


## Intra-Sentential Switching Found in Maudy Ayunda's Instagram Caption

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SUBMISSION TRACK	A B S T R A C T
Submitted : 18 August 2023 Accepted : 20 November 2023 Published : 25 November 2023	The objective of this study to examine the intra-sentential switching and the reasons for it in the Instagram captions of Maudy Ayunda. The study employs a qualitative method to present the collected data. The Poplack (1980) theory was applied to categorize the different types of code-switching, and Hoffman's (1991) theory was used to explain why code-switching appeared in the data. In this study, observation is the primary mode of data collecting, with techniques involving reading, note-taking, and classification. This study discovered 24 intra-sentential switching in Maudy Ayunda's Instagram captions. In these captions, language switching occurs within a single sentence. Sentences in another language are used to emphasize or clarify the intended message. Moreover, the study identifies five reasons for code-switching. The highest frequently found reason for code-switching is to be emphatic about something. This often happens in captions where sentences or words are used to convey her opinions. Maudy Ayunda frequently portrays her agreement or disagreement regarding a product, an issue, other people's opinions, and more through her Instagram captions.
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### Introduction

In general, sociolinguistics is a branch of academic study that looks into and examines how language is used in the context of social life. Wardhaugh and Fuller (2015:1) defined sociolinguistics as the study of the way language works in human's daily speaking, media, social regulations, and laws. It implies that sociolinguistics investigates how language and various people relate to one another. Language users used the term "code" in the study of sociolinguistics to describe the differences in language use in various social contexts. According to Kultsum and Syamsudin (2021), codes are language variants that the language community uses depending on the background of speakers and listeners as well as the circumstances. In the context of sociolinguistics, codes could undergo changes and variations, which could involve code-switching, depending on different social situations and communication environments. Code-switching can be described as the incorporation of multiple languages, dialects, or accents by a speaker in a single statement or conversation, or when transitioning between various conversational partners or settings (Romaine, 1995). Speakers sometimes switch from one code to another or speak from one language to another. A person who possessed the capability to speak multiple languages was known as bilingual. As a bilingual, it is usual for her to switch between languages when talking to different people with different language mastery (Wang, 2017).

Code-switching is an occurrence that is often encountered in various forms of media, such as novels, books, films, and social media. Currently, interactions among individuals through social media platforms often involve the use of diverse language

types. Social media is the best medium for speakers to communicate with each other remotely via the Internet. among the most widely used social media channels nowadays is the Instagram application. Instagram is a social networking application created for sharing photos and videos from smartphones (Moreau, 2018). Instagram is a widely utilized platform, frequented by various individuals, among them Indonesian celebrity Maudy Ayunda. Maudy Ayunda, recognized for her roles in films, modeling, writing, and singing, is formally addressed as Ayunda Faza Maudya. In her Instagram captions, the use of code-switching was frequently mentioned. The phenomenon of code-switching in Maudy Ayunda's Instagram captions could be easily noticed since she was known for being proficient in English, having graduated from the University of Oxford, England. In her daily life, she typically speaks two or more languages, such as Indonesian and English.

Academics have carried out many studies on code-switching analyses. The first article, entitled "Code Switching Found in Cinta Laura's Video on Her Instagram TV", was written by Wiraputri (2021). This previous study first analyzed the function of code-switching and the reasons for using it. In this study, the kinds of code-switching were based on Poplack's (1980) theory, while the reasons for code-switching were derived from Hoffman's (1991) theory. The findings of this study show that the most common sort of code-switching is intra-sentential switching, and a particular topic is the most frequently used for code-switching reasons. The second is an article entitled "The Use of Code-Switching Found in Podcast Ruang Sandi by Sandiaga and Cinta Laura" by Sukma (2022). The research analyzed the kinds and reasons for code-switching found in Ruang Sandi. The study utilized a qualitative method based on the theory of Hoffman (1991) theory was used to examines the kinds of code-switching and the reasons for code-switching using the theory of Grosjean (1982). The most dominant type of code-switching was inter-sentential switching and discourse makers or sentence fillers emerged as primary explanations. The third article was conducted by Andani (2022) with the research title "Types and Function of Code Switching Found in The Manata and Raline Shah on Danile Tetangga Kamu Video Youtube Channel". By examining the conversations between Daniel Mananta and Raline Shah, this study suggests the different kinds and purposes of code-switching. The researcher applied the qualitative approach when analyzing the data. In this study, two theories are used. Poplack (1980), cited in Romaine (1989: 122), was used to identify the kinds of code-switching, while the theory from Appel and Muysken (1987) was used to describe the different kinds of code-switching and explain how they work. The kind of code-switching that occurs most frequently is intra-sentential switching, and the metalinguistic function that appears most frequently is the code-switching function.

