CODE SWITCHING IN TIKTOK VIDEO FOR ADVERTISING : A SOCIOLINGUISTIC APPROACH

A THESIS

Submitted to the Faculty of Cultural Sciences of Hasanuddin University in
Partial Fulfillment of Requirement to Obtain Sarjana Degree
in English Study Program

SITI NABILAH ALZAFIRA K

F041201073

ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

HASANUDDIN UNIVERSITY

2024

LEGITIMATION

THESIS

CODE SWITCHING IN TIKTOK VIDEO FOR ADVERTISING : A

SOCIOLINGUISTIC APPROACH

BY

SITI NABILAH ALZAFIRA KHAERUDDIN

Student ID Number: F041201073

It has been examined before the Board of Thesis Examination on Friday, 02 August 2024

and is declare to have fulfilled the requirements.

Approved By

Board of Supervisors

Chairman

Prof. Dr. Abdul Hakim, M.A.
NIP. 195611281989031003

Secretary

Prof. Dr. Kamsinah, M.Hum.
NIP. 195910281985032001

Dean of Faculty of Cultural Sciences
of Hasanuddin University

Prof. Dr. Akin Duli, M.A.
07 61991031010

Head of English Literature Study Program

Prof. Dra. Nasmilah, M.Hum, Ph.D
NIP. 196311031988112001

ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

HASANUDDIN UNIVERSITY

AGREEMENT

On August 08, 2024, the Board of Thesis Examination has kindly approved a thesis by Siti Nabilah Alzafira Khaeruddin (F041201073) entitled *Code Switching In Tiktok Video For Advertising : A Sociolinguistic Approach* submitted in fulfillment of one of the requirements to obtain Sarjana Degree in English Literature Study Program, Faculty of Cultural Sciences, Hasanuddin University.

Makassar, August 08, 2024

BOARD OF THESIS EXAMINATION

1. Prof. Dr. Abdul Hakim, M.A.	Chairman	1.
2. Prof. Dr. Kamsinah, M.Hum.	Secretary	2.
3. Dr. Ayub Khan, M.Si.	First Examiner	3.
4. Drs. Simon Sitoto, M.A.	Second Examiner	4.
5. Prof. Dr. Abdul Hakim, M.A.	First Supervisor	5.
Kamsinah, M.Hum.	Second Supervisor	6.

ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

HASANUDDIN UNIVERSITY

DECLARATION

The thesis by Siti Nabilah Alzafira Khaeruddin (F041201073) entitled *Code Switching In Tiktok Video For Advertising : A Sociolinguistic Approach* has been revised as advised during the examination on Friday, 02 August 2024 and is approved by the Board of Undergraduate Thesis Examiners:

1. Dr. Ayub Khan, M.Si.   First Examiner   1. ....

2. Drs. Simon Sitoto, M.A.   Second Examiner   2. ....

STATEMENT LETTER

The undersigned,

Name   : Siti Nabilah Alzafira Khaeruddin

ID   : F041201073

Title of Thesis   : Code Switching In Tiktok Video For Advertising : A Sociolinguistic Approach

Department/Faculty : English Literature Study Program/ Cultural Sciences

Hereby, the writer declares that this thesis is written by herself. This thesis does not contain any materials which have been published by other people, and it does not cite other people's ideas except quotations and references.

Makassar, June 28th 2024

Siti Nabilah Alzafira Khaeruddin

ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF CULTURAL SCIENCES

HASANUDDIN UNIVERSITY

APPROVAL FORM

With reference to the letter of the dean of Faculty of Cultural Sciences Hasanuddin University No.1322/UN4.9.1/KEP/2023 regarding supervision, we hereby confirm to approve the undergraduate thesis draft by Siti Nabilah Alzafira Khaeruddin (F041201073) to be examined at the English Literature Study Program of Faculty of Cultural Sciences.

