



Analysis of Code-Switching from Shazhaniaa Content on Tiktok

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ABSTRACT

The phenomenon of code-switching has become a prominent form of linguistic innovation in the digital era, particularly on social media platforms like TikTok. This study aims to analyze the forms, functions, and factors influencing the use of code-switching in TikTok content uploaded by Indonesian creator Shazhaniaa. This study used a descriptive qualitative method, using 43 TikTok captions published between August and September 2025 as data sources. The data were analyzed based on Poplack's classification, which includes three main types of code-switching: intersentential, intrasentential, and tag-switching. The results indicate that the most dominant form of code-switching is intrasentential code-switching, reflecting the creator's linguistic flexibility and high bilingual skills. The primary functions of code-switching include emphasis, social identity, interactional, and affective functions. Furthermore, the use of code-switching was found to play a crucial role in constructing a digital persona, emphasizing an expressive communication style, and strengthening emotional connection with a bilingual audience. Factors influencing the use of code-switching include the socio-digital context, communicative goals, global cultural trends, and psychological factors. Overall, this research confirms that code-switching practices in digital content are not merely linguistic phenomena, but also representations of identity, communication strategies, and forms of cultural negotiation between locality and globality. This study is expected to provide theoretical contributions to the field of digital sociolinguistics and enrich understanding of the dynamics of bilingualism in modern Indonesian online spaces

Keywords: code switching, content, TikTok

Analisis Alih Kode pada Konten Shazhaniaa di TikTok

ABSTRAK

Fenomena alih kode telah menjadi bentuk inovasi linguistik yang menonjol di era digital, terutama pada platform media sosial seperti TikTok. Penelitian ini bertujuan untuk menganalisis bentuk, fungsi, dan faktor-faktor yang memengaruhi penggunaan alih kode dalam konten TikTok yang diunggah oleh kreator Indonesia Shazhaniaa. Penelitian ini menggunakan metode kualitatif deskriptif, dengan menggunakan 43 teks TikTok yang diterbitkan antara Agustus dan September 2025 sebagai sumber data. Data dianalisis berdasarkan klasifikasi Poplack yang mencakup tiga jenis alih kode utama: intersentensial, intrasentensial, dan alih tag. Hasilnya menunjukkan bahwa bentuk alih kode yang paling dominan adalah alih kode intrasentensial, yang mencerminkan fleksibilitas linguistik kreator dan keterampilan dwibahasa yang tinggi. Fungsi utama alih kode meliputi fungsi penekanan, identitas sosial, interaksional, dan afektif. Lebih lanjut, penggunaan alih kode ditemukan memainkan peran krusial dalam membangun persona digital, menekankan gaya komunikasi yang ekspresif, dan memperkuat hubungan emosional dengan audiens bilingual. Faktor-faktor yang memengaruhi penggunaan alih kode meliputi konteks sosio-digital, tujuan komunikasi, tren budaya global, dan faktor psikologis. Secara keseluruhan, penelitian ini menegaskan bahwa praktik alih kode dalam konten digital bukan sekadar fenomena linguistik, tetapi juga representasi identitas, strategi komunikasi, dan bentuk negosiasi budaya antara lokalitas dan globalitas. Penelitian ini diharapkan dapat memberikan kontribusi teoretis bagi bidang sosiolinguistik digital dan memperkaya pemahaman tentang dinamika bilingualisme di ruang daring Indonesia modern

Kata kunci: alih kode, konten, TikTok

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INTRODUCTION

In the digital era, the boundaries between languages, cultures, and identities have become increasingly fluid due to the rapid development of online communication platforms such as TikTok, Instagram, and YouTube. Among these, TikTok has emerged as one of the most influential digital spaces for linguistic innovation and self-expression. TikTok's format, which emphasizes short videos and captions, provides users with a creative medium to blend languages, cultures, and social meanings in real time. This new environment encourages not only the consumption of globalized content but also the hybridization of linguistic practices. One such linguistic phenomenon that has attracted considerable academic attention in recent years is code-switching, which refers to the alternation between two or more languages within the same discourse, utterance, or communicative event (Wardhaugh, 2015).

