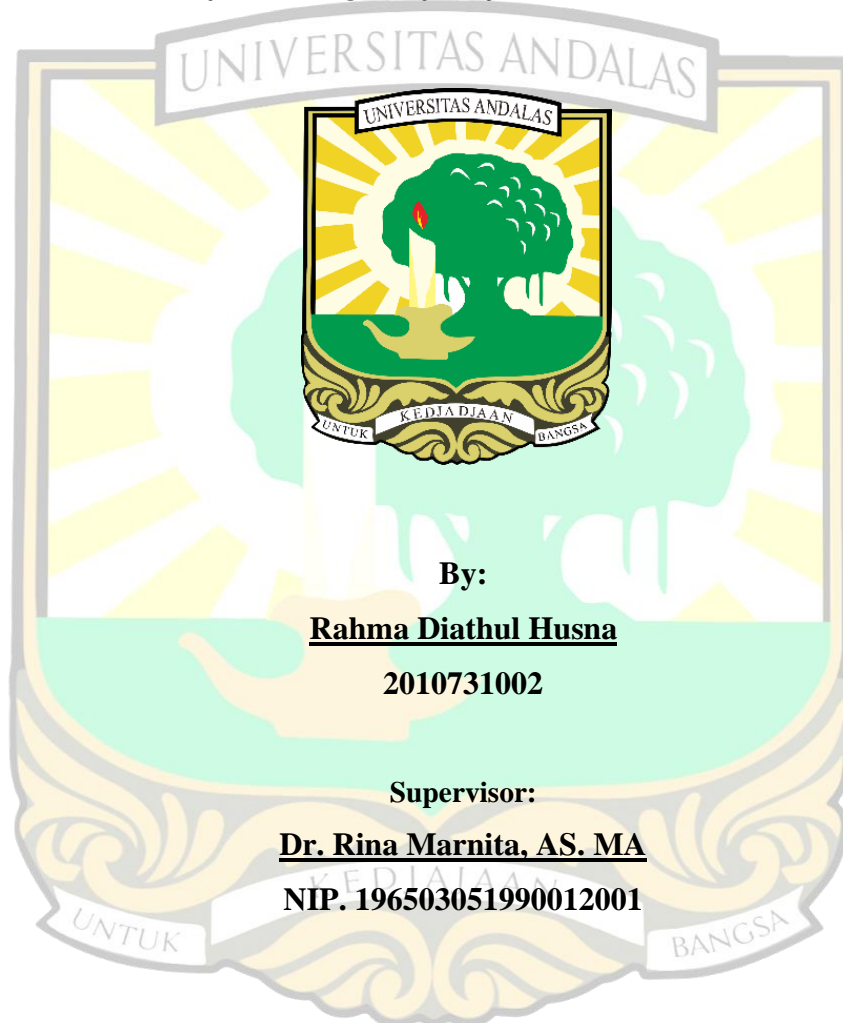


**A STUDY OF INDONESIAN-ENGLISH CODE-SWITCHING AS FOUND  
IN THE TIKTOK VIDEOS OF EDUCATIONAL CONTENT CREATORS**

**A Thesis**

*Submitted in Partial Fulfillment of the Requirements*

*for the Degree of Sarjana Humaniora*



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**PADANG**

**2025**

APPROVAL PAGE

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By

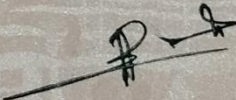
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dan diterima untuk memenuhi salah satu syarat dalam memperoleh gelar  
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Tempat : Close Reading

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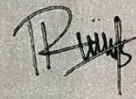
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## DECLARATION

I hereby declare that this thesis has not been submitted yet, either in the same or in a different form. To my knowledge, there have not been any forms and ideas written or published by others except for those referred to in this thesis and mentioned in the bibliography.

