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Code-Switching and Code-Mixing in Maudy Ayunda's Instagram Posts: A Sociolinguistic Analysis

Putjah Aisyah Fadhillah[1], Ali Akbarjono[2]
[1][2] Universitas Islam Negeri Fatmawati Sukarno Bengkulu, Bengkulu, Indonesia

ABSTRACT

This study aims to analyze the forms of code-switching and code-mixing in Maudy Ayunda's Instagram captions, focusing on the interplay between Indonesian and English. Using a qualitative descriptive approach, data was collected from Instagram posts between March 31 and December 29, 2022. Observational and documentation techniques, including screenshots of captions, were employed to gather data. The analysis reveals that Maudy Ayunda employs both code-switching (switching between languages within sentences) and code-mixing (inserting foreign words or phrases within a sentence). These practices are influenced by socio-situational factors, including her educational background and the desire to reach a broader audience. The findings suggest that Maudy Ayunda's strategic use of language helps enhance the clarity and engagement of her posts, making her content more accessible to diverse followers. This study contributes to the understanding of language dynamics in digital communication, highlighting the role of multilingualism in online interactions.

CORRESPONDING AUTHOR
Putjah Aisyah Fadhillah, Universitas Islam Negeri Fatmawati Sukarno Bengkulu, Bengkulu, Indonesia. Email: Putjahaisyah11@gmail.com

Introduction

In societal life, language use often deviates from standard norms during interactions, and this sometimes results in code-switching within the community. This phenomenon occurs because Indonesia, as an archipelagic country, boasts a rich diversity of ethnicities and cultures, ranging from Aceh to Papua and from Nunukan to Flores. Moreover, Indonesia has an extensive array of languages spoken by its people. For example, in Papua, the local community will use their indigenous languages for communication. In contrast, when visiting other regions, such as Java, the local dialects used may differ significantly, adhering to the local linguistic norms. Although the country is linguistically diverse, Bahasa Indonesia holds the status as the highest-ranking language and serves as the unifying language for the Indonesian people, from Sabang to Merauke. This is why Indonesians are often referred to as multilingual, as individuals are proficient in and use multiple languages.

According to Chaer (2014), Huszka et al., (2024) and Rahman (2024) the Indonesian society is typically bilingual, using Bahasa Indonesia as the second language, while local languages serve as the first language. Many individuals are also multilingual, mastering not only Bahasa Indonesia and their regional dialects but also foreign languages. This multilingual ability provides people the

flexibility to select the appropriate language according to the context and audience they are addressing. This phenomenon is even more pronounced in the age of globalization, where communication occurs not only directly but also through social media, which has become an integral part of daily life.

In the digital age, social media platforms have become the primary means for individuals to interact, share information, and construct their digital identities. Among the various social media platforms, Instagram is one of the most widely used globally. Instagram offers users a simple interface, modern aesthetics, and regularly updated features that keep the platform engaging. As reported by Lindquist (2021) and Rahman (2024) revealed that Indonesia ranks fourth in the world for the number of Instagram users, following the India, United States and Brazil. This underscores the immense popularity of Instagram, where nearly all smartphone users in Indonesia are active on the platform.

Instagram's easy accessibility, trendy interface, and continuous feature updates have made it particularly attractive to users. One of Instagram's distinguishing features is the use of captions accompanying posts, where users often blend multiple languages in their text. This practice facilitates code-switching and code-mixing, where Bahasa Indonesia and English are used interchangeably within a single post to convey a message more effectively and engagingly. This use of mixed languages not only serves a communicative purpose but also reflects the digital identity and social interaction of the user.

The phenomena of code-switching and code-mixing have long been central topics in sociolinguistic research. Code-switching refers to the alternation between languages within communication, while code-mixing involves the insertion of words, phrases, or even sentences from another language into a sentence constructed in the primary language. These phenomena occur both in spoken and written communication, especially in contexts involving multiple languages.

