



Analysis of Code Switching Used by Maudy Ayunda in the *Bicara Cinta Podcast*

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ABSTRACT

This study investigates the use of code-switching as a bilingual communication strategy in the *Bicara Cinta* podcast, focusing on Maudy Ayunda's Indonesian-English language use. Positioned within applied linguistics and digital discourse studies, the research aims to identify the types of code-switching employed and to understand their communicative relevance in a public media context. Using a qualitative design with a content analysis approach, naturally occurring utterances from the podcast were examined. The analysis reveals 73 instances of code-switching, consisting of 16 inter-sentential switches, 42 intra-sentential switches, and 15 tag switches. The predominance of intra-sentential switching reflects a high level of bilingual proficiency and flexible linguistic negotiation. These findings provide insights into bilingual practices in Indonesian digital media and offer pedagogical implications for English education, particularly in promoting sociolinguistic awareness and authentic exposure to bilingual discourse.

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INTRODUCTION

In communication, the meaning of an utterance cannot be separated from its context, as different contexts inevitably produce different interpretations. Deterding (2012) emphasizes that context serves as an interpretive frame that helps researchers uncover meaning beyond the literal surface of words. Similarly, Ray and Biswas (2011) introduce the Speaking framework as the analytical tool that captures essential social and situational elements in spoken interaction. These perspectives illustrate that language use is inseparable from the social environment in which it

occurs.

One of the linguistic realities strongly influenced by context is bilingualism. In many multilingual societies, individuals naturally develop the ability to use two or more languages fluently across formal and informal settings. Bilingualism, as described by Holmes (2013), occurs when individuals use both their mother tongue and second language with near-equal proficiency. This ability enables speakers to navigate diverse communicative situations by shifting languages for clarity, identity expression, or interpersonal alignment. In this sense, bilingualism not only reflects linguistic competence but also functions as a marker of cultural identity and social belonging.

These dynamics position bilingualism as an important area of study within sociolinguistics. Sociolinguistics examines how language operates in social contexts and how societal structures shape linguistic practices. Cenoz and Gorter (2023) define sociolinguistics as a scientific inquiry into the relationship between language and society, focusing on variation, identity, and communication norms. Through this lens, the diversity of language use in communities, including language choice, registers, dialects, and style, is understood as a reflection of social relationships and cultural values. Sociolinguistics therefore provides a conceptual foundation for understanding why speakers shift between languages in different contexts (Turnbull, 2019).

One prominent phenomenon arising from bilingual practices is code-switching. Code-switching refers to the alternation between two languages within the same conversation, sentence, or discourse segment. Holmes (2013) clarifies that code-switching commonly appears in bilingual and multilingual communities where individuals draw upon multiple linguistic resources to communicate effectively. This alternation is not random; it occurs for specific pragmatic, social, or expressive purposes, often shaped by identity, audience, and situational expectations. In contemporary digital media, code-switching has become increasingly visible, particularly in podcasts, talk shows, and social media platforms where conversations are spontaneous and conversational.

In the Indonesian digital landscape, the *Bicara Cinta* podcast hosted by Cinta Laura presents a compelling site for examining bilingual language use. In one episode, Maudy Ayunda discusses her decision to pursue higher education abroad—a topic that resonates with young Indonesians navigating global opportunities. Throughout this conversation, Maudy frequently alternates between Indonesian and English, demonstrating her bilingual competence while also addressing a diverse audience familiar with both languages. Her language choices reflect not only linguistic fluency but also identity performance as a public figure with international educational experience.

To analyze such patterns meaningfully, this study draws upon Holmes's categorization of code-switching types: inter-sentential, intra-sentential, and tag-switching. Inter-sentential code-switching refers to language alternation between

complete sentences; intra-sentential switching occurs within the same sentence; and tag-switching involves inserting short expressions or discourse markers from another language without altering grammatical structure. These distinctions help identify the linguistic strategies employed in bilingual communication and the possible motivations behind them.