Makassar, 3 July, 2024

Approved by

First Supervisor

Second Supervisor

Prof. Dr. Abdul Hakim, M.A
NIP. 195611281989031003

Prof. Dr. Kamsinah, M.Hum.
NIP. 195910281985032001

Approved by the Execution of Thesis Examination by
The Thesis Organizing Committees

On Behalf of Dean
Head of English Literature Study Program

Prof. Dra. Nasmilah, M.Hum, Ph.D
NIP. 196311031988112001

ACKNOWLEDGEMENT

Alhamdulillah Rabbil Alamin, in the name of Allah, the Most Gracious, the Most Merciful. I profoundly praise and gratitude to the presence of *Allah Subhanahu wa ta'ala* whose boundless grace and divine guidance so that the researcher was able to complete this thesis, "Students' Perception On Code Switching In Tiktok Video For Advertising: A Sociolinguistic Approach". This accomplishment is evidence of the blessings and strength that He gives when facing challenges. Additionally, the researcher remembers to greet and bless Rasulullah Shallallahu Alaihi Wasallam, who has always served as the greatest role model for humankind and a source of inspiration.. The researcher realizes that this thesis could not have been completed without the support, assistance, guidance and encouragement from various parties who sincerely helped in the research and writing process. The researcher would like to express her sincere appreciation to the parties who played a role in this endeavor.

1. I would like to thank my beloved parents, my father, *Khaeruddin* and my mother, *Jumrah Ismail*. Their love, support, and prayers have been my guiding light throughout this journey. I am also very grateful to my brother, *Muh. Zul Khaidir* and my 911 sister, *Dwi Ria Anggreni*. Their continuous prayers, enthusiasm and encouragement have been an invaluable source of strength, encouraging me to keep going and pushing me to complete this thesis with full determination. Not forgetting my nephew, *Fatih*, whom I ...ve, has been a mood booster while I was working on this thesis.

2. I would like to thank *Prof. Dr. Akin Duli, M.A*, as a dean Faculty of Cultural Sciences.

3. I would like to thank *Prof. Dr. Nasmilah, M.Hum* as a Head of English Literature Department.

4. I would like to thank *Prof. Dr. Abdul Hakim, M.A,* my first supervisor, and *Prof. Dr. Kamsinah, M.Hum*, my second supervisor with sincere gratitude. Their invaluable ideas, suggestions, corrections and patient guidance have played an important role in the creating of this thesis. I am truly grateful to have had a supervisor who has guided me more than adequately and given me encouragement in preparing this thesis. May Allah Subhanahu wa ta'ala reward their kindness abundantly.

5. I would like to thank *Rezky Ramadhani, S.S., M.Litt* as my academic supervisor. Her motivation and assistance from the first semester until now has been invaluable.

6. I would like to thank all the English literature lecturers who have provided a lot of motivation, support and lessons both academic and non-academic. Everything they gave us was invaluable and unforgettable.

7. I would like to thank administration staff who have provided a lot of assistance to researchers in their study life from the beginning until now.

8. I would love to express my deepest gratitude to my 24/7, *Ardi Wijaya*, who have been a pillar of encouragement, a place to confide in, and has accompanied writer through all ups and downs from the beginning of writing this thesis.

want to express my deepest gratitude with boundless love to my dearest

friend, *Abigael Patricia* and *Dian Awalia,* who have been supporters in researcher life journey and accompanied researcher through the ups and down times since junior high school. Thank you for being human diary and support system for the researcher's .

10. I want to express my gratitude to my dearest campus buddies, *Iqlima Riawan, Nurannisa*, and *Wa Ode Dian Getandy*, who has accompanied the researcher in her campus life and assisted researcher when conducting this research. Thank you for the help and cooperation when we did our assignment, the precious memories and always been a listener for researcher's.

11. I would like to express my heartfelt gratitude to research respondent. Without their cooperation, this thesis would not have been completed. Also, for those who not mentioned by name for their assisted in this thesis.

12. Lastly, I would like to express my deepest gratitude to myself for the effort, dedication, hard work, perseverance, commitment, and countless hours spent in this research, in the midst of lots pressures beyond my control and decided not to give up in the process of creating this thesis.