According to Santosa et al., (2023) code-mixing can be classified into three types: (1) insertion, where elements from another language are inserted into the structure of the main language; (2) alternation, where languages are switched within a sentence; and (3) congruent lexicalization, where elements from two languages are used within similar grammatical structures. Meanwhile, Poplack (1980) identifies three types of code-switching: (1) tag-switching, where short tags or phrases from another language are inserted; (2) inter-sentential switching, where the language switch occurs between sentences; and (3) intra-sentential switching, where the switch happens within a sentence.

In the context of social media, the use of code-switching and code-mixing is influenced by factors such as social identity, audience, and the communicative purpose. As illustrated by Dahmen (2021), the use of code-mixing in social media can present challenges in identifying the language, but it also reflects an effective communication strategy to reach a broader audience. In this context, individuals often choose to alternate between Bahasa Indonesia and English to attract attention, expand their audience, and strengthen the message being conveyed. This phenomenon is particularly interesting in light of Instagram's widespread use not only by highly educated or upper-class individuals but also by people from diverse social backgrounds and educational levels.

The phenomenon becomes even more complex given that Instagram is used by a wide range of people with varied backgrounds. Code-switching and code-mixing, therefore, can be seen as adaptive communication strategies to meet the diverse needs of an audience. In this study, the

phenomenon of code-switching and code-mixing on Instagram captions will be analyzed, specifically focusing on the posts of Maudy Ayunda, a public figure with a massive following, to explore how these linguistic practices are utilized in online interaction.

This study aims to describe and analyze the use of code-switching and code-mixing in Maudy Ayunda's Instagram captions, focusing on the factors influencing the use of these linguistic phenomena and their impact on social interaction on the platform. Specifically, this research will identify the forms of code-switching and code-mixing employed by Maudy Ayunda, as well as the reasons and motivations behind the use of these practices. The findings of this research are expected to contribute to a deeper understanding of the dynamics of language use in social media, particularly Instagram, and the role of language in shaping digital identities in the era of globalization.

This research holds significance in two main aspects. First, it provides insights into how sociolinguistic phenomena like code-switching and code-mixing can be explained through the analysis of online interaction, especially in the context of social media. Second, it enriches the understanding of how social media platforms, particularly Instagram, play a crucial role in shaping communication patterns and social identities among users in Indonesia, a country characterized by its multilingual and multicultural population.

Methods

This study adopts a qualitative descriptive research design, focusing on the use of code-switching and code-mixing in the Instagram captions of Maudy Ayunda (Kusch, 2012; Saldaña, 2021). Data were collected through observation and documentation techniques, specifically analyzing Instagram posts published between March and December 2022. A total of 50 posts were purposively selected, with a focus on identifying instances where Indonesian and English were alternated or mixed within captions. Screenshots of the posts were taken to document the captions, and these formed the primary data for analysis. The data were then transcribed and categorized according to the types of code-switching and code-mixing, such as intra-sentential and inter-sentential switching, or the insertion of words from English into Indonesian sentences (Al Khansa et al., 2024; Erlina et al., 2025). This approach allows for an in-depth examination of how Maudy Ayunda blends languages in her posts and provides insights into the social and communicative functions of these practices.

To ensure the reliability and validity of the findings, triangulation techniques were employed, including source triangulation (cross-referencing multiple posts), technique triangulation (combining observation and documentation), and time triangulation (collecting data over several months) (Ding et al., 2023; Henry & Christian, 2023; Sugiyono, 2019). These strategies helped confirm the consistency and accuracy of the data analysis. The study respects ethical considerations, as all data were collected from publicly available Instagram posts, ensuring no private information was used. By focusing on publicly accessible captions, the research highlights how Maudy Ayunda uses code-switching and code-mixing as strategic tools to engage a broader audience, enhance interaction, and construct a digital identity on social media.

