

# AN ANALYSIS OF CODE-SWITCHING BY *EL BARACK* ON *TIKTOK* VIDEO

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## Article info

### Article history:

Received October 21, 2024

Revised May 22, 2025

Accepted May 29, 2025

### Abstract

This research focused on analysis of types and functions of code switching used by El Barack in TikTok videos. Ten samples of TikTok videos from the @inijedar channel featuring El Barack, the writers applied poplack theory which functioned to categorize the types of code-switching, and Gumperz which functioned to explain what are function used by El Barack on TikTok video. This research also adopted descriptive-qualitative methods. Data collection was carried out using observation, documentation and checklists. This research focuses on speeches containing code switching produced by El Barack. The analysis showed that subjects A4 to A10 showed different types of code switching, whereas subjects A1 to A3 did not. Overall, this research identified 58 examples of types and functions of code-switching across ten videos. These findings highlight the prevalence and variations of code switching in social media content and its potential implications for communication and education.

**Keywords:** Code-switching, El Barack, Sociolinguistic, TikTok Video.

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### Abstrak

Penelitian ini difokuskan pada analisis jenis dan fungsi alih kode yang digunakan El Barack dalam video TikTok. Pada sepuluh sampel video TikTok dari kanal @inijedar yang menampilkan El Barack, penulis menerapkan teori poplack yang berfungsi untuk mengkategorikan jenis alih kode, dan Gumperz yang berfungsi untuk menjelaskan fungsi apa saja yang digunakan El Barack pada video TikTok. Penelitian ini juga mengadopsi metode deskriptif-kualitatif. Pengumpulan data dilakukan dengan menggunakan observasi, dokumentasi, dan daftar periksa. Penelitian ini difokuskan pada tuturan yang mengandung alih kode yang diproduksi oleh El Barack. Hasil analisis menunjukkan bahwa subjek A4 hingga A10 menunjukkan jenis alih kode yang berbeda, sedangkan subjek A1 hingga A3 tidak. Secara keseluruhan, penelitian ini mengidentifikasi 58 contoh jenis dan fungsi alih kode di sepuluh video. Temuan ini menyoroti prevalensi dan variasi alih kode dalam konten media sosial dan implikasi potensialnya terhadap komunikasi dan pendidikan.

**Kata kunci:** Peralihan kode, El Barack, Sociolinguistik, Video TikTok.

## I. INTRODUCTION

Nowadays, being able to communicate with others is critical for people around the world, language is used to transmit a message to other, said for Rostiana & Novari (2021:189). It means Language serves as a communication tool, allowing individuals to convey messages to others through spoke or write means, it involves the use of words, symbols, and grammar to articulate thoughts and ideas, creating a shared understanding between communicators. The process of transmitting a message through language involves encoding information into a form that others can decode and comprehend. Whether in conversation, written text, or non-verbal cues, language plays an important role in facilitating effective communication, enabling the complex exchange of information, emotions, and concepts between individuals according to the linguistics of the language.

The identification of code-switching could happen to everyone as an issue in education stems from its ability to impede efficient communication and comprehension among students. Switching between languages or language variations during learning activities can result in exclusion, confusion, and decreased participation for those who do not speak all of the languages involved. This linguistic gap can undermine the inclusive nature of the educational environment, making it difficult for pupils to completely comprehend the material offered. Furthermore, it may lead to feelings of isolation among people who are unfamiliar with the languages utilized, affecting their overall learning experience. Therefore, the difficulty rests in the potential to damage the accessibility and inclusivity of education through the practice of code-switching.

Investigating the issue of code switching in multilingual society, the main focus of this research is the types of code switching, and the function of code switching. Because, people will have better understanding about the structure of language and how the function of language in communication. The main focus on this research was to analyze code-switching in *TikTok* videos is switching the language from Indonesian to English or vice versa. According to Rohimajaya & Hamer (2022:155), mass media has emerged on all platforms. Mass media can be accessible at any time and from any location, making it simple to obtain current information. Code-switching is often applied by content creator especially on online platforms such as *TikTok*, *YouTube*, *Instagram*, *Facebook*, *Twitter* to communicate with their viewers or followers.

