

Code Switching and Code-Mixing Analysis in the *Rahasia Gadis* Podcast Episode “Proses Jadi Dewasa” Featuring Naura Ayu

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Article Information	ABSTRACT
<p>History Accept: 19 May 2025 Revised: 15 August 2025 Approved: 01 September 2025</p> <p>Keywords code-switching, code-mixing, sociolinguistics, podcast</p> <p>Kata Kunci Alih kode, campur kode, sociolinguistik, podcast</p>	<p>This research discusses code-switching and code-mixing in the podcast <i>Rahasia Gadis</i> with Naura Ayu, especially in the episode <i>Proses jadi dewasa</i>. Using a descriptive qualitative method and sociolinguistic approach, this study found that the most dominant form of code switching is intra sentential switching, followed by code mixing in words, phrases, and clauses. These bilingual elements clarify meaning, show social identity, and create a relaxed and personalized atmosphere between the speaker and the listener. The findings reveal that code-switching and code-mixing reflect bilingual ability and become communication tools that enrich conversations, making them more interactive and relevant in digital media.</p> <p>Abstrak <i>Penelitian ini membahas alih kode dan campur kode dalam podcast Rahasia Gadis bersama Naura Ayu, khususnya pada episode Proses jadi dewasa. Dengan menggunakan metode kualitatif deskriptif dan pendekatan sociolinguistik, penelitian ini menemukan bahwa bentuk pergantian kode yang paling dominan adalah pergantian kode dalam satu kalimat, diikuti oleh campuran kode pada kata, frasa, dan klausa. Elemen bilingual ini memperjelas makna, menunjukkan identitas sosial, dan menciptakan suasana yang santai dan personal antara pembicara dan pendengar. Temuan ini menunjukkan bahwa code-switching dan code-mixing mencerminkan kemampuan bilingual dan menjadi alat komunikasi yang memperkaya percakapan, membuatnya lebih interaktif dan relevan di media digital.</i></p>



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1. Introduction

Language as the principal medium of communication is characterized not by rigidity but by dynamism and adaptability in relation to the social milieu and individual interactions. Within a multilingual and diverse sociolinguistic landscape such as Indonesia, the occurrences of code-switching and code-mixing represent prevalent linguistic practices observable across various communicative domains, encompassing both oral and written forms, as well as formal and informal contexts (Holmes, 2013; Romaine, 1995). This phenomenon entails the alternation or simultaneous employment of two or more languages within a singular utterance or dialogue.

Code-switching is conventionally defined as the transition between

distinct language systems during a conversation, frequently instigated by contextual elements, interlocutors, or subject matter (Gumperz, 1982). Conversely, code-mixing refers to the integration of linguistic elements from one language into the grammatical framework of another language, occurring at the levels of word, phrase, or clause (Poplack, 1980). These two phenomena extend beyond mere linguistic variations; they also encapsulate the social identities, bilingual dispositions, and communicative strategies of the speakers involved (Gardner-Chloros, 2009).

In recent times, code-switching and code-mixing have become common phenomena in bilingual and multilingual communities, particularly in informal settings such as podcasts. Podcasts, as a growing form of digital media, provide an interactive space for hosts to engage with their audience in a casual and relatable way (Afria, dkk., 2022). One such podcast is *Rahasia Gadis*, hosted by Naura Ayu, where various personal and social topics are discussed, often blending both Indonesian and English in the conversation. The use of code-switching and code-mixing in the episode *Proses Jadi Dewasa* presents an interesting case for examining how these linguistic strategies enhance communication. Code-switching involves switching between languages during conversation, while code-mixing refers to the integration of words or phrases from multiple languages in a single utterance (Endriani, dkk., 2023). Both phenomena are significant in sociolinguistics, as they reflect not only the speaker's bilingual abilities but also their social identity, cultural background, and communication strategies.

In the contemporary digital and globalized epoch, emergent media forms such as podcasts have emerged as a pivotal platform in both shaping and reflecting societal language practices, particularly within the younger demographic. Podcasts, as a widely accessible digital auditory medium, provide an intimate and personalized environment for speakers to engage with listeners. Within this framework, the phenomenon of code-switching and language mixing presents an intriguing area of inquiry, as podcasts frequently embody a relaxed and informal conversational style while concurrently conveying significant informational content and cultural values. One of the prominent podcasts in Indonesia that showcases interaction and dialogue is 'Rahasia Gadis' hosted by Naura Ayu. This podcast is recognized for delivering content that is pertinent to the challenges encountered by adolescents and young adults, encompassing the transition into adulthood. In the interactions featured within this podcast, the employment of diverse linguistic forms, including the propensity for code-switching and mixing between Indonesian and English, constitutes a linguistic phenomenon that merits thorough analysis.