Results and Discussion
Findings

The data collected from the analysis of Maudy Ayunda's Instagram captions reveal notable instances of code-switching and code-mixing. These phenomena were found to be prevalent across

various posts, where Maudy alternates between Indonesian and English within the same caption. The study describes the forms of code-switching and code-mixing observed, as well as the factors influencing their occurrence. Below, we elaborate on these issues in more detail.

Forms of Code-Switching from Indonesian to English

The findings of this study reveal multiple instances of code-switching in the Instagram captions of Maudy Ayunda, where she alternates between Indonesian and English to communicate with her diverse audience. One clear example is found in the first data point, where Maudy switches from Indonesian to English in the phrase, "Humbled and excited to learn and play a role in such a historic moment for Indonesia." The switch to English here serves to convey a nuanced emotion of gratitude and excitement, particularly fitting for the international context of the G20 summit. Similarly, in the second data point, Maudy transitions from Indonesian to English with the phrase "Reading her letter is like reading words from peers today – she was so ahead of her time," which emphasizes the universal relevance of Kartini's message and links it to contemporary global issues such as gender equality. This use of English broadens the reach of her message, making it relatable to a global audience while maintaining its roots in Indonesian history and culture.

In another example, Maudy switches from Indonesian to English, saying, "Throwing back to some of my G20 moment wearing batik." The transition emphasizes her personal experience at the G20 summit, a globally recognized event, making her post more relatable to her international followers. Similarly, in the fourth data point, Maudy smoothly integrates English with the phrase, "They remind me of John Dewey's philosophy for education," drawing a connection between local educational reforms and internationally recognized educational theories. This not only enriches the content but also connects Maudy's advocacy for education in Indonesia with a wider, global discourse. The fifth data point continues this theme of code-switching, where Maudy says, "It's what allows me to do the many things I want to do," which adds a motivational tone to the message and makes it more accessible to both her Indonesian and international audiences.

Another compelling example occurs in the sixth data point, where Maudy switches to English with the phrase, "Sending you lots of love," adding an informal and emotional touch to her post. This creates a more personal connection with her followers, enhancing the sense of intimacy in her communication. In the seventh data point, Maudy again employs a combination of English and Indonesian, starting with, "Grateful for all the support on my Aura Ayunda collaboration with @tuloladesign," which resonates with her global audience, before switching to Indonesian to express her support for local artisans in Bali. This strategic use of code-switching bridges her global engagement with her advocacy for local culture and artisans, showcasing her ability to navigate both local and global contexts seamlessly.

These instances of code-switching in Maudy Ayunda's Instagram captions highlight her intentional use of language to connect with a diverse audience. By alternating between Indonesian and English, she not only enhances the emotional impact of her posts but also engages with global and local discourses in a meaningful way. Her language choices reflect her bilingual background and her role as a public figure who bridges international and Indonesian cultures, reinforcing her digital identity as a global influencer with deep roots in her local context. Through this strategic use of language, Maudy Ayunda effectively communicates her messages, whether personal, professional, or advocacy-oriented, to a broad and diverse audience.

Table 1. Code-Switching Instances

Data Example	Indonesian to English Transition	Context and Analysis
Data 1	"Humbled and excited to learn and play a role in such a historic moment for Indonesia."	Code-switching enhances the emotional depth of Maudy's message, conveying gratitude and excitement in the context of the G20 summit.
Data 2	"Reading her letter is like reading words from peers today – she was so ahead of her time."	Code-switching links historical context (Kartini's legacy) with contemporary global gender equality issues, broadening the appeal of her message.
Data 3	"Throwing back to some of my G20 moment wearing batik."	Code-switching emphasizes Maudy's participation in the global G20 summit, making her personal experience more relatable to an international audience.
Data 4	"They remind me of John Dewey's philosophy for education. Education is not an affair of 'telling' and being told, but an active and constructive process."	Code-switching introduces a global educational theory, connecting local education reform with international discourse.
Data 5	"It's what allows me to do the many things I want to do."	Code-switching serves to motivate the audience, making the message universally relatable while still retaining personal meaning.
Data 6	"Sending you lots of love."	Code-switching adds an informal, emotional tone, creating a closer, more personal connection with Maudy's audience.
Data 7	"Grateful for all the support on my Aura Ayunda collaboration with @tuloladesign."	Code-switching begins in English to engage international followers and then shifts to Indonesian to reflect support for local artisans.

