



## **An Analysis of Code-Switching in Ika Natassa's Makna Talks Podcast Interview**

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### **Abstract**

**Keywords:**  
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This study examined the phenomenon of code-switching in Ika Natassa's speech on the Makna Talks podcast. Hoffman's (1991) theory was applied to identify the types of code-switching and the reasons for their use in Ika Natassa's speech. A qualitative descriptive method was used to analyze utterances from the YouTube video transcript of the Makna Talks podcast. The study found 53 instances of code-switching. Intra-sentential switching was the most dominant type with 38 occurrences, followed by inter-sentential switching with 16 occurrences. Establishing continuity of the speaker appeared in 2 instances, while emblematic switching occurred only once. The most frequent reason identified in Ika Natassa's speech was talking about particular topics, which occurred 34 times. Other reasons included quoting someone else, found in 5 instances, being emphatic about something, found in 3 instances, using interjections, found in 2 instances, and repetition for clarification, found in 3 instances. No instances of clarifying speech were identified, while expressing group identity appeared in 6 instances. Overall, the most dominant reason was talking about a particular topic. This study contributes to the sociolinguistic understanding of bilingual communication in digital media and highlights the influence of social and linguistic factors on language choice.

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## INTRODUCTION

Language use in communication is deeply influenced by social factors that shape human interaction and determine linguistic choices. As Sultana (2017) notes, language acquisition is a multidimensional process affected by various elements, including social dynamics that influence how individuals learn, internalize, and apply language in daily interactions. These sociocultural factors not only shape the learning process but also determine how speakers employ language across diverse contexts and communicative purposes.

In bilingual communities, individuals possess the ability to use two languages effectively to facilitate communication. According to Nisa et al. (2021), bilingualism involves the capacity to comprehend and produce utterances in more than one language, enabling speakers to navigate between linguistic systems flexibly. Bilingual speakers frequently alternate between languages to achieve communicative goals, clarify meaning, or express ideas that are more effectively conveyed in a particular language. This alternation, often referred to as *code-switching*, plays a crucial role in maintaining mutual understanding and managing social relationships during interaction.

With the rapid expansion of digital media, the phenomenon of code-switching has gained increasing scholarly attention. Social media and online communication platforms have transformed how individuals express themselves, offering new spaces where bilingual and multilingual users fluidly integrate multiple languages. Code-switching has thus evolved from a conversational strategy into a marker of personal identity and social belonging within digital discourse. As Larasati (2022) observes, creators on platforms such as YouTube, Instagram, and TikTok frequently combine languages to appeal to broader audiences and enhance the clarity, engagement, and relatability of their content.

A growing body of research has examined code-switching across diverse digital and educational contexts. Meisya et al. (2024) investigated code-switching and code-mixing in Leonardo Edwin's YouTube videos using Hoffman's framework and found that inter-sentential switching was the most dominant type. Similarly, Rahmawati (2023) explored English tutors' utterances on Instagram based on Poplack's theory and reported intra-sentential switching as the most frequent type. Nisa et al. (2021) also found that intra-sentential switching prevailed in students' speaking performances. Although these studies contribute to the understanding of bilingual discourse in online spaces, they primarily focus on vloggers, teachers, or students as subjects.

However, limited research has explored code-switching performed by public figures in podcast interviews, where language alternation tends to occur spontaneously and reflects both social and communicative dynamics. Podcasts represent an emerging form of digital discourse in which speakers navigate between formal and informal registers while addressing diverse audiences. Understanding code-switching in this medium can thus provide valuable insights into bilingual expression, identity construction, and audience engagement.

Therefore, this study aims to identify and analyze the types and reasons for code-switching used by Ika Natassa in the *Makna Talks* podcast. The analysis focuses on how linguistic alternation reflects social context, conversational topics, and interactional strategies within digital communication. By examining how bilingual speakers strategically employ language in podcasts, this study seeks to contribute to the broader sociolinguistic

understanding of bilingual communication in digital media and to enrich theoretical perspectives on code-switching in contemporary online discourse.

## METHOD

This study employed a qualitative research design to explore and analyze the types of code-switching and the reasons underlying language alternation in spoken discourse. According to Creswell (2018), qualitative research is an approach used to explore and understand the meanings that individuals or groups ascribe to a social or human phenomenon. In this study, the qualitative method was applied to examine a podcast interview involving Ika Natassa, a prominent banker and novelist, whose linguistic practices exemplify bilingual communication in digital media.