The four is a journal about code-switching that was published in 2022 by Artiasih and was entitled "Code Switching Found in Researchers' WhatsApp Group "Sitadewiku": How Does Code Switching Occur?". This study proposes to identify the kinds and functions of code-switching in the researchers' WhatsApp group. Romaine (1995) is utilized as the theory for the types of code-switching, while Appel and Muysken (2006) are employed for the functions of code-switching. The research revealed that intra-sentential switching was the most common type, with the dominant function being the expressive function. The last thesis was conducted by Yanti (2022) with the research title "Code Switching Found in Selected Tweets on the Twitter Account of Alexander Thian @Amrazing". The purpose was to recognize the categories of code-switching in Alexander Thian's tweets and describe the reasons behind them. Romaine's (1995) theory was employed to identify the types, and Hoffman's (1991) theory was used to describe

the reasons. Inter-sentential switching was found to be the most common type, with the intention of clarifying the speech content being the dominant reason.

The interest in conducting a study on intra-sentential switching on Instagram arises due to the frequent occurrence of code-switching in Maudy Ayunda's Instagram captions. Instagram has been selected as the platform for this study due to its popularity and widespread usage among many people. The practice of code-switching often manifests in the communication patterns of Instagram users. Consequently, a study project titled "Intra-Sentential Switching Found in Maudy Ayunda's Instagram Caption" is being undertaken. This study is an analysis of various kinds of code-switching and examined the reasons for utilizing code-switching in the caption Maudy Ayunda. It was hoped that this study would provide benefits for language learning and enhance the understanding of language use in the context of sociolinguistics.

### **Research Method**

The information in this research was examined employing a descriptive qualitative method. The Instagram caption of Maudy Ayunda served as the study's data source. Maudy Ayunda's Instagram caption was taken in one year starting from July 12<sup>th</sup>, 2022 to July 2<sup>nd</sup>, 2023. This player, modeling, writer, and singer from Indonesia often used two languages in her captions, namely Indonesian and English. So, the use of Maudy Ayunda's caption is the origin of data in this study, because many found the utilize of code-switching. In her Instagram caption, she also regularly incorporates two languages into her sentences. This is one of the reasons why Instagram Maudy Ayunda was selected as the data source as there is a term called code-switching.

The data was analysed by the theory of code-switching suggested by Poplack (1980) to explain the kinds of code-switching and Hoffman (1991) to explain the reasons for code-switching. The method of data collection in this study used the observation method. The data collection method involved a thorough reading of Instagram captions, note-taking to identify instances of intra-sentential switching, and the subsequent application of qualitative methods for analysis. The information was gathered using the following procedure:

1. Firstly, read the captions on Maudy Ayunda's Instagram. Reading and comprehending the source data beforehand serves the purpose of understanding the data more easily.
2. Second, take note of captions that contain intra-sentential switching. After reading the data, identify examples of intra-sentential switching and the reasons behind them.

Descriptive qualitative methods are applied to data analysis. The data are described academically and in accordance with reality. Thus, the method suggested by Miles et al. (2014) is used to analyze data. The steps can be seen below:

1. Data condensation

Condensing data is the process of picking, concentrating, decomposing, and abstracting data (Miles et al., 2014:8). In this study, the focus on intra-sentential switching found in Maudy Ayunda's Instagram captions using the proposed hypothesis by Poplack (1980). Furthermore, an analysis of the reasons for code-switching is conducted in accordance with the theory presented by Hoffman (1991).

2. Data Display

Data collection is done at this step. For this study, tables and paragraphs are employed to present the data. To provide all the information needed closely

organized to readers, data is presented in the form of tables. Paragraphs also give readers access to more specific information.

