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Article

Indonesian-English Code-Switching in YouTube Comments on Maudy Ayunda's "Mindfulness in the Age of Bad News": Types and Communicative Functions

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ABSTRACT

This study examines Indonesian-English code-switching in comments on Maudy Ayunda's YouTube video "Mindfulness in the Age of Bad News." It identifies switching types, the most frequent type, and their functions. Using a qualitative descriptive approach, the study analysed 46 comments purposively selected based on language use, critical stance, and relevance to the video. Poplack (1980) framework classified switching types, while Gumperz (1982) framework guided contextual interpretation of their functions. Three types were identified: intra-sentential, inter-sentential, and tag switching. Intra-sentential switching appeared in 34 comments (73.9%), making it the most frequent. Contextual analysis identified five functions: message qualification, personalization versus objectivization, addressee specification, reiteration, and quotation. The analysis further shows that code-switching functions not only as a linguistic choice but also helps commenters retain relevant concepts, emphasize evaluations, connect personal experiences with wider social realities, and construct their critical responses.

Keywords: *Code-Switching, Indonesian-English, Youtube Comments, Poplack, Gumperz, Social Media Discourse.*
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INTRODUCTION

Code-switching is a common way people use language when they speak more than one language, and they switch between those languages during the same conversation. Code-switching isn't just because someone isn't good at one language. It can be used for different reasons and shows how people create meaning in specific situations during conversations (Mustafayeva et al., 2025). When people decide to switch from one language to another, it often depends on the subject they're talking about, who they're speaking with, their relationships, and what they want to communicate (Omar-Hajdawood et al., 2025). So, code-switching has been widely studied because it's an important way of using language that helps bilingual and multilingual people use their different languages to talk clearly and connect with others.

The growth of digital communication has created more situations where people switch between languages (Amer, 2024). Social media sites let people chat casually, share their thoughts, and reply to what others have posted (Yousif, 2025). In these computer-mediated communication (CMC) environments, particularly in user-generated comments, code-switching functions differently than in spoken interactions. People might mix languages to highlight certain words, show their feelings, send social messages, or make their talking more vivid (Mustafayeva et al., 2025). Indonesian-English code-switching is clearly seen in Indonesian digital communication, where English phrases are often used within mostly Indonesian conversations. Therefore, investigating Indonesian-English code-switching in YouTube comments deserves specific sociolinguistic investigation because these written platforms mimic spoken conversational spontaneity, allowing users to negotiate complex

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social identities and arguments. This means that switching between languages online can be a way to communicate more effectively, not just a change between different languages.

On social media, code-switching can be especially important because people are not just sharing information, but also showing their views, feelings, and judgments about specific topics or content. Social media is casual and easy to use, so people often mix Indonesian and English to make their messages clearer or more expressive (Rustan & Ajiegoena, 2022). For example, people might switch between languages to highlight a point, show they agree or disagree, take a specific position, or make their opinion stand out more. So, using code-switching on social media should be seen not just as a way of speaking but also as a method people use to create and share their messages in reaction to what they see online.

Among social media sites, YouTube stands out because of its comment section. Viewers can respond to videos, share their thoughts with others, and discuss the ideas presented in the videos (Pelttari, 2023). The comments may show support, agreement, disagreement, questions, or criticism. They also give viewers a way to respond to the content and to other people's comments. The language used in these responses can show what viewers think about the content, how they respond to it, and their position toward it (Möller et al., 2024).

In this case, Maudy Ayunda's YouTube video titled "Mindfulness in the Age of Bad News" offers a good example of how people use words to react to content that touches on sensitive social issues. The selection of this specific video is highly justified for several reasons. Maudy Ayunda is a well-known public figure with high public visibility and a strong bilingual persona, naturally attracting a multilingual audience. Furthermore, the video's subject matter creates an intense discussion context. A video posted on August 21, 2026, talks about how people feel stressed from constantly seeing bad news and gives tips on staying mindful without losing touch with what's happening in the world. In the video description, Ayunda mentions things like political problems, natural disasters, economic difficulties, and other upsetting events as examples of the bad news that people often come across. However, the message faced some criticism from viewers who said that such events can't always be seen just as "bad news" that people can easily step away from for a while. For people who are directly experiencing problems like natural disasters, environmental issues, economic struggles, or problems related to public policies, these events are part of their real life rather than something they can easily ignore or avoid. Recent reports about the controversy also show that people are disagreeing about whether the mindfulness advice is relevant and sensitive enough, especially when looking at the current social issues in Indonesia.

The disagreement about the video makes the words people use in the comments especially important for studying language. When people don't agree with what they see, they might use different ways of speaking to back up their points, show their feelings, or explain where they stand on the topics being talked about. In this situation, using both Indonesian and English together might do more than just help with grammar or style. Nur'aini & Fitriana (2024) found that switching between Indonesian and English can be used to emphasize certain words, make opinions stronger, show sarcasm, indicate disagreement, or show a specific attitude towards the content and the person creating it. Looking at these language choices can help us understand how people use bilingual resources when creating criticism in online interactions.