Despite the increasing prominence of bilingual discourse in digital media, studies focusing on code-switching in Indonesian podcasts remain limited. Previous research, such as Novedo and Linuwih (2018), has examined code-switching in television talk shows and identified intra-sentential switching as the most dominant type. However, little attention has been given to bilingual language use by public figures like Maudy Ayunda, whose educational background and public persona may influence her communicative choices.

Therefore, this research aims to fill this gap by examining the types of code-switching used by Maudy Ayunda in the *Bicara Cinta* podcast. The guiding research question is “What types of code-switching are used by Maudy Ayunda in the “Bicara Cinta” podcast?”. Through this analysis, the study seeks to contribute to the broader sociolinguistic understanding of bilingual communication in Indonesian digital media while offering insights relevant to English language education, cultural identity, and media discourse.

METHOD

The present study employed a qualitative research design (Art et al., 2015) using a content analysis approach to examine the types of code-switching used by Maudy Ayunda in the *Bicara Cinta* podcast. A qualitative design was selected because the study aimed to explore natural patterns of language alternation in authentic discourse and to interpret how these patterns emerged within their social and conversational contexts. The subject of this research was Maudy Ayunda’s spoken utterances in one episode of the *Bicara Cinta* podcast hosted by Cinta Laura. Although both individuals engaged in the conversation, the analytical focus was not on the speakers themselves but on the linguistic data produced throughout the interaction. The population consisted of all utterances in the selected episode, while the sample was limited to utterances containing observable forms of code-switching. From the complete podcast transcript, a total of 73 utterances were identified as containing code-switching and were therefore included as the primary dataset.

The data for this study were derived from the podcast video publicly available on Cinta Laura’s official YouTube channel. To collect the data, the researcher first downloaded the video and transcribed the conversation verbatim. The transcript was reviewed repeatedly to ensure accuracy and to clearly capture instances where Indonesian and English alternated. All segments containing

language alternation were highlighted and subsequently transferred into a researcher-developed coding sheet. This coding sheet served as the main research instrument, functioning as a structured guide for documenting the utterance, the linguistic context, and the classification of each switching instance. The instrument was constructed based on Holmes's (2013) classification of code-switching, which includes inter-sentential switching, intra-sentential switching, and tag-switching.

After the data were organized, analysis was carried out using descriptive qualitative procedures. Each instance of code-switching was examined and classified according to Holmes's typology. Inter-sentential switching was identified when the language alternated between complete sentences, while intra-sentential switching referred to alternation occurring within the same sentence. Tag-switching was marked by the insertion of short phrases or discourse markers from a different language without altering the sentence structure. Once all instances were classified, the frequency of each type was calculated to determine the most dominant pattern. The categorized data were then interpreted to understand the possible communicative purposes underlying the code-switching choices made by Maudy Ayunda. The final results were presented descriptively and supported by relevant examples drawn from the transcript.

RESULTS AND DISCUSSION

Results

This study analyzed Maudy Ayunda's bilingual utterances in the *Bicara Cinta* podcast hosted by Cinta Laura, focusing on the types of code-switching that emerged in the conversation. Based on Holmes's (2013) categorization, a total of 73 instances of code-switching were identified from the transcript and organized into three major types: inter-sentential, intra-sentential, and tag-switching. Of these, 16 instances were classified as inter-sentential switching, 42 instances as intra-sentential switching, and 15 instances as tag-switching. These findings indicate that intra-sentential switching was the most dominant type, reflecting a high degree of bilingual fluidity and proficiency in Maudy Ayunda's speech.

The findings reveal that code-switching did not occur randomly; rather, it appeared to serve specific communicative functions influenced by identity, audience expectations, discourse topics, and linguistic economy. Maudy's bilingual expressions frequently appeared when she explained personal experiences, elaborated complex concepts, expressed emotions, or referred to globally recognized terminology. The following subsections present representative data excerpts for each type of code-switching, followed by analytical interpretations.