3. Drawing and Verifying Conclusions

The final step in deriving conclusive outcomes through analysis involves drawing conclusions and marking the completion of this study. The concluding section also serves as a recapitulation, reminding readers of the content of this study.

**Result and Discussion**

This part discussed the results and discussion. For the type of code-switching, this study employs the accordance with the theory by Poplack (1980). This study centers on intra-sentential switching in Maudy Ayunda's captions. In Maudy Ayunda's Instagram captions, 24 intra-sentential switching were identified. Subsequently, the reasons for code-switching are analyzed using Hoffman's theory (1991). Hoffman (1991) proposed code-switching into seven reasons for code-switching. The seven reasons are the particular topic, quoting someone's word, being emphatic about something, interjection, repetition used for clarification, the intention of clarifying the speech content for interlocutor, and expressing group identity.

**Table 1.** Intra-sentential Switching Found in Maudy Ayunda's Instagram Caption

No.	Caption Instagram	Reason
1	Kalo sering beraktifitas diluar ruangan rambut jd capek and that affects your mood too but only if you let it!	Being emphatic about something
2	So excited to perform at Konser Kejar Mimpi Untuk Indonesia persembahan CIMB Niaga dalam rangka ulang tahun CIMB Niaga ke-67!	Being emphatic about something
3	Day 2 - hari kedua Ministerial Conference on Women's Empowerment membahas topik: women entrepreneurship. This is a real topic of relevance for Indonesia, especially because small and medium businesses are major contributors to our economy. Some data: UMKM milik perempuan berkontribusi sampai 9.1% PDB Indonesia. The World Bank berestimasi hingga 43% dari semua pebisnis di Indonesia adalah perempuan dan up to 64% persen UMKM yang ada di indonesia dimotori oleh perempuan! Indonesian women are also found to have higher entrepreneurial appetite than the global average.	Expressing group identity
4	Hi you, udh nonton booklist aku yang terbaru blm? Disitu aku membahas tentang kenapa mengatur keuangan butuh kedisiplinan, terutama sama diri sendiri. To do that, tools can be useful: I use OCTO Savers dari CIMB Niaga yang bebas biaya top up e-wallet, dan bisa tarik tunai di atm mana aja.	Talking about particular topic
5	Making my life more cinematic with my vivo V25e yang sekarang udah bisa kalian pre-order di official store @vivo_indonesia.	Talking about particular topic
6	With how busy my schedule can get sometimes, banyak hal-hal kecil yang suka kelewat sama aku kayak tagihan listrik, air, internet, dll. Tapi untungnya ada #OCTOMobile yang #BeneranSmart and makes paying bills so much easier and practical with just one app!Yuk download OCTO Mobile Sekarang di Play Store, App Store dan App Gallery. Info selengkapnya, cek cimb.id/octomobile ya!	Repetition used for clarification