To establish a coherent conceptual foundation, this study distinguishes between the structural linguistic forms of code-switching and the communicative functions they perform. Poplack in 1980 describes code-switching as switching between two languages during the same conversation. She suggests three different ways this can happen: tag-switching, switching between sentences, and switching within a sentence. Tag-switching is when someone adds a tag or a short phrase from one language into a sentence that's mostly in another language. For example, if someone says, "That is really difficult, you know," the phrase "you know" comes from another language and is added into the English sentence. Inter-sentential switching happens when the language changes from one sentence or clause to

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another, like in the example "Saya mengerti maksudnya." "But I don't agree with the argument," where the first sentence is in Indonesian and the following sentence is in English. In contrast, intra-sentential switching happens inside one sentence or clause, like in the example "Menurut saya, this argument is problematic," where the English phrase "this argument is problematic" is included within an Indonesian sentence. Poplack's framework helps in figuring out the ways Indonesian and English words are mixed together in the YouTube comments that were chosen.

While Poplack mainly looks at the structure of how languages switch, Gumperz (1982) studies code-switching by looking at its communicative functions in conversations. He sees code-switching as a way people use language to show meaning based on the situation and to manage how they talk with others. In this view, changing languages isn't just about using a different set of words but can show how different parts of a conversation are connected or help explain how a sentence should be understood. Gumperz points out different reasons people use code-switching in conversation, such as quoting someone, calling out the person they're talking to, adding short remarks, repeating something, adding explanations, and making the message more personal rather than more formal. For example, a speaker might change languages to say something again or make it clearer (repeating), add a phrase that gives their opinion on what was just said (interjection), or give more details about a statement by speaking in another language (message qualification). On YouTube, these functions can show why commenters switch from Indonesian to English when trying to express certain ideas, rather than seeing the language change as just a random choice. Although Poplack and Gumperz frameworks were originally developed for spoken interactions, they are highly appropriate for analysing written online interactions because YouTube comments are spontaneous, informal, and closely mirror the conversational dynamics of spoken language.

The two frameworks work together to help analyse code-switching between Indonesian and English in this study. Poplack (1980) framework explains how code-switching is actually done in the comments, while Gumperz (1982) framework helps understand why people use code-switching in certain conversation situations. For example, a comment like "Kita sedang menghadapi real problems, not just bad news" can first be looked at in terms of its structure as an example of code-switching within a sentence, since Indonesian and English are used together in the same sentence. It can then be looked at by thinking about what the English phrase "real problems" means and how the next part "not just bad news" fits into the comment. If the switch is used to support or repeat the commenter's idea, it might be seen as an example of Gumperz's concept of repetition. So, using both frameworks together lets the study go beyond just finding when code-switching happens and instead look at how switching between languages helps create meaning in how people criticize an audience.

Many research papers have looked at how Indonesian public figures switch between Indonesian and English on YouTube, and Maudy Ayunda is often studied because she is a well-known person who speaks both languages fluently. Fahlefi et al. (2024) looked at the different kinds of code mixing that Maudy Ayunda used in fifteen of her own YouTube videos. They used a qualitative descriptive approach and Hoffmann's 1991 classification. They found that code mixing within a sentence was the most common type, followed by code mixing within words. They didn't find any examples where pronunciation changed. In another study, Sari et al.(2024) looked at how Maudy Ayunda mixes languages in one episode of a podcast on Gita Wirjawan's YouTube channel, which is called "Kartini Modern Berani Tantang Status Quo." They found 136 examples of code mixing, and most of them happened within the same sentence. Wulandari & Putra (2024) looked at code switching during a joint appearance of Cinta Laura and Maudy Ayunda on Cinta Laura's YouTube channel. Their goal was to find out what types of code switching were used and what the meanings behind their words were. Although these studies give a detailed look at how Maudy Ayunda switches between languages when she speaks, all three focus mainly on her own words, rather than on how the people listening respond.

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Recent empirical studies have looked more closely at code-switching in digital communication and online environments, using viewer comments as the main source of information. Caku et al. (2026) looked at how people switch between languages in 103 comments from viewers of the Indonesian educational YouTube channel "Kok Bisa." They used Poplack (1980) structural categories and Myers-Scotton (1993) functional approach to analyse the data. Their findings showed that most of the code-switching happened within the same sentence, making up 64% of thecases. Next were switches between sentences at 17%, followed by tag-switching at 14%, and switching within words at 5%. English was mainly used for technical and scientific terms. In a similar way, Aini (2026) looked at code-mixing in the comments section of Gita Savitri Devi's YouTube videos by studying twenty examples of viewer and fan comments. They also found that switching within a sentence was the most common pattern and explained this by saying it comes from the need for clearer and faster communication, as well as the impact of global digital culture. Outside of YouTube, Purwanto (2023) studied code-switching and code-mixing in the comments of a funny YouTube video. He found different types of code-mixing, like mixing words, phrases, clauses, and repeating words. He explained that these happen because people don't have many language options and because some words are more popular. Purwati and others in 2023 looked at this topic again, but this time they studied multilingual practices in comments on a popular Instagram page called "Folkative," which shared a widely shared news post.