Investigating code-switching and language mixing within new media contexts such as podcasts can yield profound insights into how bilingual or multilingual speakers leverage their linguistic capabilities to communicate messages, foster connections with audiences, and articulate identity within digital environments. Furthermore, such analyses can enhance our comprehension of the dynamics of language interaction in popular cultural contexts and elucidate how language both reflects and influences perceptions of social issues, such as

the coming-of-age narratives presented in the podcast 'Rahasia Gadis.'

This study aims to analyze the types and functions of code-switching and code-mixing found in the Rahasia Gadis podcast, focusing on how these linguistic elements contribute to the interaction between Naura Ayu and her listeners. Using a descriptive qualitative approach, this research will explore the patterns of code-switching and code-mixing in the podcast and assess their impact on the communication experience. The findings of this study are expected to shed light on how bilingual individuals use these linguistic strategies in informal conversations to clarify meanings, emphasize points, and create a more engaging and relatable atmosphere with their audience. This research also highlights the role of code switching and code-mixing in enhancing communication in the increasingly connected digital world.

2. Research Method

This research uses a descriptive qualitative approach to understand the use of code-switching and code-mixing in the podcast Rahasia Gadis with Naura Ayu, especially in the episode Process of Becoming an Adult. The research data was taken from podcast videos uploaded on the official YouTube channel of Rahasia Gadis. The data collection process was carried out by watching the video repeatedly to understand the content and context of the conversation in depth. Furthermore, the entire conversation was transcribed in the form of written text. After that, the researcher marked the parts of the conversation that contained bilingual mixing and categorized them based on the types and ways of use. The analysis was carried out by re-reading the transcribed data, simplifying the data that was considered important, arranging it systematically, and then drawing conclusions from the results found. To ensure that the data obtained is accurate, the researcher compares the data from the original video with the transcription results and matches the meaning and context back to reality.

3. Results and Discussion

The findings of this study indicate that in the Rahasia Gadis podcast episode Proses Jadi Dewasa, featuring Naura Ayu as the guest speaker, various forms of language use show a mixture of Indonesian and English. The use of code switching and code mixing appears to be quite prominent in the conversation, especially when Naura shares her personal experiences, such as bullying, self-acceptance, and the journey of self-discovery. This research revealed that the instances of code switching and code mixing do not occur randomly but are often linked to the speaker's attempt to match expressions with emotions, context, or topic. Several excerpts from the podcast transcript were analyzed to illustrate how this linguistic blending serves specific functions in communication, particularly in building emotional connection with the audience and reflecting the speaker's identity.

Based on the transcription of the podcast "Rahasia Gadis With Naura Ayu: Proses Jadi Dewasa", various instances of code switching and code mixing were identified. These linguistic features are not used randomly, but

rather serve specific communicative, emotional, and stylistic functions. The following table summarizes selected examples and their functions.

Table 1
Data Analysis

Minutes	Sentences	Types	Analysis
00:00:00 – 00:00:02	"I got bullied so much about my look. I got bullied for my skin tone. I got bullied for my look."	Code Switching (intrasentential)	The use of English in this sentence provides a stronger and more expressive tone when describing the bullying experience. Code switching occurs for emphasis within one sentence.
00:00:07 – 00:00:11	"Did you all my features itu tuh enggak sesuai sama beauty standards..."	Code Mixing (insertion)	Terms like "features" and "beauty standards" are used in English because they are more familiar and relevant in discussions about beauty. Code mixing occurs in the middle of the sentence.
00:02:02 – 00:02:06	"Teen's Guide to Self Discovery."	Code Switching (emblematic switching)	The use of English in the book title, which is not translated, is a typical convention since it is Internationally recognized.
00:03:07 – 00:03:13	"So ya, that's like the whole thing. Wah!"	Code Switching (intrasentential) and Code Mixing (emblematic)	The sentence starts with English, followed by "Wah!" which connects back to the Indonesian cultural context, blending both languages for emphasis.
00:05:13 – 00:05:20	"I hope my answer itu bisa nge-guide mereka..."	Code Mixing (insertion)	"Nge-guide" is an adaptation of the English word "guide" in Indonesian, reflecting a mix of both languages in everyday speech.