Currently, in everyday life, many people use code switching in their conversations using two different languages, namely their mother tongue and their target language. *El Barack* used various types of code-switching on *TikTok* video in the modern era has Become a trend. The authors interested in further analyzing the English code switching used by content creators. The authors analyze *TikTok* account channel belonging to @inijedar, the content contains about a mother who has two sons, the first of whom is *El Barack Alexander Verhaag*, and the second is Doon Azaiah Jan Verhaag, the first child of account *TikTok* @inijedar he is *El Barack* where he spoke bilingual like use language and Bahasa. The video as entertainment, interesting to watch and learn, and can influence the way of thinking and language style. that's why the researcher interested in analyzing *El Barack* is because children who could use bilingual include broader communication skills, increased cognitive skills, and flexibility in understanding different cultures. Mastery of more than one language can also provide advantages when interacting in a global context, of course and can certainly inspire many people. Based on the problem identification above, this research has a problem limitation regarding how many types and functions of code-switching are used by *El Barack* on *TikTok* Videos. This research took ten samples of *TikTok* videos.

Several significant previous studies on code switching have been analyzed, including: First, Sahidul Irpandi (2019) Code switching on the utterances in *Cinta Laura* "BROWNIS" Talk Show. Second, Putri Miftakhul Rahmani (2023) The use of code-switching in "ZHAFIRA AQYLA" YouTube channel. And the last, Nisrina Hanif Nurrohman (2020) An Analysis of Code-Switching used By English Teacher in the Classroom at the Eighth Grade at SMP MUHAMMADIYAH 4 SURAKARTA in the Academic Year OF 2019/2020. Although the previous study discussed code-switching and code-mixing, this study is mainly focused on evaluating the English code-switching employed by content authors.

## II. METHOD

This research used a qualitative approach. This research employs a descriptive qualitative methodology. According to Creswell (in Putri, 2019:20), qualitative research is a method is a method of exploring and comprehending a central issue. In which the authors search for data on the internet and analyzes it using ethnographic methods. Qualitative research requires thorough data collection and methodical organization. It is extremely appropriate for examining and characterizing the forms and functions of code-switching by *El Barack* in the *TikTok* video.

The source of this research is transcript of Content Video by *El Barack* on *TikTok*. The authors choose *TikTok* channel named @inijedar because the video as entertainment children who could use bilingual include broader communication skills, increased cognitive skills, and flexibility in understanding different cultures. Mastery of more than one language can also provide advantages when interacting in a global context, of course inspire many people, the episode chosen were the ones that code switching can influence the way of thinking and language style. According to Sekaran (in Nurriszqa 2023:51), research participant was sample of individual. The subject of this research is Jessica Iskandar's first child, namely *El Barack Alexander Verhaag*, by analyzing ten *TikTok* videos as the subjects. In this research, data collection approaches include:

- 1) Observation, could be conducted as participant observation, either obtrusively or unobtrusively. The researcher did a case study by watching participants to gather data for the problem formulation.
- 2) Documentation, contains written, physical, or visual materials that writer utilized to obtain insight into their subject matter. The data source used is *El Barack* on *TikTok* video, where he communicates utilizing two languages or as bilingual.

- 3) A checklist, according to Sidik (2018:89), a checklist is a list that contains statements and aspects that would be observed, so the authors only need to check (✓) on each of these aspects according to the findings of the observation. The checklist in this study contains the formulation of the problem, which is also the analysis Rubric based on the Instrument Sheet the Formulation of the Problems.
- 4) Analysis types and function of Code-switching.