The data were obtained from a YouTube video titled *Pod. 311 – Ika Natassa Talks About Balancing Her Books and Spreadsheets*, uploaded on the *Makna Talks Podcast* channel on May 25, 2025. The video was selected because it features natural and spontaneous conversational language that reflects authentic bilingual interactions. The primary data consisted of transcribed utterances produced by Ika Natassa during the interview. As Creswell (2018) emphasizes, qualitative data may derive from audiovisual materials such as photographs, videos, and sound recordings. Therefore, the YouTube video served as the main source of audiovisual data in this study.

The data collection process involved several systematic steps. First, the researcher watched and listened to the selected podcast episode multiple times to ensure accuracy and familiarity with the content. Second, the entire conversation was transcribed verbatim to capture all utterances made by the speaker. Third, utterances containing instances of code-switching were identified and marked. These instances were then categorized based on their linguistic types and communicative functions according to Hoffman's (1991) framework of code-switching.

Data analysis followed Creswell's (2018) stages of qualitative analysis, which include organizing and preparing the data, reading and familiarizing oneself with the entire dataset, coding the data, generating categories and themes, and interpreting the findings. Coding was conducted by labeling data segments that represented specific types of code-switching, following the approach outlined by Rossman and Rallis (as cited in Creswell, 2018). The categorized data were then organized into tables to provide a clear and systematic presentation. Finally, the results were analyzed to identify patterns and underlying reasons for the code-switching occurrences and were interpreted in light of relevant theories and previous studies.

## FINDINGS AND DISCUSSION

This section presents the findings of the analysis on the types and reasons for code-switching used by Ika Natassa in the *Makna Talks* podcast. The data were obtained from the *Makna Talks* YouTube channel episode featuring Ika Natassa as the speaker. A total of 53 instances of code-switching were identified and classified based on Hoffman's (1991) framework.

## Types of Code-Switching

**Table 1. Types of Code-Switching Used by Ika Natassa**

No.	Type of Code-Switching	Frequency	Percentage
1	Inter-sentential switching	12	22.6%
2	Intra-sentential switching	38	71.7%
3	Establishing continuity with the previous speaker	2	3.8%
4	Emblematic switching	1	1.9%
<b>Total</b>		<b>53</b>	<b>100%</b>

The data reveal that Ika Natassa used four types of code-switching in her speech. The most dominant type was intra-sentential switching, which appeared 38 times (71.7%). This type occurs when two languages are mixed within a single sentence or clause. The second most frequent type was inter-sentential switching, with 12 occurrences (22.6%), in which language alternation happens between sentences. Meanwhile, establishing continuity with the previous speaker appeared twice (3.8%), often used to maintain conversational flow or respond to the interviewer's remarks. Lastly, emblematic switching appeared only once (1.9%), typically used to express identity or emotion through short linguistic markers.

These results indicate that intra-sentential switching was the most dominant type used by Ika Natassa. This finding aligns with previous studies by Nisa et al. (2021) and Rahmawati (2023), who also found intra-sentential switching to be the most frequent type among bilingual speakers. The frequent use of intra-sentential switching suggests that Ika Natassa is a proficient bilingual who can effortlessly shift between languages within the same utterance to enhance clarity and engagement.

## Reasons for Code-Switching

**Table 2. Reasons for Code-Switching Used by Ika Natassa**

No.	Reason for Code-Switching	Frequency	Percentage
1	Talking about particular topics	34	64.1%
2	Quoting someone else	5	9.4%
3	Being emphatic about something	3	5.7%
4	Using interjections	2	3.8%
5	Repetition for clarification	3	5.7%
6	Intention of clarifying speech	0	0%
7	Expressing group identity	6	11.3%
<b>Total</b>		<b>53</b>	<b>100%</b>

As shown in Table 2, there were seven identified reasons for code-switching in Ika Natassa's speech. The most frequent reason was talking about particular topics, which occurred 34 times (64.1%). This finding suggests that Ika Natassa often switched languages when discussing specific topics that are more naturally expressed in English, such as business or literature-related terms.