Taken together, the previous studies point to two areas that remain less explored. The first concerns research on Maudy Ayunda (Fahlefi et al., 2024; Sari et al., 2024; Wulandari & Putra, 2024), which has mainly focused on her bilingual utterances. Her audience's linguistic responses to the content, therefore, have not received the same attention. The second concerns studies based on viewer comments (Aini, 2026; Caku et al., 2026; Purwanto, 2023; Purwati et al., 2023). Although these studies place audience-generated language at the center of the analysis, the content examined is mostly educational, entertainment-related, or connected to short-lived viral news. This is different from Ayunda's "Mindfulness in the Age of Bad News," which deals with a socially sensitive topic that has prompted disagreement and criticism among viewers. The use of code-switching in comments that express such disagreement, criticism, or stance toward socially reflective content from a bilingual public figure has therefore received little attention. In addition, the existing studies generally describe code-switching in terms of its structural types, while its discourse functions in argumentative and evaluative communication are less frequently examined.

These gaps provide the basis for examining Indonesian-English code-switching in comments responding critically to Maudy Ayunda's video, "Mindfulness in the Age of Bad News." The focus on this video also brings a different context to the discussion of audience comments, since the topic addressed in the video has led to disagreement among viewers. Previous studies on Maudy Ayunda have mainly examined the bilingual language produced in her own speech, while studies using audience comments have focused on other types of content. The present study therefore places the viewers' responses at the center of the analysis, particularly comments in which Indonesian-English code-switching occurs as part of criticism toward the video. Poplack's (1980) framework is used to identify the structural types of switching, while Gumperz (1982) framework is used to examine their discourse functions. Looking at these two aspects together provides a basis for understanding how viewers use both Indonesian and English when expressing criticism, developing their arguments, and taking a stance toward the content. This study also contributes to research on code-switching in computer-mediated communication by bringing attention to the language used by audiences when responding to socially sensitive content.

Based on the gaps identified above, this study focuses on a different aspect of code-switching by examining the language used by viewers rather than the bilingual speech of the content creator. The study specifically investigates Indonesian-English code-switching in comments that express criticism toward Maudy Ayunda's "Mindfulness in the Age of Bad News." Although previous studies have examined Maudy Ayunda's code-switching and

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others have investigated code-switching in YouTube comments, limited attention has been given to how viewers use code-switching when expressing criticism and stance toward socially sensitive content. Another distinctive aspect of this study is the use of Poplack's (1980) framework together with Gumperz's (1982) framework. . Poplack's framework is used to identify the structural types of code-switching, while Gumperz's framework is used to examine the discourse functions of the switches. By combining these two perspectives, the study examines not only how code-switching occurs but also how it is used to construct criticism in audience discourse.

This study therefore aims to examine Indonesian-English code-switching in YouTube comments responding critically to Maudy Ayunda's "Mindfulness in the Age of Bad News." It seeks to identify the types and the most frequent types of code-switching found in the selected comments using Poplack's (1980) framework and to analyse their discourse functions based on Gumperz's (1982) framework. The study also examines how these code-switching practices are used to construct criticism toward the content discussed in the video.

METHOD

Research Design

This study employs a qualitative research approach to examine Indonesian-English code-switching in YouTube comments responding to Maudy Ayunda's video, *"Mindfulness in the Age of Bad News."* According to Lim (2024), qualitative research deals with the interpretation of meanings, experiences, behaviours, and social phenomena through naturally occurring data. In this approach, the data are examined based on what happens in a particular setting rather than being reduced mainly to numerical measurements. This makes qualitative research relevant to the present study, since the comments are analysed as they naturally appear on YouTube. The approach also makes it possible to look at the use of language together with the social and communicative context surrounding the comments.

This study uses a descriptive qualitative design. Hall & Liebenberg (2024) explain that descriptive qualitative research is concerned with describing a phenomenon based on the characteristics found in the data. This design fits the focus of this study because there is no attempt to manipulate the use of language or to establish a cause-and-effect relationship. The analysis instead focuses on the Indonesian-English code-switching found in the comments, including the forms of switching and the functions they serve when commenters criticize the video. The interpretation of each switching instance also considers the language surrounding it and the purpose of the comment in which it occurs.

Two theoretical frameworks are used in analysing the data. The first is Poplack (1980) framework, which helps identify the type of code-switching that appears in each comment. The switches are classified into tag-switching, inter-sentential switching, and intra-sentential switching. Once the type of switching has been identified, Gumperz (1982) framework is used to look at what function the switch has in the comment. The functions discussed in this study are quotation, addressee specification, interjection, reiteration, message qualification, and personalization versus objectivization. In this way, the descriptive qualitative design is used not simply to list the types of code-switching in the data, but to examine the use of those switches in the context of audience criticism.

