

**AN ANALYSIS OF CODE SWITCHING USED BY
KUREIJI OLLIE ON HER YOUTUBE CHANNEL**

THESIS



BY:

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STATE ISLAMIC INSTITUTE OF KEDIRI**

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**AN ANALYSIS OF CODE SWITCHING USED BY KUREIJI OLLIE
ON HER YOUTUBE CHANNEL**

THESIS

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**In partial fulfilment of the requirements
for the degree of Sarjana in Education Department**

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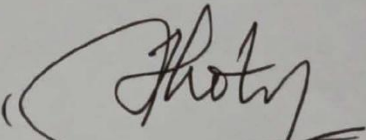
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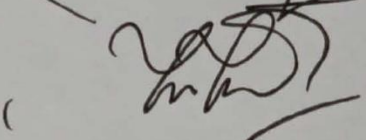
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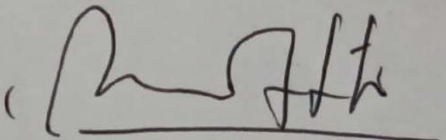
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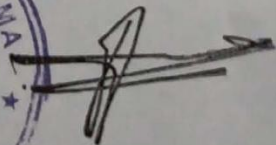
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Penulis



(Tasya Aura Islam Miah)

MOTTO

“So verily, with every difficulty there is relief. Verily, with every difficulty there is relief.”

(Surah Ash-Sharh 5-6 translated by Yusuf Ali)

DEDICATION

This thesis is dedicated to my family and friends, whose unwavering patience and support have been invaluable throughout my journey, despite my limitations. It also serves as a testament to the idea that seeking assistance from others, with sincere intent, may overcome difficulties because of their guidance, *Inshaallah*. It is my sincere hope that the completion of this thesis will contribute positively to the surrounding community and offer value to those in need beyond it.

ABSTRACT

Aura Islam Miah, Tasya. (2025). *An Analysis of Code Switching Used by Kureiji Ollie on her YouTube Channel*. Thesis, English Department, Faculty of Tarbiyah, State Islamic Institute (IAIN) of Kediri. Advisor: (I) Dr. Toyyibah, S.S.M.Pd.(II) Nur Afifi, M.App.Ling,Ph.D.

Keywords: Code switching, VTuber, Kureiji Ollie, YouTube, Bilingual

This study explores the phenomenon of code switching in bilingual communication, particularly as used by Kureiji Ollie, an Indonesian-English bilingual VTuber, during her YouTube livestreams. The research aims to identify the types and reasons for code switching in her speech, providing insights into how bilingual content creators engage with a multilingual audience in real-time digital platforms.

The study employs a qualitative descriptive method using content analysis. A total of 72 utterances were collected from selected videos and livestreams. The types of code switching were classified using Hamers and Blanc's (2000) framework, while the reasons were analyzed using Hoffman's (1991) categorization. Data were transcribed, categorized, and quantified to identify patterns of usage.

The findings indicate that inter-sentential code switching was the most dominant type (70.83%), followed by intra-sentential switching (26.39%), and tag switching (2.78%). Regarding reasons, the most frequent were talking about a particular topic (44.20%) and repetition for clarification (40.58%). Less frequent reasons included quoting others, lexical need, expressing empathy, and group identity. These results suggest that code switching is used not only to express fluency but also to enhance clarity and inclusivity in spontaneous digital interaction.

The discussion indicates that Ollie's code switching reflects not only her bilingual fluency but also her intentional use of language to keep the audience engaged and help them understand, especially during live and unscripted content. Unlike previous studies, this research highlights the unique setting of VTuber livestreaming, where topic-based switching and repetition are used together as communication strategies. This study offers a useful contribution to bilingual education by showing how code switching—especially inter-sentential switching—can help explain content clearly. The novelty of this research lies in its focus on code switching in VTuber livestreams, a rarely explored area that shows how bilingual communication works in real-time digital media.

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The writer recognizes that this thesis may still contain certain limitations and imperfections. Nevertheless, the study's findings are expected to offer valuable insights to the field of education and act as a beneficial reference for those who aim to utilize its outcomes.

The writer

Tasya Aura Islam Miah

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TABLE OF CONTENTS

| | |
|---|------|
| COVER | i |
| THESIS TITLE | ii |
| DECLARATION OF AUTHENTICITY | iii |
| APPROVAL PAGE | iv |
| RATIFICATION SHEET | v |
| LEMBAR PERSETUJUAN PUBLIKASI KARYA ILMIAH | vi |
| MOTTO | vii |
| DEDICATION | viii |
| ABSTRACT | ix |
| ACKNOWLEDGEMENT | x |
| TABLE OF CONTENTS | xii |
| LIST OF TABLES | xiv |
| LIST OF FIGURES | xv |
| LIST OF APPENDICES | xvi |
| CHAPTER I INTRODUCTION | 1 |
| A. Background of Study | 1 |
| B. Research Problem | 4 |
| C. Research Objective | 5 |
| D. Significance of the Study | 5 |
| E. Limitation of the Study | 6 |
| F. Definition of Key Terms | 6 |
| CHAPTER II REVIEW OF RELATED LITERATURE | 8 |
| A. Sociolinguistics | 8 |
| B. Bilingual | 8 |
| C. Code | 9 |

| | |
|---|-----|
| D. Code Switching | 10 |
| E. Previous Study | 21 |
| CHAPTER III RESEARCH METHOD | 24 |
| A. Research Design..... | 24 |
| B. Data and Source of Data | 24 |
| C. Research Instrument..... | 26 |
| D. Data Collection..... | 26 |
| E. Data Analysis | 26 |
| F. Triangulation | 30 |
| CHAPTER IV FINDING AND DISCUSSION..... | 32 |
| A. Finding | 32 |
| B. Discussion | 52 |
| C. Pedagogical Contribution..... | 56 |
| CHAPTER V CONCLUSION AND SUGGESTION | 59 |
| A. Conclusion | 59 |
| B. Suggestion..... | 60 |
| REFERENCES..... | 62 |
| APPENDICES | 64 |
| CURRICULUM VITAE | 100 |

LIST OF TABLES

| | |
|-------------------------------------|----|
| Table 2.1 Table of Utterances | 28 |
| Table 2.2 Table of Findings | 29 |

LIST OF FIGURES

| | |
|---|----|
| Figure 4.1 Percentage of Types of Code Switching..... | 39 |
| Figure 4.2 Percentage of Reasons | 51 |

LIST OF APPENDICES

| | |
|--------------------------------------|----|
| Appendix 1 Table of Utterances | 65 |
| Appendix 2 Video 1 | 77 |
| Appendix 3 Video 2 | 82 |
| Appendix 4 Video 3 | 88 |
| Appendix 5 Video 4 | 92 |
| Appendix 6 Video 5 | 95 |
| Appendix 7 Video 6 | 98 |