

A Sociolinguistic Study of Code-Switching and Code-Mixing in Podcast *mengANALISA*: Identity Construction and Professional Positioning

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Abstract. Nowadays, podcasts have emerged as popular digital communication platforms, particularly among younger audiences in Indonesia. The increasing use of bilingual expressions in podcasts reflects the growing interaction between local and global linguistic practices in digital media. This study investigated the forms, functions, and sociolinguistic meanings of code-switching and code-mixing in the Indonesian podcast *MengANALISA* hosted by Analisa Widyaningrum. Using a descriptive qualitative approach, the study applied the frameworks proposed by Shana Poplack and Pieter Muysken to classify bilingual utterances. The data were collected from the episode entitled “COACH or MENTOR: Which is More Important?” through documentation and verbatim transcription. The findings revealed 140 instances of code-mixing and 90 instances of code-switching, with insertion and intra-sentential switching emerging as the dominant forms. The bilingual expressions identified in the podcast served referential, expressive, directive, and phatic functions, particularly in discussions related to leadership, coaching, and self-development. Furthermore, the use of English within Indonesian discourse reflects broader sociolinguistic processes associated with professionalism, digital identity, and audience engagement. The findings contribute to contemporary sociolinguistic discussions by demonstrating that code-switching and code-mixing in digital podcast discourse function not only as linguistic structures but also as socially meaningful practices shaped by identity performance and communicative context.

Keywords: *bilingualism, code-mixing, code-switching, podcast.*

<http://jos.unsoed.ac.id/index.php/jes>

INTRODUCTION

Podcasts have become a widely favored medium among younger audiences due to their informal, spontaneous, and emotionally resonant nature. This media allows speakers to convey their opinions, experiences, and even life stories in a way that is easy to understand. Many speakers in this situation use Indonesian and English simultaneously as a speech strategy. Podcasts provide a non-formal discussion space that allows code-switching and code-mixing naturally and is not formally structured (Farha Aini et al., 2025). According to Burhansyah et al. (2023), podcasts that target young listeners in urban areas who are accustomed to using English in everyday life show the phenomenon of bilingualism.

The use of two languages in a single utterance is not merely a form of language decoration but also serves various pragmatic and sociolinguistic functions. In the Indonesian context, particularly in Jakarta, code-switching has become closely associated with the '*Anak Jaksel*' phenomenon, which is frequently linked to urban identity, modernity, and social prestige (Azyizah & Nuryanti, 2023). However, the use of code-switching in podcasts may not solely reflect prestige-oriented motivations; it may also emerge from habitual bilingual practices, audience design, linguistic convenience, or expressive communicative strategies. Furthermore, Fadillah et al. (2025) highlighted that tag-switching is often used as an expressive tool to emphasize certain messages or signal shifts in the speaker's attitude. This finding aligns with language patterns commonly found in reflective and emotionally driven podcast discourse.

This study focused on a reflective podcast hosted by a psychologist-content creator who frequently employs bilingual speech to convey professional insights in an accessible manner. Her name is Analisa Widyaningrum. She holds a degree in Psychology and has been active as a content creator on the #AnalisaChannel since 2019. In her role as host, she uses a code-mixing approach by incorporating English psychological terms, such as 'self-awareness', 'boundaries', or 'resilience', into speech written in Indonesian. This strategy creates a sense of credibility and professionalism for a non-English speaking audience. In addition, Widyaningrum's code-switching, such as changing sentences from Indonesian to English, is usually done to emphasize or facilitate understanding of certain terms. This suggests that code-switching is not only a style but also a theoretical and practical tool, which supports the perception of the host as a digital-based psychologist. This is in line with his professional identity and his original, contemporary, but still engaging communication style.

Although podcasting as a medium has drawn scholarly attention, research focusing on bilingual practices in podcasts, especially those related to mental health, leadership, and self-development, remains limited. Similar research by Marito Pasaribu et al. (2024) on comedy podcasts showed that code-switching functions not only as a linguistic choice but also as a representation of inner moods, cultural affiliations, and communicative strategies. However, the professional tone and reflective nature of psychological podcast content introduce a different context for exploring code alternation, requiring a more nuanced analysis of its social and functional implications.