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|----|--|---|
| 7  | I take my weekends seriously! After a long week full of work and meetings, aku selalu make time to reset and relax on the weekends. Sesimple bisa relax di rumah dengan ambience yang tenang and perfect lighting aja tuh udah makes me really happy.  | Talking about particular topic                              |
| 8  | Kalian udah tau belum sih kalau sekarang Prioritas ada subcription model, yang bayar pemakaiannya di awal? Jadi mau streaming, chatting or anything pasti aman, gak takut tagihan bengkak. Yuk #Cobadulu!  | Intention of clarifying the speech content for interlocutor |
| 9  | My pamper days at home just got even more relaxing karena ada @panteneid Hair Mask Miracles Hair Supplement! Jangan salah yaa temen-temen, ini Hair Mask bukan hair conditioner! Hair Mask Pantene ini ngebantu aku banget dalam menutrisi rambutku. Cukup pakai satu sachet dan hasilnya sama kayak abis dari salon! Rambut ke charged, aku juga jadi ke-charged deh!   | Talking about particular topic                              |
| 10 | Sharing some fun facts about me! Life is truly made of choices, dan kadang, saking banyaknya pilihan, aku jadi suka ragu. Salah satu solusinya, aku selalu cobain dulu aja opsi - opsinya, termasuk hal-hal simpel kayak paket internet.   | Repetition used for clarification                           |
| 11 | To get the right ambience, aku pakai Philips Smart LED Mobile Portable yang bener-bener gak ribet dan gampang dipindahin karena gak perlu colokan!   | Being emphatic about something                              |
| 12 | Selain gampang diaturnya pakai aplikasi dan perintah suara, they're also very small compared to other bulbs!   | Being emphatic about something                              |
| 13 | As a thank you, aku pengen mendukung teman-teman pengrajin di Bali supaya mereka bisa terus meningkatkan keterampilan mereka dan melestarikan budaya kita.   | Being emphatic about something                              |
| 14 | Siapa yang suka sebel kalau lagi Zoom meeting terus malah keliatan pucet karena bad lighting? I have the solution for you guys! Cobain deh produk terbaru Philips Smart LED High Lumen Bulb.   | Talking about particular topic                              |
| 15 | Decided to share some of my tips and tricks to get into reading since many of you suka nanya gimana caranya aku bisa suka baca buku! Selain genre buku, aku juga tipe orang yang mementingkan ambience dan set up yang nyaman.   | Repetition used for clarification                           |
| 16 | Salah satu hal yang bikin aku terus semangat kerja adalah connecting with new people dan aku senang banget bisa ketemu banyak wanita hebat di berbagai industri. As a womanpreneur myself, I believe these women need to be supported dan untungnya ada program Giro Kartini dari #CIMBNiaga, di mana kita bisa buka rekening giro dan CIMB Niaga akan menyalurkan donasi ke Program Pelatihan dan Pemberdayaan Wirausahawan Wanita untuk setiap pembukaan rekeningnya | Talking about particular topic                              |
| 17 | Super excited for OCTO Mobile's new face and features! Sekarang gampang banget mau transaksi apapun bisa pakai satu app aja dan bisa akses menu tanpa harus log in karena sekarang Open App Experience. Yuk download OCTO Mobile di Play Store, App Store atau App Gallery. Or you can check cimb.id/octomobile for more info.   | Talking about particular topic                              |

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18	A glimpse of me ticking off things from my to-do list before the lebaran break with my current fav milk @outside Temen-temen gimana puasanya so far? Semoga lancar yaa	Intention of clarifying the speech content for interlocutor
19	Seneng banget kemarin pas di Jepang mau transaksi apapun jadi gampang banget karena pakai CIMB Niaga XTRA Savers Valas. Dan pas banget lagi ada potongan sampai dengan USD 10 for any incoming remittance and USD 5 for outgoing remittance.	Talking about particular topic
20	Come do my night routine with me! For me, dental hygiene is just as important as skincare, makanya setiap malam aku gak pernah skip smile care routine aku pakai produk-produknya @klar.smile. My current fave: their Sonic Toothbrush! Ultra soft bristles, cleans 3 times deeper than manual toothbrushes, and has a smart timer -makes brushing teeth more comfortable and cleaner just like the dentist recommends!	Talking about particular topic
21	Thank you @matanajwa @najwashihab and thank you Pontianak yang udah mau ujan2an dan tetep seruu ngebahas topik penting “kenapa perlu kuliah?”	Being emphatic about something
22	Di episode pertama ini, kita membahas topik Krisis Iklim lebih dalam lagi bersama Afu, Environmental Economist at the World Bank.	Repetition used for clarification
23	Been getting a lot of questions about HPV, so thought I’d answer some for you guys supaya kita bisa sama-sama belajar tentang virus ini.	Intention of clarifying the speech content for interlocutor
24	Dalam rangka Hari Anak Nasional, you are now able to PRE-ORDER the new extended versions of the two Kina books. The books will ship in August and first 100 buyers will get a signed copy and fun Kina stickers!	Intention of clarifying the speech content for interlocutor

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Intra-sentential switching occurs when there is a language shift in just one sentence. Sentences in another language were used to emphasize or clarify the intended message. The most frequently used reason for code-switching in Maudy Ayunda's Instagram captions was emphatic about something. In her descriptions, there were often sentences or words expressing her opinions. Maudy Ayunda frequently conveyed her agreement or disagreement regarding a product, an issue, other people's opinions, and various other subjects through her Instagram captions. The following is an explanation of the data found in this study:

**Intra-sentential Switching**

According to Poplack (1980), the switching that takes place within a clause or sentence that then incorporates components of both languages is referred to as intra-sentential switching.