The rise of bilingual and multilingual societies, particularly in postcolonial and globalized contexts like Indonesia, has made code-switching an increasingly natural linguistic strategy among social media users. According to (Chen & Lee, 2023), social media communication promotes the fluid use of multiple languages as users navigate between local and global audiences. Indonesia, with its rich linguistic diversity and growing exposure to English as a global lingua franca, presents a fertile ground for examining code-switching behavior. The frequent alternation between Bahasa Indonesia and English in online spaces, especially among young users and influencers, demonstrates how digital communication facilitates identity negotiation and social positioning (Rahardi, 2022). This linguistic flexibility reflects not only linguistic competence but also cultural awareness, social capital, and digital literacy.

TikTok, as a platform dominated by short and visually driven content, promotes informal and highly expressive language use. The algorithmic and participatory nature of TikTok amplifies the visibility of creators who adopt multilingual or hybrid linguistic styles. According to (García &

Otheguy, 2020), digital environments encourage what they term translanguaging practices, where bilingual users fluidly draw upon their linguistic repertoires without strict separation between languages. This approach suggests that users like Shazhaniana, a prominent Indonesian TikTok creator, do not simply switch codes mechanically; instead, they use linguistic mixing as a deliberate stylistic and social choice. Through captions, narration, and spoken content, Shazhaniana merges Indonesian and English expressions to reflect modernity, intimacy, and authenticity qualities that resonate strongly with her audience.

Code-switching in digital media, particularly on TikTok, also functions as a performative act that constructs online persona and audience engagement. According to (Androutsopoulos, 2022), linguistic hybridity in social media is deeply tied to the construction of digital identities, where users express belonging to multiple linguistic and cultural worlds simultaneously. For Indonesian content creators, English functions as a marker of cosmopolitan identity, sophistication, and global orientation, while Indonesian remains the core language for emotional expression and cultural intimacy. The interweaving of these languages thus creates a layered form of communication that is both local and global, personal and public. This duality, as highlighted by (Wei, 2023a), reflects the "superdiversity" of modern digital communication, where multilingualism becomes a resource for social positioning rather than a mere linguistic phenomenon.

In the Indonesian TikTok sphere, code-switching is not merely a linguistic occurrence but also a manifestation of socio-cultural transformation. The increasing use of English in Indonesian discourse reflects both the globalization of digital culture and the shifting attitudes toward language prestige. According to (Rahman & Fitriani, 2024), English serves as a symbolic capital that indexes education, modern lifestyle, and global awareness. Therefore, influencers such as Shazhaniana strategically employ code-switching to signal social mobility, global competence, and cultural fluency. This phenomenon also aligns with



Bourdieu's theory of linguistic capital, in which language choice operates as a form of symbolic power used to assert identity and influence (Al-Khalifa, 2022).

From a sociolinguistic perspective, the alternation between Indonesian and English in Shazhaniana's TikTok captions can be understood as a form of digital bilingual discourse. It reflects how language functions not only as a medium of communication but also as a resource for identity performance and affective connection. Scholars such as Sharma, (2020) and Wei, (2023) argue that in the context of social media, users engage in "performative multilingualism," where language choice is consciously designed to shape perception, engagement, and audience reach. This behavior aligns with broader global trends in influencer communication, where bilingual and code-switched content tends to attract higher interaction rates and audience relatability (Park & Wang, 2021).

Furthermore, the evolution of digital media has altered the conventional understanding of linguistic boundaries. In TikTok captions, language is often shortened, stylized, and hybridized, reflecting what (Tagg & Evans, 2020) term digital code-mixing, a form of creative linguistic play shaped by platform affordances and social context. In Shazhaniana's case, her bilingual expression mirrors not only her linguistic proficiency but also her desire to appear modern, approachable, and relatable to audiences who share similar bilingual experiences. This aligns with studies by (Setiawan, 2022) and (Chien, 2023), who found that bilingual influencers often employ English phrases for emphasis, humor, or stylistic variation, while maintaining Indonesian as the base language to preserve authenticity.