Data Source and Data Collection

The data in this study consist of Indonesian-English code-switching found in the comment section of Maudy Ayunda's YouTube video, *"Mindfulness in the Age of Bad News."* The comments were accessed through the video's YouTube comment section and collected up to September 22, 2026. Purposive sampling is used to select comments based on three criteria: (1) the comments contained both Indonesian and English elements within the same comment, (2) they expressed criticism, disagreement, evaluation, or a stance toward the video's content, and (3) they were relevant to the video. Comments written entirely in Indonesian or English, as well as comments using other languages without Indonesian-English code-switching, were

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excluded. Based on these criteria, 46 comments were selected for analysis and documented for further examination.

Data Analysis

The data analysis is conducted in three stages. First, the 46 selected comments are examined and classified according to Poplack (1980) framework of tag-switching, inter-sentential switching, and intra-sentential switching. Intra-sentential switching refers to switching within a sentence or syntactic unit, inter-sentential switching occurs between sentences or independent stretches of discourse, and tag-switching involves inserting a tag or short formulaic expression from one language into an utterance primarily expressed in the other language. Because YouTube comments are informal and punctuation may be inconsistent, the classification considers grammatical and discourse relationships rather than punctuation alone. The comment serves as the unit for frequency counting, with each comment counted for every type it contains.

Second, the communicative functions of the identified switches are examined using Gumperz (1982) framework, focusing on quotation, addressee specification, reiteration, message qualification, and personalization versus objectivization. The interpretation considers the wording of each comment, the surrounding language, and its context in relation to the video to determine how each switch contributes to the comment's meaning and communicative purpose.

Finally, the findings are interpreted in relation to how code-switching contributes to the expression of criticism, disagreement, evaluation, and stance in the selected YouTube comments. The original wording of the comments is retained for analysis, while usernames and other identifying information are omitted to protect commenters' privacy.

FINDINGS AND DISCUSSIONS

This section reports findings from 46 YouTube comments responding to Maudy Ayunda's video "Mindfulness in the Age of Bad News." The analysis first classifies Indonesian-English code-switching by linguistic form using Poplack's (1980) categories, then interprets selected switches' communicative functions using Gumperz (1982) framework. The unit counted for the frequency analysis is the comment: one comment may contain more than one type, so the percentages in Table 1 do not sum to 100%. Functional interpretations are grounded in the wording of each excerpt and its discussion of mindfulness, bad news, and unequal exposure to social problems.

Types of Code-Switching

The data were analysed using Poplack's (1980) three categories: intra-sentential switching (a switch within a sentence or syntactic unit), inter-sentential switching (a switch between sentences or independent stretches of discourse), and tag switching (a short tag or formulaic expression inserted into a sentence in another language). Because YouTube comments are informal and punctuation is inconsistent, classification was based on the grammatical and discourse relationship between language segments, not punctuation alone. A comment could contain more than one type when it included distinct switching instances

Intra-sentential Switching

Intra-sentential switching occurs when Indonesian and English appear within the same sentence or syntactic unit. In these comments, English phrases are often embedded in Indonesian clauses, or Indonesian words are inserted into an English sentence. The classification therefore depends on the relationship between the language segments within the same unit, not simply on the presence of two languages.

Excerpt 1

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"For many of us, it's not just a news. It's our REALITY, cantik… can't ignore it."

The Indonesian word "cantik" is used as a direct address within an otherwise English sentence. In the video-comment context, it signals that the remark is directed to Maudy, while "can't ignore it" states the commenter's criticism. The switch's clearest function here is identifying the addressee; the excerpt does not require assigning a second function to the same word.

Excerpt 2

"Your bad news adalah realita hidup yang di jalani manusia lain."

The English phrase "Your bad news" is followed by the Indonesian clause "adalah realita hidup yang dijalani manusia lain" ("is the lived reality of other people"). Since the English phrase and Indonesian clause form one continuous statement, this is intra-sentential switching. The combination also sets up a contrast between the addressee's framing of "bad news" and the reality experienced by other people; that contrast is discussed under the functional analysis.

Excerpt 3

"you are feeling overwhelmed di rumah mu yang nyaman while these 'bad news' that people actually living in, they're surviving to LIVE supaya asap yang mereka hirup tidak menjadi sakit paru…"

This comment combines English and Indonesian several times within the same extended utterance. The phrases "overwhelmed di rumah mu yang nyaman" and "they're surviving to LIVE supaya asap yang mereka hirup…" place Indonesian material inside English structures and English material alongside Indonesian clauses. The commenter contrasts being comfortable at home with people living through harmful conditions, so the language mixing develops one argument rather than marking only sentence boundaries.

Inter-Sentential Switching

Inter-sentential switching occurs when a commenter changes language between separate sentences or independent stretches of discourse. In the examples below, a sequence in Indonesian is followed by a complete English statement, or an English passage is followed by a distinct Indonesian passage. The classification is based on the independence of the stretches, rather than on a short phrase embedded within a sentence.