In addition, this research includes supporting tools such as an analysis rubric based on the blueprint instrument for problem formulation. The authors use a variety of sources of information, including e-books and other reading materials from libraries and online media. Here is the analysis rubric of the research can be seen on the table below:

**Table 3.2. Blueprint Instrument for the Types of Code-Switching**  
Adapted from Poplack's theory

NU	RQ	Objective	Code-Switching	Types of Code-Switching			K.o.I	DS
				TS	Intra-S	Inter-S		
1.	What are types of code switching used by <i>El Barack</i> on <i>TikTok</i> video?	To analyze the types of code-switching used by <i>El Barack</i> on <i>TikTok</i> video					Analys sis	<i>El Barack</i> Video

**Table 3.3. Blueprint Instrument for function of Code-Switching**  
Adapted from Gumperz's theory

NU	RQ	Objective	CS	Function of Code-Switching						K.o.I	DS
				IN	MQ	RS	AS	QN	PN		
2.	What are functions of code-switching used by <i>El Barack</i> on <i>TikTok</i> video?	To analyze the functions of code-switching used by <i>El Barack</i> on <i>TikTok</i> video								Analysi s	<i>El Barack</i> Video

### III. RESULT AND DISCUSSION

In conducting research, the authors carry out observations and documentations. The data collected is An Analysis of code-switching use by *El Barack* on *TikTok* Video. The number of subject data taken using data collection techniques from literature studies in this research has ten subjects as samples in the research. All of this research data was described based on the focus of the research question as follows:

#### 1. The Sum of Code-switching use by *El Barack* on *TikTok* Video

Data obtained regarding types and functions of code-switching by *El Barack* on *TikTok* video. According to Poplack, there are three types of Code-switching: Tag-switching, Inter-sentential, and Intra-sentential, and all objects

A1 to A10 have the third type. then, there are six types of function of code-switching based on Gumperz theory: Interjection, Message qualification, Reiteration, Addressee specification, Quotation, and Personalization. the number of types and functions in the data varies. An analysis of code-switching by *El Barack* on *TikTok* video. The number of videos analyzed is 10 *TikTok* videos, this is proven by data analysis on videos: subjects A1 to A10, have a total of 58 types of code-switching, and also have a total of 58 functions of code-switching. The total amount of data can be seen in the table below:

**Table 4.22. The Sum of Types and Function of code-switching by *El Barack* on *TikTok* Video.**

No	Name of Subject	The sum of the data		Total Sum
		Types	Function of Code-switching	
1.	Subject A1	4	4	8
2.	Subject A2	3	3	6
3.	Subject A3	5	5	10
4.	Subject A4	7	7	14
5.	Subject A5	5	5	10
6.	Subject A6	4	4	8
7.	Subject A7	6	6	12
8.	Subject A8	11	11	22
9.	Subject A9	7	7	14
10.	Subject A10	6	6	12

## 2. The Kinds of Types and Functions of Code-switching by *El Barack* on *TikTok* video

Code-switching in conversations is frequent in multilingual societies. he can include some code in their statement. Bilinguals may consider who speaks to them. If others do not understand their second language, they will refrain from speaking it. This shows that code is a language choice that the speaker can choose based on their circumstances and language proficiency. This research uses two expert theories, namely Poplack to analyze the types of Code-Switching and Gumperz to analyze the Function of Code-Switching. Gumperz theory (in Nisrina, 2020:20) states that there are six functions of Code-Switching: Interjection, Message Qualification, Reiteration, Addressee Specification, Quotation, and Personalization. This research uses 10 *El Barack TikTok* videos on the @inijedar channel account, with different finding. The finding of the data that have been analyzed show differences in each subject studied. For example, subjects A1 to A3 do not contain Intra-sentential, but are filled with Tag-switching and Inter-sentential. The findings of each data from the subject can be seen in the table below:

**Table 4.23. The kinds of Types and Function of code-switching by *El Barack* on *TikTok* Video.**

Name of Subject	Types and Function of Code-switching	
Subject A1	Tag-Switching	: "I don't know"; "I think say that"
	Inter-Sentential	: "Bales... I think like that"
	Intra-Sentential	: -
	Interjection	: "Harus gimana"
	Message Qualification	: "Seperti yang papa katakan"
	Reiteration	: -
	Addressee Specification	: -
	Quotation	: "Aku harus stand up for myself"
	Personalization	: -
Subject A2	Tag-Switching	: "ok"
	Inter-Sentential	: "My little brother he will always look up to me so, if I don't love him then he's not gonna love well other people"
	Intra-Sentential	: -
	Interjection	: -
	Message Qualification	: -
	Reiteration	: "El sayang adek, ten Billion"
	Addressee Specification	: -
	Quotation	: -