The table above highlights various instances of code-switching in Maudy Ayunda's Instagram captions, illustrating how she skillfully alternates between Indonesian and English to engage her audience. Each example demonstrates a deliberate choice of language to either enhance emotional expression, connect with global discourses, or bridge local and international contexts. For instance, in Data 1, the use of English emphasizes gratitude and excitement, aligning with the formal, global context of the G20 summit. Similarly, Data 2 employs English to emphasize the universal relevance of Kartini's message, showcasing how code-switching serves as a tool for connecting Indonesian historical figures to contemporary global issues like gender equality. By alternating between languages, Maudy effectively communicates complex ideas, emotions, and messages, allowing her to engage a diverse and international audience while maintaining her cultural roots.

In conclusion, Maudy Ayunda's strategic use of code-switching on Instagram not only enhances her ability to communicate across multiple cultural and linguistic contexts but also reinforces her digital identity as a bilingual public figure. This linguistic flexibility allows her to resonate with a broad spectrum of followers, seamlessly blending local and global narratives. By shifting between Indonesian and English, Maudy amplifies the reach of her messages, whether

personal, educational, or advocacy-driven, effectively building connections with her audience on both a local and international scale. This study highlights the power of language in shaping online interactions and demonstrates how code-switching can be a potent tool in digital communication.

Forms of Code-Mixing between Indonesian and English

The data collected also shows instances of **code-mixing** in Maudy Ayunda's Instagram captions, where Indonesian and English are combined within the same sentence or context. This practice allows Maudy to blend both languages in a way that enhances clarity, emotional impact, and engagement with her diverse audience.

Table 2. Code-Mixing Instances

Data Example	Indonesian to English Mix	Context and Analysis
Data 1	"Kalo abis berenang, rambutku jadi keliatan capek jadi frizzy dan gampang kusut!"	Code-mixing with *"frizzy"* adds specificity, targeting a global audience familiar with beauty product terminology and emphasizing the condition of the hair.
Data 2	"Obrolan seru bareng pak @gwirjawa tentang filsafat, pendidikan, passion, and many more."	The use of *"passion"* adds emotional depth, enhancing the message's appeal to a modern, bilingual audience, with English reflecting universal emotional connection.
Data 3	"Eid is coming! Prepare yourself to be new version of you and change your habit from now kalo shampoan Aja gak cukup!"	Code-mixing blends a global event (Eid) with a local context about hair care, making the message more dynamic and relatable to both local and international followers.
Data 4	"Similarly, aku sangat mengagumi keberagaman Indonesia, mulai dari bahasa, budaya, alamnya termasuk beragamnya kulit cantik perempuan Indonesia."	The use of *"Similarly"* connects global values of diversity with local appreciation for Indonesia's diversity, blending English and Indonesian to reach a broad audience.

In Data 1, Maudy mixes Indonesian with English by using the word *"frizzy"* to describe her hair after swimming. This insertion of an English term adds specificity and is particularly relatable to her audience familiar with beauty products, which often use English terminology. The use of *"frizzy"* is a direct appeal to a global audience, highlighting the influence of English in the beauty industry.

In Data 2, Maudy uses the word *"passion"* in the midst of an otherwise Indonesian sentence to emphasize the emotional connection in her conversation. The use of *"passion"* here serves as an emotionally charged term, resonating strongly with her bilingual audience. The mix of Indonesian and English makes her message more engaging, especially in a context where *"passion"* captures a universal concept that many of her followers, both local and international, can relate to.

