:

Rangga: *"Besok kita ketemu ya. **By the way, don't forget to bring the documents.**"*

Here, the switch to English introduces a new topic. This indicates that inter-

sentential switching is often used to signal topic shifts, manage formality, or frame information for clarity.

Unlike intra-sentential switching, which reflects a blending of languages, inter-sentential switching functions more as a discourse strategy, structuring the flow of interaction.

### Tag-Switching

Tag-switching was the least frequent type, with only 9 instances (11.25%). This form involves inserting short elements such as discourse markers or interjections from one language into another. For example:

Data 1:

Hana: " **Well**, *intinya sih gua ga pengen lu nyerah?*"

The English discourse marker "Well" is inserted at the beginning of an Indonesian sentence. This usage softens the statement and adds a conversational tone.

Tag-switching is the simplest and most flexible form of code-switching, as noted by (Poplack, 2001). Although limited in number, its presence suggests that speakers employ English tags as stylistic devices, signaling informality, modernity, and cosmopolitan identity.

The quantitative results show that intra-sentential switching is the most dominant type of code-switching in the series. This dominance may be explained by the informal and conversational nature of the program, where language mixing within a sentence feels natural and reflects the bilingual competence of the speakers. Gumperz, (1982) argued that code-switching often functions to manage interaction and negotiate social identity. The frequent use of intra-sentential switching in *Bestie Series* suggests that the characters draw on both Indonesian and English to enhance expressiveness, reinforce solidarity, and maintain engagement with a young, bilingual audience.

The relatively smaller number of tag-switching instances may reflect the speakers' preference for fuller language alternations rather than relying on short markers. However, when used, tags often carry pragmatic value such as softening statements or adding emphasis. The use of English discourse markers like "Well" also reflects broader sociolinguistic trends in Indonesia, where English is associated with prestige, modernity, and global awareness (Carol, 1993).

These findings are consistent with earlier studies on bilingual discourse. For example, Poplack, (2001) noted that intra-sentential switching is common among fluent bilinguals, while Gumperz, (1982) highlighted its role in signaling group identity and regulating conversation. The results of this study therefore confirm that bilingual speakers in media contexts use code-switching not only as a linguistic

resource but also as a social strategy.

While the findings provide valuable insights, this study is limited to eight episodes of a single series, which may not be sufficient for broad generalization. Future research should include a larger corpus of data and examine different genres of media discourse to compare code-switching patterns. Moreover, statistical testing could further strengthen the reliability of the quantitative findings.

Despite these limitations, the study contributes to the understanding of code-switching in Indonesian media. The findings suggest that bilingual practices in *Bestie Series* are not random but serve important communicative and sociolinguistic functions. By strategically switching between Indonesian and English, the speakers are able to emphasize meaning, manage conversational flow, and project identities that resonate with their audience.

## Conclusion

This research highlights the important role of code-switching in shaping communication among bilingual speakers, particularly in informal and conversational contexts such as the *Bestie Series* podcast. The analysis showed that intra-sentential code-switching was the most frequent, making up almost 59% of the total occurrences. This indicates that the speakers, who are proficient in both Indonesian and English, often switch languages within a single sentence to clarify meaning, emphasize certain ideas, or maintain a natural conversational rhythm. Meanwhile, inter-sentential and tag-switching were used less frequently, yet they still served meaningful purposes, such as expressing emotions, softening the tone, or adding humor and engagement.

The findings confirm that code-switching is not a random act but a conscious and purposeful strategy. It reflects the speakers' bilingual competence, cultural identity, and awareness of their audience. In bilingual urban settings like those represented in the *Bestie Series*, language switching goes beyond simple word mixing; it becomes a tool for expressing identity, negotiating relationships, and enhancing communication.

Nonetheless, this study is not without limitations. Since the data were limited to eight episodes of a single series, the findings cannot be generalized too broadly. Future research should therefore explore a larger and more varied corpus across different media platforms such as films, television, and digital content to capture a more comprehensive view of code-switching in Indonesian media discourse. Further studies might also employ comparative or statistical approaches to provide deeper and more reliable insights.

Beyond media analysis, the implications of this study extend to other fields. In language education, recognizing code-switching as a communicative resource may help teachers design more practical and engaging learning strategies that reflect students' real-life language use. In media studies, these findings shed light

on how language mixing can appeal to bilingual audiences and reflect modern urban lifestyles. From a sociolinguistic perspective, this study connects with broader patterns in Indonesia, where English is increasingly woven into Indonesian communication, symbolizing modernity, cosmopolitan identity, and social connectedness.

Ultimately, the presence of code-switching in the *Bestie Series* illustrates that bilingualism is not only a matter of linguistic ability but also a cultural and social resource. It enriches conversation, fosters group solidarity, and mirrors the evolving dynamics of multilingual communication in contemporary Indonesian society.

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