1. Inter-sentential Code-Switching

Inter-sentential switching appears when speakers alternate languages across sentences. This type emerged in 16 instances, most notably when Maudy Ayunda shifted from English to Indonesian to clarify ideas or provide concrete examples.

"I do think you have to be authentic, you can't pretend to care about issues that you don't care." She then added: *"Misalnya punya passion for some type of social class."* (Minute 24:42)

This example illustrates how Maudy began the utterance in English to express a general principle and then shifted to Indonesian to contextualize it with a locally grounded example. The alternation across sentences functioned as a strategy to ensure clarity and to align the explanation with the linguistic background of the Indonesian audience. Because the majority of podcast viewers are Indonesian speakers, Maudy employed Indonesian to provide elaboration that would be more relatable and easily understood. The shift also reflects Holmes's (2013) notion that inter-sentential switching often serves pedagogical or explanatory functions by moving from abstract ideas (often expressed in English) to concrete illustrations (delivered in the local language).

2. Intra-sentential Code-Switching

Intra-sentential switching, involving alternation within a single sentence, was the most dominant type, appearing in 42 out of 73 instances. This high frequency indicates Maudy Ayunda's bilingual fluency and her comfort in merging English and Indonesian lexicons within the same syntactic units.

"Pasti ya, maksudnya especially tadi, dulu itu saat, you know I had my label, my team, and whatever, yang mungkin mau nggak mau harus lebih open-minded." (Minute 26:33)

In this utterance, Maudy inserted English phrases such as *"especially," "you know," "label," "team,"* and *"open-minded"* into an Indonesian sentence structure. These words are commonly used in the global music industry and represent terminology more naturally expressed in English. The frequent alternation within sentences suggests linguistic economy and expressive precision. Maudy's use of English terms allowed her to maintain authenticity in describing professional contexts while still keeping the overall discourse accessible to Indonesian listeners. This supports Romaine's (2017) argument that intra-sentential switching is common among highly proficient bilinguals who seamlessly draw lexical resources from both languages.

3. Tag-Switching

Tag-switching was found in 15 instances, characterized by the use of short English inserts such as “*I see*”, “*I don’t know*”, or “*you know*” within predominantly Indonesian utterances.

“I see, I don’t know kalo fact ini bakalan shocking.” (Minute 25:15)

Here, English discourse markers “*I see*” and “*I don’t know*” serve pragmatic functions that soften the tone and express hesitation or contemplation. These inserts are stylistically informal and reflect conversational English commonly adopted by bilingual speakers in digital discourse. Their presence indicates a desire to express nuanced emotional stances, aligning with Muysken’s (2020) claim that tag-switching enhances interpersonal connection and conversational naturalness.

Discussion

The findings of this research show that Maudy Ayunda’s code-switching practices are shaped by her bilingual identity, communicative purposes, and the sociolinguistic context of the *Bicara Cinta* podcast. This section discusses the results in relation to previous studies, sociolinguistic theories, and the broader implications for bilingual communication in media discourse.

The predominance of intra-sentential switching (42 instances) aligns with sociolinguistic studies indicating that this type is commonly used by speakers who possess strong bilingual competence. Intra-sentential switching requires high grammatical control in both languages, as speakers must maintain syntactic alignment while alternating lexical items. Maudy’s ability to integrate English words seamlessly into Indonesian discourse suggests advanced proficiency and cognitive flexibility in managing her bilingual repertoire.

This finding is consistent with Novedo and Linuwih’s (2018) research on Indonesian talk shows, which also identified intra-sentential switching as the most frequent type. However, the present study adds a significant dimension by examining a bilingual public figure with international educational exposure. Maudy’s background as a graduate of Oxford University contributes to her linguistic confidence when using English, making intra-sentential switching a natural part of her speech.

