

CODE-SWITCHING IN HOLOLIVE INDONESIA'S ENGLISH STREAMS OF AIRANI IOFIFTEEN

SKRIPSI



Presented to
IKIP PGRI Bojonegoro
in partial fulfilment of the requirements
for the degree of Sarjana in English Education

BY:
Dika Ferdyan Putra
NIM 21120009

**ENGLISH EDUCATION DEPARTMENT
FACULTY OF LANGUAGE AND ARTS EDUCATION
IKIP PGRI BOJONEGORO
2025**

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MOTTO

“Kamu tidak harus hebat untuk memulai, tapi kamu harus memulai untuk menjadi hebat.”

(Zig Ziglar, 1975)

"Saya belajar bahwa keberanian bukanlah ketiadaan rasa takut, tetapi kemenangan atasnya. Orang pemberani bukanlah dia yang tidak merasa takut, tetapi dia yang menaklukkan rasa takut itu."

(Nelson Mandela, 1994)

ACKNOWLEDGEMENT

All praise and gratitude are extended to Allah SWT for the boundless mercy, blessings, and guidance that have made the completion of this thesis possible. The author acknowledges that this entire process was completed smoothly only through His strength and grace. This thesis is submitted in partial fulfillment of the requirements for the Bachelor of Education degree at IKIP PGRI Bojonegoro.

On this occasion, the author wishes to express profound gratitude to the following individuals and groups for their invaluable contributions:

1. Dr. Junarti, M.Pd., the Rector of IKIP PGRI Bojonegoro, for providing the opportunity, facilities, and unwavering support throughout my academic journey.
2. Dr. Cahyo Hasanudin, M.Pd., the Dean of the Faculty of Language and Arts Education (FPBS), for his continuous motivation and for fostering an encouraging academic environment for all students.
3. Head of English Language Education Program, Mrs. Ayu Fitrianingsih, M.Pd., that empower and gives continuous motivation to me to finish my study in time.
4. My supervisors, Mrs. Meiga Ratih Tirtanawati, M.Pd., and Mrs. Chyntia Heru Woro Prastiwi, M.Pd. I am deeply indebted to them for their patient and meticulous guidance, insightful advice, and constant direction during the preparation of this work. The knowledge they imparted has been an invaluable asset.

5. All the lecturers of the English Education Study Program at IKIP PGRI Bojonegoro. Thank you for generously sharing your knowledge, experience, and inspiration throughout my studies. Each lesson provided a crucial foundation for this academic endeavor.
6. My beloved parents, Bambang Irawan and Maria Yuliana. No words can express my gratitude for your unending love, prayers, sacrifices, and unwavering support. I pray that Allah SWT grants you both enduring health, blessings, and happiness.
7. My friends and classmates in the English Education Study Program. Especially Ludfi Anggraeni, for the help and encouragement. Thank you for the camaraderie, enthusiasm, and positive energy you shared. I wish you all success in your future endeavors.
8. All other parties who have offered their help and support, both directly and indirectly. Your assistance was deeply meaningful to me.

Lastly, the author is conscious that this thesis is not perfect. As such, positive feedback and improvements are desired in the future. I hope that this thesis may be useful to all the readers.

Bojonegoro, 10 July 2025

Dika Ferdyan Putra

STATEMENT OF AUTHENTICITY

I, the undersigned below:

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In order to uphold academic integrity, sincerely and without coercion from any parties, I hereby declare that the thesis entitled:

CODE-SWITCHING IN HOLOLIVE INDONESIA'S ENGLISH STREAMS OF AIRANI IOFIFTEEN

Is the result of my own original work, and all sources of information used have been clearly cited in the reference list according to the scientific and academic code of ethics. I am aware that if any violations of scholarly ethics regarding to the authenticity of this work are found, **I personally** accept the consequences in accordance with the applicable regulations and am prepared to bear legal sanctions.