The second most common reason was expressing group identity, with 6 instances (11.3%). This indicates that language alternation was also used to express affiliation or shared understanding with certain social or professional groups. Quoting someone else appeared 5

times (9.4%), usually when the speaker cited English expressions originally spoken by others. Being emphatic about something occurred 3 times (5.7%), while repetition for clarification appeared in 3 instances (5.7%) as well. Interjections were found in 2 instances (3.8%), primarily to convey spontaneous reactions or emotions. Meanwhile, there were no instances of switching with the intention of clarifying speech.

These findings demonstrate that topic-based switching was the most dominant motivation for Ika Natassa's language alternation. This reflects the communicative flexibility of bilingual speakers in adapting language choice to the subject matter and audience. The result supports Hoffman's (1991) claim that code-switching often arises when speakers discuss particular topics that are better articulated in one language than another.

In addition, the presence of expressing group identity as a significant reason illustrates how bilinguals use language to construct and signal social belonging. In Ika Natassa's case, switching between Indonesian and English reflects her identity as both a professional banker and a creative writer, blending formal and informal linguistic registers to connect with diverse audiences.

Overall, the findings reveal that code-switching in the *Makna Talks* podcast serves multiple communicative and social purposes, including topic specification, identity expression, and emphasis. These results emphasize the dynamic nature of bilingual discourse in digital media and highlight the role of code-switching as a strategic and identity-driven practice in online communication.

## Inter-Sentential Switching

This type of code-switching was found in 12 instances out of a total of 53 data points. The following excerpt illustrates this type of switching.

### Excerpt

4

*"Hum aku udah 23 tahun di Bank Mandiri, ini tahun ke-23. I used to be a relationship manager in commercial banking."*

The utterance above can be classified as inter-sentential code-switching because the speaker switches languages after completing a full sentence. In the first sentence, "*Hum aku udah 23 tahun di Bank Mandiri, ini tahun ke-23*", the speaker uses Indonesian. In the following sentence, "*I used to be a relationship manager in commercial banking*," the speaker switches to English. Since the language alternation occurs between two complete sentences, it fits the definition of inter-sentential switching, which occurs at the boundary of two sentences or clauses (Meisya et al., 2024).

In this excerpt, the switching is motivated by the reason of talking about a particular topic. This reason typically occurs when a speaker uses terms that are more natural or precise in one language. The phrase "*relationship manager in commercial banking*" reflects terminology commonly used in professional financial contexts, where English expressions are often preferred. According to Hoffman (1991), speakers may switch languages when discussing specific topics either because certain terms lack direct equivalents in the other language or because they associate particular concepts or experiences more strongly with one language. In this case, the use of English serves to express professionalism and accuracy in discussing occupational topics.

## Intra-Sentential Switching

This type was the most frequent, with 38 instances out of a total of 53 data points. The following excerpt represents an example of intra-sentential switching.

### Excerpt 5

*"So, aku ngasih financing ke perusahaan-perusahaan and then kalau sekarang aku tuh di regional chief financial sort of the regional CFO type of stuff."*

The sentence above illustrates intra-sentential switching, where two languages are used within the same sentence or clause. According to Hoffman (1991), intra-sentential switching occurs when linguistic elements from two languages are inserted into a single grammatical structure without a clear syntactic boundary. In this example, English expressions such as "so," "financing," "and then," "regional chief financial," and "sort of the regional CFO type of stuff" are embedded within an Indonesian sentence. The alternation between English and Indonesian occurs fluidly within one syntactic framework, fulfilling the characteristics of intra-sentential switching.

The main reason for this code-switching is talking about a particular topic. Hoffman (1991) notes that speakers may alternate languages when discussing specific subjects that are more familiar or conventionally expressed in one language. In professional domains such as finance and corporate management, terms like "regional CFO" and "financing" often lack natural Indonesian equivalents or are perceived as more formal and precise in English. Thus, the speaker's use of English terminology serves both to maintain conceptual clarity and to convey expertise and credibility. The choice of English in this context not only clarifies meaning but also reinforces the speaker's professional identity and competence.

## Establishing Continuity with the Previous Speaker

This type of code-switching appeared in two instances out of a total of 53 data points. The following excerpt illustrates this type of switching.

