



**CODE-SWITCHING PATTERNS IN CELEBRITY INTERVIEW SHOWS:
A CASE STUDY OF BOY WILLIAMS *NEBENG BOY NEW ERA*
YOUTUBE**

THESIS

*Submitted to Fulfil a Partial of Requirement for S1 Degree
in The English Department Faculty of Humanities
Bung Hatta University*

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS BUNG HATTA**

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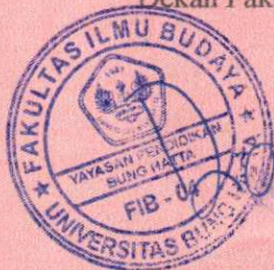
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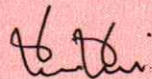
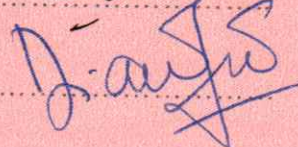
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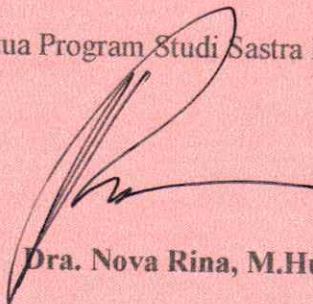
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STATEMENT OF ORIGINALITY

This is to certify the originality of this thesis which I now submit to fulfill a requirement for an S1 in the English Department Faculty of Humanities Universitas Bung Hatta. The content of this thesis is entirely my work. All assistance received in writing this thesis and the sources cited have been acknowledged within the text of my work.

Padang, 17 September 2025



Amanda Delta Rildo

CODE-SWITCHING PATTERNS IN CELEBRITY INTERVIEW SHOWS: A CASE STUDY OF BOY WILLIAMS *NEBENG BOY NEW ERA* YOUTUBE

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ABSTRACT

This study discusses the phenomenon of Code-Switching in multilingual societies, particularly its manifestation in digital media such as celebrity interviews on YouTube *NebengBoyNewEra*, which reflects complex sociolinguistic dynamics, identity negotiations, and cultural hybridity. The main objective of this study is to identify the Types and Functions of Code-Switching used by Boy William and his guests in the YouTube series 'Nebeng Boy New Era'. Using a qualitative descriptive methodology, data was collected from selected episodes featuring Vidi Aldiano and Sheryl Sheinafia, who were chosen for their frequent bilingual conversations, through observation and transcription. The analysis was conducted using Holmes 2013' Theory Framework for the Types and Functions of Code-Switching. The results show that Vidi Aldiano's Code-Switching Types are: Tag Switching 1, Inter-sentential 6, Intra-sentential 27. For Functions: Solidarity & Social Distance 4, Identity and group membership 0, Quotation 1, Affective 12. Meanwhile, for Sheryl's videos, the Types of Code-Switching were: Tag Switching 1, Inter-sentential Switching 3, Intra-sentential Switching 17. For functions: Solidarity & Social Distance 3, Identity 0, Topic: 5, Quotation 1, Affective 10. In conclusion, this study shows that Intra-sentential Switching dominates the data in both episodes, indicating the advanced bilingual abilities of all participants. The Affective function most frequent in both episodes, and personal involvement in conversations, rather than primarily construction identity

Key Words: Code-Switching, Sociolinguistics, Bilingualism, NebengBoyNewEra

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CHAPTER I

INTRODUCTION

1.1 Background of the Research

The use of many languages in daily communication has increased in the current digital and globalised world, especially in multilingual societies like Indonesia. Code-switching, in which speakers transition between two or more languages during a single conversation or statement, is one notable phenomena that results from this multilingual setting. This phenomenon is commonly seen across a variety of media platforms, particularly in YouTube chat shows that showcase celebrities or prominent figures. Since code-switching reflects larger sociolinguistic dynamics, identity negotiation, and cultural hybridity within modern Indonesian society, it is imperative to comprehend how and why it takes place in these contexts. According (Holmes, 2013), “code-switching is often a powerful tool for signalling group membership, negotiating identity, and expressing solidarity or distance in multilingual communities.”

Because digital media has a significant impact on how people use language, it is urgent to look into code-switching in celebrity interview shows. One well-known platform where language use between English and Indonesian is very active is Boy William's *Nebeng Boy New Era* YouTube. Celebrities frequently change their codes to fit social situations, express themselves, or for stylistic purposes. Androutsopoulos (2013) notes, “digital communication platforms have become significant sites where linguistic practice are not only displayed but actively shape, influencing how multilingual speakers navigate

between their language resources.” Millions of people watch these interviews, therefore the language patterns used can have a big impact on language attitudes, especially among young people who actively consume internet information. Thus, examining code-switching in these situations provides important information about contemporary bilingualism in Indonesia.

Wardaugh & Fuller (2021) say that “alternation between two languages within a single discourse, sentence, or constituent”. Contextual elements such as the subject of the conversation, the participants, and the speaker's intentions often cause this to happen. In “Nebeng Boy New Era”, Boy William and the audience regularly speak Indonesian and English, which results in a language style that appeals to young and urban audiences. Due to the tendency of media content to switch between languages, questions of social interaction, identity, and status arise.