Makassar, 29 June 2024

Best Regards,

Siti Nabilah Alzafira Khaeruddin

TABLE OF CONTENT

LIST OF FIGURES

LIST OF TABLES

ABSTRACT

Siti Nabilah Alzafira Khaeruddin. 2024. *Code Switching In Tiktok Video For Advertising : A Sociolinguistic Approach.* (Supervised by **Abdul Hakim Yassi** and **Kamsinah**)

The aims of this research are to (1) identify the types of code switching used by sellers for advertising in Tiktok video, and (2) explain students' perception about code switching used by sellers to promote their product. In this research, the researcher employed descriptive qualitative method. The researcher applied the theory proposed by Abdul Hakim Yassi in analyzed the types of code switching in product advertisements on Tiktok. Additionally, conducted interviews with students to identified their perception about the use on code switching in advertising. The data that are analyzed in this research are 20 product advertisements from online business TikTok accounts and 30 student interviewed data. The result of this research shows that there are five types of code switching found in product advertisements which are intraclausal, intraphrasal, intralexical, interclausal, and tag. The researcher found that the intraphrasal code switching type was dominant compared to other types. Additionally, researcher highlights a dominant positive response toward the use of code switching in product advertising, with a total of some students agreeing with the use of code switching which can increase buyers' interest in buying products.

Key Words: Code Switching, Product Advertisements, Students' Perception

ABSTRAK

Siti Nabilah Alzafira Khaeruddin. 2024. *Alih Kode Pada Video Tiktok Untuk Pengiklanan : Pendekatan Sosiolinguistik.* (Dibimbing oleh **Abdul Hakim Yassi** and **Kamsinah**)

Tujuan dari penelitian ini adalah (1) mengidentifikasi jenis-jenis alih kode yang digunakan penjual untuk beriklan di video Tiktok, dan (2) menjelaskan mengenai persepsi siswa mengenai alih kode yang digunakan penjual untuk mempromosikan produknya. Dalam penelitian ini, peneliti menggunakan metode deskriptif kualitatif. Peneliti menggunakan teori alih kode yang digagas oleh Abdul Hakim Yassi untuk menganalisis tipe-tipe alih kode dalam pengiklanan produk di Tiktok. Selain itu, melakukan wawancara terhadap mahasiswa untuk mengidentifikasi persepsi mereka mengenai penggunaan alih kode pada pengiklanan. Data yang dianalisis dalam penelitian ini yakni 20 iklan produk yang ada pada akun tiktok toko online dan 30 data wawancara mahasiswa. Hasil penelitian ini menunjukkan bahwa terdapat lima tipe alih kode yang ditemukan dalam pengiklanan produk yakni intra-klausa, intra-frasa, intra-leksikal, inter-klausa, dan tag. Peneliti menemukan tipe alih kode intra-frasa dominan digunakan dibandingkan tipe lain. Selain itu, peneliti menyoroti respon yang dominan positif terhadap penggunaan alih kode dalam pengiklanan produk, dengan total sebagian mahasiswa setuju dengan penggunaan penggunaan alih kode yang dapat meningkatkan ketertarikan pembeli dalam membeli produk.

Kata Kunci: Alih Kode, Pengiklanan Produk, Persepsi Mahasiswa

CHAPTER I
INTRODUCTION

A. Background

Linguistics is the scientific study of language. It studies multiple languages rather than just one or two languages. Furthermore, there are various disciplines that specialize within linguistics, including sociolinguistics. Sociolinguistics investigates the relationship among language and its usage in society. This branch of linguistics fits perfectly with the issue the writer is going to study. As social creatures, humans need tools to be able to interact with others, namely language. There are two categories of languages in Indonesia: local languages and foreign languages. While English is a foreign language, Indonesians commonly use local languages including Indonesian, Sundanese, Javanese, Buginese, Makassarese, and others.

Indonesia is a multilingual nation since it carries 400 different language and the citizens has ability to speak more than one language. Due to that, it is also possible for the citizens to switch one language to another language during a conversation. Language switching is frequently carried out both in local languages and local languages into foreign languages. The term "code switching" refers to this occurrence.