The prevalence of code-switching on TikTok also raises questions about language ideology and identity construction in Indonesia's digital generation. According to (Noveria, 2024), young Indonesians increasingly view bilingualism as a marker of global citizenship rather than linguistic elitism. The alternation between English and Indonesian thus represents not only pragmatic

communication but also an ideological stance that reflects openness to global culture. In this sense, Shazhaniana's linguistic style can be seen as a reflection of contemporary Indonesian femininity and modern motherhood, characterized by self-confidence, global awareness, and digital expressiveness.

From a methodological standpoint, analyzing Shazhaniana's code-switching practices contributes to the broader field of digital sociolinguistics, which examines how language adapts and transforms in online spaces. As highlighted by Androutsopoulos and (Androutsopoulos & Tovaes, 2023b), digital discourse analysis allows researchers to uncover the social meanings embedded in linguistic choices within online communities. TikTok captions, despite their brevity, encapsulate rich linguistic and cultural data that reveal users' social intentions, emotional tone, and identity work.

Therefore, this research seeks to explore how Shazhaniana employs code-switching as a communicative and stylistic strategy on TikTok. Specifically, it aims to identify the types of code-switching (intra-sentential, inter-sentential, and tag-switching) and to interpret their communicative functions based on Poplack's (1980) framework and recent elaborations by Muysken (2021). This study assumes that code-switching in Shazhaniana's captions is not random but intentional, serving expressive, directive, and aesthetic purposes. Moreover, it demonstrates how bilingualism in social media acts as a form of cultural negotiation, reflecting the intersection between local identity and global influence.

This study is guided by three main research questions. First, it seeks to identify what types of code-switching are used in Shazhaniana's TikTok content, including intra-sentential, inter-sentential, and tag-switching forms. Second, it examines what communicative and social functions these code-switching instances serve in shaping meaning, audience engagement, and identity performance. Third, it explores what factors influence the occurrence of code-switching in Shazhaniana's linguistic practice, considering socio-cultural

context, digital environment, and audience orientation. These research questions are designed to provide a systematic understanding of how linguistic alternation operates as both a communicative and cultural strategy in digital discourse.

Ultimately, understanding the dynamics of code-switching in digital spaces like TikTok provides valuable insights into the evolution of contemporary language use in Indonesia. It reveals how linguistic creativity, technological affordances, and cultural hybridity intersect to form new modes of expression in the 21st century. By examining Shazhaniana's content, this study contributes to current discussions on bilingual discourse, digital identity, and sociolinguistic innovation in the age of global connectivity.

METHODS

This study employs a qualitative descriptive design to explore the forms and communicative functions of code-switching that appear in Shazhaniana's TikTok captions. A qualitative descriptive approach is appropriate for linguistic research because it focuses on describing the natural use of language as it occurs in real contexts without manipulation of variables. According to Creswell and Poth (2018), qualitative research emphasizes the process of interpreting meaning in social and cultural situations through detailed and contextualized data. In the same vein, (Sugiyono, 2022) highlights that descriptive qualitative methods are suitable for investigating language behavior in everyday settings, as they allow the researchers to describe data holistically and systematically based on observed linguistic phenomena.

This study aims not only to describe linguistic patterns but also to interpret the social meanings behind Shazhaniana's bilingual communication style. The descriptive design provides a framework for analyzing code-switching occurrences as social practices that reflect identity performance, emotional expression, and stylistic preference. As noted by (Flick, 2023), the qualitative paradigm allows researchers to approach language as a

complex social action rather than a static structure. Therefore, this design supports the investigation of how code-switching serves communicative, expressive, and aesthetic functions within the dynamic digital context of TikTok.

The data source of this research consists of 43 TikTok captions produced by the content creator Shazhaniana between August and September 2025. The captions were selected purposively, meaning that only those containing a combination of Indonesian and English expressions were included for analysis. Purposive sampling, as defined by (Palinkas et al., 2019), is a non-random sampling strategy used to select information-rich cases that are most relevant to the objectives of a study. This approach ensures that the selected data directly represent the linguistic phenomenon under investigation.