	Personalization	:	"Karna menurutku sebagai seorang kaka"
Subject A3	Tag-Switching	:	"One hundred"
	Inter-Sentential	:	"Kalau ini ninety"
	Intra-Sentential	:	-
	Interjection	:	"I don't know, terserah mama"
	Message Qualification	:	"Ini pelajaran math"
	Reiteration	:	"One hundred lagi"
	Addressee Specification	:	-
	Quotation	:	-
	Personalization	:	-
	Tag-Switching	:	"Um... now"
Subject A4	Inter-Sentential	:	"My Mom name is Jessica Iskandar"
	Intra-Sentential	:	"My dad is 30 and my mom is 35 years old"
	Interjection	:	"My hobbies are to play piano, soccer basket, and I like to write during my free time"
	Message Qualification	:	-
	Reiteration	:	"Wait here"
	Addressee Specification	:	-
	Quotation	:	-
	Personalization	:	"Hi... my name is El Barack"
	Tag-Switching	:	"Take away, extra butter"
	Inter-Sentential	:	"Ma, el mau jajan martabak, hallo bang"
Subject A5	Intra-Sentential	:	"How much satu porsi"
	Interjection	:	-
	Message Qualification	:	-
	Reiteration	:	"Half keju, half coklat"
	Addressee Specification	:	"Martabak nya satu ya"
	Quotation	:	-
	Personalization	:	-
	Tag-Switching	:	"Walaupun saos nya on the side"
	Inter-Sentential	:	"Mmm... rasanya delicious"
	Intra-Sentential	:	"Chikcken fingers kan nama nya?"
Subject A6	Interjection	:	-
	Message Qualification	:	"I Don't like"
	Reiteration	:	"Chikcken fingers kan nama nya?"
	Addressee Specification	:	-
	Quotation	:	-
	Personalization	:	-
	Tag-Switching	:	"Gerakan lagi, wiggly..."
	Inter-Sentential	:	"Lihat ini, wiggly"
	Intra-Sentential	:	"Wiggly, wiggly, right now keren kan"
	Interjection	:	-
Subject A7	Message Qualification	:	-
	Reiteration	:	"Hello coba lihat lagi, wiggly"
	Addressee Specification	:	-
	Quotation	:	-
	Personalization	:	"My name is El Barack and this is aladin"
	Tag-Switching	:	"Kalau kamu gasuka, then i'll make you the one you say"
	Inter-Sentential	:	"You want me to just make what I think is good?"
	Intra-Sentential	:	"I think kamu pasti suka banget"
	Interjection	:	-
	Message Qualification	:	"Sekarang, write here under this what do you want"
Subject A8	Reiteration	:	"Write yang kamu mau ya"
	Addressee Specification	:	"Mama mau,,, you want your phone can fly"
	Quotation	:	-
	Personalization	:	-
	Tag-Switching	:	"Ok done"
	Inter-Sentential	:	"Biar kelihatan oldest kumisnya"

Subject A9	Intra-Sentential	:	"what`s the difference jeruk limo sama jeruk nipis"
	Interjection	:	"Take it ya"
	Message Qualification	:	"Biar kelihatan oldest kumisnya"
	Reiteration	:	-
	Addressee Specification	:	-
	Quotation	:	"Now I wanna make mine definitely much better than your soto"
	Personalization	:	"For you madamba tercinta"
Subject A10	Tag-Switching	:	"For you aku taruh ayamnya duluan"
	Inter-Sentential	:	"Jadi ayamnya on the top"
	Intra-Sentential	:	-
	Interjection	:	"Jadi potato nya dua"
	Message Qualification	:	"Daunnya nanti after"
	Reiteration	:	"Jadinya ini more much potato"
	Addressee Specification	:	-
	Quotation	:	-
	Personalization	:	-

Based on the data analysis above, the combined findings of two expert theories were obtained, namely Poplack theory which focuses on types of code-switching (Tag-switching, Inter-sentential, and Intra-sentential), and Gumperz theory which focused on the function of Code-switching (Interjection, Message qualification, Reiteration, Addressee specification, Quotation, and Personalization). In terms of types of code-switching, the authors found that each data has a types and functions of code-switching.

