

Code-Switching Used by Felicia Putri Tjiasaka and Timothy Ronald on YouTube Videos on Crypto Investment

Samuel Yosafat Wibisono

English Department, Faculty of Humanities and Creative Industries, Petra Christian University,
Siwalankerto 121-131, Surabaya 60236, INDONESIA
Email: a11220053@john.petra.ac.id

ABSTRACT

This study examines code-switching patterns used by Indonesian finance influencers Felicia Putri Tjiasaka and Timothy Ronald in their YouTube videos on crypto investment. Drawing on Hoffmann's (1991) framework, it analyzes their bilingual linguistic repertoire through intra-sentential, inter-sentential, and emblematic switching. Qualitative analysis of transcribed videos revealed that intra-sentential switching dominates (92.47% for Felicia, 95.79% for Timothy). Felicia employs code-switching to foster engagement and relatability, blending Indonesian with English for audience closeness. Conversely, Timothy uses English technical terms to enhance clarity, accuracy, and professional credibility in financial explanations. While both heavily utilize code-switching, their strategies diverge: engagement versus expertise. These findings highlight code-switching as a strategic tool for personal branding and effective bilingual communication in digital crypto investment education on YouTube.

Keywords: bilingual, code-switching, crypto investment, linguistic repertoire, YouTube

INTRODUCTION

In the digital era, multilingualism has become increasingly prevalent among Indonesian speakers, who frequently blend their native language with English across communication contexts. This phenomenon manifests prominently on social media platforms like YouTube, where influencers leverage bilingual strategies to engage diverse audiences. Code-switching, the alternate use of two languages within the same conversation or sentence (Hoffmann, 1991, p. 110), serves not merely as linguistic flexibility but as a deliberate communicative tool reflecting speakers' social identity, linguistic repertoire, and professional branding.

This study specifically examines code-switching patterns employed by two prominent Indonesian finance influencers, Felicia Putri Tjiasaka and Timothy Ronald, in their YouTube videos on cryptocurrency investment. Guided by Hoffmann's (1991) typology, which categorizes switching as intra-sentential, inter-sentential, and emblematic, the analysis explores how these influencers activate their bilingual linguistic repertoire (Gumperz, 1964). Linguistic repertoire encompasses the full range of language varieties available to speakers for socially meaningful interaction, enabling strategic shifts to emphasize messages, adapt to audiences, or convey expertise.

Previous studies have investigated code-switching in educational settings, such as EFL pharmacy classes where intra-sentential switching predominated among female students (Kenzo Akbar et al., 2024), and literary contexts like the novel *Biru Pada Januari*, which highlighted inter-sentential switching for emotional expression (Nerdi et al., 2022, p. 7). However, these works overlook digital financial discourse on platforms like YouTube, Indonesia's second-most-used social media site with over 139 million active users (Kemp, 2024). This research fills that gap by comparing

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the influencers' strategies in videos such as Felicia's "Investasi Crypto Dari Nol" (2021) and Timothy's "Investasi Crypto Dari Nol Untuk Pemula" (2023).

By analyzing transcriptions from these monologue videos, the study reveals how Felicia prioritizes audience engagement through relatable blends, while Timothy emphasizes professional credibility via technical English terms. As co-founders of platforms like Ternak Uang (Singgih, 2021), their practices underscore code-switching as a symbolic resource in digital financial education, contributing fresh insights into bilingual communication, personal branding, and multilingualism in Indonesia's expansive online ecosystem.

METHOD

For this study, the writer used a qualitative approach. The data was collected from two YouTube videos: *Investasi Crypto Dari Nol* by Felicia Putri Tjiasaka (Tjiasaka, 2021) and *Investasi Crypto Dari Nol Untuk Pemula* by Timothy Ronald (Ronald, 2023). The writer copied video links into YouTube to Transcript, downloaded full transcripts, and rechecked accuracy against original videos (14:43 and 25:18 durations). Every utterance containing code-switching was identified, numbered chronologically (F1, F2 for Felicia; T1, T2 for Timothy), and unrelated content excluded. The writer analyzed utterances based on the classification of code-switching types proposed by Hoffmann (1991).

FINDINGS AND DISCUSSION

This section summarizes code-switching patterns for both speakers using Hoffmann's (1991) classification. Timothy Ronald used more code-switching overall (119 instances) than Felicia Putri Tjiasaka (93 instances). Both predominantly used intra-sentential switching and employed all three types, though minimally for inter-sentential and emblematic.

