

**CODE SWITCHING AS A LINGUISTIC
STRATEGY IN AGUNG HAPSAH'S YOUTUBE
ADVERTISING CONTENT**



FINAL PROJECT

**A Partial Fulfilment of the Requirements for the Degree of
Bachelor of Applied Foreign Language**

by

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**BACHELOR OF APPLIED FOREIGN LANGUAGE
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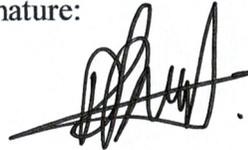
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APPROVAL SHEET

A FINAL PROJECT

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Praise God to God Almighty because of his wisdom the researcher can complete this research well with the title Praise God to God Almighty because of his wisdom, researchers can complete this research well with the title “Code switching as a Linguistic Strategy in Agung Hapsah's Youtube Advertising Content” on time. The work on this Final Project made the researcher increase knowledge of critical thinking about an object and unrest in science. The preparation of this Final Project received full support from various parties. Researchers appreciate and thank the support of people around, especially

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10. For readers, always be enthusiastic about completing your final assignment, focus on your own process and do not compare it with other people's processes in writing and be critical in writing so that the knowledge you share is useful for others..

The researcher feels that this final project still has shortcomings. Therefore, constructive criticism and suggestions are greatly needed to improve our thinking in the future. Hopefully, this final project can make a positive contribution to science and those who need it.

Semarang, 31 July 2025

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ABSTRACT

Digital marketing has been influenced by advances in information and technology. With this development, communication approaches are also evolving in digital media. Code switching is one of the linguistic phenomena that can be used as a communication strategy. Agung Hapsah is one of the YouTubers who uses Code Switch to advertise products expressively and interestingly. The purpose of this study is to identify and explore the types and functions of code switching applied and its linguistic functions in digital advertising. Engaging language can build brand image, increase sales and build rapport with audiences. This study uses a qualitative method to describe and identify the results of the analysis regarding the types and functions of code switching and its functions in digital advertising. The data source used is the transcription of 4 videos of Agung Hapsah, with an upload time of 2 years. The results of this study found 84 data of Agung Hapsah's speech that contain Code switching with 79.76% type of intra sentential switching, 78.58% facility of Expression according to Marasigan (1983) and 80.95% solicitation or persuading as its linguistic function in digital advertising.

Keywords: Code switching, Digital Advertisement, Agung Hapsah, Qualitative

ABSTRAK

Pemasaran digital telah dipengaruhi oleh kemajuan informasi dan teknologi. Dengan perkembangan ini, pendekatan komunikasi juga ikut berkembang di media digital. Alih kode merupakan salah satu fenomena keIndonesiaan yang dapat digunakan sebagai strategi komunikasi. Agung Hapsah merupakan salah satu YouTuber yang menggunakan alih kode untuk mengiklankan produk secara ekspresif dan menarik. Tujuan dari penelitian ini adalah untuk mengidentifikasi dan mengeksplorasi jenis dan fungsi alih kode yang diterapkan dan fungsi linguistiknya dalam iklan digital. Indonesia yang menarik dapat membangun citra merek, meningkatkan penjualan, dan membangun hubungan baik dengan audiens. Penelitian ini menggunakan metode kualitatif untuk mendeskripsikan dan mengidentifikasi hasil analisis mengenai jenis dan fungsi alih kode serta fungsinya dalam iklan digital. Sumber data yang digunakan adalah transkripsi dari 4 video Agung Hapsah, dengan waktu pengunggahan selama 2 tahun. Hasil dari penelitian ini ditemukan 84 data tuturan Agung Hapsah yang mengandung alih kode dengan jenis alih kode intra sentential switching sebanyak 79,76%, fasilitas ekspresi menurut Marasigan (1983) sebanyak 78,58%, dan fungsi linguistiknya dalam iklan digital sebanyak 80,95%.

Keywords: Agung Hapsah, Alih Kode, Iklan Digital, Kualitatif

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