1. Tag-Switching

This kind just demands a little amount of linguistic integration. According to Poplack, tag switching is the process of inserting a tag in one language into an altogether different language utterance. Put otherwise, tag switching entails the addition of a tag, as the illustration asks an English to Indonesian. from data A1 to A10 had Tag-Switching.

2. Inter-Sentential

This particular kind of inter-sentential switches at the end of a clause or sentence, the truth is that one clause is written in one language while the other is written in another. This kind of issue involves code-switching phrases without adding any new information. As an illustration an English-speaking bilingual person in Indonesian converts to English. same as Tag-Switching, almost all subjects have Inter-sentential from Data A1 to A10.

3. Intra-Sentential

According to Poplack (in Nurrohmah, 2020:20) this kind of code-switching was distinguished by the change in language within a single sentence. This kind includes changes between various types that take place inside the word and clause boundaries. As an illustration a bilingual Indonesian person converts from English to Indonesian. Almost all subjects have Inter-Sentential, except A1, A2, and A3 do not have Inter-Sentential.

4. Interjection

According to Gumperz (in Nurrohmah, 2020:21) divided the purposes of code-switching is a technique used to indicate interjections and sentence filler. In this instance, a sentence fragment from one language gets "injected" into another. 5 out of 10 subjects have Interjections in this section, only subjects A2, A3, A4, A7, and A8 do not have them.

- 1) Subject A1 has Interjection when *El Barack* entered the English tag switching in the utterance to answer mother question. The sentence '*I don`t know`*' was used by *El Barack* with the stress on it, after that *El Barack* continued the sentence in Indonesian language to showing how the speaker used element from both languages to express their uncertainty.
- 2) Subject A3 has interjection *El Barack* entered interjection in the utterance to answer mother question. The sentence '*I don`t know`*' was used by *El Barack* with the stress on it, after that *El Barack* continued the sentence in Indonesian language to showing how the speaker used element from both languages to express their uncertainty.

- 3) Subject A4 has interjection, Interjection are filler sentences when someone is providing information about something. It shows from the sentence *'My hobbies are to play piano, soccer ball, dan terkadang kalau ada waktu senggang aku suka menulis, read books and play Ipad'*.
  - 4) Subject A9 has Interjection same as subject A3 Interjection are functions when someone talks about something and then gives instructions or asks another to do something.
  - 5) Subject A10 has Interjection same as subject A4 Interjection are filler sentences when someone is providing information about something. It shows from the sentence "Ini bagian telur, *one, two, three, four*, dan ini jeruk limo".
5. Message Qualification
- For this purpose, the speaker only attempts to draw a line between two sections of the discourse, an introduction to the subject in one language, followed by a commendation or further clarification in another. 6 out of 10 subjects have Message Qualification in this section, only subjects A2, A4, A5, and A7 do not have them.
- 1) Subject A1 has Message Qualification here, *El Barack* inserted an Indonesian tag after He spoke in English when he answered his father's questions about standing up for myself from an early age. *El Barack* used the insertion of the tag *'seperti yang Papa katakan'* to emphasize the instructions that parents gave to children in discussions to get to the main problem.
  - 2) Subject A3 has three Message Qualification, the first "Ma, lihat nilai *El one hundred*" then, in the utterance "kalau ini *ninety*" and the last "Ini pelajaran *math*" As in Gumperz's theory, this function is that the speaker simply tries to limit the difference between the two parts of discourse, topics introduced in one language and then further qualified in another language.
  - 3) Subject A6 has three Message Qualification, the first "Mm... enak rasanya *Delicious*" then in the utterance "Walaupun saos nya *on the side* ini masih enak, *that means no MSG (Make Stuff Good)*. The last "tahu bulat *I don't like*" Same as before the utterance can be classified as message qualification because a topic is introduced in one language and then commented on or further qualified in the other language.
  - 4) Subject A8 same as before has three Message Qualification the first "*Sekarang*, write here under this what do you want" then in the utterance "I will make a phone that I think *kamu pasti suka banget*" The last utterance is "*Kalau kamu gasuka*, then i'll make you the one you say" This is included in the message qualification because the speaker only limits the differences between two parts of the discourse of a topic that is introduced in one language and then qualified in another language.
  - 5) Subject A9 has Message Qualification, *El Barack* inserted an Indonesian tag after He spoke in English when he answered his mother's questions about "*El Barack membuat soto*".
  - 6) Subject A10 has two Message Qualification the first "Prosesnya sama yang bikin buat mama ini beda, *because for you aku taruh ayamnya duluan*" and the last "Daunnya nanti *after*" This statement is included in the message qualification because the speaker only tries to limit the differences between two parts of discourse in one language and then qualifies it in another language.
6. Reiteration
- This code-switching sometimes Reiterate, frequently a message in one code is repeated in the other code either literary or in somewhat modified form.
- 8 out of 10 subjects have Reiteration in this section, only subjects A1 and A10 do not have them.
- 1) Subject A2 has two Reiteration, the first utterance is "*El sayang adek ten billion*" and the last is "Ok" here, his mother asked to *El Barack*, "dari 1-10, El sayang adek berapa?" then *El Barack* answered, "*El sayang adek ten billion*" Speech functions are classified into reiteration because *El Barack* repeat what he just did has been said. This is in line with Gumperz theory, namely reiterations to clarify what is being said or to emphasize the message.
  - 2) Subject A3 has a Reiteration, in the sentence "*One hundred lagi*" *El Barack* repeated the sentence to emphasize the sentence that was said previously to make sure his mother understood what *El Barack* meant. Speech functions are classified into reiteration because *El Barack* had just repeated what had previously been said.