Several studies have shown that code-switching and code-mixing are common in Indonesian digital media, particularly in podcasts and YouTube content. Situmorang et al. (2024) and Annisa (2024) found that insertion and intra-sentential switching were the dominant patterns in podcast discourse, indicating that bilingual interaction frequently occurs in conversational settings. Similarly, Azira et al. (2023) reported that intra-sentential switching was the most dominant type in the Daniel Mananta Network

YouTube channel, while Rini and Moehkardi (2021) argued that bilingual speakers use code-switching for lexical needs, conversational flow, and audience engagement. In contrast, Salsabila et al. (2023) emphasized that bilingual language use in Jerome Polin's content was strongly influenced by communicative convenience and lexical preference rather than interactional strategy.

Although these studies provide valuable insights into bilingual communication in Indonesian digital discourse, most remain primarily structural and descriptive. Previous research mainly focused on identifying linguistic forms and frequencies of code-switching and code-mixing using frameworks, such as Poplack (1980) and Muysken (2000). As a result, the broader sociolinguistic meanings of bilingual practices such as identity construction, professionalism, stance-taking, and audience engagement remain underexplored, particularly in a reflective and professional-oriented podcast context.

Contemporary sociolinguistic scholarship increasingly argues that bilingualism should not be understood merely as grammatical alternation between languages. Rather, code-switching in digital discourse can function as a socially meaningful communicative practice related to identity construction, stance-taking, audience design, and indexicality. In digitally mediated interactions such as podcasts, bilingual speakers may strategically alternate languages to project professionalism, construct authenticity, negotiate social identity, or establish an emotional connection with audiences. This shift from structural analysis toward interpretive sociolinguistic perspectives reflects broader global debates in digital sociolinguistics, where language is viewed not only as a linguistic system but also as a resource for social positioning and identity performance.

Foundational frameworks proposed by Poplack (1980) and Muysken (2000) remain relevant for identifying structural patterns of code-switching and code-mixing in bilingual discourse. Poplack categorized code-switching into inter-sentential, intra-sentential, and tag-switching, while Muysken classified code-mixing into insertion, alternation, and congruent lexicalization. We believed that structural frameworks alone are insufficient to explain the broader social meanings of bilingual practices in digital discourse. Therefore, this study drew on contemporary sociolinguistic perspectives concerning identity construction and professional positioning by integrating Poplack's syntactic classification of code-switching (1980) and Muysken's structural typology of code-mixing (2000).

Although previous studies have examined bilingual practices in Indonesian digital media, most focused on entertainment-oriented content or structural classification of code-switching and code-mixing. Limited attention has been given to reflective and professional podcast discourse, particularly regarding how bilingual practices function as communicative resources for constructing professional identity and audience engagement. Consequently, the sociolinguistic meanings underlying bilingual language use in Indonesian podcast discourse remain underexplored. Specifically, this study aimed to:

- (1) identify and classify the forms of code-switching and code-mixing in podcast discourse;
- (2) analyze the functions and motivations underlying bilingual language use; and
- (3) explore how bilingual practices reflect professional and social identity in Indonesian digital communication.

RESEARCH METHOD

This study employed a descriptive qualitative research design aimed at identifying and analyzing the forms, functions, and sociolinguistic meanings of code-switching and code-mixing in podcast discourse. The primary data source was a YouTube podcast episode from the *Analisa* Channel titled “MengANALISA – COACH or MENTOR: Which is More Important?” featuring Ricky Setiawan, published in 2023. The episode was selected through purposive sampling because it contained extensive bilingual interactions within a reflective and professional-oriented discussion setting relevant to the study’s focus on bilingual practices, identity construction, and digital discourse. As a qualitative study, this research did not aim for statistical generalization but rather sought to provide an in-depth sociolinguistic interpretation of bilingual communication within a specific podcast context.