Each caption was collected manually from Shazhaniana's verified TikTok account to maintain data authenticity and reliability. The data set was documented in a tabular format, including the full caption text, date of publication, and initial categorization of code-switching type. Since this research focuses on written linguistic expressions rather than spoken utterances, captions were treated as textual data reflecting spontaneous written communication influenced by speech-like characteristics. As noted by Androutsopoulos and (Androutsopoulos & Tovaes, 2023), social media texts often blend oral and written styles, making them valuable resources for analyzing hybrid forms of language such as code-switching.

The use of social media data in linguistic research also aligns with current digital ethnographic practices. According to (Pink et al., 2022), online linguistic behavior can be studied through digital ethnography because social media platforms have become key sites for meaning-making and identity construction. Hence, the choice of TikTok captions as the data source reflects the growing importance of digital environments in contemporary sociolinguistics.

The data were analyzed using Poplack's (1980) typology of code-switching, which categorizes switching into three major types: tag-



switching, inter-sentential switching, and intra-sentential switching. This theoretical model remains highly relevant in recent research, as confirmed by Muysken (2021) and Li Wei (2023), who argue that Poplack's framework provides a solid foundation for distinguishing structural and functional variations of bilingual discourse.

The analysis process followed the interactive model proposed by Miles, Huberman, and Saldaña (2020), which consists of three main stages:

1. Data reduction, where raw data were condensed through classification based on the types of code-switching. Each caption was read carefully, and instances of language alternation were coded according to Poplack's categories.
2. Data display, in which the results were organized in tables and descriptive summaries to identify recurring linguistic patterns and communicative purposes.
3. Conclusion drawing and verification, where the researchers interpreted the meaning and function of code-switching occurrences in light of sociolinguistic theories and contextual understanding.

Throughout the process, the researchers ensured the credibility and validity of the findings through triangulation and researcher reflexivity. Triangulation was achieved by consulting previous studies on digital bilingualism and cross-verifying findings with recent theoretical discussions (Dörnyei, 2021). Researchers reflexivity was maintained by continuously evaluating personal assumptions and biases during data interpretation to ensure objectivity and transparency (Nowell et al., 2021).

Furthermore, qualitative data analysis was assisted by manual coding and pattern identification. Although no software was used, the researchers employed systematic memoing to record insights, recurring linguistic elements, and thematic interpretations. According to (Braun & Clarke, 2022), manual thematic analysis remains one of the most effective tools in qualitative linguistics, as it allows a deep engagement with the nuances of linguistic meaning.

In summary, the methodology of this study combines Poplack's linguistic typology with Miles and Huberman's analytical model to ensure both structural and interpretive depth. By situating Shazhaniaa's code-switching practices within the broader framework of digital sociolinguistics, this approach provides an empirically grounded understanding of how bilingual expression functions as a communicative and cultural resource in contemporary online discourse.

RESULTS

The following data is the result of documentation and observation of TikTok captions posted between August and September 2025 by the account Shazhaniaa. The account depicts the daily life of a female content creator experiencing pregnancy and her new role as a young mother. This account was selected purposively because the content it produces represents a form of self-expression and identity construction for young women in the digital age through the TikTok platform.

The captions used demonstrate a mix of Indonesian and English (code-mixing), a characteristic of modern digital communication styles among social media users, particularly millennials and Gen Z. This mixed language use not only serves as a form of linguistic expression but also reflects a global lifestyle, modernity, and a personal branding strategy for building a self-image as an educated, fashionable, and knowledgeable individual.

Furthermore, this data also reflects everyday themes encompassing motherhood, beauty, lifestyle, and social relationships, all conveyed in a light, communicative, and personal narrative style. Thus, this collection of captions can be

analyzed sociolinguistically and sociologically in literature to understand how women's identities are constructed through digital media, how language is used as a tool for self-representation, and how social, cultural, and gender values are reflected in online communication practices. The data studied are presented in the following:

- 1) Sekarang udah jam 9 malam and I'm ready in pjs with my baby
It's 9 PM now and I'm ready in my pjs with my baby.
- 2) Aku ngerasa kayak this pregnancy has taught me a lot
I feel like this pregnancy has taught me a lot.
- 3) Contohnya kayak skincare nya skin angel ini, mereka tuh simple banget, made with pure centella from Madagascar
Take Skin Angel's skincare as an example. They're really simple, made with pure centella from Madagascar.
- 4) Jadi semenjak hamil aku banyak banget cari inspo di pinterest and I've been seeing this all over the pinterest
Since I've been pregnant, I've been looking for inspiration on Pinterest a lot, and I've been seeing this all over Pinterest.
- 5) Banyak banget kalo lagi pada hamil itu pakai bodycon dresses like this one that I'm wearing right now
- 6) Nah sekarang akum au pergi, so let's do some finishing touches
- 7) Karena hari ini akum au perginya ke mall, jadi I think I need an outer
- 8) I really love this one karena as a vanilla lover ini tuh bener-bener wanginya manis
- 9) Wangi aku hari ini bener-bener represent my outfit
- 10) And I love how it is so small jadi gampang banget for me to carry it around in my small bag juga
And I love how it's so small, so it's really easy for me to carry it around in my small bag too.
- 11) Hari ini kita mau bikin what's in our bag
Today we're going to make what's in our bag.
- 12) Ini harus bener-bener dari awal banget sih. Can you do it though?
This must be Really from the very beginning. Can you do it though?
- 13) Dia tuh ada rodanya, bisa dibawa kemanapun, around the house of course ngga di bawa pergi ya
It has wheels, so you can take it anywhere, around the house, of course, not take it away.
- 14) Terus dia juga comes with remote control
It also comes with a remote control.
- 15) Yang ini tuh punya sensornya pas babby nya nangis jadi kita ngerasa that would be very helpful
This one has a sensor for when the baby cries, so we think that would be very helpful.
- 16) Oke that's all for today episode, next nya kita kayaknya mau unboxing breastfeeding stuff
Okay, that's all for today's episode. Next, we'll probably unbox breastfeeding stuff.
- 17) Wanginya kayak caramel biscuit that's why I'm so inspired to make this cake
It smells like caramel biscuit, which is why I'm so inspired to make this cake.
- 18) Aku tuh sempet kerja di fashion magazine as a fashion writer
I used to work for a fashion magazine as a fashion writer.
- 19) Aku tuh pernah nanya ke dia kayak, Gio what is your first impression about me?
I once asked him, "Gio, what is your first impression of me?"
- 20) Things change, habit change, but one thing that never changes until now aku masih suka banget buat take care of my hair
Things change, habits change, but one thing that never changes until now is that I still really love taking care of my hair.
- 21) Super duper glossy dan bener-bener ngga ada freeze nya up to four day's



It's super glossy and really doesn't freeze for up to four days.

This study aims to analyze the forms, functions, and factors influencing the use of code-switching in the TikTok content of creator Shazhaniana. Based on data collected from 43 captions posted between August and September 2025, it was found that the language used in the content predominantly consists of a mixture of Indonesian and English, reflecting a bilingual and bicultural communicative style.

The analysis reveals three main types of code-switching intersentential, intrasentential, and tag-switching as categorized by (Poplack, 2020) and further updated by (Bullock & Toribio, 2023). However, this study also identifies an emerging pattern known as creative hybrid switching, aligned with Wei & (Wei & García, 2023) theory of translanguaging, in which speakers fluidly merge two languages to express authenticity, identity, and emotional depth within digital discourse. Types of code-switching found in Shazhaniana's TikTok captions.

Code-Switching Types-1:

Intersentential

Example-1:

"Sekarang udah jam 9 malam **and I'm ready in pjs with my baby.**"

Short Explanation-1:

Change of language between sentences; used for personal expression.

Code-Switching Types-2:

Intrasentential

Example-2:

"Aku ngerasa kayak **this pregnancy has taught me a lot.**"

Short Explanation-2:

Pergantian dalam satu struktur kalimat; menunjukkan kedekatan emosional dan ekspresivitas.

Code-Switching Types-3:

Tag-Switching

Example-3:

"Okay, next kita mau unboxing lagi ya."