Excerpt 4

"ayo belajar mindfulness ala Maudy, tarik napas dalam-dalam rasakan udara segar. Oh iya berasap. I forgot that we live in the bad news."

The comment first gives Indonesian instructions about practising mindfulness, then turns to the separate English sentence "I FORGOT THAT WE LIVE IN THE BAD NEWS." The English sentence reframes the preceding light-hearted instruction ("oh iya berasap") as an ironic response to the video's topic. Because the switch introduces a complete, independent sentence, it is inter-sentential rather than a phrase embedded in the Indonesian sentence.

Excerpt 5

"Sekali budek tetap budek, selamat kamu konsisten budeknya. Must be nice to have a choice to avoid bad news since it has never happened in your backyard."

The commenter begins in Indonesian and then changes to a complete English sentence. The English part is structurally independent from the preceding Indonesian sentence, which makes it an example of inter-sentential switching. Inter-sentential switching can also occur in longer comments.

Excerpt 6

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> *"This is what happens when your feet are no longer on the ground. You float. And with that, your values float too. And you grow wings and think you live up there in paradise. Bangun. Rakyat msh susah makan, susah hidup tanpa diberi opsi mikiri mental health Dek."*

The commenter first develops the message in English and then changes to Indonesian through "Bangun. Rakyat msh susah makan…" The Indonesian section forms a separate stretch of discourse, so the switch is categorized as inter-sentential.

Tag Switching

Tag switching is less common in the selected comments. It refers here to a short tag or formulaic expression inserted into a sentence whose main structure is in another language. This category was applied conservatively: a longer English clause or phrase embedded in Indonesian was treated as intra-sentential switching, not as tag switching.

Excerpt 7

> *"Sadly, bad news ini juga tetap fakta yang terjadi. Some people (atau lebih tepatnya mungkin mostly) feeling anxious…"*

"Sadly" appears as a brief English stance marker before the Indonesian clause "bad news ini juga tetap fakta yang terjadi." In this position, it frames the following proposition as unfortunate without replacing the Indonesian clause's structure. A short prefatory marker such as "Sadly" is treated as tag switching, whereas longer English material integrated into an Indonesian clause is classified as intra-sentential switching. The same criterion was used for the reported instance of "Well."

Overall, the comments do not follow one fixed pattern. Some contain a single type, while others combine intra-sentential switching within a sentence with inter-sentential switching between independent stretches. The following excerpts show how these categories can co-occur in one comment; each instance is classified according to its local grammatical and discourse context.

Excerpt 8

> *"Nah konteks skrng itu lagi urgent banyak problems and bad news, you can't just ask people to be mindfulness but instead you could ask the people to be more aware, to act for better change and to be brave to speak up for what's right for the better future of indonesia!"*

This comment contains both intra-sentential and inter-sentential switching. The expressions *"problems and bad news"* are inserted into the Indonesian sentence *"Nah konteks skrng itu lagi urgent..."*, so this part represents intra-sentential switching. The commenter then continues with the longer English clause *"you can't just ask people to be mindfulness..."*. This creates a shift to a distinct English stretch within the discourse and is therefore classified as inter-sentential switching. The two types occur naturally in the same comment, showing that the commenter does not maintain a single switching pattern throughout the message.

Excerpt 9

> *"The vibes it's kinda like, 'Let them eat cake' nya si pemicu revolusi Perancis itu dan bukti bahwa kesenjangan ekonomi-sosial kita emg ga masuk. Advice terlalu general dan tidak spesifik target audiens nya siapa? Manusia bisa saling memahami, ketika mereka merasakan penderitaan yg sama atau seenggaknya punya empathy ya. Better yet, share this statement with others in your bubble."*

The comment also combines the two types. The expression *"Let them eat cake"* is embedded within an Indonesian sentence, making it an example of intra-sentential switching. At the end of the comment, *"Better yet, share this statement with others in your bubble"* forms a complete English sentence after the preceding Indonesian discourse. This represents inter-sentential switching. Therefore, both types are found within a single comment, although they occur at different points in the discourse.

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Excerpt 10

"Kak? You're a scholarship awardee yang duitnya itu dari pajak kita? Jadi ga salah dong kalau kita minta kamu juga speak up masalah negara? Literally tone-deaf final boss"

This example provides another clear combination of the two types. The clause *"You're a scholarship awardee"* is followed directly by the Indonesian relative clause *"yang duitnya itu dari pajak kita?"*, creating intra-sentential switching. The same pattern occurs in *"kita minta kamu juga speak up masalah negara?"*, where the English phrase *"speak up"* is inserted into an Indonesian sentence. At the end, however, the commenter switches to the complete English expression *"Literally tone-deaf final boss."* Since this final expression stands independently as a closing statement, it represents inter-sentential switching.

The Most Frequently Used Type of Code-Switching

To answer the question about frequency, the analysis counted the number of comments in which each type occurred. The denominator is 46 comments. Because a comment can contain more than one type, the categories overlap and their percentages are not expected to total 100%. Table 1 reports comment-level counts, not the total number of individual switching instances.