Data were collected through documentation and verbatim transcription of the selected podcast episode, which has an approximate duration of 38 minutes and 25 seconds. The researchers repeatedly listened to the podcast and carefully examined the transcript to identify utterances containing code-switching and code-mixing phenomena. The unit of analysis consisted of bilingual utterances containing Indonesian-English language alternation. Utterances were considered instances of code-switching or code-mixing when they contained identifiable insertion, alternation, or switching of English linguistic elements within Indonesian discourse based on the operational criteria proposed in Poplack’s (1980) and Muysken’s (2000) frameworks.

The data were analyzed using the linguistic frameworks proposed by Shana Poplack and Pieter Muysken. Poplack’s model categorized code-switching into inter-sentential, intra-sentential, and tag-switching, while Muysken’s typology classified code-mixing into insertion, alternation, and congruent lexicalization. These frameworks were used to identify and categorize bilingual utterances found in the podcast discourse. The analysis followed the interactive model of Matthew B. Miles and A. Michael Huberman (2014), which consists of data reduction, data display, and conclusion drawing or verification. During the data reduction stage, utterances containing bilingual language practices were extracted and coded according to the established classifications. The categorized data were then organized into tables and accompanied by analytical interpretation related to communicative context, audience engagement, and identity construction in podcast interaction.

Since qualitative interpretation might involve the researchers’ subjectivity, the researchers remained aware of potential bias throughout the analytical process. To strengthen the credibility and reliability of the findings, theoretical triangulation was applied by combining Poplack’s and Muysken’s frameworks during analysis. In addition, Leavy (2023) peer debriefing was conducted in which selected portions of the coded data were independently re-examined by fellow researchers familiar with sociolinguistic analysis to evaluate consistency in categorization and interpretation. Any differences in classification or interpretation were discussed until agreement was achieved, thereby improving coding consistency, analytical reliability, and objectivity in the identification of code-switching and code-mixing instances.

FINDINGS AND DISCUSSION

This section presents and discusses the findings related to the forms, functions, and sociolinguistic meanings of code-switching and code-mixing identified in the selected podcast episode. The analysis focused not only on the structural patterns of

bilingual language use but also on how bilingual practices function as communicative resources for audience engagement, identity construction, and professional positioning within digital podcast discourse.

1. Identifying and classifying the forms of code-mixing and code-switching

1.1 Code-switching

This section presents the classification of code-switching instances found in the video transcript, analyzed using the framework proposed by Poplack (1980). Poplack divided code-switching into three major types: intra-sentential switching, inter-sentential switching, and tag-switching. In total, 90 utterances were identified as code-switching, which were classified based on their structural features as follows:

Table 1.1 Typology of Code-switching Results.

Code-switching Type	F	Percentage(%)	Description
Intra-sentential Switching	44	48.9%	Switching occurs within a single sentence or clause.
Inter-sentential Switching	34	37.9%	Switching occurs between sentences or independent clauses.
Tag-switching	12	13.3%	The use of tags or fixed expressions from one language in a sentence of another language.
Total	90	100%	

From the table above, the data show that the most dominant type of code-switching was intra-sentential switching with 44 utterances, accounting for 48.9% of the total, followed by inter-sentential switching with 34 utterances (37.8%) and tag-switching with 12 utterances (13.3%).

The prevalence of intra-sentential switching suggests that the speakers in the video are highly proficient in both languages, allowing them to alternate seamlessly within clauses or sentences. For example:

“*Sebenarnya apa sih, Mas ee perbedaan antara coach sama mentor?*”
(Excerpt 40)

This excerpt shows intra-sentential switching as the English words are embedded within an Indonesian sentence. Inter-sentential switching was also common, indicating conscious shifts between languages at sentence boundaries, such as:

“*Jadi kalau ditanya apakah number one number two-nya enggak ada.*”
(Excerpt 57)

The phrase “number one number two” appears as a switch after a complete Indonesian clause. Lastly, tag-switching involves expressions such as interjections or short phrases, as in:

“...eh *sorry* high commitment and low maintenance...”
(Excerpt 80)

The use of ‘sorry’ in excerpt 80 represents a common example of tag-switching. The analysis of 90 code-switching utterances revealed that intra-sentential

switching is the most frequently used type among speakers in the podcast. This pattern not only reflects bilingual fluency but also indicates the normalization of hybrid linguistic practices in Indonesian digital discourse. The seamless integration of English lexical items into Indonesian utterances suggests that bilingual communication has become an interactional resource for maintaining conversational flow while simultaneously indexing modernity, educational background, and professional competence. In this context, code-switching functions not merely as a linguistic strategy but also as a sociolinguistic marker associated with urban digital communication practices.