Nowadays, peoples use code switching to look intelligent in order it into the other person's language skills, while others use it because e is a third person in the conversation with a different language

background. Although many people employ code switching in their daily lives, most of them aren't familiar with the term of code switching and types of code switching. Without realizing it, they frequently include a few English words when they write or publish things on social media. Also, most Indonesian citizens, including presidents, the government, and corporate leaders, utilize English in their daily speeches.

Social media is one of the channels that online stores frequently utilize to promote their products and services. As a result of the rapid expansion of current social media, especially Tiktok application, numerous e-commerce businesses choose to promote their products and services on Tiktok through creating a video One of the strategy to do it is advertising. Advertising is a strategy used by businesses owner in which a product, brand, or service is promoted in order to engage the public's interest in purchasing or using the items and services offered. Advertisements are targeted at the general public so that they can see and be drawn to purchasing the products or services being offered. Sellers utilize a variety of techniques to make their products or services attractive among the public, which is to promote them by making interesting advertisement video on Tiktok, business can have an immediate influence on growing sales and even brand names becoming increasingly recognized by engaging the audience's attention and using code switching their video.

Sellers use code switching in their advertising to enhance the visual appeal of their advertisements by offering a wide variety of languages. Persuasiveness is one of the numerous characteristics of language that makes it suitable for advertising. By adding multiple foreign language terms into their advertisements, sellers can draw buyers' attention toward their products or services. However, misunderstandings may occur because people may have limitations in foreign languages.

It is crutial to conduct this research so that the sellers are also able to consider whether the form of one of these strategies can have a positive impact on the business or vice versa. If it works effectively, code switching in advertising might become a new advertising strategy for students and people looking to start an online business. Also, public understands more about code switching and the various types of code switching, which can advance linguistic understanding and enrich the knowledge of readers and future researchers when analyzing code switching for social media advertising.

As the subject of her study, the writer selected code switching in advertising on Tiktok videos. The method that the writer employs to find out the perception of students in the use of code switching in advertising is an interview in which there are several questions regarding students' knowledge of the code switching and their personal opinions on the use code switching on Tiktok by business owners to promote their duct.

The writer picked this platform for her research due to there is still lack of literature on the Tiktok social media platform and no one has investigated into the use of code switching on any other social media platform than Instagram, Facebook, and Twitter. The issue that the writer finds is that a few businesses owners prefer to employ both Indonesian and English to describe their products in their videos, but they are unaware of how code switching may impact their business. In addition, another problem the writer discovered was the lack of knowledge among students about the code switching phenomenon that they frequently employ in daily life.

B. Identification of the Problems

After depicting the background of study, the writer intends to identify several problems,such as:

1. The use of code switching can affect the seller's business

2. Students are not familiar with code switching and do not know the types of code switching.

3. The limitation of research on Tiktok and there is no previous research focuses on the use of code switching in Tiktok video for advertising.

C. Scope of Problems

Based on several problems that are mentioned, the limits and focus that ~~the~~ e writer decides is to identifying types of code switching on Tiktok and ~~a~~nd student's perception about code switching on TikTok video for ~~a~~dvertising used by some sellers to promote their product.

D. Research Questions

The writer constructs some questions that related to the problems, as follows:

1. What are the types of code switching used by sellers for advertising in Tiktok video?

2. What are student's perception about code switching used by sellers to promote their product?

E. Objective of the Research

In accordance with the problems construction, the writer intends to present several answer, as follows:

1. To identify the types of code switching used by sellers for advertising in Tiktok video.

2. To explain students' perception about code switching used by sellers to promote their product.

F. Significance of the Study

This research is important to be conducted nowadays due to the rapid development of social media among all ages make this research may result in a brand-new marketing strategy for college students and those who are interested in running an online business and using code switching to advertise their product. Furthermore, this research has the potential to advance linguistic understanding and to enrich the knowledge of readers

l further researchers when analyzing code switching for advertising in

ial media.