Short Explanation-3:

Sisipan kata/ungkapan singkat dari bahasa lain di akhir kalimat.

This study aims to analyze the forms, functions, and factors influencing the use of code-switching in TikTok content uploaded by creator Shazhaniana. Based on data collected from 43 captions published between August and September 2025, it was found that the language used in the content was predominantly a mixture of Indonesian and English.

The analysis indicates that there are three main types of code-switching used: intersentential code-switching, intrasentential code-switching, and tag-switching, as classified by Poplack (2020) and updated by Bullock & Toribio (2023). The results also indicate that code-switching is used not only as a stylistic device but also as a means of social identity, communication appeal, and a form of digital persona construction:

1. Emphasis Function

Code switching is used to emphasize important parts of a message, as in the sentence:

"*Wanginya kayak caramel biscuit, **that's why I'm so inspired to make this cake.***" (Data 17).

English here emphasizes emotional reasons while giving an impression of being expressive and elegant.

2. Identity Function

Shazhaniana uses English to build her image as a digital mother, fashion enthusiast, and global influencer.

"*Aku tuh sempet kerja di fashion magazine as a fashion writer.*" (Data 18)

This sentence shows social status and professionalism.

3. Interactional Function

Code-switching also serves to maintain closeness to bilingual audiences:

“Next kita cerita-cerita lagi okay, until next time bye-bye.” (Data 23)

This sentence gives a friendly and casual impression typical of social media.

4. Affective Function

Code switching occurs when the speaker expresses feelings in a more personal way.

“Aku malah super happy, super semangat, dan juga extrovert banget sepanjang aku syuting.” (Data 33)

In addition to linguistic and social functions, several factors were also identified as contributing to code-switching, including:

- 1) Shazhaniana's digital social context as a content creator interacting with a global bilingual audience.
- 2) The communicative purpose of code-switching is to reinforce narrative style and intimacy with followers.
- 3) The influence of digital culture: English is seen as a symbol of modernity and global trends (Lee & Barton, 2022).
- 4) Psychological factors: Spontaneous impulses when thinking or expressing oneself (Dewaele, 2020).

Thus, the results indicate that Shazhaniana's code-switching is both planned and natural, serving as an effective communication strategy and representation of digital identity.

DISCUSSION

In the digital era marked by the development of social media platforms like TikTok, the practice of code-switching is no longer understood as a linguistic deviation, but rather as a complex social and semiotic phenomenon. Social media users, particularly digital creators like Shazhaniana, use code-switching as a form of identity expression, communication style, and interaction strategy with multilingual audiences. This phenomenon demonstrates how the boundaries between first and second languages are becoming increasingly fluid, aligning with the concept of translanguaging proposed by (Wei, 2023), where language functions dynamically as a means of constructing meaning, emotion, and self-representation.

In the context of TikTok, code-switching not only reflects bilingualism but also demonstrates the social and cultural meanings of the alternating use of two languages. English is often used to emphasize a modern lifestyle, professionalism, and familiarity with global culture, while Indonesian maintains warmth, spontaneity, and emotional closeness with local audiences. Thus, the code-switching practice that appears in Shazhaniana's content is multifunctional it is simultaneously linguistic, social, and performative.

The following analysis outlines three main aspects of this phenomenon. First, the forms of code-switching and the dynamics of digital linguistics that emerge in Shazhaniana's content. Second, the linguistic and social functions of code-switching related to identity, style, and audience acceptance. Third, the factors influencing the emergence of code-switching in digital communication, including social context, psychological aspects, digital culture, and personal branding strategies, are discussed.

Forms of Code-Switching and Digital Linguistic Dynamics

The dominance of *intrasentential code-switching* illustrates the natural integration of bilingual repertoires in digital communication. This supports (Myers-Scotton, 2019) *Markedness Model* which posits that speakers select linguistic codes to align with contextual norms and social intentions. Furthermore, (Gardner-Chloros, 2021) and Wei & García (2023) affirm that online code-switching is a *semiotic resource* a symbolic act of meaning-making rather than a random language alternation. For example:

“Aku ngerasa kayak this pregnancy has taught me a lot.” (Data 2)

“Wangi aku hari ini bener-bener represent my outfit.” (Data 9)

In these sentences, the speaker switches languages to increase expressivity and emotional precision. According to Androutsopoulos (2020), digital bilingualism on platforms like TikTok serves both stylistic and performative purposes, blending linguistic choice with self-branding.