These findings align with other open-access studies in Indonesian-language digital media. For instance, Ayu et al. (2022) analyzed top Indonesian YouTubers' discourses and found inter-sentential switching to be dominant (59.4 %), though intra-sentential was still prevalent (26.7 %), highlighting that both types are common in multilingual content creation. Similarly, Rini & Moehkardi (2021) studied a Canadian–Indonesian bilingual YouTuber, Sacha Stevenson, and reported inter-sentential switching as the most frequent (42 %) with intra-sentential at 34 % and tag-switching at 24 %. In Zhafira Aqyla's YouTube video, intra-sentential switching was most frequently used at over 89 %, suggesting close alignment with our own pattern (Parinduri et al., 2024). Together, these studies reinforced the idea that intra-sentential switching is a resilient bilingual strategy across various digital platforms, while inter-sentential and tag-switching adjust depending on speaker style and context.

The dominance of intra-sentential switching suggests that bilingual language use in the podcast functions as a natural communicative strategy rather than occasional language alternation. The findings indicate that speakers strategically integrate English expressions into Indonesian discourse to maintain conversational flow, express specific concepts efficiently, and align with the bilingual communication style commonly found in Indonesian digital media.

1.2 Code-mixing

The type of code-mixing consists of insertion, alternation, and congruent lexicalization. The data were analyzed using the criterion strategy by Muysken (2000) to determine the types of code-mixing. The analysis of 140 utterances revealed the results as presented in Table 1.2.

Table 1.2. Typology of Code-mixing Results.

Code-mixing Type	F	Percentage (%)	Description
Insertion	115	82.1%	Single constituent, nested a-b-a sequence, dummy word insertion, content word, selected element, morphological integration
Alternation	13	9.3%	Multiple constituents, non-nested a-b-a sequence, major clause boundary, peripherality, embedding in discourse, flagging, emblematic/tag-question, etc

Congruent Lexicalization	12	8.6%	Non-constituent, function word, bidirectional, homophonous diamorph, morphological integration, and doubling.
Total	140	100%	

The analysis of the 140 instances of code-mixing revealed three main types: insertion (115 instances; 82.1%), alternation (13 instances; 9.3%), and congruent lexicalization (12 instances; 8.6%). The dominance of insertion indicates that most mixing occurred at the lexical level, primarily at single words or short phrases embedded in Indonesian sentences. This pattern suggests that speakers find it easier and more natural to borrow content words, such as nouns and adjectives from English, especially concepts related to business, education, or personal growth. Alternation, though less frequent, reflects more complex bilingual competence involving clause-level shifts. Congruent lexicalization, while rare, shows overlapping syntactic structures where elements from both languages integrate fluidly. These patterns highlight that code-mixing in this podcast episode is more about enhancing expression and precision than about structural complexity. Below are examples from the dataset representing each type of code-mixing according to Muysken (2000):

1. Insertion

Insertion in code-switching is exemplified by the following excerpt: *“Terus beliau bilang high maintain eh sorry high commitment and low maintenance wow ini value yang menurut aku keren.”* (Excerpt 80) → The phrases ‘high commitment’ and ‘low maintenance’ are clearly inserted English noun phrases within an Indonesian sentence, indicating insertion, as these phrases act as single constituents.

2. Alternation

Alternation is reflected in the following utterance:

“Coaching itu tentang bagaimana meninggalkan skill.” (Excerpt 43) → The utterance shows alternation, where the English word “*coaching*” is followed by a full Indonesian clause. The boundary between languages is clear and alternates between the two grammars.