Types of Code-Switching used by Felicia Putri Tjiasaka

Intra-Sentential Switching

Felicia Putri Tjiasaka predominantly used intra-sentential switching within single sentences.

Intra-Sentential Switching

Felicia Putri Tjiasaka used intra-sentential switching 86 times (92.47%) out of all sentences in the video, making it the most used type.

Example 1

Data F11

"Dulu yang namanya diversifikasi tuh yah emas sama US dollar, tapi sekarang I think crypto tuh udah termasuk."

("Previously, diversification was gold and the US dollar, but now I think crypto is included.")

This sentence is classified as intra-sentential switching because she inserts the English phrase "I think" within an Indonesian sentence. The switch expresses her personal opinion about diversification including crypto, used naturally between Indonesian words.

Example 2

Data F14

"Ok mari kita mulai. Like always, step yang pertama selalu buka rekening crypto dulu."

("Ok let's start. Like always, the first step is always to open a crypto account.")

This example shows intra-sentential switching with English "like always, step" combined in one sentence with Indonesian. She uses these words to indicate her usual first step and invite audiences to follow her instructions.

Inter-Sentential Switching

Inter-sentential switching occurs between complete sentences in different languages, each grammatically correct in its dominant language (Hoffmann, 1991). In Felicia Putri Tjiasaka's speech, this was the least frequent type with only 1 instance (1.075%) out of 93 total utterances.

Example 1

Data F13

"Ini yang aku ngerti tentang crypto so far. Please correct me if I'm wrong yah."

("This is what I understand about crypto so far. Please correct me if I'm wrong.")

According to Hoffmann (1991), this shows inter-sentential switching between two complete sentences. Felicia starts with an Indonesian sentence to introduce her crypto explanation, then switches to English "Please correct me if I'm wrong yah" to engage the audience interactively. This demonstrates her language skill, creates a structured conversational tone, and hooks viewers by inviting corrections while making communication clearer and more relatable.

Emblematic Switching

Inserting phrases or words related to expressions, greetings, or feelings from one language into sentences in another is known as emblematic code-switching. This type shows expressive, emphatic, or social meaning but is not structurally required (Hoffmann, 1991). These often appear as discourse markers, tags, greetings, or interjections. There are six instances of emblematic switching (6.45%) out of all identified utterances in Felicia Putri Tjiasaka's video.

Example 1

Data F5

"Taro 10 jt, hari ini, guess what. Uangnya udah jadi 1,25 miliar."

("I put 10 million, and today, guess what, the money has become 1.25 billion.")

Felicia Putri Tjiasaka uses "guess what" to create a dramatic effect and engage the audience. This emblematic switch builds curiosity rather than providing information.

Example 2

Data F64

"Kalau misalnya temen-temen ada yang lebih ngerti technical ato flow atau mungkin fundamental, yah go for it."

("If you understand the technical or flow or fundamental, go for it.")

The phrase "go for it" provides positivity and encouragement. This emblematic switch maintains informal tone and audience attention through familiar English expressions.

Types of Code-Switching used by Timothy Ronald

Timothy Ronald also predominantly used intra-sentential switching (114 times, 95.79%), followed by inter-sentential (3 times, 2.52%) and emblematic switching (2 times, 1.68%) out of 119 total utterances (Table 4.2).

Intra-Sentential Switching

Intra-sentential switching was Timothy Ronald's most frequent type at 114 instances (95.79%), embedding English financial terms within Indonesian sentences for precision and clarity.

Example 1

Data T9

"BlackRock adalah sebuah perusahaan institusi ya, asset manager dengan aset itu 10 triliun US Dollar."

("BlackRock is an institutional company, an asset manager with assets worth 10 trillion US dollars.")

Timothy Ronald inserts English terms "asset manager" and "US Dollar" into the Indonesian structure. This demonstrates his use of precise financial terminology commonly known internationally.

Example 2

Data T19

"Jadi gua walk the talk, yang gua ajarin itu adalah yang gua praktikin sendiri."

("So I walk the talk, what I teach is what I practice myself.")

The English idiom "walk the talk" is embedded in an Indonesian sentence, showing Timothy Ronald's command of business idioms to emphasize credibility and make his teaching relatable to finance audiences.

Inter-Sentential Switching

Timothy Ronald used inter-sentential switching 3 times (2.52%), less frequent than intra-sentential, switching from Indonesian explanations to English quotes for clarity.