- 3) Subject A4 has two Reiteration, the first utterance is “*Now I’m gonna read bit of my favorite book*” and the last is “*Mmm... wait here*”. Speech functions are classified into reiteration because *El Barack* repeat what he just said.
- 4) Subject A5 has four Reiteration, the first utterance is “*Maksudnya dibawa pulang mentega nya agak banyakan*”, second “*How much satu porsinya?*”, third “*Half keju, half cokelat ya*” and the last “*Thank you, ini kembalian buat abangnya aja*”. same as before Speech functions are classified into reiteration because *El Barack* repeat what he just said.
- 5) Subject A6 has a Reiteration in the sentence “*chicken fingers kan nama nya*” same as in the data A5 this utterance can be classified as reiteration. This is showed in the words ‘*chicken fingers*’. *El Barack* spoke to the trader in English and then continued in Indonesian.
- 6) Subject A7 has four Reiteration the first sentence is “*Lihat ini, wiggly... wiggly...*” the second is “*Coba lihat lagi, wiggly...*” the third is “*Wiggly... wiggly... right now keren kan...*” and the last is “*Gerakan lagi, wiggly dan terjatuh*” his is also the same, *EL Barack* repeated these words to viewers to emphasize the meaning of the first statement. So that viewers can capture the main points of the video content easily.
- 7) Subject A10 has two Reiteration the first sentence is “*Karna aku gapake itu, jadi potato nya dua*”. And the last is “*ayamnya on the top*” same as before Speech functions are classified into reiteration because *El Barack* repeat what he just said.

#### 7. Addressee Specification

Code-Switching can also be used to specify an addressee as the recipient of the message. (In Irpandi, 2019:22) The function of code-switching is to draw attention to the fact that the addressee is being invited to participate in an exchange. In this analysis only 3 out of 10 subjects were found to have Addressee Specification, which are, A5, A8 and A10.

- 1) Subject A5 has Addressee specification in the sentence “*Ma, El mau jajan martabak, hallo bang martabaknya satu ya.*” the utterance is classified as receiver as addressee specification, because the function is to attract the target's attention invited to participate in the conversation.
- 2) Subject A8 has two Addressee specification, the first sentence is “*Mama gamau pake... whats in the combo pocket and wireless?*” and the last is “*Mama mau... you want your phone to fly?*” same as before the utterance is classified as Addressee specification, because its function is to attract the attention of the addressee invited to participate in the conversation.
- 3) Subject A10 has Addressee specification in the sentence “*What’s the difference jeruk limo sama jeruk nipis*” *El Barack* asked his mother for an opinion. These utterances can be classified as addressee specifications because *El Barack* asked his mother.