Bojonegoro, 17 Juli 2025



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ABSTRAK

Putra, Dika Ferdyawan. (2025). "Code-switching in Hololive Indonesia's English Streams of Airani Iofifteen". Skripsi. Program Studi Pendidikan Bahasa Inggris. Fakultas Pendidikan Bahasa dan Seni. IKIP PGRI Bojonegoro. Pembimbing I Meiga Ratih Tirtanawati, S.Pd, M.Pd., Pembimbing II Chyntia Heru Woro Prastiwi., S.Pd., M.Pd.

Kata Kunci: Alih Kode, VTuber, Hololive Indonesia, Manajemen Audiens, Konstruksi Persona.

Penelitian ini mengkaji fenomena alih kode pada siaran langsung Virtual YouTuber (VTuber) Hololive Indonesia, Airani Iofifteen. Dalam lanskap media digital global, praktik linguistik seperti alih kode menjadi strategi komunikasi krusial bagi kreator multibahasa untuk berinteraksi dengan audiens yang beragam dan membentuk identitas bikultural. Rumusan masalah penelitian ini berfokus pada dua pertanyaan utama: mengidentifikasi jenis alih kode yang dominan digunakan oleh Iofifteen, dan menganalisis motivasi sosialnya sebagai strategi akomodatif untuk mengelola hubungan dengan audiensnya yang beragam. Metode yang digunakan adalah pendekatan kualitatif deskriptif. Data bersumber dari transkrip video siaran langsung Iofifteen di YouTube dan dianalisis menggunakan klasifikasi tipologis alih kode serta Teori Akomodasi Komunikasi (CAT) untuk menginterpretasikan fungsi sosialnya. Hasil penelitian menunjukkan alih kode intrasentensial sebagai jenis yang paling dominan (68.42%), menandakan kompetensi bilingual tingkat tinggi. Secara fungsional, alih kode digunakan sebagai strategi konvergensi untuk membangun kedekatan dengan audiens dan sebagai "divergensi positif" untuk menampilkan persona bicultural. Disimpulkan bahwa bagi Iofifteen, alih kode adalah kompetensi profesional yang esensial. Praktik ini menjadi alat inti untuk menampilkan persona yang otentik, mengelola audiens global, dan membangun merek pribadi yang sukses di media digital.

ABSTRACT

Putra, Dika Ferdyawan. (2025). "Code-switching in Hololive Indonesia's English Streams of Airani Iofifteen". Skripsi. English Language Education Study Program. Faculty of Language and Arts Education. IKIP PGRI Bojonegoro. Advisor I Meiga Ratih Tirtanawati, S.Pd, M.Pd., Advisor II Chyntia Heru Woro Prastiwi., S.Pd., M.Pd.

Keywords: Code-Switching, VTuber, Hololive Indonesia, Audience Management, Persona Construction.

This research investigates the phenomenon of code-switching in the live streams of Hololive Indonesia's Virtual YouTuber (VTuber), Airani Iofifteen. In the global digital media landscape, linguistic practices like code-switching are crucial communication strategies for multilingual creators to interact with diverse audiences and shape a bicultural identity. This research focuses on two main questions: identifying the dominant types of code-switching used by Iofifteen, and analyzing its social motivations as an accommodative strategy to manage relationships with her diverse audience. The method used is a descriptive qualitative approach. Data was sourced from transcripts of Iofifteen's live stream videos on YouTube and analyzed using a typological classification of code-switching and Communication Accommodation Theory (CAT) to interpret its social functions. The findings show that intra-sentential switching is the most dominant type (68.42%), indicating high-level bilingual competence. Functionally, code-switching is used as a convergence strategy to build rapport with the audience and as "positive divergence" to perform a bicultural persona. It is concluded that for Iofifteen, code-switching is an essential professional competency. This practice serves as a core tool for performing an authentic persona, managing a global audience, and building a successful personal brand in digital media.