00:06:01 – 00:06:11	"...buat kalau misalkan dari diri mereka aja udah mau untuk berproses dalam itu, I think itu udah bagian dari self acceptance."	Code Mixing (insertion) and Code Switching (emblematic switching)	"I think" and "self-acceptance" are more commonly used in English, providing a casual tone and aligning with self-improvement discussions in English.
00:08:30 – 00:08:39	"...dulu aku bilang I wanna find myself."	Code Switching (intrasentential)	Using English here expresses a deeper, more universal search for self, which feels more natural and meaningful in English.
00:11:13 – 00:11:17	"Listen up, Naura, you don't have to listen to them."	Code Switching (direct quote & dramatization)	This is an internal quote in English, adding a dramatic emphasis on the message for Naura to ignore others' opinions.
00:12:05 – 00:12:12	"It's really hard, but I try to adjust."	Code Switching (intrasentential)	English here makes the sentence sound stronger, particularly the phrase "I try to adjust," which resonates more naturally in English when discussing emotional challenges.
00:14:00 – 00:14:08	"Jadi I have to learn how to be my true self."	Code Switching (intrasentential)	The phrases "I have to learn" and "true self" carry more weight in English, enhancing the introspective nature of the search for authenticity.
00:15:22 – 00:15:29	"I remember, it's like, 'This is who I am, and I can't change that.'"	Code Switching (intrasentential)	"This is who I am" feels more powerful and emotional when expressed in English, highlighting a deep, reflective sentiment.

From this podcast, you can see that code switching and code mixing are used when talking about important and emotional things, such as the experience of being bullied or the process of getting to know yourself. English is used to make the sentences stronger. Meanwhile, mixes like "nge-guide" show that young people nowadays are used to mixing English in their daily conversations, but still don't leave their own language style behind. The use of code switching and code mixing in the *Rahasia Gadis* podcast not only functions as a means of communication, but also reflects the dynamics of the speaker's social and cultural identity. As explained by Pradina (2021), code switching in digital media such as podcasts is often used strategically to achieve situational goals, such as emphasizing statements or creating a livelier communication atmosphere.

In this context, the dominant intra-sentential code switching in the *Rahasia Gadis* podcast indicates a high level of bilingual fluency from the speaker. This is in line with Poplack's (1980) findings, which state that intra-sentential code switching requires in-depth linguistic competence in both languages. In addition, the use of terms such as "beauty standards" and "self-acceptance" reflects the integration of global culture into local discourse. This shows the existence of cultural hybridity among the young generation of Indonesia, where they adopt global concepts while maintaining their local identity. A study by Dewi (2024) also found that in the *Friends of Merry Riana* podcast, the most dominant form of code switching was intra-sentential switching. This happens because speakers often insert English into Indonesian speech in one sentence.

Furthermore, research by Permana and Laila (2023) on the *Corbuzier Podcast* identified that the most frequently used types of code mixing were alternation and insertion, with the main reasons being to discuss certain topics, emphasize intent, and clarify statements. In the context of the *Rahasia Gadis* podcast, the use of code switching and code mixing also serves to build emotional closeness with listeners. As explained by Suwastini et al. (2024), intra-sentential code switching can help in identity formation and increase participation in communication, especially in the context of language education and complex multilingual classes. Thus, the use of code switching and code mixing in this podcast not only reflects the speaker's bilingual ability, but also becomes an effective communication strategy to convey messages more emotionally and relevantly to diverse audiences.

The impact of this study can add empirical evidence to sociolinguistics, especially within the Indonesian context, through the demonstration of code switching with code mixing inside the discourse of modern digital media such as podcasts. Code switching/mixing, it highlights, is tactically used for alignment with emotional subtlety as well as topic relevance and speaker intention. This supports theories of communicative competence with identity construction, showing that it is not just arbitrary. Analyzing the detailed transcript strengthens our comprehension of discourse-level bilingual interaction in accessible public formats.

On the other hand, this research highlights how generational identity is

reflected in bilingual speech throughout public media, particularly among Indonesian youth, in terms of self-expression, social positioning, and relatability when incorporating English. The study elucidates the deliberate implementation of code-mixing and disputes the perception that it denotes linguistic inadequacy. Conversely, the analysis shows code mixing is a conversational technique. English also integrates itself into Indonesian conversations to improve the affective tone and global connectedness, mirroring the wide-ranging linguistic tendencies prevalent in Indonesia's social media and podcast culture.

4. Conclusion

This study highlights the crucial role of code-switching and code-mixing in the "Rahasia Gadis" podcast, particularly in the episode "Proses Jadi Dewasa." The use of these linguistic strategies enhances emotional expression and fosters deeper connections with the audience, demonstrating that such practices are intentional and meaningful. The prominent inclusion of English in emotionally charged discussions underscores its global relevance, while the blending with Indonesian reflects the speakers' cultural identity. Overall, the findings illustrate how bilingualism enriches communication, making conversations more engaging and relatable in the digital age.

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