**Data 1:**



maudyayunda So excited to perform at Konser Kejar Mimpi Untuk Indonesia persembahkan CIMB Niaga dalam rangka ulang tahun CIMB Niaga ke-67! ❤️

(So excited to perform at 'Konser Kejar Mimpi Untuk Indonesia' presented by CIMB Niaga in celebration of CIMB Niaga's 67th anniversary! ❤️)

(Maudy Ayunda on August 16<sup>th</sup>, 2022)

The sentence above involves the transition from one language to another that occurs in the sentence. With the language switch in the caption, it is said to be a characteristic of switching intra-sentential switching. The beginning of the sentence is in English: "So excited to perform at Konser Kejar Mimpi Untuk Indonesia." In this part, the use of English expresses the feeling of excitement and enthusiasm for performing at the mentioned concert. Then, the sentence continues in Indonesian: "persembahkan CIMB Niaga dalam rangka ulang tahun CIMB Niaga ke-67!" This part uses Indonesian to convey information about who is presenting the concert and to celebrate CIMB Niaga's 67th anniversary.

The sentence includes code-switching due to being emphatic about something. The use of English at the beginning of the sentence is employed to express strong feelings of excitement and enthusiasm about performing at the "Konser Kejar Mimpi Untuk Indonesia." The phrase "**So excited to perform...**" conveys a heightened sense of joy using English, where words like "excited" are often used to express intense emotions. After expressing this excitement, the sentence continues in Indonesian to provide information about the event and CIMB Niaga's involvement in its celebration. Switching back to Indonesian here might be to deliver specific event details more effectively to the majority of the audience who understand Indonesian. Thus, code-switching in this sentence allows Maudy Ayunda to vocalize and emphasize the excitement in English while providing a more detailed context in Indonesian.

## Data 2:



**maudyayunda** Day 2 - hari kedua Ministerial Conference on Women's Empowerment membahas topik: women entrepreneurship. 🙌

This is a real topic of relevance for Indonesia, especially because small and medium businesses are major contributors to our economy. Some data: UMKM milik perempuan berkontribusi sampai 9.1% PDB Indonesia. The World Bank berestimasi hingga 43% dari semua pebisnis di Indonesia adalah perempuan dan up to 64% persen UMKM yang ada di Indonesia dimotori oleh perempuan! Indonesian women are also found to have higher entrepreneurial appetite than the global average.

(Day 2 - the second day of the Ministerial Conference on Women's Empowerment discussed the topic: women entrepreneurship. 🙌 This is a real topic of relevance for Indonesia, especially because small and medium businesses are major contributors to our economy. Some data: Women-Owned Micro, Small, and Medium Enterprises (MSMEs) contribute up to 9.1% of Indonesia's GDP. The World Bank estimates that up to 43% of all entrepreneurs in Indonesia are women, and up to 64% of MSMEs in Indonesia are led by women! Indonesian women are also found to have a higher entrepreneurial appetite than the global average.)

(Maudy Ayunda on August 27<sup>th</sup>, 2022)

The sentence is an example of intra-sentential switching because it involves a switch or mixture between the Indonesian and English languages within one sentence. "The World Bank berestimasi hingga 43% dari semua pebisnis di Indonesia adalah perempuan dan up to 64% persen UMKM yang ada di Indonesia dimotori oleh perempuan!". In this sentence, the data from "The World Bank" is presented in English, while the information about the percentage of female business owners and women-led UMKM in Indonesia is presented in Indonesian. In this context, Maudy Ayunda might feel more comfortable or effective using this language switching to convey her message more effectively.

This sentence falls under code-switching with expressing group identity because it includes the use of English words or phrases related to group or category identity. Examples of code-switching with expressing group identity in this caption are: **"Ministerial Conference on Women's Empowerment"** Here, the phrase **"women's empowerment"** is used in English to refer to the conference specifically discussing the empowerment of women. The term "women entrepreneurship" in English denotes that the subject under discussion is female-led entrepreneurship. "Indonesian women" is used to refer to the group of women from Indonesia.