PREFACE

All praise and gratitude the author offers to God Almighty, for His abundant mercy and grace have made it possible for the author to complete this thesis, entitled **"Code-Switching in Hololive Indonesia's English Streams of Airani Iofifteen."**

This thesis is submitted in partial fulfillment of the requirements for the Bachelor of English Education degree at IKIP PGRI Bojonegoro. The author's research journey was born from a fascination with the world of Virtual YouTubers (VTubers) and how figures like Airani Iofifteen act as modern cultural ambassadors. It struck the author that her skillful code-switching was more than a linguistic quirk; it was a strategy to build a global community, a phenomenon the author felt was critically underappreciated in academic discourse.

In completing this work, the author has been fortunate to receive support from many individuals. The author would like to express their deepest gratitude to his supervisor Mrs. Meiga Ratih Tirtanawati, M.Pd. and Mrs. Chyntia Heru Woro Prastiwi, M.Pd., for their invaluable guidance, patience, and expertise, which challenged the author to deepen their analysis at every turn.

The author realizes that this thesis is far from perfect, but it is the author's sincere hope that it offers a valuable contribution to our understanding of language, identity, and community in our increasingly digital world. The author offers it to the reader with humility and gratitude.

Bojonegoro, 10 July 2025

Author

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CHAPTER 1

INTRODUCTION

A. Background of Study

Code switching is the switching from one or more language or language variety to the other one in the conversation. Bilingual or multilingual speakers use this phenomenon often, depending on social, audience, and topic of subject matter for switching codes. Herk (2012) explains that code switching can happen between sentences (inter-sentential), within a sentence (intra-sentential), and tag switching (the insertion of one language's tags into another).

Code switching has a lot of motivations. Wardhaugh (2010) blames situational factors and the language purpose. As an example, they could change the language they speak to reflect their interlocutor's linguistic preferences, or in order to convey some cultural nuances. Additionally, according to Romaine as cited in Wijaya (2022), code switching is a communicative strategy for speakers of different linguistics who are influenced towards greater understanding of one another. According to the research, code switching has several functions in communications. For example, it is used as a pragmatic means of effective interaction where speakers can better understand and help assist their audience get a better understanding of the information (Hanafiah et al., 2021). Research on Makassar college students showed that intra-sentential code switching was the most typical type uttered by bilingual speakers, depending on social environment, and language proficiency (Hanafiah et al., 2021). This adaptability is essential in multicultural societies where multiple languages coexist.

Virtual YouTubers, or VTubers as they're dubbed, are perhaps a unique confluence of technology and entertainment that bring digital avatars to life in the hands of creative people. According to Erbentraut (2022), a virtual YouTuber is someone who streams live or creates videos in which that person is using the look of a fictional character in the video rather than their own. Sometime around 2016, it emerged from Japan, becoming a new kind of live streaming, gaming and interactive audience participation content creation that is gaining popularity as the latest Internet phenomenon. VTubers communicate with people and people on YouTube and Twitch and they use the motion capture technology so that they can animate their avatars in real time. There are now several agencies, including Hololive, buoyed by the rise of VTubers. One example is Hololive Indonesia which brands its virtual talent with culture and language, making it more relatable and viewable for viewers and the audience (Rimbawati & Putra, 2022).

Hololive Indonesia is a part of Hololive Production, a major VTuber agency across the globe, which has become quite popular since 2020. This branch was created for Indonesia speaking audiences so fans can connect with their culture in virtual entertainment. In April 2020, Hololive Indonesia debuted its first generation in which characters who were not only entertaining but also embodying the Indonesian cultural elements came. Since then, the agency has grown into multiple generations that have all helped catapult VTubers in Indonesia. Part of what makes Hololive Indonesia so successful is its clever character design which often features Indonesian culture. For example, most VTubers from this agency have traditional wardrobe and cultural symbols which can be understood by indigenous audiences.