CHAPTER II
LITERATURE REVIEW

A. Previous Related Studies

The inclusion of relevant research findings is required to support research that has in- depth and comprehensive analysis outcomes. As a result, the writer discovered some previous study that was relevant to this issue. There have been many studies on the problem of code switching, some of which are Poplack (1980), Callahan (2004), Wardaugh (2006), Brown (2007), and so forth. More specifically, research on switching codes in advertising has been studied by Sitti Rahmatia Anta (2022), Suci Reski Wijaya SR (2019), and Misbah Ayuzarah Ahmad (2022).

The first related study by Sitti Rahmatia Anta (2022) conducted research entitled "An Analysis Of Code Switching In Cosmetic Product Advertisement On Television." This research uses a qualitative method. She chosed cosmetic products as her data and collected it from television channel. She collected 35 data from the advertisement and took 20 data to be analyzed. The data were transcribed into written form because the data are the narrations. The writer watched some cosmetic product advertisement that used code switching to promote their product in some channels then observed the cosmetic product advertisement. The research lied theory by Yassi (2016) to analyze the types of code switching found osmetic product advertisements. She examined as many as 20 points of a from television advertisements for cosmetic products and discovered

five types of switching in the advertisements, including six data for intralexical switching, twelve data for intraprasal switching, thirty-one data for intra-clausal switching, ten data for interclausal switching, and one data for switching tag. According to this study, intraclausal code switching is the type that frequently occurs in television commercials for cosmetic products.

The second related study by Mei Lyna Girsang (2015) conducted research entitled "An Analysis Of Code Switching and Code Mixing as Found In Television Advertisement." This research uses a descriptive qualitative method. She chosed advertisement on television as her data and collected it from ANTV channel. She collected 100 data from the advertisement to be analyzed and applied snowball sampling as her sampling technique. The data were transcribed into written form because the data are the narrations. The writer watched some advertisement that used code switching to promote their product in ANTV channels and youtube that related to ANTV television advertisement then recorded it by using handphone. The research applied theory by Hoffman to analyze the types of code switching found in ANTV advertisements. She examined as many as 100 points of data from ANTV television advertisements and discovered three types of switching in the advertisements, including 32% for Intersentential Switching, 30% for Intrasentential Mixing, 17% for asentential Switching, 5% for Intralexical Mixing, 4% for Tag itching, and continued by involving the change of pronounciation with

12% Code Mixing. According to this study, Intersentential code switching is the type that frequently occurs in ANTV television advertisement.

The last related study by M. Rizky Kertanegara dan Erwin Salpa Riansi (2016) research entitled "Penggunaan Alih Kode (Code Switching) dan Campur Kode (Code Mixing) Sebagai Strategi Daya Tarik Iklan Pada Majalah Gaya Hidup Cosmopolitan". This research uses a content analysis quantitative method. He chosed advertisement on cosmopolitan magazines as his data then collected it. He found 29 data to be analyzed and applied convenience sampling as his sampling technique. The writer analyzed the data based on the advertising which included code switching, he classified the sample and defined the types of code switching, reviewed then coded the data to be analyzed and gave a conclusion based on the result. He found that Cosmopolitan lifestyle magazine where 29 of the total 69 advertisements contained elements of code switching and code mixing. Based on 77 elements of code switching and code mixing, researchers found that advertisers used them more for their symbolic meaning. Based on 77 elements of code switching and code mixing, 45 items can be categorized into rational advertising appeal strategies, where product attribute appeal strategies most widely used by advertisers.

The distinction among this study and the studies previously mentioned are the study'sobject platform. In this study, the research chosed tok while the previous researcher chosed other platform such as TV Magazines. Tiktok was chosen as the study's object because there has

been limited study on this social media platform, and considering it has grown to be the most popular platformamong some peoples, particularly students, many sellers have chosen to use Tiktok as away of promoting their product. Furthermore, the sampling technique. Previous research used a convenience sampling and snowball sampling while this research use purposive sampling. Meanwhile, the similarities of this study and the studies previously carried out is that aim to determine the use of code switching in advertising.