Indonesian media is influenced by popular culture and globalization, which is demonstrated by the increased use of English, especially in entertainment content. English is considered a sign of modernity and prestige as well as a global communication tool. According to Holmes & Wilson (2022), “Code-switching can signal group membership and ethnic similarity with the audience.” In “Nebeng Boy New Era”, Boy William often uses English to show his identity as a young man connected to global and local cultures. This language exchange creates an intimate and modern atmosphere, reflecting the goals and lifestyle of his audience.

In addition, code-switching can be used by media content for comedy, emphasis, or identity performance. For example, Boy William often makes his discussions light-hearted or cynical by using English words to increase the entertainment value of the program. This is in line with Gumperz (1982) idea that code-switching, which indicates a change in meaning or tone, can be used to “frame” a conversation. In general, this language behaviour demonstrates the speaker's social skills and ability to adapt to various language and cultural conventions.

The social and power dynamics of the speakers are very important when making the decision to use different languages. Boy William, famous for coming from a variety of language backgrounds, often changes the way he speaks according to the person he is interviewing. For example, Boy uses less English when interviewing guests who speak Indonesian naturally. Nonetheless, he regularly uses English when talking to visitors who are used to foreign environments, creating a common language environment between them. According to Myers-Scotton (1993), “Code-switching is often a negotiation tool in social interaction, allowing speakers to manage relationships, assert authority, or express solidarity.” Therefore, code-switching in *Nebeng Boy* is a deliberate strategy shaped by the social relationship between the host and his guests, and not a spontaneous or random act.

The rise of social media and internet platforms has also changed the way people use language and media. With language boundaries increasingly blurred, YouTube series such as “*Nebeng Boy New Era*” demonstrate the linguistic

hybridity that pervades modern urban life. Androutsopoulos (2013) states that “digital environments facilitate multilingualism by offering new spaces for linguistic experimentation and identity construction”. Consequently, the language used by Boy William fits the general pattern where public figures and influencers use code-switching to enhance their public persona and communicate with various audiences.

Furthermore, how individuals consume language and media has changed as a result of the emergence of social media and internet platforms. YouTube series such as 'Nebeng Boy New Era' exemplify the linguistic hybridity that permeates contemporary urban life, with language barriers becoming hazier. "The digital environment facilitates multilingualism by offering new spaces for linguistic experimentation and identity construction," claims (Androutsopoulos, 2013). Therefore, Boy William's language use fits within a larger pattern in which influencers and public figures use code-switching to improve their public persona and communicate with a variety of audiences.

Language policies and guidelines are also affected by the phenomenon of code-switching in media content. As English is increasingly used in everyday communication, especially among young people, it triggers discussions about linguistic identity and national pride. While some see the growing use of English as a threat to local languages, others see it as an opportunity for language development and cross-cultural communication. According to (Zentz, 2015) the tension between global language and national identity creates a complex linguistics where policies often struggle to keep pace with actual language

practice on the ground”. An example of this dichotomy is Boy William's movie “Nebeng Boy New Era”, which celebrates language mixing as a representation of modern Indonesian identity.

In conclusion, the code-switching analysis of “Nebeng Boy New Era” provides a significant new perspective on the complex relationship between language, identity and social interaction in contemporary Indonesia. By using language as a tool to communicate and interact with audiences, celebrities like Boy William help to champion cultural standards and linguistic norms. This study aims to examine the code-switching patterns in “Nebeng Boy New Era” and the social, cultural and linguistic factors that influence these patterns. The research aims to provide further insight into sociolinguistic patterns in Indonesian media and culture by looking at how Boy William and his guests communicate in different languages.

1.2 Research Questions

- A. What are the types of code-switching used by Boy William and his guest in the Youtube series “Nebeng Boy New Era”?
- B. What are the functions of code switching used in Boy William and his guest in the Youtube series “Nebeng Boy New Era”?

1.3 Purpose of the Research

1. To analyse the types of code-switching used by Boy William and his guests in the YouTube series 'Nebeng Boy New Era'.

2. To explore the functions the use of Code Switching used by Boy William and his guest in the Youtube series “Nebeng Boy New Era”.

1.4 Limitation of the Research

This study covers several aspects that need to be considered. The data analysed only includes several episodes from the YouTube series “Nebeng Boy New Era,” which involves bilingual conversations. This study will only analyse code switching between Indonesian and English, even though some guests may speak in local languages such as Betawi or Javanese, but this is not the main focus of this study. The contextual elements that will be analysed are limited to linguistic and sociocultural factors that can be clearly identified from the dialogue in the episodes, without considering the personal or off-screen reasons of the host and guests. This study will only focus on the language use of Boy William and his guests on the YouTube platform “Nebeng Boy New Era.” These limitations are expected to keep the research focus narrow and in-depth in analysing the language phenomenon within the specified context.

1.5 Significance of the Research

The results of this study are expected to be relevant and helpful both practically and conceptually in a variety of techniques, where they are anticipated to improve linguistic theory, especially concerning the language environment of social media. This research is useful for understanding how people use two languages when speaking in the media. as well as helping to explain how language shows identity, culture, and social trends. as well as showing that using more than one language can make their content more

attractive to a wider audience. Overall, this research helps people see how language is used in real life, especially on social media.