In Data 3, the phrase *"kalo shampoan Aja gak cukup!"* is mixed with *"Eid is coming!"* to connect a global event (Eid) with a local, relatable context about hair care. This combination of languages makes the message more dynamic and broadens its appeal, simultaneously targeting local followers who understand the Indonesian context and international followers who are familiar with global events like Eid.

In Data 4, Maudy uses the word *"Similarly"* in English to transition into discussing diversity in Indonesia. By starting in English with *"Similarly"*, Maudy seamlessly shifts from a global context (appreciating diversity) to a more local one (celebrating Indonesian diversity). This linguistic blend

enriches the narrative, linking global and local values, and enhancing the emotional appeal of the message, as it resonates with both local and international audiences.

The analysis of code-mixing in Maudy Ayunda's Instagram captions highlights her ability to effectively engage with both local and global audiences by mixing Indonesian and English. This practice enhances the clarity of her messages, adds emotional depth, and allows her to communicate across different cultural and linguistic contexts. By strategically using English in the middle of Indonesian sentences, Maudy not only appeals to an international audience but also reflects the dynamic nature of modern communication in digital spaces. This approach underscores the growing trend of bilingualism in social media communication, where code-mixing becomes a powerful tool for reaching diverse audiences and creating more engaging content.

Factors Influencing Code-Switching and Code-Mixing

The use of code-switching and code-mixing in Maudy Ayunda's Instagram posts is shaped by various socio-situational factors that influence her linguistic choices. According to Suwito (Mulyani), code-switching is often triggered by factors such as the speaker's identity, the interlocutors, and the subject of conversation. In Maudy's case, her bilingual background and her active participation in both national and international contexts play a significant role in her language selection. Having studied at Stanford University and engaged in global discussions, Maudy naturally alternates between Indonesian and English, ensuring that her messages are accessible to diverse audiences across cultural contexts.

Maudy's linguistic behavior is also influenced by her professional background as an artist, model, and activist. As someone who operates in both local and global spheres, she is often required to engage with various audiences that have different language preferences. This exposure to both local and international audiences further informs her language choices, as she seeks to engage effectively with followers who may be more comfortable with one language over another. Her ability to seamlessly transition between Indonesian and English reflects her adaptability to these diverse communicative needs.

Moreover, Maudy's goal of making her messages accessible to a broader audience is another key factor in her use of code-switching and code-mixing. In a world where many people are bilingual or multilingual, switching between languages allows Maudy to ensure that her content resonates with a wide spectrum of followers. By mixing languages, she can reach both local followers who are familiar with Indonesian and global audiences who are more attuned to English. This helps her communicate more effectively with her followers, regardless of their language background.

In addition, social identity plays an essential role in Maudy's language choices. As a public figure with a broad, varied following, Maudy uses her multilingualism to reflect her identity as a global influencer. By switching between languages, she aligns herself with international trends, making her posts more appealing to a broader audience. Furthermore, her identity as an activist and someone deeply connected with social causes may also contribute to her strategic use of code-switching and code-mixing. Through these linguistic choices, she reinforces her image as an individual who navigates various cultural and linguistic environments fluidly.

Finally, the context of her posts whether personal, professional, or advocacy-driven also affects her language choices. For instance, when discussing personal achievements or professional milestones, Maudy may opt for English to sound more universal, thereby extending the reach of her

message. On the other hand, when addressing more local issues or sharing personal reflections that are deeply tied to Indonesian culture, she may use Indonesian to resonate with her local followers. This dynamic approach allows Maudy to maintain a balance between global relevance and local authenticity, engaging a diverse audience while staying true to her roots.

