ABSTRACT

Code-switching in vlogs becomes something common. There are many YouTubers who have gained nearly one million subscribers. The YouTubers often use code-switching while hosting their vlogs. This study examined code-switching used by two YouTubers, Andovi and Jovial Da Lopez, in their vlogs. It focuses on the types of code-switching using Whardhaugh theory and the reasons for the use of code-switching using Janet Holmes’ theory. As the data of analysis, the writer chose four vlogs that conducted in both bahasa Indonesia and English. These four vlogs were chosen because the viewers of each vlog have gained more than 500,000 viewers. This study found that the use of metaphorical code-switching occurred more often because the participants of the chosen vlogs are not various. Furthermore, both YouTubers tended to switch their language in order to discuss a particular topic. In other words, they were more comfortable using a language rather than another to talk about one topic.

Keywords: code-switching, vlogs, viewers, YouTubers.