

CHAPTER I

INTRODUCTION

This chapter explains the background of the research which consists of research problems, research objectives, research advantages and research outcomes.

1.1 Background

Language is one of the important aspects in digital advertising and in the era of technological and information media development, language in communication has influenced digital marketing. Increasingly sophisticated and rapidly developing technology has a positive impact on marketing by creating advertisements to attract consumers. One positive impact is that advertised products experience high demand in the market. According to Sintia (2017), digital advertising is currently considered one of the most effective methods for product promotion. Advertising aims to provide information, motivate, and attract consumers through communication language that offers more benefits of a product. One promotional social media platform that can be used to advertise a product is YouTube. YouTube is the most popular promotional social media used for digital marketing, with individuals who create content and upload it to the YouTube page called "Youtubers." Agung Hapsah is one of the YouTubers who uses this platform to promote products. Each video created by Agung Hapsah contains promotions in collaboration with related brands.

Code switching is a phenomenon of language switching. According to Yuliana (2015), there are a number of factors that influence the desire to change codes, such as the ability of the people closest to us to speak several languages. Using the right language can influence consumer emotions towards an advertising product. Code switching is not just a language style, but a communication strategy to introduce a product with the target audience to be achieved. This concept is in line with the importance of a language that is easily accepted to advertise a product.

As a variation or style of language in an advertisement, Code switching is persuasive and hyperbolic in nature, aiming to make consumers feel interested in the advertised product. Language is very important for advertising, because it can attract attention, arouse emotions, and change consumer behavior (Smith, 2018). According to Pratiwi (2016), advertisements with interesting vocabulary can attract the audience's attention, encourage them to think further, and improve their memory. This provides an understanding that the right choice of language makes consumers remember and be influenced by an advertised product. However, interesting language must also pay attention to and convey the message so that the information in the advertisement can be conveyed well. One important part of effective communication is the style of language used. Formal language can bore the audience and reduce interaction, especially in digital advertising. The use of appropriate language varieties must pay attention to the context, interaction and purpose of the content. will create an image or impression of the audience towards the advertised brand image.

Agung Hapsah is a YouTuber with the slogan "Stay Classy." Born in Makassar but choosing to grow up in Australia, he is bilingual and uses code switching in his vlogs, reviews, and short films on his YouTube account. His excellent English skills make Agung Hapsah use semi-formal language. The switch between Indonesian and English could make communication uncertain, yet Agung often made advertising videos using both languages and collaborated with various brands. One example of a brand that collaborates with Agung Hapsah is Asus. Asus is one of the technology brands that Agung Hapsah has worked with since he was in high school and often creates content promoting the brand's latest products. In his content, Agung Hapsah consistently applies code switching as a strategy to build relationships with his audience so that advertising messages can be conveyed well.

In the digital era, the use of language varieties has become an important part of communication on various social media platforms, including in digital advertising content. This phenomenon shows a development in linguistic aspects, especially in the context of modern communication. However, the use of language

varieties in digital advertisements presented through the YouTube platform is still rarely the object of study, even though YouTube offers uniqueness in delivering messages through storytelling-based videos and language styles that have the potential to affect the effectiveness of an advertisement. Therefore, research on the use of code switching in building digital advertising narratives, especially on Agung Hapsah's YouTube channel, is an interesting topic for further research.

The main objective of this study is to explore and identify the code switching used by Agung Hapsah in his advertising content as part of his communication strategy to advertise products. In addition, this study is useful for exploring code switching in promotional videos and its contribution to the effectiveness of message delivery, thereby providing insight into the role of bilingual communication in enhancing digital marketing.

1.2 Statements of the Problem

1. What types of code switching between Indonesia and English are used in Agung Hapsah's YouTube videos that feature advertising content?
2. What are the communicative functions of code switching in these videos?
3. How does code switching function as a linguistic strategy to enhance digital advertising effectiveness in Agung Hapsah's content?

1.3 Objectives of the Study

1. To identify the types of code switching applied by Agung Hapsah in the content of the advertisements he produces.
2. To analyze the language selection used to emphasize certain messages in the advertisement.
3. To evaluate the role of code switching in increasing the effectiveness of communication, as well as strengthening the message conveyed in the advertising content.

1.4 Significance of the Study

The benefits of the research are as follows

1.4.1 For Content Creator

For content creators, this research proves that coding can build closer relationships with audiences, strengthen brand image, and make content more appealing and effective in conveying messages that are not only informative but also entertaining for audiences.

1.4.2 For Digital Marketers

For digital marketers, code research can create more persuasive messages to audiences so that they are interested in the content provided. Building relationships and trust with consumers also requires entertaining language, but the message conveyed must be well received by the audience. Target audiences more accurately so that the products being marketed can be more widely known.

1.4.3 For Language Educators

Making language learning relevant and contextual by showing how English and Indonesian are used in everyday communication can be applied and not just as a dynamic and real means of communication. Discussing a language function that can explain a difficult concept in understandable language or build good relationships. Code-switching is very common among teenagers to encourage more expressive language use and also to understand formal and informal language styles.

1.5 Output of the Study

The output of this research is a scientific publication in the form of an accredited journal article. This research was published in the IDEAS journal of IAIN Palopo Sinta 3 Volume 13 No 2, December 2025. This article is intended to enrich literature studies, especially in the field of language and digital advertising which continues to grow along with the dynamics of communication technology. Through this research, it is hoped that it can open new discussion spaces regarding language transfer strategies in digital advertising, as well as how these practices affect audience perceptions and responses.