Example 1

Data T47

"Tapi kalian bisa lihat abstraknya: 'A purely peer-to-peer version of electronic cash would allow online payments to be sent directly from one party to another without going through a financial institution.'"

("But you can see the abstract: 'A purely peer-to-peer version of electronic cash would allow online payments to be sent directly from one party to another without going through a financial institution.'")

Timothy Ronald begins with Indonesian "Kalian bisa lihat abstraknya" then switches to the complete English Bitcoin White Paper quotation. This inter-sentential switching (Hoffmann, 1991) occurs between two sentences for authenticity.

Example 2

Data T91 (Inter-sentential Switching)

"Uang yang gua taruh di exchange hanya uang kecil. Gua menyimpan aset gua secara self-custody. Ada pepatah di industri cryptocurrency: 'Not your keys, not your coins.'"

("The money I put on the exchange is only a small amount. I keep my assets in self-custody. There's a saying in the cryptocurrency industry: 'Not your keys, not your coins.'")

Timothy Ronald explains in Indonesian then quotes the cryptocurrency industry phrase in English, emphasizing accepted ideas and adding industry emphasis (Hoffmann, 1991).

Emblematic Switching

Emblematic switching involves tags, interjections, and fixed expressions for expressive purposes (Hoffmann, 1991). Timothy Ronald used this type twice (1.68%) of total code-switching instances.

Example 1

Data T88

"Okay, kita pakai limit order saja. Kita antre di harga yang tersedia."

("Okay, let's just use a limit order. We queue at the available price.")

"Okay" serves as an emblematic tag ending the Indonesian sentence. It reflects Timothy Ronald's straightforward style, inviting agreement and softening his instructional tone.

Example 2

Data T87

"Okay... Oh, ternyata market order tidak tersedia."

("Okay... Oh, it turns out market orders aren't available.")

"Okay" and "oh" function as conversational markers expressing attitude. These emblematic switches create a relaxed educational tone (Hoffmann, 1991).

Similarities and differences in Code-Switching used by Felicia Putri Tjiasaka and Timothy Ronald in their Respective YouTube videos

This section discusses the similarities and differences the writer finds between the code-switching types used by Felicia Putri Tjiasaka and Timothy Ronald while discussing the same topic of crypto investment. The writer provides Table 4.3 above as a summary table of these similarities and differences.

Similarities between Felicia Putri Tjiasaka and Timothy Ronald

Both Felicia Putri Tjiasaka and Timothy Ronald show a similar pattern of code-switching behavior in their videos, especially in the frequent use of intra-sentential switching. In both cases, Indonesian is used as the dominant language, while English is inserted within the sentence to emphasize certain ideas, terms, or expressions. Both speakers used English as a communicative tool to deliver some messages clearly and engagingly.

Differences between Felicia Putri Tjiasaka and Timothy Ronald

Felicia Putri Tjiasaka used 86 intra-sentential switching (92.47%), one inter-sentential switching (1.075%), and six emblematic switching (6.45%), with a total of 93 sentences containing code switching. Meanwhile, Timothy Ronald used 114 times intra-sentential switching (95.79%),

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three times inter-sentential switching (2.52%), and two times emblematic switching (1.68%), with a total of 119 sentences containing code-switching.

Felicia Putri Tjiasaka's code-switching served expressive and relational purposes with phrases like "guess what" and "go for it". In contrast, Timothy Ronald's code-switching reflected accuracy with technical terms like "asset class" and "blockchain" to support his role as a financial educator.

CONCLUSION

In conclusion, this study analyzes the use of code-switching by Felicia Putri Tjiasaka and Timothy Ronald, focusing on the types of code-switching used in their YouTube videos on cryptocurrency investment. The purpose was to examine similarities and differences between their patterns using Hoffmann's (1991) theory and linguistic repertoire concepts from Holmes (2013).

Data from *Investasi Crypto Dari Nol* by Felicia Putri Tjiasaka and *Investasi Crypto Dari Nol Untuk Pemula* by Timothy Ronald showed Felicia used code-switching 93 times and Timothy 119 times. Qualitative analysis following Creswell and Creswell (2018) with "qualitizing data" (Dörnyei, 2007) revealed both predominantly used intra-sentential switching.

Felicia used more emblematic switching (6.45%) while Timothy used more inter-sentential switching (2.52%). These patterns reflect Felicia's expressive style versus Timothy's technical precision. Code-switching serves as a strategic communication tool aligning with personal branding.

Future research could explore age, gender factors or code-switching patterns among influencers in other fields.

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