## Data 3:



**maudyayunda** Hi you, udh nonton booklist aku yang terbaru blm? Disitu aku membahas tentang kenapa mengatur keuangan butuh kedisiplinan, terutama sama diri sendiri.

To do that, tools can be useful: I use OCTO Savers dari CIMB Niaga yang bebas biaya top up e-wallet, dan bisa tarik tunai di atm mana aja.

(Hi you, have you watched my latest booklist? In there, I discuss why managing finances requires discipline, especially with oneself. To do that, tools can be useful: I use OCTO Savers from CIMB Niaga, which offers fee-free e-wallet top-ups and allows cash withdrawals at any ATM.)

(Maudy Ayunda on August 31<sup>st</sup>, 2022)

In the above sentence, there is a clear indication of code-switching from Indonesian to English and then back to Indonesian within the same sentence. This phenomenon reflects the use of intra-sentential switching in the language being used. The code-switching from Indonesian to English takes place at the beginning of the sentence, where it states, "To do that, tools can be useful." This part of the sentence uses English to convey the idea that "tools" can be beneficial in achieving a specific goal. Subsequently, the language switches back to Indonesian, as shown in the following part, "I use OCTO Savers dari CIMB Niaga yang bebas biaya top up e-wallet, dan bisa tarik tunai di ATM mana aja." This section employs Indonesian to explain that they utilize "OCTO Savers" from "CIMB Niaga" bank, which offers several features, such as no fees for e-wallet top-ups and the ability to withdraw cash from ATM anywhere.

In the beginning, the sentence starts in Indonesian: "Hi you, udh nonton booklist aku yang terbaru blm?" This part sets the context of the conversation, and the speaker is addressing the audience in Indonesian. Next, the English language is used instead: "**To do that, tools can be useful.**" This code-switching is used to emphasize the idea of using "tools" in personal finance management. English is commonly used to discuss financial concepts and terms, and the speaker makes advantage of it in this instance to convey a specific point effectively. Then, the speaker switches back to Indonesian: "aku membahas tentang kenapa mengatur keuangan butuh kedisiplinan, terutama sama diri sendiri." The speaker returns to Indonesia to elaborate on the topic and emphasize the importance of discipline in managing finances. Finally, the code-switching occurs again as the speaker mentions a specific financial tool in English: "I use OCTO Savers dari CIMB Niaga yang bebas biaya top up e-wallet, dan bisa tarik tunai di atm mana aja." This switch to English

is used to mention the name of the financial tool and its features, as English is commonly used to refer to specific products and services in the finance industry. In summary, the code-switching in this sentence occurs as the speaker talks about a particular topic, which is personal finance management and the use of specific financial tools.

#### Data 4:



maudyayunda Love to spend my rest days streaming my fave series pakai unlimited plan dari #XLPrioritas. 🥰

Kalian udah tau belum sih kalau sekarang Prioritas ada subscription model, yang bayar pemakaiannya di awal? Jadi mau streaming, chatting or anything pasti aman, gak takut tagihan bengkak. Yuk #Cobadulu!

36.156 suka

(I love to spend my rest days streaming my favorite series using the unlimited plan from #XLPrioritas. 🥰 Have you guys known that Prioritas now has a subscription model, where you pay for your usage upfront? So, whether it's streaming, chatting, or anything else, it's always safe, and you don't have to worry about getting a hefty bill. Let's #TryItOut first!)

(Maudy Ayunda on November 1<sup>st</sup>, 2022)

The sentence includes intra-sentential switching because there is a change of language from Indonesian to English and then back to Indonesian within the same sentence. The beginning of the sentence uses English: "I love to spend my rest days streaming my favorite series using the unlimited plan dari #XLPrioritas." In this part, English is used to express feelings or preferences more strongly. Then, the sentence continues in Indonesian: "Kalian udah tau belum sih kalau sekarang Prioritas ada subscription model, yang bayar pemakaiannya di awal?" This part uses Indonesian to convey information about the new subscription model and its payment method. The sentence switches back to Indonesian: "Jadi mau streaming, chatting or anything pasti aman, gak takut tagihan bengkak. Yuk #Cobadulu!" This part uses Indonesian again to provide emphasis and encouragement to try out the service. The use of code-switching, in this case, might be to express feelings more strongly in English while still providing more detailed information and explanations in Indonesian.