Padang, Januari 2025

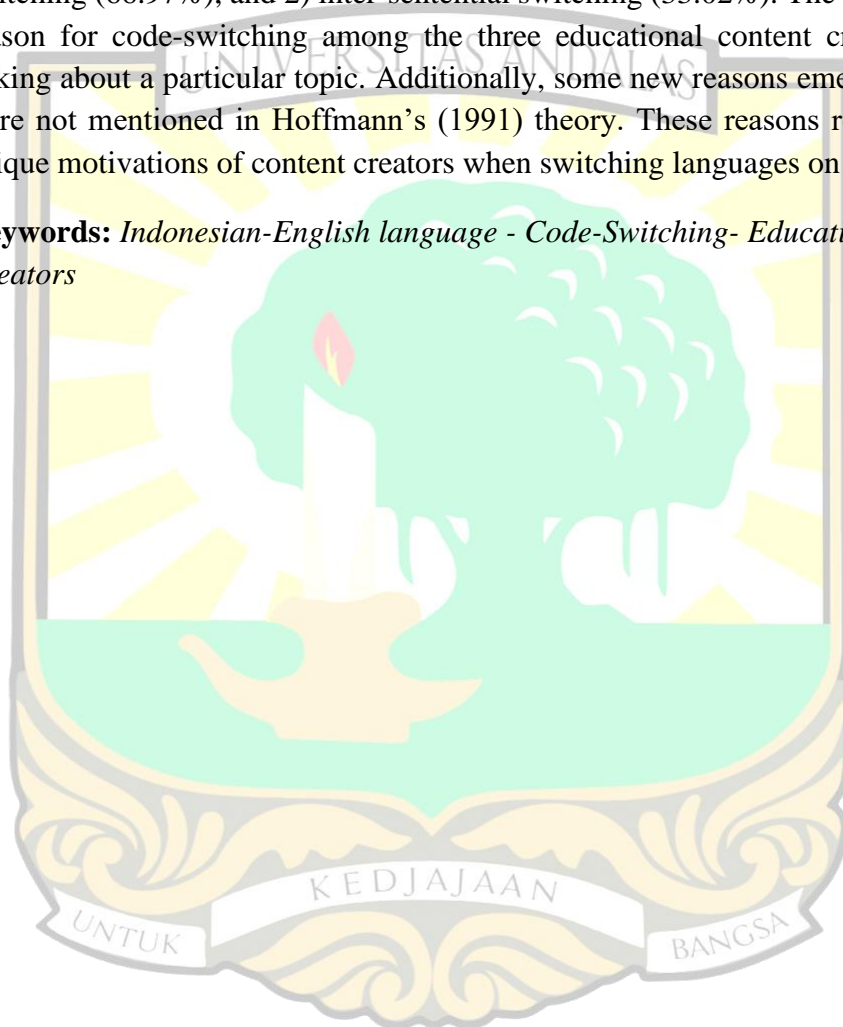


Rahma Diathul Husna

## ABSTRACT

This study is about Indonesian-English code-switching as found in Educational Content Creators on TikTok. It aims to analyze the types and reasons for code-switching based on Hoffmann's (1991) theory. The data were obtained from 9 videos by 3 educational content creators. Non-participant observation and purposive sampling techniques were applied for data collection, and qualitative content analysis was used for data analysis. The study reveals that the 43 instances of code-switching can be categorized into 1) intra-sentential switching (66.97%), and 2) inter-sentential switching (33.02%). The dominant reason for code-switching among the three educational content creators is talking about a particular topic. Additionally, some new reasons emerged that were not mentioned in Hoffmann's (1991) theory. These reasons reflect the unique motivations of content creators when switching languages on TikTok.

**Keywords:** *Indonesian-English language - Code-Switching- Educational Creators*



## ABSTRAK

Penelitian ini membahas tentang alih kode bahasa Indonesia-Inggris yang ditemukan pada Konten Kreator Edukasi di TikTok. Penelitian ini bertujuan untuk menganalisis jenis dan alasan terjadinya alih kode dengan menggunakan teori Hoffmann (1991). Data ini diperoleh dari 9 video oleh 3 konten creator edukasi. Teknik pengumpulan data menggunakan observasi non-partisipan dan purposive sampling, sedangkan analisis data menggunakan analisis konten kualitatif. Hasil penelitian ini menunjukkan bahwa 43 alih kode dapat dikategorikan menjadi 1) intra-sentential (66,97%), dan 2) inter-sentential (33,02%). Alasan dominan penggunaan alih kode oleh 3 konten creator edukasi yaitu membicarakan topik tertentu. Selain itu, ada alasan baru muncul yang tidak disebutkan dalam teori Hoffmann (1991). Alasan-alasan ini mencerminkan motivasi unik para konten kreator edukasi saat melakukan alih kode di TikTok.

**Kata kunci:** Bahasa Indonesia - Inggris - Alih Kode - Konten Kreator Edukasi