#### 8. Quotation

This type of code-switching function involves using quote marks to denote a section of direct speaking in a language other than the main narrative. (In Kautsar, 2022:25) When presenting a direct utterance in a bilingual report, the function of the quotation mark is to use the original language. In this analysis only 4 out of 10 subjects were found to have Addressee Specification, which are A1, A4, A8 and A10.

- 1) Subject A1 has Quotation in the sentence “*Aku harus stand up for myself*” This datum is classified as a quotation function because *El Barack* quoted questions from his two parents for discussion. This is similar with Gumperz theory that transitional quotations describe a series of direct utterances in a language different from the main narrative.
- 2) Subject A4 has two Quotation in the first sentence is “*My Mom name is Jessica Iskandar and my Dady name is Vincent*” and the last is “*My dad is 30 and my mother is 35 years old*”. Same as a topic before the datum is classified as a quotation function because *El Barack* quoted questions from his parents when discussing “*El Barack speaks English*”.
- 3) Subject A8 has four Quotation in the first sentence is “*You want it to be like a mini laptop?*” the second is “*You want me to just make what I think is good?*” The third is “*and then I’ll make a version that you like okay?*” and the last is “*and then you just make what the one you think*”. the function is a



quotation because this is a quotation mark when a bilingual report and present speech directly using the original language.

- 4) Subject A10 has Quotation in the sentence is "*Now I wanna make mine definitely much better on your soto*". This is included in the quotation because it is a sign that when a bilingual presents the speech directly using the original language.

#### 9. Personalization

It refers to the speaker's perspective on a specific circumstance or item, personalization or objectification occurs when a participant attempts to express his thoughts. (In Indahsari, 2021:30) the differences between talk about action and talk as action, the speaker level of engagement or distancing from the message, whether a statement represent the speaker personal opinion or knowledge, whether it refers to a particular instance or has the authority of a generally known fact, and other issues are all covered by this contrast. In this analysis only 4 out of 10 subjects were found to have Addressee Specification, which are A2, A4, A7 and A10.

- 1) Subject A2 has a Personalization in the sentence "*karna menurutku sebagai seorang kakak, my little brother he will always look up to me, so if I don't love him, then he's not going to love well other people*" *El Barack* answered that the statement reflected personal opinion and general facts. *El Barack* understood his mother question and he answered based on his knowledge.
- 2) Subject A4 has two Personalization in the first sentence is "*Hi... my name is El Barack*" and the last is "*I'm 8 years old and I'm turning 9 soon*". The function of this speech is personalization because the statement reflects personal and also from general fact.
- 3) Subject A7 has two Personalization in the first sentence is "*Welcome to my magic show*" and the last is "*My name is El Barack and this is aladin teman ajaibku*". same as in the data B2, the function of this speech is personalization because the statement reflects personal and also from general fact.
- 4) Subject A10 has two Personalization in the first sentence is "*This your portrait, karna kamu mancung*" and the last is "*For you madamba tercinta*". The function of the utterance is personalization because the statement reflects the knowledge of *El Barack* and also from the general fact.

## IV. CONCLUSION

Based on the findings of research regarding "An Analysis of Code-Switching by *El Barack* on *TikTok* video", with a focus on analyzing how many types and functions of code-switching are used by *El Barack* by taking 10 Video *TikTok* on the @inijedar account. The conclusions obtained regarding all data, Subjects A4 to A10, have types of Code-switching, but subjects A1 to A3 do not have one of the types of Code-switching, based on Poplack theory, namely Tag-switching, Inter-sentential, and Intra-sentential. Meanwhile, there are 6 types of function of code-switching based on Gumperz theory, namely, Interjection, Message Qualification, Reiteration, Addressee specification, Quotation and Personalization. From the discussion above, the authors believe that code-switching is an unavoidable phenomenon and has many functions in a social context. Therefore, the use of code-switching may be useful for the benefit of the social context.

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