### Excerpt 1

Presenter: "I don't see that people find joy in reading anymore. What's wrong?"  
 Ika Natassa: "I still find the joy in reading. So it's difficult for me to answer but, but I guess..."  
 Presenter: "Forget that you're a writer for a bit, because I want to talk to Ika Natassa, the banker. What's happening, Ika Natassa, with this economy and how you see it?"  
 Ika Natassa: "People rarely ask me that. To be honest, hahaha."

The code-switching that occurs in this conversation can be categorized as establishing continuity with the previous speaker. This type of switching occurs when a speaker continues using the language chosen by the interlocutor to maintain the smooth flow and coherence of the conversation. In this example, the presenter shifts to English when changing the discussion topic from reading to economics, saying "Forget that you're a writer for a bit..." In response, Ika Natassa continues in English with "People rarely ask me that. To be honest, hahaha."

According to Hoffman (1991), this type of switching is a form of linguistic adjustment that allows speakers to maintain interactional cohesion and avoid conversational breakdowns. By mirroring the language used by the interviewer, Ika Natassa sustains the tone and rhythm of the exchange, creating a sense of alignment and communicative harmony.

The motivation behind this code-switching instance falls under the category of talking about a particular topic. In this segment, the presenter directs the conversation toward

economics and Ika Natassa's profession as a banker. Topics related to finance and economics are often associated with formal and professional registers, which are more commonly expressed in English in public or media settings. Therefore, Ika Natassa continues using English to convey professionalism and precision while discussing her area of expertise. As Hoffman (1991) notes, code-switching frequently occurs when speakers perceive that a certain topic is more appropriately discussed in one language due to habit, expertise, or contextual familiarity.

### **Emblematic Switching**

This type of code-switching appeared only once out of the 53 total instances. The following excerpt exemplifies emblematic switching.

#### **Excerpt 19**

“Wow, buat aku ini a bit philosophically karena lately aku became a little bit more religious, which is fine ya.”

The utterance above contains an example of emblematic code-switching, represented by the use of the English interjection Wow. According to Hoffman (1991), emblematic switching occurs when a speaker inserts one or two words from another language that carry symbolic or expressive value rather than syntactic or semantic function. The interjection Wow stands alone at the beginning of the utterance as a spontaneous reaction, independent of the grammatical structure that follows. Its primary function is to express emotion rather than convey information.

The motivation for this switching instance is interjection. Hoffman (1991) explains that interjections occur when speakers insert brief expressions from another language to convey spontaneous feelings such as surprise, excitement, or admiration. In this example, the use of Wow reflects an emotional response of amazement or reflection. It is not related to the topic being discussed but serves to enhance the emotional tone of the utterance. Such behavior is common among bilingual speakers, who often find certain emotional expressions more natural or impactful in one language than the other.

## **CONCLUSION**

This study examined the types and reasons for code-switching used by Ika Natassa in the *Makna Talks* podcast. The analysis identified 53 instances of code-switching, with intra-sentential switching as the most dominant type (38 occurrences), followed by inter-sentential switching (16 occurrences), establishing continuity with the previous speaker (2 occurrences), and emblematic switching (1 occurrence). Regarding the reasons, the most frequent was talking about a particular topic (34 instances), followed by expressing group identity and quoting someone else. These findings indicate that Ika Natassa's code-switching reflects her bilingual competence and serves both communicative and expressive functions. In general, code-switching in this context operates as a natural linguistic strategy that allows the speaker to convey ideas more clearly, emphasize meaning, and engage a broader audience.

The study contributes to the understanding of code-switching as a linguistic feature frequently discussed in sociolinguistics, particularly in relation to language use in social and digital contexts. It demonstrates how bilingual speakers employ code-switching not only as a means of communication but also as a reflection of identity, expertise, and situational adaptation. The findings further highlight the dynamic nature of bilingual interaction, where language alternation fulfills both pragmatic and social purposes.

The analysis confirmed that the types of code-switching used by Ika Natassa align with Hoffman's (1991) classification, including intra-sentential, inter-sentential, establishing continuity with the previous speaker, and emblematic switching. Likewise, the reasons behind her language alternation correspond to categories such as talking about particular topics, quoting someone else, emphasizing a point, using interjections, repetition for clarification, clarifying speech, and expressing group identity. Overall, this study reinforces the view that code-switching is a common and meaningful feature of bilingual communication, particularly in digital media settings where speakers navigate multiple linguistic and cultural identities simultaneously.

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