3. Congruent Lexicalization

Congruent lexicalization is illustrated in excerpt 57 below:

Jadi kalau ditanya apakah number one number two-nya enggak ada.” (Excerpt 57)

→ This sentence exemplifies congruent lexicalization, where Indonesian syntax and English numeral phrases are blended fluently (‘*number one, number two-nya*’), showing a high level of syntactic integration and bidirectional influence.

Our findings showed that insertion dominates code-mixing (82% of the corpus) with alternation and congruent lexicalization trailing far behind, closely parallels multiple recent sociolinguistic analyses in Indonesian bilingual settings. Nurpiana & Fithriani (2023) in a study of EFL classroom interactions in Medan, revealed 118 insertion instances compared to 49 alternation and only 10 congruent lexicalization, indicating reliance on English terms embedded into Indonesian for clarity and pedagogical value. Additionally, Ishak et al. (2025) observed even stronger insertion

dominance 151 cases (85.3%) among Gen Z university students, with alternation and congruent each representing far smaller shares of the data.

These results also resonate with findings from media discourse research by Aziz et al. (2023), who analyzed code-mixing in an Indonesian magazine and recorded 76.6% insertion (36 instances) and 23.4% alternation, with no cases of congruent lexicalization, further underscoring the rarity of syntactic overlap between languages in informal and semi-formal Indonesian written discourse. Similar findings from Indonesian public figures on Twitter also support the predominance of insertion. Putri (2022) reported that Jerome Polin produced 56 insertions, 7 alternations, and 12 instances of congruent lexicalization, while Jehian Sijabat produced 47 insertions, 7 alternations, and 11 instances of congruent lexicalization. These findings indicate a consistent preference for insertion over other types of code mixing across different digital communication contexts.

In light of these studies, our results reinforced insertion as the mainstream code-mixing strategy, particularly for introducing English lexical items into Indonesian. Alternation is employed structurally when clause-level shifts add rhetorical or clarificatory functions. Congruent lexicalization remains exceptionally rare, typically reserved for contexts requiring high syntactic borrowing or in very formal or shared bilingual speech contexts.

In summary, insertion emerges as the dominant form of code-mixing in the podcast discourse, reflecting speakers' preference for embedding English lexical items into Indonesian sentences. This pattern demonstrates how English functions not only as a linguistic resource but also as a socially meaningful element associated with modernity, professionalism, and digital communication practices.

2. Analyzing the function and motivation of using code-mixing and code-switching.

1. Referential Function (74 utterances)

Referential function appears when speakers use code-mixing or code-switching to better refer to specific terms, concepts, or cultural items that may not have an exact equivalent in the primary language.

Example:

"Terus beliau bilang high commitment and low maintenance."

The use of *'high commitment and low maintenance'* conveys a specific professional characteristic that may sound more precise and authoritative in English. This function appears most frequently in the dataset, which is understandable given the educational and professional nature of the YouTube content. The speakers often need to refer to technical terms, concepts in psychology, leadership, or organizational culture that are better captured in English. Rather than translating these terms which could result in loss of meaning or formality they choose to insert them directly, ensuring clarity and efficiency in communication.

2. Directive Function (32 utterances)

Code-switching and code-mixing has a directive function when it is used to give instructions, motivate, or invite the listener to take actions. This function is especially common in interactive or mentoring contexts. The following excerpt illustrate it:

"Yuk jadi coach, jadi mentor buat adik-adik kita."

Mixing occurs to emphasize roles such as ‘coach’ or ‘mentor’, which may carry stronger implications than the Indonesian equivalents. The directive function highlights how speakers use code-switching to guide, instruct, or encourage the audience toward an action or behavior. In motivational or coaching conversations, the English terms ‘coach’ and ‘mentor’ are not only more familiar in global contexts but also hold more prestige, enhancing the persuasive power of the utterance. This aligns with the goal of inspiring listeners to take practical steps.