Table 1. Frequently Used Type of Code-Switching

Type of Code-Switching	Number of Comments	Percentage
Intra-sentential switching	34	73.9%
Inter-sentential switching	26	56.5%
Tag-switching	1	2.2%
Total occurrences	61	-

The table shows that intra-sentential switching is the most frequently identified type, occurring in 34 of the 46 comments. Inter-sentential switching appears in 26 comments, while tag switching occurs in only one comment. This pattern suggests that the commenters more often combine Indonesian and English within the same sentence than completely separate the two languages into different sentences.

The frequent use of intra-sentential switching can be seen in comments such as "Your bad news adalah realita hidup yang di jalani manusia lain", where an English phrase is directly combined with an Indonesian clause. Similar mixing appears in expressions such as "overwhelmed di rumah mu yang nyaman" and "speak up masalah negara." These examples show that English expressions are often inserted into Indonesian sentences without interrupting the overall flow of the comment.

Inter-sentential switching is also relatively common. It is particularly visible in comments that use English for a complete statement and then return to Indonesian to continue or explain the point. For example, the comment "I forgot that we live in the bad news" follows several Indonesian sentences, creating a clear change between the two languages.

The relatively low occurrence of tag switching is also noticeable. In the available data, expressions such as "Sadly" and "Well" function as short inserted expressions rather than longer stretches of English. This makes tag switching much less prominent than the other two types.

Therefore, the answer to RQ2 is that intra-sentential switching is the most frequently identified type in the selected YouTube comments. The result also shows that code-switching in these comments is generally integrated into the sentence itself rather than being limited to short tags.

Functions of Code-Switching

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The functional analysis applies Gumperz (1982) framework to the local meaning of each selected comment. A function was assigned by considering what the switched expression does in context—for example, whether it clarifies the preceding point, contrasts perspectives, identifies an addressee, restates a key expression, or invokes a recognizable quotation. The functions below describe the strongest interpretation supported by each excerpt; they do not imply that every switch has only one possible effect.

Message Qualification

Message qualification occurs when a switch qualifies, specifies, or develops a proposition already introduced. The switched segment should add clarification or detail to the preceding message, rather than merely repeat a word or identify the person being addressed.

Excerpt 11

> *"Lanjutkan saja hidupmu yang nyaman Mod. Tutup mata, tutup telinga, dan pura-pura semuanya baik-baik aja. No disaster, no suffering, no bad news. Toh, kalau kamu nggak melihat dan mendengarnya, berarti masalahnya memang nggak ada kan? Sesederhana itu."*

The comment sarcastically tells the addressee to continue living comfortably, close her eyes and ears, and pretend that everything is fine. The English list "No disaster, no suffering, no bad news" spells out what this pretence would entail: ignoring disasters, suffering, and bad news. The switch therefore qualifies the preceding Indonesian criticism by making the consequences of selective attention explicit. This interpretation is supported by the semantic relationship between the Indonesian statement and the English list.

Excerpt 12

> *"Nah konteks skrng itu lagi urgent banyak problems and bad news, you can't just ask people to be mindfulness but instead you could ask the people to be more aware, to act for better change and to be brave to speak up for what's right for the better future of indonesia!"*

The opening "Nah konteks skrng itu lagi urgent banyak problems and bad news" identifies the urgent situation being discussed. The English clause that follows"you can't just ask people to be mindfulness but instead you could ask the people to be more aware…" develops the point by proposing awareness and action as alternatives. The switch moves from naming the problem to qualifying the commenter's criticism of the video's advice.

Personalization versus Objectivization

Personalization versus objectivization concerns how a message is framed: personalization links an issue to a particular person's viewpoint or experience, while objectivization presents it as a condition or reality extending beyond that individual. In these excerpts, the contrast is visible in the movement from "you/for you" to "them/other people." The analysis describes the commenter's framing, not proof that all people share the same experience.

Excerpt 13

> "For you is bad news, for them? it is indeed a bad sad reality, *cukup jika content ini dibahas di circle anda saja, please.... enough is enough mba."*

The contrast between "FOR YOU" and "for them" is central to the comment. The commenter presents "bad news" as something viewed from Maudy's perspective and then contrasts it with the experience of people who are directly affected by the issues being discussed. The switch helps make this difference between individual perspective and other people's experiences more visible.

Excerpt 14

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"Your bad news adalah realita hidup yang di jalani manusia lain."

In "Your bad news adalah realita hidup yang dijalani manusia lain," the possessive "your" attaches "bad news" to the addressee's perspective, while the Indonesian clause describes it as "the lived reality of other people." The switch makes the contrast explicit within one sentence: the issue may be framed as news for one person but as lived experience for others. This example supports the function because the Indonesian clause shifts the reference from the addressee to people affected by the issue; it does not simply restate the English phrase.

Addressee Specification

Addressee specification occurs when the switch helps make clear who is being addressed. This can make a comment more direct and personal.