Discussion

The study conducted on the use of code-switching and code-mixing in the Instagram captions of Maudy Ayunda revealed several key findings that highlight the dynamic and adaptive nature of her language use. The data demonstrates that Maudy frequently alternates between Indonesian and English within the same sentence or post. These transitions, or switches, are not random but serve clear communicative purposes, such as enhancing emotional expression, aligning with global discourses, or connecting with her diverse, bilingual audience. The primary instances of code-switching observed in the data occur when Maudy shifts from Indonesian to English, often to express complex emotions or discuss global events, such as the G20 summit or gender equality.

Similarly, code-mixing is evident when Maudy inserts English words or phrases within predominantly Indonesian sentences. This mixture serves various functions, including adding specificity, clarity, and emotional depth to her messages. In some cases, code-mixing also allows Maudy to maintain the flow and coherence of her posts while catering to an audience that is familiar with both languages. Through this blend of languages, Maudy effectively communicates messages that resonate with both local and international audiences, demonstrating her fluency in navigating multilingual communication in a globalized digital environment.

The results of this study are consistent with the growing body of research on code-switching and code-mixing in global communication. Scholars such as Poplack and Walker (2003) have long recognized the role of code-switching as a sociolinguistic phenomenon driven by situational factors, such as the identity of the speaker, the audience, and the context of communication. In the case of Maudy Ayunda, her bilingual background and public identity as a global influencer align with the findings of (Yim & Clément, 2021) who argued that code-switching functions as a social tool for identity construction and group affiliation. This study's findings are also in line with the work of (Hozhabrossadat S, 2015), who suggested that code-switching often occurs in multilingual societies as a means of expressing solidarity or affiliation with particular communities, especially in multicultural and multilingual settings.

Additionally, the phenomenon of code-mixing in Maudy's posts echoes research on the pervasive influence of English in global digital communication. As noted by Cenoz (2009), the increasing use of English in non-English speaking countries, especially in digital spaces, reflects the globalization of English and the rise of lingua franca for cross-cultural communication. Maudy's strategic use of English, particularly in posts related to international events or global discourse, mirrors a trend identified by Yeh and Mitric (2023) who examined how social media influencers utilize English to maximize reach and engagement across different linguistic communities. In this sense, Maudy's bilingualism serves as a cultural and linguistic bridge, reflecting the interconnectedness of global and local cultures in the digital age.

While the global framework provides a broad context for understanding Maudy Ayunda's language use, local studies also shed light on the unique sociolinguistic environment in Indonesia that influences her use of code-switching and code-mixing. As discussed by Chaer (2014), Indonesia

is a highly multilingual society with diverse languages spoken across its islands. This multilingualism has led to the widespread phenomenon of code-switching, particularly in urban areas where multiple languages, including Indonesian, local languages, and foreign languages, coexist. Maudy's use of both Indonesian and English in her posts can be viewed as a reflection of the linguistic landscape of modern Indonesia, where young, urban Indonesians frequently alternate between Bahasa Indonesia and foreign languages like English, especially in social media contexts.

The findings of this study align with local research on the role of social media influencers in shaping public discourse in Indonesia. As noted by Birnie-Smith (2016), social media platforms in Indonesia provide a unique space for identity expression and the construction of public personas, where bilingualism plays a critical role. Maudy's ability to fluidly alternate between Indonesian and English in her posts demonstrates how code-switching and code-mixing are not only linguistic phenomena but also social strategies used to navigate digital identity and connect with a wider, more diverse audience. This finding is consistent with the work of Nikmah (2023), who explored how social media in Indonesia is a platform where individuals leverage bilingualism for self-promotion and to maintain relevance in both local and global discussions.

The results of this study have several theoretical implications for understanding code-switching and code-mixing in multilingual communication. First, the findings reinforce the argument that code-switching and code-mixing are not merely random linguistic behaviors but are driven by social, contextual, and cultural factors. As suggested by Auer (2005), code-switching acts as a communicative tool that enables speakers to navigate social identities and social relationships. In Maudy's case, the use of both Indonesian and English allows her to tailor her message based on the audience's cultural context and linguistic preferences.