3. Expressive Function (28 utterances)

Speakers also often do code-mixing to express emotions, personal feelings, or identity. It often occurs spontaneously in storytelling or personal reflection, as shown in the excerpt below:

“Aku pengen dapat oh aku mesti ngambil job ini.”

Mixing Indonesian words with the English word ‘job’ shows emotional emphasis and a sense of ownership. This function allows speakers to express their emotions, preferences, or inner thoughts more authentically. By switching into English for words like ‘job’, the speaker signals personal connection and urgency that might not carry the same weight if stated in Indonesian. It also reflects the speaker’s bilingual identity and comfort in moving between languages when expressing themselves.

4. Phatic Function (18 utterances)

Phatic function supports the maintenance of social relationships or the smooth flow of interaction. It includes greetings, affirmations, or small talk, as illustrated by the following excerpt:

“I agree with you.”

This simple phrase serves to maintain connection and flow in the conversation. In phatic communication, language serves to maintain social cohesion rather than convey content. The use of English phrases like “I agree with you” keeps the conversation engaging, casual, and relatable, especially for younger or bilingual audiences. This suggests that code-switching helps manage interpersonal relationships and social warmth within the discourse.

5. Metalinguistic Function (12 utterances)

Metalinguistic function is used when speakers comment on or refer to the language being used. This often occurs in podcasts when the speaker reflects on word choices, as reflected in the excerpt below: *“Makanya tadi chemistry yang aku sebutin di awal aku disclaim dulu.”* Here, the speaker is aware of and explicitly mentioned their choice of the term ‘chemistry’. This function occurs when speakers reflect on or comment about the language they are using. Switching to English terms like ‘chemistry’ and ‘disclaim’ shows not only language awareness but also the speaker’s familiarity with formal or academic contexts. It helps them mark important concepts or clarify their lexical intentions, particularly when the Indonesian equivalents may sound vague or awkward.

6. Poetic Function (6 utterances)

Language is used creatively, humorously, or with rhetorical flair. This function is less frequent but adds stylistic effect to speech. *“Critical thinking-nya ditrigger.”*

The repetition and rhythm create a poetic or humorous impact. Although

relatively rare, the poetic function adds stylistic flair to the communication. Code-mixing in this case is not merely functional but used creatively to capture attention or generate a humorous or memorable impression. It also reflects the trend in youth and media discourse to blend languages for impact and entertainment.

The findings of this study are consistent with previous research on bilingual practices in Indonesian digital media. Rini and Moehkardi (2021), for instance, found that code-switching on YouTube frequently serves referential and interactional purposes, particularly when speakers discuss culturally specific or professional topics. Similarly, Azira et al. (2023) observed that bilingual speakers in podcast discourse often employ English expressions to maintain audience engagement and align themselves with modern digital culture. Studies by Situmorang et al. (2024) and Annisa et al. (2024) also revealed that English lexical insertions commonly appear in Indonesian podcast conversations related to self-expression, professionalism, and social interaction. However, unlike previous studies that mainly focused on structural classifications of code-switching and code-mixing, the present study further emphasized the sociolinguistic motivations behind bilingual language use, particularly in relation to professional identity construction and digital audience positioning.

3. Exploring Bilingualism as a Reflection of Social and Professional Identity

This subsection discusses how bilingual practices in the podcast extend beyond linguistic alternation and function as sociolinguistic resources for identity construction, professional positioning, and audience engagement. The findings demonstrate that code-switching and code-mixing are not used randomly, but are strategically employed to construct authority, establish relatability, and align with the expectations of bilingual digital audiences. In contemporary Indonesian digital discourse, the alternation between Indonesian and English often carries broader social meanings associated with modernity, education, and global professional culture (Azira et al., 2023; Siregar & Sosrohadi, 2021).

3.1 Bilingualism as a Resource for Constructing Professional Authority

The findings suggest that bilingual language use in the podcast functions as a communicative strategy for constructing professional authority and expertise. English lexical items frequently appear during discussions related to leadership, mentorship, coaching, and self-development. The following excerpts illustrate this pattern:

a. Excerpt 40:

“Sebenarnya apa sih, Mas ee perbedaan antara coach sama mentor?”

b. Excerpt 43:

“Coaching itu tentang bagaimana meninggalkan skill.”

c. Excerpt 80:

“Terus beliau bilang high commitment and low maintenance wow ini value yang menurut aku keren.”