Excerpt 15

"For many of us, it's not just a news. It's our reality, cantik… can't ignore it."

The Indonesian word "cantik" directly addresses Maudy. Although the rest of the sentence is mainly in English, the Indonesian address term makes the target of the message clear. The switch therefore functions as addressee specification while also giving the comment a more personal tone.

Another example can be seen in:

Excerpt 16

"Kak? You're a scholarship awardee yang duitnya itu dari pajak kita? Jadi ga salah dong kalau kita minta kamu juga speak up masalah negara? Literally tone-deaf final boss"

The opening "Kak?" establishes direct address, while "You're a scholarship awardee" identifies the person being discussed. The later phrase "speak up" is inserted into an Indonesian sentence that directly asks the addressee to respond to the issue. The switching therefore helps maintain a direct connection between the commenter and Maudy throughout the comment.

Reiteration

Reiteration occurs when a speaker repeats or restates an idea in another language. In the present data, this function is especially noticeable in the repeated use of the expression "bad news," which is closely connected to the topic of the video.

Excerpt 17

"ayo belajar mindfulness ala Maudy, tarik napas dalam-dalam rasakan udara segar. oh iya berasap. I forgot that we live in the bad news."

The expression "bad news" is repeated in English, but it is placed in a different context: "we live in the bad news." The commenter takes an expression associated with the video's topic and restates it to present a different understanding of the phrase. The switch therefore does more than repeat the words; it helps the commenter restate the idea from another perspective.

Excerpt 18

"Tbh, konten kamu bener kok Maudy… bahwa as a person itu kita masih punya hope di tengah situasi berita buruk… You saw the bad news as an object, but for some people out there, they are the subject in bad news."

The commenter writes that Maudy saw "the bad news as an object," whereas for some people they are "the SUBJECT in bad news." The repeated phrase anchors the comment in the video's topic, while the object/subject contrast changes the perspective: some people can observe the issue from a distance, whereas others are positioned as living within it. Repetition therefore restates and challenges the original framing rather than merely duplicating the phrase.

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Quotation

Quotation occurs when a commenter reproduces a recognizable expression or saying to invoke meanings beyond the immediate wording. For this function, the analysis distinguishes a quoted expression used as a cultural reference from an English phrase that is simply integrated into the grammar of a sentence.

Excerpt 19

"Vibe nya 'let them eat cake' banget, gilaaaa"

The phrase "let them eat cake" is a recognizable historical and cultural reference embedded in an Indonesian sentence "Vibe-nya 'let them eat cake' banget". In this context, the commenter uses the phrase to compare the video's message with a perceived distance between a comfortable viewpoint and other people's hardships. The switch is interpreted as quotation because the phrase is invoked as a recognizable saying, not merely because it is English. This reading is grounded in the surrounding evaluative wording "vibe-nya … banget."

Excerpt 20

"They try to be in our position while being in a better place than us, lol. We got 'Jadi Perintis lebih seru dibanding pewaris' and now we got whatever this Mindfulness shit."

The Indonesian saying "Jadi Perintis lebih seru dibanding pewaris" appears inside an otherwise English comment. The commenter introduces it with "We got …" and then returns to English to continue the criticism of the video's mindfulness message. The switch is treated as quotation because the Indonesian wording is presented as a recognizable saying within the comment, allowing a local expression to carry the criticism into the English-language stretch. The excerpt does not identify the saying's exact source.

Discussion

Taken together, the findings show that Indonesian-English code-switching in the selected YouTube comments is not simply a random mixture of two languages. The commenters switch between Indonesian and English in ways that are connected to how they construct their responses, particularly when expressing criticism, disagreement, and evaluation of the issues discussed in the video.

The analysis based on Poplack shows that intra-sentential switching is the most frequently identified type, appearing in 34 of the 46 comments. This is followed by inter-sentential switching, which appears in 26 comments, while tag switching is found only once. The relatively frequent use of intra-sentential switching suggests that English expressions are often incorporated directly into Indonesian sentences rather than being used only as separate English statements. This pattern indicates that English is not necessarily used to replace Indonesian as the main language of interaction. Instead, English expressions are inserted into Indonesian discourse when particular words or phrases are considered useful for expressing the commenters' intended meaning.

The Gumperz analysis adds another layer to these findings. The switches are used to clarify a point, highlight differences between personal and collective experiences, directly address Maudy, repeat important expressions, and introduce quotations or cultural references. These functions show that code-switching is related to the communicative work performed by the comments. More importantly, the combination of Poplack and Gumperz analyses reveals that the commenters' language choices are not only structural but also connected to how they position themselves toward the content of the video.

One important reason for the use of code-switching is the need to preserve or emphasize particular concepts associated with the discourse of the video. Expressions such as "bad news," "mindfulness," "reality," "speak up," and "tone deaf" carry meanings that may be more specific or recognizable in English. By retaining these expressions while providing explanations or criticism in Indonesian, commenters can respond to the original terminology

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without completely replacing it with Indonesian equivalents. In this sense, code-switching allows the commenters to maintain a connection with the discourse being discussed while simultaneously reframing it from their own perspective.