Maudy’s frequent code-switching also reflects identity construction in a public setting. Language choice is central to how individuals position themselves socially (Cenoz & Gorter, 2023). Maudy’s alternation between Indonesian and English signals several identities simultaneously, i.e., global citizen (through English terminology from academia, activism, and the music industry), Indonesian public figure (through the consistent use of Indonesian for clarity and relatability), and bilingual millennial communicator (through her use of discourse markers and informal expressions

common in global youth culture). This supports Holmes's (2013) argument that code-switching often serves social identity functions, enabling speakers to align with different communities within the same discourse.

The conversational nature of podcasts provides a flexible linguistic environment in which code-switching naturally emerges. From the data, three main communicative functions were identified, i.e., clarification and elaboration, expression of emotion and attitude, and reference to global concepts. Clarification and elaboration means that inter-sentential switching facilitated clearer explanations when Maudy transitioned from general statements in English to specific examples in Indonesian. This pattern mirrors pedagogical switching, using language alternation to enhance listener comprehension. Expression of emotion and attitude refer to tag-switching that enabled Maudy to express uncertainty, surprise, or personal stance more effectively. English pragmatic markers like *"I see"* or *"you know"* softened the tone and created intimacy with the audience. Meanwhile, reference to global concepts demonstrate that intra-sentential switching allowed the use of English terms that are more conceptually accurate in their original language, especially in music, education, or social activism contexts. Terms like *"label," "team," "open-minded," "passion,"* and *"social class"* are globally recognized and often untranslatable without losing nuance.

Podcasts in Indonesia attract a predominantly young audience who are familiar with English loanwords and global media culture. Maudy's code-switching reflects an awareness of this target demographic. By using English strategically, she appeals to listeners who associate bilingualism with intellectual sophistication and global awareness. At the same time, her shifts back to Indonesian maintain accessibility, ensuring that her message resonates across linguistic backgrounds.

The findings have broader implications in two domains, i.e., sociolinguistics and English language education. For sociolinguistics, the study enriches sociolinguistic understanding of code-switching in Indonesian digital media by showing how bilingual public figures navigate linguistic repertoires in public platforms. It highlights that bilingual communication in podcasts is not merely linguistic alternation but a strategic and identity-driven practice. For English Language Education, the bilingual patterns exhibited by Maudy Ayunda provide valuable insights for English educators. Exposure to authentic code-switching can help learners understand how bilingual speakers use English pragmatically in real-life digital discourse. It also underscores the role of English as a resource for expressing complex ideas, emotions, and professional concepts.

CONCLUSIONS

This study examined the patterns and functions of code switching used by Maudy Ayunda in the *"Bicara Cinta"* podcast, focusing on how her linguistic choices reflect her bilingual ability, identity, and communicative intentions. Through qualitative content analysis of 73 dialogs, the study identified three types of code

switching: intra-sentential, inter-sentential, and tag-switching. Intra-sentential code switching emerged as the dominant type, indicating Maudy's high fluency and flexibility in blending English elements within Indonesian structures. Inter-sentential switches functioned primarily to organize ideas, differentiate between general statements and personal reflections, and emphasize emotional nuance. Tag-switching, meanwhile, contributed to conversational rhythm and interpersonal closeness.

The findings suggest that Maudy's code switching is not random but strategically employed to achieve clarity, express stance, and maintain audience engagement. Her linguistic alternation reflects her identity as a globally oriented bilingual public figure who navigates Indonesian and English with ease in digital spaces. This study contributes to the understanding of bilingual language practices among Indonesian public figures and highlights how code switching in contemporary media serves both communicative and sociocultural purposes.

Further research may extend this analysis to other podcast contexts, compare bilingual practices among different speakers, or investigate audience perceptions of code switching in digital media. Such inquiries would enrich the discussion of bilingualism, identity, and language use in the Indonesian sociolinguistic landscape. Main conclusions of the study should be presented in a short Conclusions section. Do not repeat earlier sections. Limitations of your study should be addressed. Recommendations for future research related to your topic should also be mentioned.

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