

**EXPLORING CODE-SWITCHING USED IN YOUTUBE VIDEOS:  
A QUALITATIVE STUDY OF XAVIERA PUTRI'S LANGUAGE USE**

**THESIS**

Presented to  
State Islamic Institute Kediri  
in Partial Fulfillment of the Requirements  
for the Degree of *Sarjana* in English Language Education



Written by:  
**WANDA SHEILINA SALSABILA**  
**21202083**

**DEPARTMENT OF ENGLISH LANGUAGE EDUCATION  
FACULTY OF TARBIYAH  
STATE ISLAMIC INSTITUTE (IAIN) KEDIRI  
2025**

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**2025**

## **APPROVAL PAGE**

This is to certify that the *Sarjana's* Thesis of Wanda Sheilina Salsabila has been approved by the Thesis Advisors for further approval by the board examiners

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**WANDA SHEILINA SALSABILA**  
**21202083**

**Approved by:**

**Advisor I**



**Dr. Dewi Nur Suci, S.S., M.Pd.**  
**NIP. 198909142023212040**

**Advisor II**



**Annisa Anlia Saharani, M. Pd.**  
**NIP. 199008092019032008**

## RATIFICATION SHEET

### EXPLORING CODE-SWITCHING USED IN YOUTUBE VIDEOS: A QUALITATIVE STUDY OF XAVIERA PUTRI'S LANGUAGE USE

**WANDA SHEILINA SALSABILA**  
**NIM. 21202083**

Has been examined by the Board Examiners of State Islamic Institute (IAIN)  
Kediri on June 24, 2025.

1. Main Examiner  
**Dr. Ary Setya B. N., M.Pd.**  
**NIP. 198204302008012011**
2. Examiner I  
**Dr. Dewi Nur Suci, S.S., M.Pd.**  
**NIP. 198909142023212040**
3. Examiner II  
**Annisa Aulia Saharani, M.Pd.**  
**NIP. 199008092019032008**

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Kediri, June 2025

Acknowledged by Dean of Faculty of Tarbiyah

State Islamic Institute (IAIN) Kediri



**Prot. Dr. Hj. Munifah, M.Pd.**  
**NIP. 197004121994032006**

## DECLARATION OF AUTHENTICITY

Name : Wanda Sheilina Salsabila  
NIM : 21202083  
Study Program : English Language Education  
Faculty : Tarbiyah  
Title of Thesis : *Exploring Code-Switching Used In Youtube Videos:  
A Qualitative Study Of Xaviera Putri's Language Use*

I hereby declare that the thesis and the work presented in it are my own and it has been generated by me as the result of my own original research. It does not incorporate any materials previously written or published by another person except those indicated in quotations and references. No portion of this work has been submitted in support of an application for another degree or qualification of this or any other university or institution of higher education. Due to this fact, I am the only person responsible for this thesis of there is any objection or claim for others.

This thesis is to fulfill the requirement for the degree of *Sarjana* (S1) in English Study Program, State Islamic Institute (IAIN) Kediri.

Kediri, 14<sup>th</sup> June 2025

The researcher



The stamp is a rectangular official seal. On the left side, it contains the text 'KEPILAHAN LEBIH RUMAH' vertically. In the center, there is a circular emblem with a figure. To the right of the emblem, the text 'METRO TEMPEL' is visible. At the bottom of the stamp, the alphanumeric code 'EAMX326314982' is printed.

Wanda Sheilina Salsabila

NIM. 21202083

## **MOTTO**

“YOU’RE TOO YOUNG TO LET THE WORLD BREAK YOU”

\_BTS Kim Taehyung

“YOU CAN’T BE GOOD AT EVERYTHING, BUT THAT DOESN’T MEAN  
YOU CAN’T DO ANYTHING ”

\_SVT Jeon Wonwoo

## **DEDICATION**

1. First and foremost, I dedicate this thesis to Allah SWT. His boundless grace and compassion have guided every step of my life. I am truly grateful for the blessings of knowledge, strength, and both physical and spiritual health, which have enabled me to face various challenges and complete this thesis. Without His mercy and blessings, none of this would have been possible.
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With all my heart, I dedicate this thesis to everyone who has made this journey possible. May this work serve as a reflection of your prayers, support, and unwavering belief in me.

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3. Nur Afifi, M App Ling, Ph D, the Head of English Department, State Islamic Institute (IAIN) Kediri.
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## ABSTRACT

**Salsabila, Wanda Sheilina.** 2025. *Exploring Code-Switching Used in YouTube Videos: A Qualitative Study of Xaviera Putri's Language Use*. Department of English Language Education. Faculty of Tarbiyah. State Islamic Institute (IAIN) Kediri. Advisor: (I) Dr. Dewi Nur Suci, S.S, M.Pd. (II) Annisa Aulia Saharani, M.Pd.

**Keywords:** *Code-switching, YouTube, Xaviera Putri*

Code-switching is a linguistic phenomenon commonly found in bilingual and multilingual communities, especially in online platforms like YouTube. Content creators often engage in code-switching to convey messages effectively, build closeness with the audience, or express their identity. This research aims to examine the types and functions of code-switching used by Xaviera Putri, an Indonesian content creator who often mixes English and Indonesian in her YouTube videos. Xaviera Putri is a multilingual speaker and an alumna of the Korea Advanced Institute of Science and Technology (KAIST), South Korea. Through her channel, she shares educational content, personal stories, and experiences as an international student, which often involve spontaneous language switching.

This research employs qualitative methods along with content analysis techniques. Data were obtained from four selected videos uploaded on the YouTube channel Xaviera Putri. The utterances in the videos were transcribed and analyzed based on Poplack's (1980) theory of code-switching types and Gumperz's (1977) functions of code-switching. Each occurrence of code-switching is identified and categorized according to its type and function. To ensure the validity of the findings, this study applies theory triangulation by comparing the results with relevant theoretical frameworks and previous research, thereby enhancing the credibility of the analysis.

These research findings reveal three types of code-switching, such as tag switching, intra-sentential switching, and inter-sentential switching. These research findings also find five functions out of six functions of code switching, those include addressee specification, interjection, repetition, message qualification, and personalization vs. objectivization. The most frequent type is intra-sentential switching, and the most common function is message qualification. These results indicate that code-switching in Xaviera Putri's videos helps clarify messages and reflects her bilingual identity.

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