B. Theoritical Background

1. Sociolinguistics

Sociolinguistics is an interdisciplinary field of science that studies language in relation to the use of language in society. Furthermore, there are many sociolinguists who give their opinion on sociolinguistics. Wardaugh in (Rosmiaty et al, 2020:70) states that sociolinguistics concerned with study the relationship between language and society with the goal being a better understanding of structure of language and how language function in communication. Moreover, (Holmes, 2013:1) followed by saying that sociolinguistics aims to understand the phenomena of individuals speaking in accordance with social context and to define the ways in which language demonstrates social meaning. (Yassi, 2016: 2-3) claimed that A linguistic branch which deals with human communication language as its medium

ed sociolinguistics. Furthermore, he also states that "Sociolinguistics is

ery broad topic since it encompasses the study of social dialects,

language attitudes, conversational interaction, bilingualism, multilingualism, language change and many more, including the so-called as code switching…." (Yassi, 2016: 2-3).

From all the definitions above writer can conclude that sociolinguistics is a branch of linguistics that discusses interdisciplinary study between sociology and linguistics. Where sociology is the study of social human life and its influence on themselves, while linguistics is the study of language. Therefore, sociolinguistics show the relationship between language and its use in communicating in society with some factors such as bilingualism, social class differences, social dialect, and so on.

2. Bilingualism

Bilingualism and code switching are frequently related since one condition for someone to do code switching is bilingualism. The differences between the definitions of bilingualism and multilingualism, which are frequently used interchangeably, have increased rapidly. There are numerous sociolinguists' opinions as a result. The first expert to give opinion regarding bilingualism Bloomfield (in Yassi, 2016:21) claims that speakers must be fluent in two of the specified languages in order to be considered bilingual. Furthermore, (Weinrich, 1968:1) stated that the ability to speak two different dialects, code system, or forms of the same language is uired to be bilingual. However, Diebold in (Sanchez, 2015:62) also claim t someone can be said to be bilingual if they have knowledge of a second guage and are then able to use it in the environment of native language.

Nowadays, in the millennials generation bilingualism is a famous thing to do. People tend to use more than one language for communication. People who use more than one language without particular role in both language is one of the characteristics of bilingualism.

Bilingualism, according to (Chaer and Agustina, 2010:84), is the use of two languages or two language codes. As states by Mackey and Fishman in (Chaer and Agustina, 2010:84), bilingualism in sociolinguistics is often defined as the alternative use of two languages by aspeaker when interacting with others. Gumper in (Pratiwi, 2020:84), bilingualism is the use of idioms by individuals in daily interactions with others in a group setting. Therefore, it can be conclude that bilingualism is the capacity of a speaker to use two languages or two different linguistic codes equally well when speaking in all aspects of life.

3. Code Switching

People in a multilingual nation like Indonesia are used to code switching. Considering the diversity of languages spoken in Indonesia, it is clear that the people who live in Indonesia are multilingual, as evidenced by the fact that they regularly speak both Indonesian and local languages. They tend to do a code switching when doing a conversation with society. There are several opinions about code switching. Code switching is the process of ...bining two different languages into a single speech act, clause, or other ...t (Poplack, 1980:583). Grosjean in (Alenezi, 2016:155), it should be ...ed that code switching is a circumstance that happens when bilinguals

switch between two common languages in conversation and the transition occurs in the middle of a sentence that contains a phrase, word, or sentence. When a speaker begins a conversation in one language and switches to another in the middle of their speech or even in the middle of a sentence, this is known as code switching.

Code switching nowadays tend to be a new way for sellers to promote their products in social media to make the audience more interested for watching their product advertisement. For example, one of the video advertisement on Tiktok from online shop account say "*Sabun sama **body serum** ada AHA, BHA, PHA-nya, emang aman? AMAN DONG, karena kandungannya sudah diformulasikan untuk **daily use**"* they use **body serum** which means in Indonesia is "serum tubuh" dan **daily use** which means "penggunaan sehari-hari". The seller use **body serum** to make the advertisement fancier and they also use **daily use** to make it simple, so it will be easy to understand for the audience.