The findings also indicate that code-switching can function as a resource for strengthening critical stance. When an English expression is inserted into an otherwise Indonesian comment, the switch can make a particular evaluation more salient. For example, expressions such as "tone deaf" can provide a concise way of evaluating a perceived mismatch between the message of the video and the commenters' understanding of social realities. The use of such expressions therefore does not merely add linguistic variation; it can help commenters formulate a sharper evaluation of the issue they are discussing.

Another reason for code-switching can be seen in the relationship between personal experience and wider social reality. Several comments contrast individual experiences with collective conditions, and switching between Indonesian and English allows commenters to organize these contrasts within the same comment. Indonesian is generally used to explain experiences, events, or conditions in the local context, while English expressions may be used to label, emphasize, or summarize particular ideas. The switching therefore helps commenters connect their personal or local experiences to broader concepts discussed in the video.

The findings further suggest that code-switching can help commenters negotiate their position as audience members. Rather than simply accepting the message presented in the video, commenters use English expressions to engage with, reinterpret, and sometimes challenge the concepts introduced by the speaker. This is particularly visible when English expressions from the video or related discourse are repeated in critical comments. Reusing these expressions allows commenters to address the original message directly while changing their function from explanation or reflection into evaluation and criticism. Thus, code-switching becomes part of the interaction between the content creator and the audience.

From a critical perspective, these patterns suggest that code-switching in the selected comments is connected to the commenters' attempt to make their criticism more precise, recognizable, and contextually meaningful. The commenters do not switch languages only because they lack an Indonesian equivalent. Instead, the analysis indicates that certain English expressions are selected because they help them refer to concepts from the original discourse, emphasize an evaluation, or frame their experiences in relation to the topic under discussion. Code-switching therefore becomes a communicative resource through which commenters negotiate meaning and express their stance toward the social issues raised in the video.

Overall, the findings suggest that code-switching in these YouTube comments serves both structural and communicative purposes. Poplack framework helps identify how Indonesian and English are combined, while Gumperz framework helps explain what communicative functions these switches perform. When the two analyses are considered together, a further pattern becomes visible: code-switching is also related to why commenters choose particular linguistic resources when constructing criticism. It allows them to retain concepts from the original discourse, emphasize evaluations, connect personal experiences with wider social realities, and position themselves critically toward the message being discussed. The two frameworks therefore complement each other: Poplack describes the form of the switching, Gumperz explains the function of the switching, and their combined analysis provides a basis for interpreting the role of code-switching in the construction of audience criticism.

CONCLUSION

This study examined the types and communicative functions of Indonesian-English code-switching in 46 YouTube comments responding to Maudy Ayunda's video *"Mindfulness in the Age of Bad News."* Using Poplack (1980) framework, three types were identified: intra-sentential, inter-sentential, and tag switching. Intra-sentential switching was the most frequent, indicating that commenters commonly combined both languages within sentences to express evaluations, criticism, and personal positions. Based on Gumperz (1982)

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framework, five communicative functions were identified: message qualification, personalization versus objectivization, addressee specification, reiteration, and quotation. These functions show that code-switching helps clarify messages, express perspectives, direct criticism, reinforce ideas, and introduce other voices. Language choices also enabled commenters to connect the video's discussion of bad news and social inequality with broader social realities. This study highlights code-switching as a communicative resource in digital discourse. However, its findings are limited to 46 comments from one YouTube video. Future research could examine more videos, platforms, topics, and audiences to explore how contextual factors influence code-switching practices.

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DECLARATION

Author Contributions: Juni Ana Gea took the lead in establishing the research objectives, designing the methodology, collecting and classifying the data, conducting the analysis, and writing the initial manuscript. Raya Sahati Rambe contributed to the examination of code-switching categories, interpretation of the findings, and critical evaluation of the research procedures. Nestaria Br Tarigan participated in data organization, contextual analysis, and verification of the identified communicative functions. Rahmadsyah Rangkuti provided academic supervision, theoretical direction, methodological feedback, and substantial revisions to the manuscript. All authors contributed to the final review and approved the submitted version.

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Ethical Approval: This research examined publicly accessible YouTube comments and did not involve direct interaction with human participants or the collection of private information. The analysis focused on linguistic expressions and communicative functions in publicly available textual content. Formal ethical approval was therefore not required.

Informed Consent: Informed consent was not applicable because the study relied on existing publicly accessible YouTube comments rather than direct participation, interviews, or questionnaire responses. The analysis was limited to the linguistic content relevant to the research objectives.

Use of Generative AI: Generative AI applications were utilized to support language polishing, grammatical accuracy, and improvements in academic expression. The selection and classification of code-switching data, application of Poplack's and Gumperz's theoretical frameworks, interpretation of communicative functions, and formulation of research conclusions were undertaken by the authors. All AI-assisted language suggestions were checked and revised by the authors, who retain full responsibility for the originality, accuracy, and integrity of the manuscript.

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