The sentence begins with English: "**Love to spend my rest days streaming my fave series pakai unlimited plan dari #XLPrioritas.**" The use of English here might be to emphasize the enjoyment and affection towards streaming favorite series using the unlimited plan. Then, it switches to Indonesian: "**Kalian udah tau belum sih kalau sekarang Prioritas ada subscription model, yang bayar pemakaiannya di awal?**"

The code-switching to Indonesian is employed to convey specific information about Prioritas' new subscription model. The sentence switches back to Indonesian for the following part: "**Jadi mau streaming, chatting or anything pasti aman, gak takut tagihan bengkok. Yuk #Cobadulu!**" Here, the use of Indonesian ensures clarity and understanding for the interlocutor as the speaker encourages them to try the service. By code-switching between English and Indonesian, the speaker intends to clarify the speech content for the audience, making sure that essential information and encouragement are delivered effectively and clearly to the interlocutor.

#### Data 5:



(Sharing some fun facts about me! 😊 Life is truly made of choices, and sometimes, with so many options, I become indecisive. One of the solutions, I always try out the available options first, including simple things like internet packages.)

(Maudy Ayunda on December 1<sup>st</sup>, 2022)

In this sentence, the switching occurs between English and Indonesian. The first part of the sentence is in English "Life is truly made of choices." Here, the writer uses English to express their initial idea, possibly because the sentence sounds more natural or fitting in English. Then, it switches to Indonesian "dan kadang, saking banyaknya pilihan, aku jadi suka ragu." In this part, the writer states that sometimes they feel hesitant due to the abundance of choices. They might feel more comfortable and appropriate using Indonesian to convey this personal feeling or experience. The rest of the sentence continues with a mix of Indonesian and English, demonstrating the use of intra-sentential switching. Maudy Ayunda uses code-switching because she feels at ease, and using either English or Indonesian for specific parts of the sentence allows her to express her thoughts and feelings more accurately according to the context or emotions she wants to convey.

The sentence above involves code-switching through repetition used for clarification. The initial sentence is in English, "Sharing some fun facts about me! 😊 Life is truly made of choices," followed by Indonesian, "**dan kadang, saking banyaknya pilihan, aku jadi suka ragu. Salah satu solusinya, aku selalu cobain dulu aja opsi-opsinya, termasuk hal-hal simpel kayak paket internet.**" The use of code-switching from English to Indonesian serves the purpose of clarification and expressing the speaker's confusion due to the abundance of choices in life. The use of English, in the beginning, emphasizes the difficulty or confusion experienced by the speaker. To guarantee that the readers can understand and follow the story, the following statement is translated into Indonesian in order to give a more detailed explanation of the causes and

solutions faced by the speaker on the issue. This is done to guarantee that the readers can easily comprehend and follow the story. The combination of code-switching and repetition helps deliver the message more clearly and effectively to readers.

### Conclusion

Based on the data analysis of Maudy Ayunda's Instagram captions, two main conclusions can be drawn from code-switching and the reasons for code-switching found in her Instagram captions. Firstly, code-switching occurs because there is a language switch from one sentence to the following sentence in Maudy Ayunda's Instagram captions. Sentences in another language are used to emphasize or clarify the intended message. Secondly, regarding the reasons for code-switching, it can be concluded that five reasons were found, namely the particular topic, being emphatic about something, repetition used for clarification, the intention of clarifying the speech content for interlocutor, and expressing group identity. The most frequently occurring reason for code-switching in her captions is her being emphatic about something, as often there are sentences or words expressing her opinions. She frequently portrays her agreement or disagreement regarding a product, an issue, other people's opinions, and various other subjects through her Instagram captions. This study found 24 pieces of data, but only 5 data were described as the sample data.

Considering the outcomes and discussion of this study described above, the analysis of code-switching is very important to analyse. This study can be used as a reference in language learning so that it brings benefits. Moreover, delve into the realm of code-switching within the field of sociolinguistics, and examine its utilization within the context of captions on Instagram. That's because can see various types and reasons for code-switching that someone used in Maudy Ayunda Instagram captions. From this study, it is hoped that future studies will have reasons that are analysed in more detail.

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