From all definitions writer can conclude code switching is a phenomenon that occurs when a bilingual or multilingual person inserts words, phrases or sentences from one language into anoth er in an ongoing discourse or conversation.

4. Types of Code Switching

Numerous academics have studied various types of code switching. ording to Poplack (1980), who is cited by Yuliana et al. (2017), there are e different types of code switching: tag switching, intersential switching,

and intrasential switching.

1. Tag switching

    With this kind of switching, tags from one language are inserted. In order to emphasize the conversation in this form of switching, the speaker typically inserts brief words or sentences from one language to another. Tag switching is included in the category of interjections, which include interjections meant as means of conveying feelings or emotionsbut have no impact on the meaning of speech. According to Romaine (in Yassi, 2016:35), tags are subjects to minimal syntactic restriction so that they may be inserted easily at a variety of positions in a monolingual utterance without breaking syntactic rules.

    Example: "Aku pulang duluan yah, *bye* !!"

2. Intersential

    According to Hammers and Blanc (in Bramantoko et al, 2023:180) Intersential happens when a clause or sentence is used in one language and a different clause or sentence from another language is included in the same speech . Intersentential switching requires speakers who employ this type of code switching are fairly adept in both because the rules of the two languages (Yassi, 2016:36).

    Example: "Jangan tanya aku mengenai masalah ini. *I don't know*"

3. Intrasential

    The switch within a clause or sentence boundary is referred as

intrasentential. According to Hamers and Blanc (2003, in Sapar et al, 2023:245) this type of switching switches clauses or sentences within clause boundaries, including word boundaries. This happens when someone adds a clause or sentence from another language into one language

Example: "Baju kamu terlihat sangat bagus karena sangat pas di *body* kamu"

Yassi (2016) developed the types into five and the writer will use the type of code switching according to (Yassi, 2016:110) in this case. Those types are :

1. Intraclausal : transition that occurs within one clause when a clause is inserted into a sentence of a different language.

   Example : "dia gak ada *whitecast* dan bisa nahan minyak"

2. Intraphrasal : transition that occurs within phrase when the phrase is inserted into a sentence in a different language.

   Example: "Rekomendasi *lip product* aman dipakai buat sekolah, ada *two in one lipstick* dari pinkflash."

3. Intralexical : transitions that occur within word boundaries when a word is inserted into a sentence in a different language.

   Example : "*Brush*nya presisi banget"

4. Interclausal : transitions that occur within the boundaries of the clause when there is a language switch between one language and another such as Indonesian to English.

14

Example : "Kamu terlihat cantik. ***Especially when you use that type of makeup***"

5. Tag Switching

Example : "telfon aku sebentar, ***okay***?"

5. Advertisement

Promotion is a crucial element used by businesses to inform the public about the goods and services they provide. A business requires buyers to have a great business turnover rate, whether it is operated online or offline. Advertising is crucial for a business since it enables them to reach clients through promotions (Kotler, 2017:204). Information that is privately disseminated through paid media and has a sponsoring entity as its source is called advertising. Promoting the brand helps the company draw in more customers, which accelerates the company's return on investment (Ilyas and Nayan, 2020:1). Moreover, advertising is a type of public communication that a person uses to introduce a product while utilizing a specific media platform. Advertisements can be found anywhere, both print media such as newspapers, brochures, magazines or electronic media such as television, radio and social media. Social media-based marketing has recently drastically replaced mass communication-based marketing as the paradigm for consumer-targeted marketing (Lou and Koh, 2018:183). Due to social media's recent rapid growth and ease of accessibility by people of all ages, ot of sellers nowadays prefer to advertise their products using social dia.