Secondly, the study contributes to the growing body of research on code-switching and code-mixing in digital spaces. The digital communication context adds a new layer to our understanding of these phenomena, as social media platforms like Instagram allow for the integration of different languages and cultural elements within a single post. This dynamic form of communication is reflective of the global trend toward multilingualism in digital discourse, where code-switching and code-mixing are essential tools for engaging and connecting with a broader audience. Furthermore, Maudy's posts illustrate the role of bilingualism as a digital resource for influencers seeking to maintain relevance in a globalized digital environment.

The findings of this study also carry important pedagogical and policy implications. From an educational perspective, the strategic use of code-switching and code-mixing in social media can be integrated into language teaching frameworks to help students understand the practical applications of bilingualism in digital communication. Language educators can leverage the growing influence of social media platforms like Instagram to teach students how to effectively use multiple languages to communicate with diverse audiences, fostering cross-cultural understanding and digital literacy.

Moreover, policymakers should consider the role of bilingualism in digital media when formulating language policies that address the evolving linguistic landscape in Indonesia. As the global influence of English continues to grow, policymakers may need to strike a balance between promoting local languages and encouraging proficiency in global languages like English, ensuring that future generations are equipped to navigate the globalized digital economy while preserving their cultural identity. The findings suggest that bilingualism in digital spaces is not only a personal asset but also a national resource, contributing to Indonesia's global competitiveness.

The novelty of this study lies in its exploration of code-switching and code-mixing in the Instagram posts of a public figure—Maudy Ayunda—and its focus on how these linguistic practices are used to engage a global and local audience. While previous research has addressed code-switching in various contexts, this study contributes to the literature by examining how code-switching functions as a strategic tool for public figures to build digital identities, connect with audiences, and engage in global discourses. Furthermore, the study sheds light on the role of social media as a platform where multilingualism is not just a linguistic phenomenon but a social practice tied to globalization and identity construction.

Despite its contributions, this study has several limitations. The sample size, based on Maudy Ayunda's Instagram posts, is relatively small and may not fully represent the broader trends of code-switching and code-mixing among Indonesian social media influencers. Future research could expand the scope of the study to include a larger sample of social media influencers or conduct comparative studies across different platforms, such as Twitter, TikTok, or YouTube, to gain a more comprehensive understanding of language practices in digital spaces.

Additionally, while this study focused on code-switching and code-mixing from the perspective of social media influencers, further research could explore the impact of these linguistic practices on audience reception and engagement. How do followers respond to code-switching in terms of interaction, like counts, and commentary? Investigating these responses could help scholars understand the sociolinguistic dynamics of digital communication and the role of language choices in shaping audience behavior. Lastly, further studies could also explore the role of local dialects in code-mixing, particularly in regions of Indonesia with strong local language identities, to gain deeper insights into regional variations in multilingual digital communication.

Conclusion

This study examined the use of code-switching and code-mixing in Maudy Ayunda's Instagram captions, revealing how she strategically alternates between Indonesian and English to effectively engage her diverse audience. The findings indicate that code-switching is employed to convey emotional depth, align with global discourses on issues like gender equality, education, and cultural advocacy, while code-mixing is used to add specificity and clarity, particularly in contexts related to personal experiences and international events. This bilingual approach allows Maudy to communicate complex messages in a way that resonates with both local and global followers, enhancing her reach and impact across cultural boundaries.

The study contributes to the broader understanding of multilingual communication in digital spaces, particularly in social media. By blending Indonesian and English, Maudy not only maintains a strong local presence but also broadens her international appeal, showcasing the role of code-switching and code-mixing as essential tools for identity construction and audience engagement. These findings offer valuable insights into how public figures use language strategically to navigate both global conversations and local cultural contexts, emphasizing the importance of bilingualism in the global digital landscape. Future research could expand on this by exploring the influence of code-switching on audience interaction across various social media platforms and its role in shaping digital identities.

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