Research shows that by visual representation, how fans identify characters in these shows through pride and belonging in the community is being encouraged (Rimbawati & Putra, 2022). With traditional motifs, such as batik patterns, as well as the traditional accessories, Hololive Indonesia not only entertains, but also educates their viewers of Indonesia heritage. Since users are interacting with several different audiences, code switching became a thing. These days, the success of virtual communities is so easy, even gaming and streaming platforms have become something so common that it is celebrated. You can also see this trend in platforms like Hololive Indonesia where streamers often interject Indonesian and English as it communicates to their audience as well as attempting to use it to reach their audience without compromising the cultural significance (Liman, 2023).

Airani Iofifteen, known affectionately by her fans as "Iofi", is a VTuber from Hololive Indonesia, making her debut on April 12, 2020. On top of this, her character, an alien princess who has come to Earth to explore human culture, is incredibly fun and whimsical, it makes her streams even more interesting. Although Iofi speaks Indonesian, Japanese, English, German, Korean, and something she jokingly calls 'Alienish,' she's multilingual. The diversity in this language, however, not only helps her have better interaction with fans, but also helps her produce content that strikes a chord with a larger audience. Iofi's artistic talent is one of the standout features of Iofi's content. On her streams, she draws and teaches viewers how to draw while also drawing fan art of other Hololive streamers. She also is into art and many other games, especially gacha and rhythm games, and frequently streams with other VTubers in group streams called "Area 15" with Moona

Hoshinova and Ayunda Risu.. She's able to balance humor with heartfelt moments, and entertain her fans at such a level of deep intimacy that makes each stream a different experience. Since VTubers' popularity is growing around the world, Iofi is a good example of how virtual personalities can form significant connections through experiences and cultural representation (Rimbawati & Putra, 2022).

The title "**Code-Switching in Hololive Indonesia's English Streams of Airani Iofifteen**" was chosen to explore the fascinating phenomenon of code-switching as it occurs in the dynamic world of VTubers, particularly focusing on Airani Iofifteen. The act of switching languages or dialects between two languages or dialects specially, but not to exclude the entire speech within a conversation, is code switching and this is a common activity among the communities that speak more than one language or dialect. With VTubers like Iofi, who have a diverse audience, it could be interesting to know how and why she shifts between language(s) in stream to understand their strategies of communication and cultural presentations. In fact, this is quite indicative for Indonesia, since many VTubers tend to communicate with Indonesian fans as well as with fans internationally using Bahasa Indonesia as well as in English (Salsabila & Imperiani, 2022).

Airani Iofifteen is an ideal case study to study this kind of code switching since she has been collaborating often with her audience through both Indonesian and English. But with the element of humour added in, as well as cultural references, her streams are entertaining and relatable, which her character's playful alien persona allows her to play on. By analyzing her language, researchers can parse out her patterns of code switching, when, for example, she uses English for

certain topics or for certain points. In fact, past research about VTubers (Heda & Ena, 2021) has demonstrated that they tend to switch languages in order to facilitate engagement and to clarify meaning — which could be particularly helpful in games where the terminology differs from language to language. In addition, Iofi's code switching practices can help understand the larger sociolinguistic trends of the VTuber community. As more Indonesian VTubers are being produced, it becomes more and more important to understand how they overcome the language barrier while keeping their cultural identity. The findings of this research also advance the academic discussion of code-switching and identify the VTubers as cultural ambassadors that facilitate the gaps between different linguistic and cultural practices.

Despite the fact that there is a growing body of literature already on code switching, Their use in Indonesian Virtual Youtubers remains highly underappreciated in specifics. This study will focus on Airani Iofifteen's English streams and explore how code switching is acting as a tool for the improving and maintaining connection as well as an extension and reformulation of identity in the present digital age.

B. Formulation of the Problems

Code switching is an important communication strategy for VTubers like Airani Iofifteen. Her English streams that alternate from English to Indonesian not only bridges linguistics, they also create her online persona. Nevertheless, several questions arise in relation to how such practice works and what it tells us about language in the use of that space.