The use of English expressions such as ‘coach’, ‘mentor’, ‘coaching’, ‘skill’, ‘high commitment’, and ‘value’ does not merely reflect lexical borrowing or bilingual competence. Instead, these expressions index global professional discourse commonly associated with leadership training, self-improvement culture, and modern workplace communication. In Indonesian digital media, English terminology

is frequently perceived as more authoritative, professional, and internationally oriented compared to its Indonesian equivalents.

From a sociolinguistic perspective, this phenomenon reflects the concept of indexicality, where linguistic choices point to particular social meanings and identities. The speakers strategically employ English terminology to position themselves as knowledgeable and professionally credible individuals. This aligns with Bucholtz and Hall's perspective that identity is socially constructed through linguistic interaction and discourse practices. In this context, bilingualism becomes a symbolic resource for performing educational capital, expertise, and professional legitimacy within podcast communication.

These findings are consistent with previous studies on Indonesian digital discourse. Siregar and Sosrohadi (2021) found that English lexical choices in Indonesian online communication often function as markers of intellectual authority and modern professionalism. Similarly, Azira et al. (2023) observed that bilingual speakers on YouTube podcasts use English expressions to strengthen credibility and align themselves with global discourse communities. Therefore, the use of bilingualism in this podcast can be interpreted not only as a linguistic phenomenon but also as a strategy of professional identity construction.

Overall, the findings indicate that English is strategically used to construct authority and expertise within podcast discourse. The insertion of professional terminology enables speakers to align themselves with global self-development culture while simultaneously strengthening their credibility among bilingual audiences.

3.2 Bilingualism and Audience Engagement in Digital Discourse

The analysis also revealed that bilingual practices function as a strategy for audience engagement and interactional closeness. The speakers frequently alternate between Indonesian and English to maintain conversational flow while simultaneously creating familiarity with listeners who are accustomed to bilingual digital communication. The following excerpts demonstrate this interactional pattern:

a. Excerpt 57:

“Jadi kalau ditanya apakah *number one number two*-nya enggak ada.”

b. Excerpt 80:

“...eh *sorry high commitment and low maintenance*...”

The use of expressions such as ‘number one’, ‘number two’, and ‘sorry’ reflects conversational bilingualism commonly found in Indonesian urban digital culture. Rather than functioning as formal language shifts, these expressions appear naturally within interaction and contribute to a casual, relatable, and engaging conversational tone. The speakers implicitly assume that the audience possesses sufficient familiarity with English expressions, indicating the presence of a shared bilingual repertoire between content creators and listeners.

This phenomenon can also be understood through audience design theory, which suggests that speakers adjust their language choices according to audience expectations and social context. In podcast discourse, bilingual expressions help maintain audience engagement by creating a communication style that feels modern, informal, and socially relatable. English expressions

serve not only communicative purposes but also interactional ones, particularly in maintaining conversational rhythm, humor, and interpersonal connection.

Furthermore, the alternation between Indonesian and English reflects stance-taking practices in digital discourse. English tends to appear during technical explanations or evaluative comments, while Indonesian remains dominant in emotionally expressive or relational moments. This linguistic pattern allows speakers to appear intellectually credible without losing intimacy and accessibility with the audience.

These findings support previous studies showing that bilingualism in digital media functions as an important communicative resource for audience engagement and social connection (Rini & Moehkardi, 2021; Situmorang, n.d.) Thus, code-switching and code-mixing in podcast discourse should not be viewed solely as structural linguistic phenomena, but also as interactional strategies for maintaining audience involvement within bilingual digital spaces.

In summary, bilingual language use in the podcast contributes significantly to audience engagement by creating conversational intimacy, relatability, and interactional flexibility. The strategic use of English expressions enables speakers to balance professionalism with accessibility in contemporary digital communication.