Intersentential code-switching, meanwhile, marks topic shifts or emotional transitions:

“*Sekarang udah jam 9 malam and I’m ready in pjs with my baby.*” (Data 1)

This supports Gardner-Chloros (2021)’s concept of *emotional switching*, in which language alternation conveys affective tone.

Tag-switching, though less frequent, plays a vital pragmatic role. The use of brief English expressions such as “*okay*”, “*bye-bye*”, and “*next*” represents *micro-interactions* typical of social media language. Zhou (2023) highlights this as part of *digital discourse markers*, which enhance informality and authenticity in online engagement. Thus, Shazhaniana’s code-switching functions as both a linguistic performance and a semiotic act of self-representation, reflecting her hybrid digital identity as both Indonesian and globally connected.

Linguistic and Social Functions of Code-Switching

From a linguistic perspective, English provides euphony and stylistic modernity, reinforcing the creator’s identity as a confident, bilingual public figure. According to Wei & García (2023), in online discourse, code-switching represents *translanguaging performance* a flexible practice in which multilingual speakers fluidly navigate languages to express hybrid identity and creativity.

From a social perspective, (Canagarajah, 2021) and (KhosraviNik, 2021) emphasize that English operates as a symbolic resource of prestige and professionalism, while the use of Indonesian maintains authenticity and emotional proximity with local audiences. This dynamic forms what they term “*glocal identity*”, a strategic negotiation between globalization and cultural rootedness.

For instance:

“*Aku tuh sempet kerja di fashion magazine as a fashion writer.*” (Data 18)

“*That’s why for me, loving the baby starts with loving myself first dan salah satu cara aku ngelakuin itu adalah dengan milih sunscreen yang aman.*” (Data 13)

Both examples display bilingual fluency used to express dual belonging professionalism (through English) and warmth (through Indonesian).

This finding aligns with (Deumert, 2020), who argues that in digital spaces, *multilingual repertoires* operate as tools of both affective engagement and social distinction.

Factors Influencing Code-Switching

The study identifies four dominant factors affecting code-switching behavior in Shazhaniana’s TikTok content:

a. Social Context and Audience Design

As a digital content creator, Shazhaniana operates within a multilingual environment where her audience comprises followers fluent in both Indonesian and English. This bilingual composition directly influences her linguistic style and communicative choices. According to Lee and (Lee & Barton, 2022), the phenomenon of *audience design* on social media involves the speaker’s strategic adaptation of linguistic behavior to meet the expectations, values, and norms of their online community. In this context, code-switching functions as a dynamic form of linguistic accommodation, allowing creators like Shazhaniana to maintain cultural intimacy with local followers while simultaneously signaling global connectedness. By alternating between languages, she invites inclusivity and fosters a shared cultural identity among diverse audiences. This linguistic negotiation reflects Androutsopoulos’ (2020) theory of *digital superdiversity*, where bilingual discourse becomes a performative strategy to align with both national and transnational audiences. Hence, the use of English alongside Indonesian in her captions can be understood as a calculated effort to resonate with younger, urban, and globally literate viewers who perceive bilingualism as an emblem of intelligence and cosmopolitan identity.

b. Psychological and Emotional Factors

Psychological and emotional dimensions also play a significant role in influencing code-switching behavior. Dewaele and Wei (2020) assert

that bilingual speakers often switch languages based on emotional resonance an unconscious process through which individuals select the language that most accurately represents their feelings, comfort level, and situational context. In digital self-expression, particularly on platforms like TikTok, emotions such as joy, affection, fatigue, or gratitude are frequently mediated through bilingual language choices. For example, Shazhaniana may express excitement or affection using English phrases such as “*so happy*” or “*super proud*” to convey spontaneity and sincerity. This reflects what (Pavlenko, 2021) describes as *emotional translanguaging*, where bilingual individuals employ language mixing to capture subtle affective nuances that cannot be fully expressed within a single linguistic system. Thus, code-switching serves not only cognitive but also affective purposes it allows Shazhaniana to articulate emotional authenticity, reinforcing the perception of intimacy and relatability among her followers.