1. What types of code-switching are prevalent in Airani Iofifteen's English streams?
2. How does Iofifteen's strategically use code-switching as an accommodative strategy to manage her social relationship with her audience?

C. Objectives of the Study

This study is about the phenomena of code switching regarding VTuber content in this case Airani Iofifteen's English Streams. The objectives of this research are:

1. To identify and categorize types of code-switching in Airani Iofifteen's English streams.
2. To investigate Iofifteen's social motivations behind code-switching.

D. Significance of the Study

After this research, the researcher hopes that the outcomes of this study will have the positive impact described below:

1. Theoretical Significance

Through a study of code switching in Hololive Indonesia's English streams, especially on Airani Iofifteen, this enriches sociolinguistic theory by showing bilingual speakers navigate their linguistic environments in digital contexts. Taking off from existing frameworks, it shows how code-switching functions as a linguistic strategy for identity expression and audience engagement but also as a manifestation of linguistic competence and cognitive flexibility. The research sheds light on the motivations and functions of code-switching in this special context by investigating it according to the structure of bilingualism

and by revealing the relationship between language and cultural identity in online spaces.

2. Practical Significance

a. Researchers

This research represents just the beginning of questioning the ways language reflects, shapes, and creates social reality using everyday digital communication. It encourages further examination of the use of code switching in other social media realms, or in other demographics. Moreover, it facilitates an analysis of language use in the virtual setting, a development becoming more and more important in the digital world.

b. Readers

This study is of interest to general readers who would like to learn more about contemporary language among Indonesian VTubers. It explains exactly how language changes when there are technological advancements and cultural shifts, which makes it valuable to anybody who wishes to know how communication works currently.

E. Definition of Terminologies

1. Code-Switching

According to Grosjean (2010), In code switching, bilinguals use speech which fluctuates between languages. It's not a 'random mixing of languages' it follows certain rules of grammar and sociality. There are many reasons bilinguals code switch: to signal transition of topic; to highlight or clarify a point; to express affect; to accommodate the language sophistication of

conversational partners. García (2012), describes it as the integrated use of multiple linguistic codes for effective communication in multilingual environments. To add to these, Code switching is the switching between two or more language, dialect or language varieties within the same interaction or between different situations. It performs different functions to represent cultural identity, one social context, or to improve communication clarity.

2. Vtubers

Virtual YouTubers (VTubers) refers to a type of digital entertainment in which people use computer generated avatars to interact with audiences as content creators via live streams or pre recorded videos found on platforms such as YouTube and Twitch. Berryman (2021) notes that VTubers represent a new entertainment medium which combines motion capture technology, allowing for real time avatar animation to build immersive virtual experiences. Specifically, a Virtual YouTuber (VTuber) is described by Ferreira et al. (2022) as an online entertainer using a virtual avatar using computer graphics. Real time motion capture software or technology is a common tool used to perform recordings of movements so that the digital character is interactive and lifelike during live streams. In addition to these, VTubers are creators who use technology to create content while embodied by fantastical or stylized characters, with a kind of anonymity, creativity and interactive entertainment that gives them the ability to explore identity and provide a booming form of digital escapism for viewers.

3. Communication Accomodation Theory

Within Communication Accommodation Theory (CAT), convergence and divergence are two primary, opposing strategies that speakers use to manage social distance in interaction. **Convergence** is the process where individuals adjust their communicative behaviors—such as speech rate, accent, vocabulary, and language choice—to become more similar to their conversational partner, often motivated by a desire for social approval, communicative efficiency, and to signal solidarity. As outlined in comprehensive reviews of the theory, this strategy reduces social distance and is typically evaluated positively when perceived as genuine (Giles, 2016). Conversely, **divergence** is the strategy of accentuating communicative differences to emphasize distinctiveness between oneself and others, which serves to maintain a unique social identity or underscore group membership (Dragojevic, Gasiorek, & Giles, 2016). Divergence increases social distance and can be a way to assert cultural heritage or signal that one does not wish to be part of the interlocutor's group.