3.3 Bilingualism as Personal Branding and Modern Identity

Another important finding is that bilingual language use contributes to the construction of personal branding and modern identity in podcast discourse. The fluid alternation between Indonesian and English reflects how speakers position themselves as globally oriented, educated, and digitally connected individuals. This pattern is visible in several utterances:

(Excerpt 40) “Sebenarnya apa sih, Mas ee perbedaan antara *coach* sama *mentor*?”

(Excerpt 57) “Jadi kalau ditanya apakah *number one number two*-nya enggak ada?”

(Excerpt 80) “*High commitment and low maintenance*. Wow, ini *value* yang menurut aku keren.”

The integration of English expressions into Indonesian discourse reflects more than communicative convenience. These expressions are closely associated with contemporary corporate culture, motivational discourse, and urban middle-class communication styles. Terms such as ‘coach’, ‘mentor’, ‘high commitment’, and ‘value’ carry symbolic meanings connected to self-improvement, productivity, and global professional culture. Their use contributes to the construction of an aspirational identity associated with modern lifestyles and cosmopolitan values.

From the perspective of identity construction, bilingualism becomes part of personal branding in digital media. Podcast speakers are not only conveying information but also performing particular social identities before their audiences. The consistent use of English expressions helps project an image of modernity, global awareness, and educational sophistication. At the same time, the continued use of Indonesian maintains cultural familiarity and

emotional accessibility, resulting in a hybrid identity that is simultaneously local and global.

This finding resonates with broader sociolinguistic debates regarding bilingualism and symbolic identity in digital communication. Aditiawarman et al. (2025) argued that code-mixing in Indonesian media discourse often functions as a marker of prestige, modernity, and social aspiration. Therefore, bilingual practices in this podcast reflect not only language alternation but also identity negotiation within contemporary Indonesian digital culture.

Overall, the findings indicate that bilingualism in podcast discourse serves broader sociolinguistic purposes related to identity performance, audience positioning, and professional self-branding. The strategic alternation between Indonesian and English reflects how podcast speakers negotiate authority, modernity, and social connection within Indonesian digital media culture. These findings support contemporary sociolinguistic perspectives that view bilingualism as a socially meaningful communicative resource rather than merely a structural linguistic phenomenon.

CONCLUSION

This study sought to identify the forms of code-switching and code-mixing, analyze their communicative functions and motivations, and explore how bilingual practices in podcast discourse reflect social and professional identity. The findings demonstrate that bilingual language use in Indonesian podcasts operates as a strategic communicative resource shaped by the interactional demands of digital discourse. The dominance of intra-sentential switching and insertion patterns indicates that English lexical items have become integrated into Indonesian professional and conversational communication, particularly in discussions related to leadership, self-development, and contemporary urban culture.

The analysis further showed that the use of bilingual expressions serves broader communicative purposes beyond linguistic alternation. English is frequently employed to convey professional terminology, emphasize key ideas, maintain conversational engagement, and construct interactional style. At the same time, Indonesian remains important for preserving emotional accessibility and interpersonal connection with the audience. This suggests that bilingual podcast discourse reflects a negotiation between globalized professional identity and local communicative intimacy.

Theoretically, the study contributes to sociolinguistic research by extending the application of structural frameworks proposed by Shana Poplack and Pieter Muysken into the context of contemporary digital discourse. The findings indicate that code-switching and code-mixing in podcasts should not be interpreted solely through grammatical classification but also through concepts such as identity construction, stance-taking, audience design, and indexicality. In this sense, bilingualism functions as a socially meaningful practice through which speakers construct credibility, professionalism, and modern digital identity.

This study has a limitation. It only studied a single podcast episode and therefore represented only one interactional context within Indonesian digital media. Future research could examine broader datasets involving multiple podcast genres, speakers, or social media platforms in order to compare bilingual practices across different communicative settings. Further studies may also incorporate audience

reception analysis or discourse-pragmatic approaches to better understand how listeners interpret bilingual language use in digital communication. Such directions would help expand current sociolinguistic understanding of bilingualism in increasingly hybrid and globalized media environments.

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