15

6. TIKTOK

Tiktok is a social media application and music video platform originating from China. According to Rahmawati in (Oktaheriyani et al., 2020:7) Everyone can make amazing videos with Tiktok because to its user-friendly and entertaining special effects Tiktok can be accessed via cellphone and allows users to create some videos of short lipsing, dancing, sing, and so on in duration 15 seconds to 10 minutes. Users may quickly and simply produce original videos on TikTok, which they are able to share with friends and the rest of the world. Developing innovative ideas as a means of bringing up a content revolution and upgrading social media to a new level of creativity for online content producers globally, particularly in Indonesia (Oktaheriyani et al., 2020:7). Besides making videos, Tiktok users can also view, share, and comment on videos made by other users. This platform can help someone in making money, either way is to sell a product through this platform. Currently a lot online selling account using Tiktok to promote their sales to get seen by many people and attract them to buy the product. Tiktok was launched by ByteDance company in September 2016 and has grown to become one of the most downloaded apps worldwide. According to eMarketer estimates, TikTok has 1.04 billion monthly active users worldwide as of May 2024. According to data published by Statista, as of April 2024, Indonesia was the country with the largest TikTok audience by with almost 127.5 million users engaging with the popular social video tform. As a result, there is a huge potential for online stores to advertise

16

and sell their products on this platform.

C. Operational Definition

- Sociolinguistic is a branch of linguistics that discusses interdisciplinary study between sociology and linguistics.

- Bilingualism is the capacity of people to use two languages or two different linguistic codes.

- Code switching is a phenomenon occurs when people inserts words, phrases or sentences from one language into another in ongoing conversation.

- Intraclausal switching is switch occur within one clause

- Intraphrasal switching is switch occur within phrase

- Intralexical switching is switch arises within word boundary

- Interclausal switching is switch within the boundaries of the clause when there is a language switch between one language and another.

- Tag switching is switch occur when a speaker inserted a tag in one language to another.
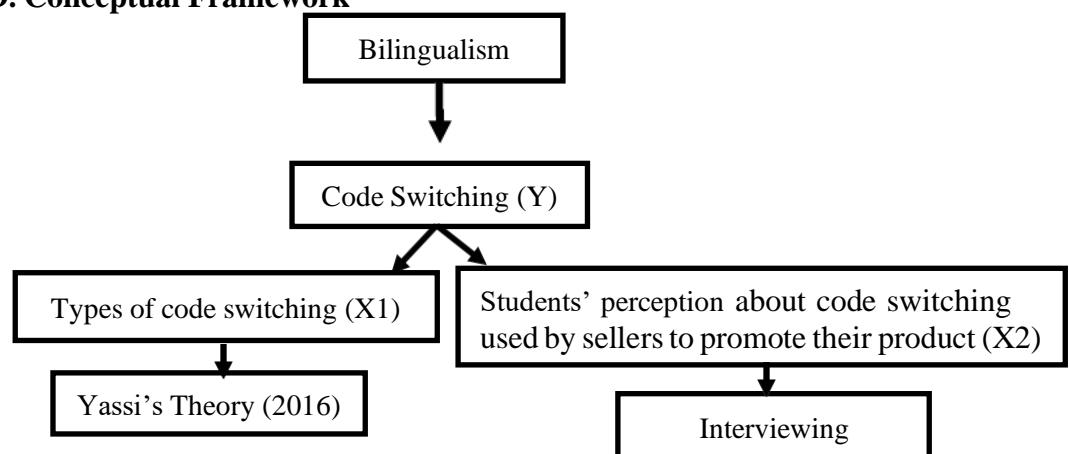
D. Conceptual Framework

```
                    ┌──────────────────┐
                    │   Bilingualism   │
                    └────────┬─────────┘
                             │
                             ▼
                  ┌────────────────────┐
                  │ Code Switching (Y) │
                  └──────┬──────┬──────┘
                  ┌──────┘      └──────┐
                  ▼                    ▼
```

Types of code switching (X1)	Students' perception about code switching used by sellers to promote their product (X2)
Yassi's Theory (2016)	Interviewing

ure 1. Conceptual Framework