c. Digital Culture and Globalization Trends

From a broader sociocultural perspective, the interplay between digital culture and globalization also shapes the prevalence of code-switching in Shazhaniana’s online discourse. In the digital era, English has evolved into a *symbolic capital* that connotes modernity, education, and global awareness. As argued by KhosraviNik (2021), the use of English in digital spaces exemplifies *digital cosmopolitanisma* communicative trend where linguistic hybridity is employed to construct aspirational identities aligned with global cultural flows. In the context of influencer culture, this linguistic blending mirrors international norms of self-presentation that emphasize sophistication and inclusivity. By integrating English expressions into her predominantly Indonesian narratives, Shazhaniana not only enhances her perceived credibility but also positions herself within the transnational digital community. This aligns with Tagg and Seargeant’s (2022) observation that social media users strategically deploy linguistic hybridity to display cultural competence and

adaptability in a globalized communicative environment.

d. Communicative and Branding Strategies

Lastly, code-switching operates as an intentional branding strategy that strengthens both personal identity and audience engagement. In influencer discourse, language choice is inseparable from self-branding and persona construction. (Zappavigna, n.d.) highlights that linguistic hybridity in online communication fosters *relational authenticity*, enabling influencers to connect with audiences through a voice that feels genuine and emotionally resonant. For Shazhaniana, alternating between English and Indonesian constructs the image of a young, confident, and globally oriented mother who balances modernity with cultural rootedness. This bilingual narrative aligns with Khamis, Ang, and Welling’s (2023) notion of *performative authenticity*, where influencers build trust through linguistically mediated intimacy. Moreover, code-switching reinforces her brand’s emotional tone English conveys empowerment and sophistication, while Indonesian preserves warmth and accessibility. Together, these linguistic strategies humanize her digital identity and sustain long-term audience loyalty.

Overall, code-switching in Shazhaniana’s TikTok content reflects a socio-semiotic strategy shaped by linguistic creativity, digital culture, and identity construction. It exemplifies how bilingual speakers navigate between global and local values in the digital era (2015–2025).

Rather than being random or unconscious, her bilingualism is strategic, aesthetic, and relational, embodying what Wei (2023) calls “*translanguaging as identity work*” a process through which individuals express belonging, emotion, and modern selfhood in the hybrid spaces of social media.

CONCLUSION

Based on research into 43 TikTok captions uploaded by content creator Shazhaniana between August and September 2025, it can be concluded



that the use of code-switching in digital content is not merely a linguistic phenomenon, but also a complex communication strategy and representation of digital identity. The three main types of code-switching identified intersentential, intrasentential, and tag-switching demonstrate the dynamics of flexible and expressive language use. Intrasentential forms dominate, indicating a natural integration between Indonesian and English in digital speech. The identified functions of code-switching encompass four main aspects: emphasis, identity, interactional, and affective. Each function plays a role in strengthening Shazhaniana's personal style, emotional connection with the audience, and affirming her social and professional identity as a bilingual public figure. Factors influencing code-switching practices include social context and audience design, psychological and emotional factors, the influence of digital culture and globalization, and communication strategies and personal branding. These findings reinforce the theory of translanguaging, which emphasizes that bilingual speakers do not simply switch languages but creatively utilize their entire linguistic repertoire to express meaning, emotion, and identity. In a digital context, code-switching functions as a semiotic practice to construct a "glocal identity" an identity that is local yet globally oriented. Thus, Shazhaniana's language style on TikTok reflects the phenomenon of "translanguaging as identity work," namely, the way in which individuals negotiate their identity through strategic, aesthetic, and relational language choices. This research confirms that code-switching on social media is a form of digital literacy that marks the socio-cultural changes of Indonesia's young generation in facing the era of linguistic globalization 2015–2025.

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